

TRAVEL AGENCIES' MARKETING ORIENTATION WITH REFERENCE TO A 50+ CONSUMER

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Received 1 April 2015

Revised 27 April 2015

29 April 2015

Abstract

Purpose – The aim of the article is to present the importance of travel agencies in stimulation of tourism demand of consumers who are over 50 years old. The additional purpose is the analysis of marketing activity of selected travel agencies, their products for seniors and good practices.

Methodology – In the paper following methods have been used: critical analysis of literature, desk research, case study and observation.

Findings – In the literature there is a paucity of knowledge about travel agency marketing orientation in the field of seniors' and pre-seniors'. The research report "Tourism activity in Poland in 2012" indicates that everybody in the age range 50-59 organized the short term trip by themselves, but only 3.3% used the travel agencies. As regards long-term trips nobody who is over 60 bought buy a trip in the travel agency. The number of the identified travel agencies specialising in servicing the segment of people 50+ is not limited but does not also impress. The group of consumers 50+ is very varied and it is still increasing. Travel agencies should create different marketing strategies for different age segments. **Contribution** – Among the main reasons of initiation research we can find the observation of existing trends in the contemporary market, which influence the changes of structure of the demand of touristic services, generated by the elderly, referred to as 'Seniors'. Thus becomes legitimate to say that the elderly and those who are close to this group are the important, promising segment of the tourism market.

Keywords travel agencies, marketing orientation, consumers 50+, tourism activity of seniors

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