

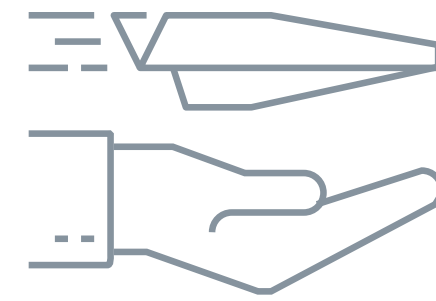
A Mailjet Research Study

Marketing To The Over 55s

Travel & Tourism Industry



The Research



In September 2016, Mailjet commissioned a new piece of research to understand how consumers in the UK over the age of 55 view communication with the travel brands they interact with. The survey was taken by over 1000 consumers from across the UK.

The research looked at how consumers over the age of 55 interact with technologies and how they're being targeted by travel brands at this time of year. The research also aims to highlight why email should be part of your marketing strategy to engage these consumers.

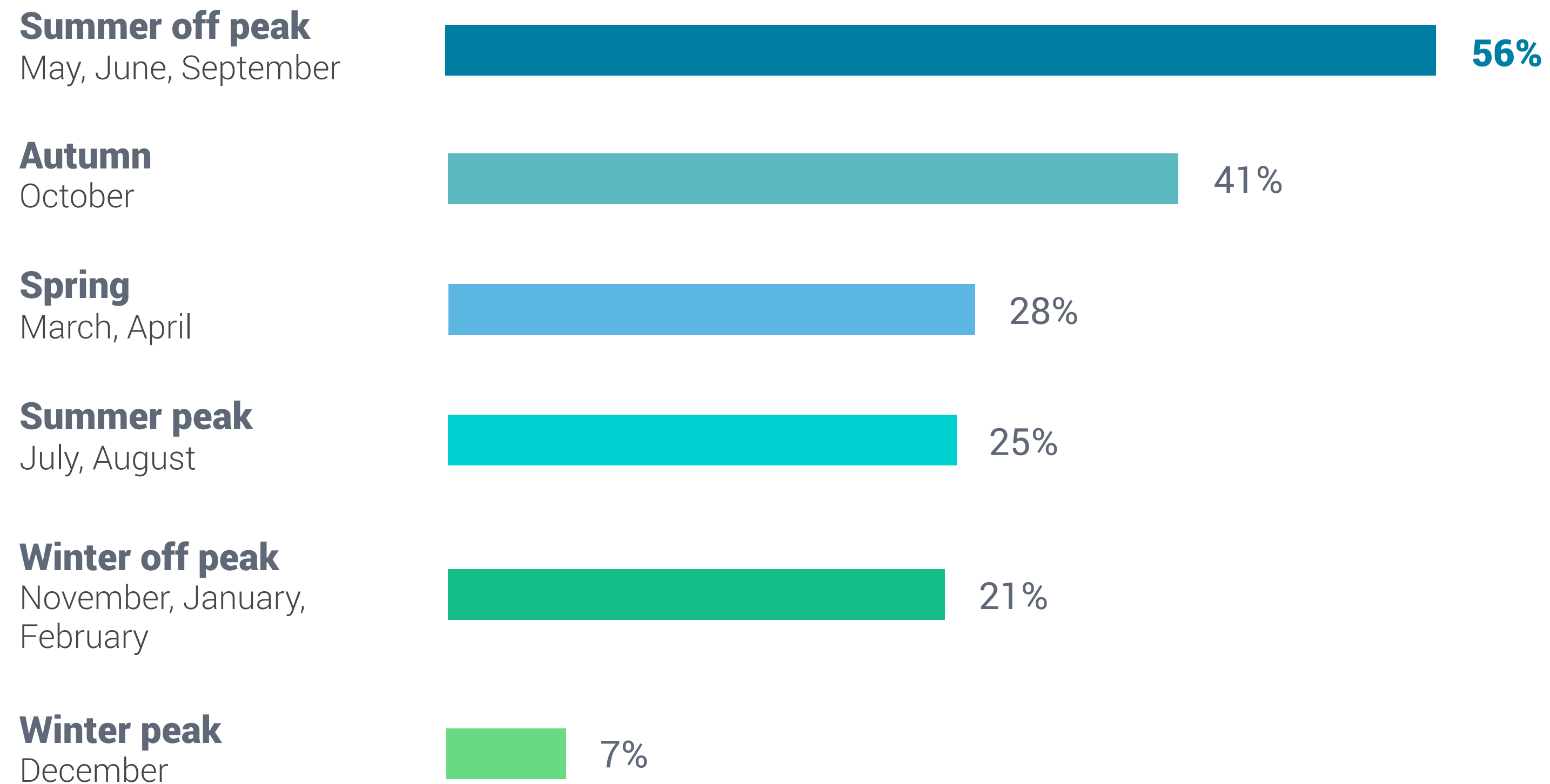


Over 55s Choose To Travel Off Peak

Which of the following seasons/months would you be most likely to take a holiday in?

Overall

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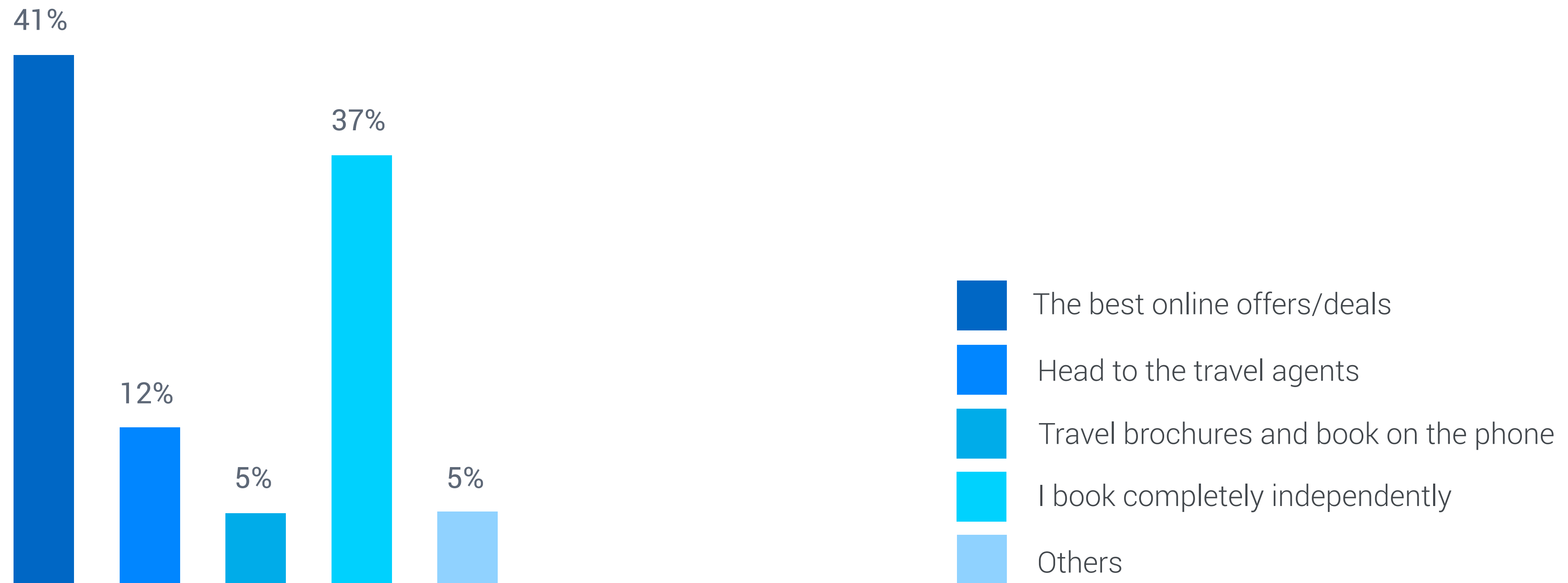


Over half (**56%**) of the over 55 market are most likely to travel in the months of May, June and September.

Older Generations Are More Tech Savvy

How Are You Most Likely To Go About Booking Your Holiday?

Overall



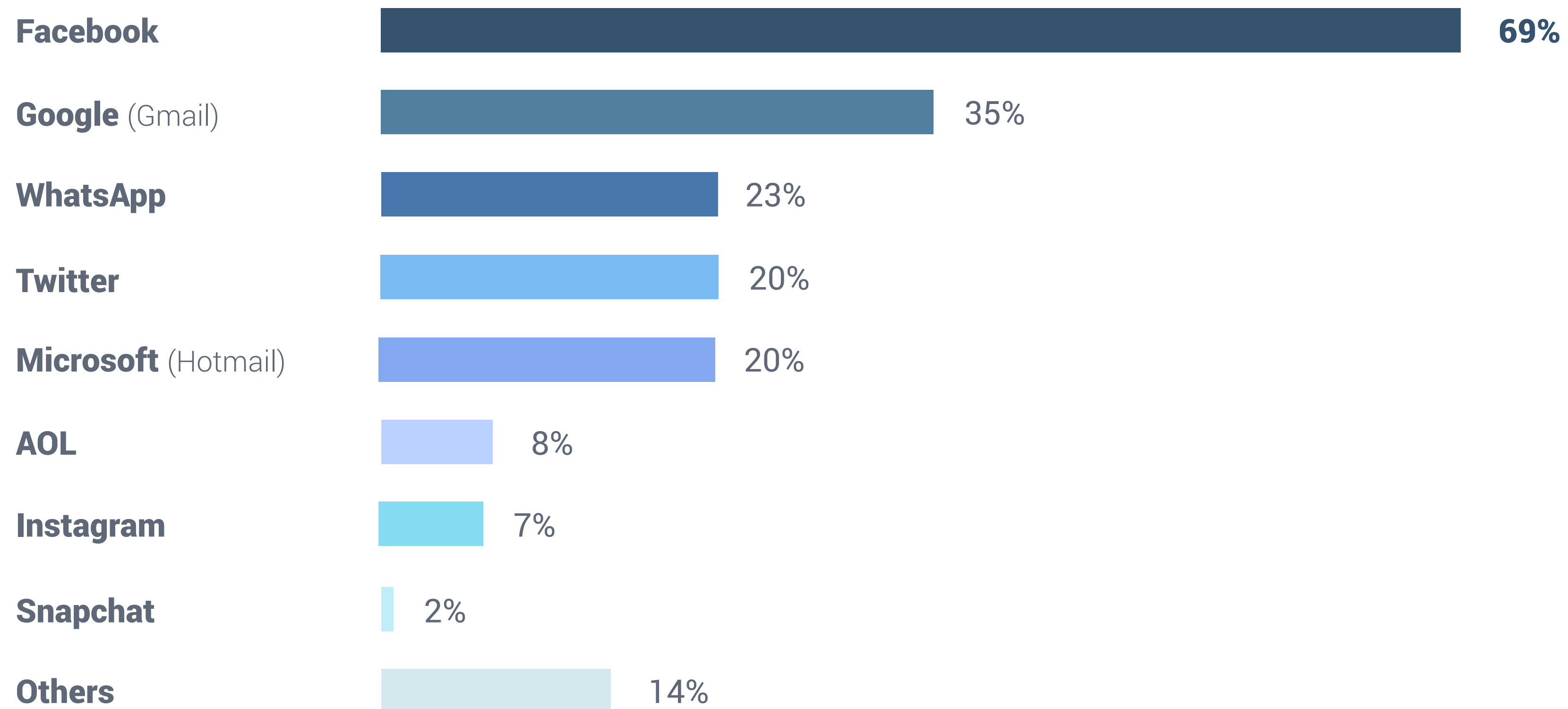
Only **5%** of over 55s and less than a tenth (**8%**) of over 65s are now checking travel brochures as part of their path to purchase.

No Longer The Offline Generation

Which Of These Do You Have An Account With?

Overall

Which of these do you have an account with?



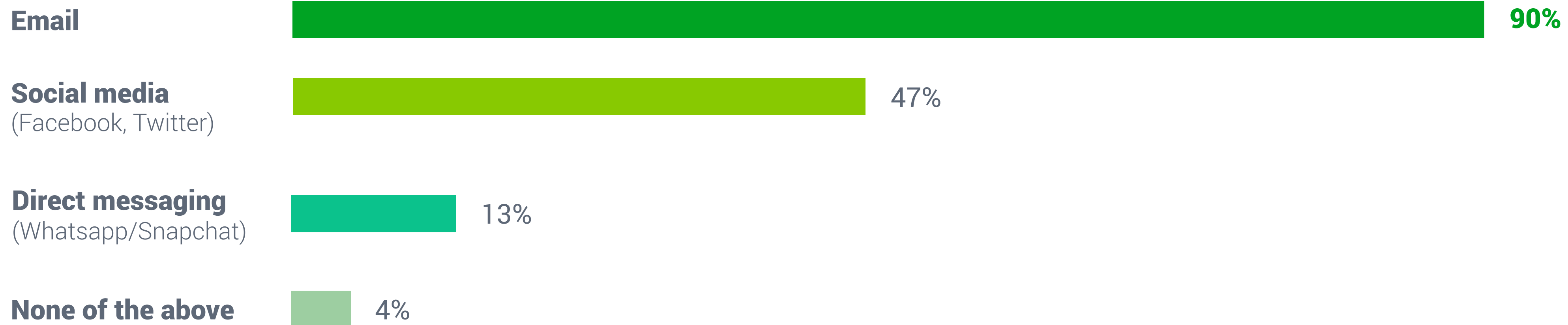
A whopping **69%** of over 55s and **62%** of Brits over 65 now have a Facebook profile.

Increased Use Of Technology Amongst 'Grey Pound'

Which Of These Communication Channels Are You Most Likely To Check On A Daily Basis?

Overall

Which of these communication channels are you likely to check on a daily basis?



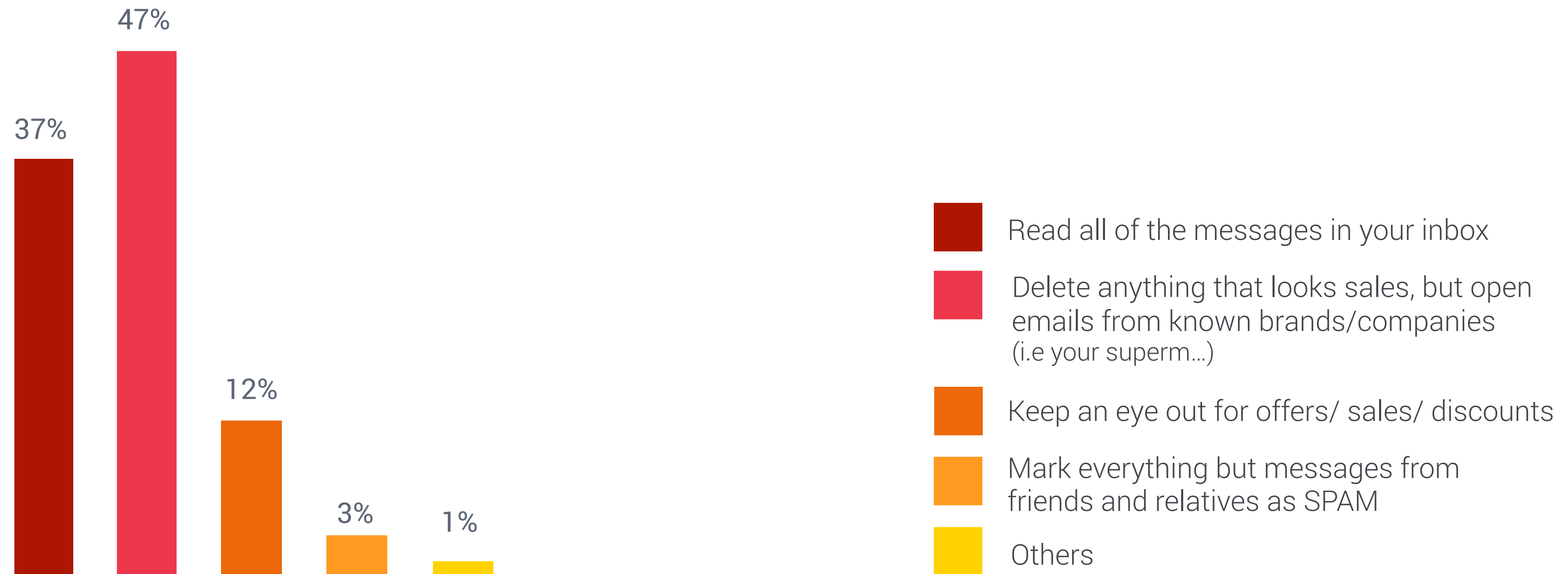
Traditional online marketing channels remain strongest with **nine in ten** respondents checking their emails every day.

Personalisation Is Key

When Looking Through Your Email Inbox, Are You Most Likely To:

Overall

When looking through your email inbox, are you most likely to:



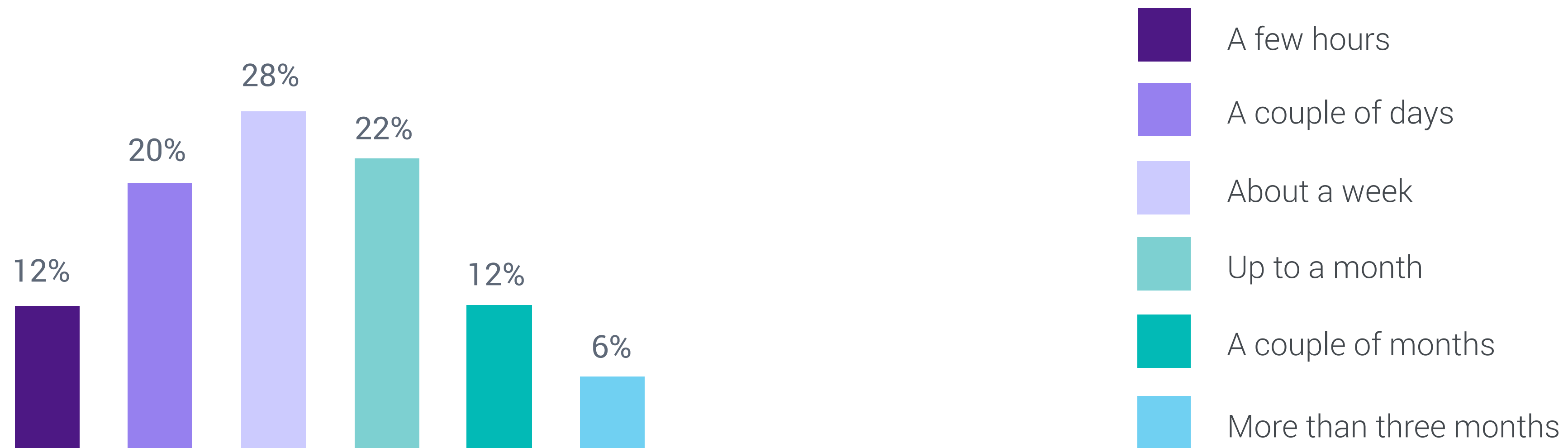
84% of over 55s will delete anything that looks salesy, but will open emails from known brands or companies.

No Time Like The Present

When It Comes To Booking A Travel Holiday,
How Long Are You Most Likely To Spend Planning Your Trip?

Overall

When it comes to booking a travel holiday, how long are you most likely to spend planning your trip?



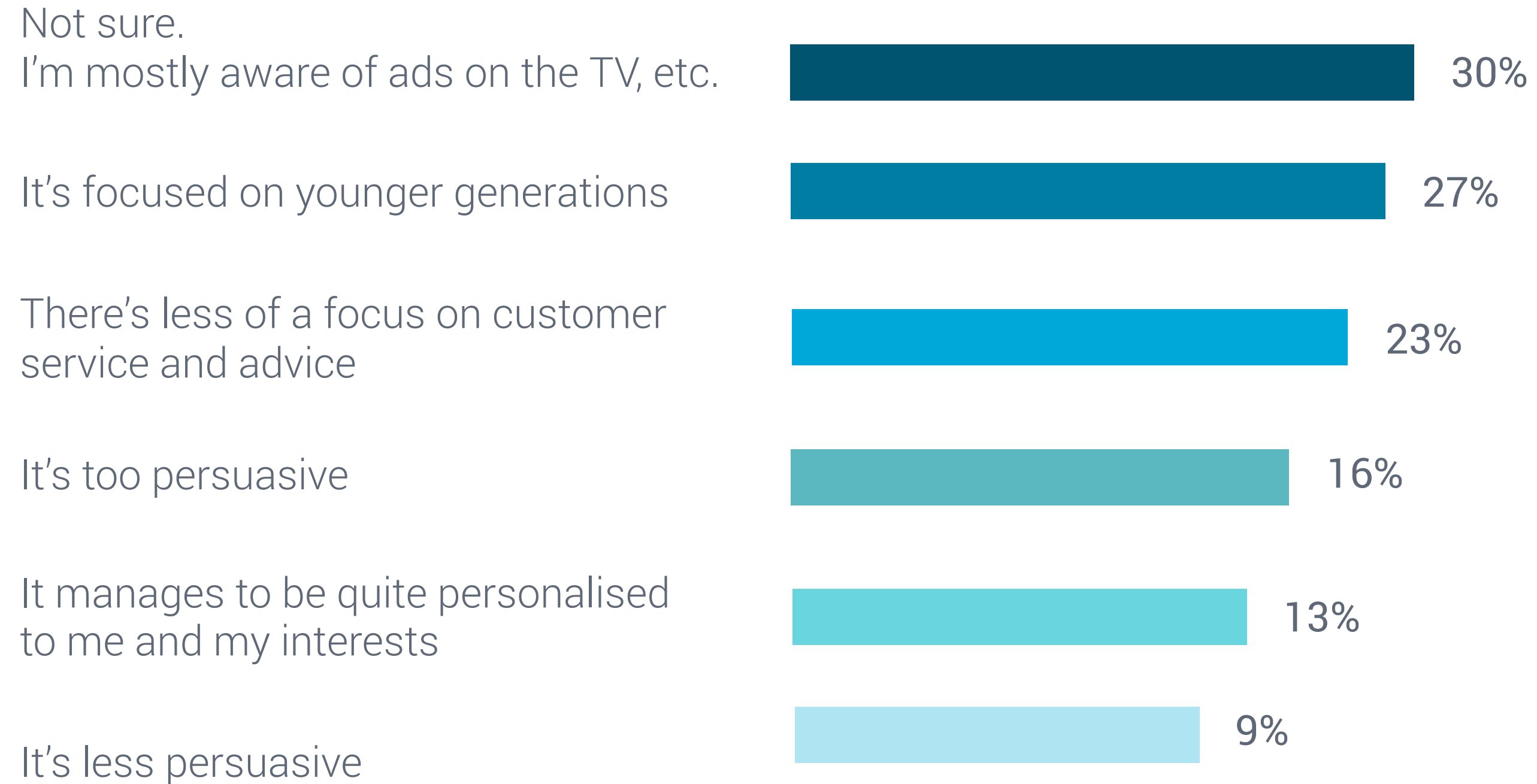
82% spend less than a month planning their trip.

Increased Expectations Of Marketing

How Do You Perceive Brands, Ads And Marketing Today?

Overall

How do you perceive brands, ads and marketing today?



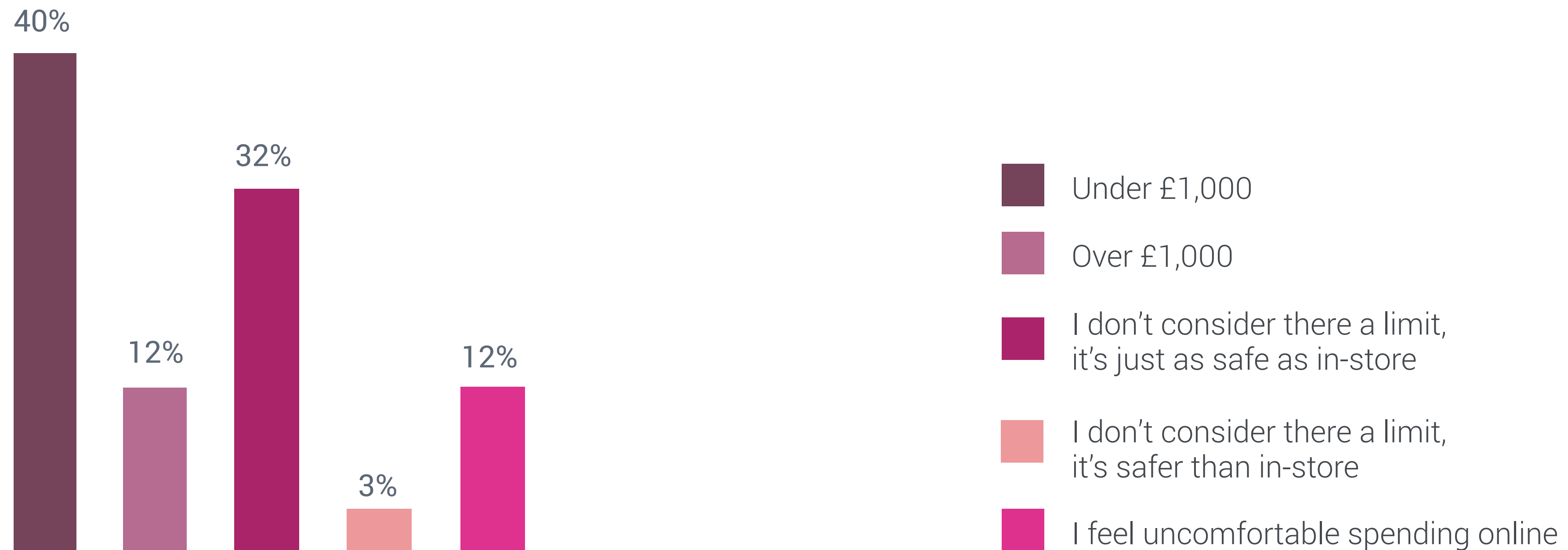
27% say the messages they currently receive are too targeted towards younger generations.

Old Fashioned Values, Digital World

How Much Are You Comfortable Spending In One Online Transaction With An Established Company i.e. John Lewis?

Overall

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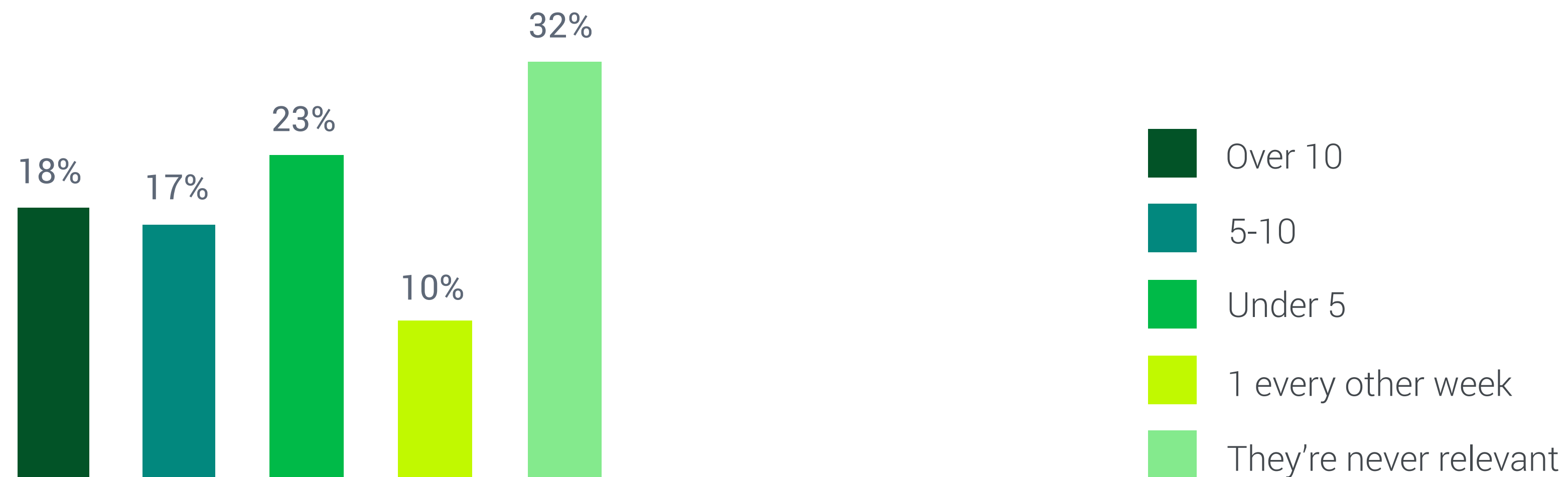
Nearly a third (**32%**) see no limit to how much they're prepared to spend online, believing it's just as safe as an in-store transaction.

An Opportunity Missed

How Many Relevant Offers / Discounts Do You Receive A Week?

Overall

How many relevant offers / discounts do you receive a week?



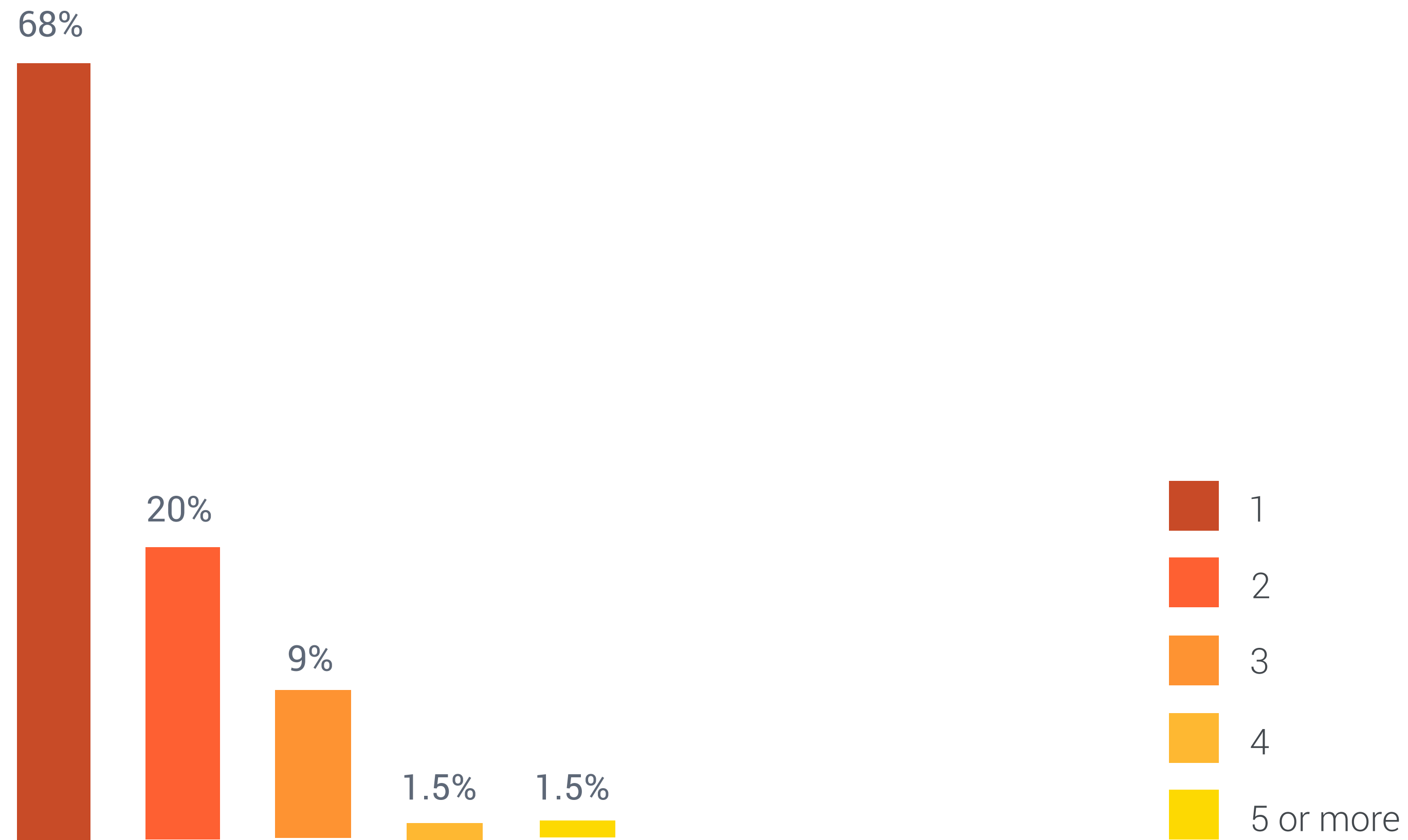
One third (**32%**) of respondents state that they never receive relevant offers or discounts.

Seize The Moment

How Many Trips Abroad Do You Make A Year? (Holiday Only)

Overall

How many trips abroad do you make a year? (Holiday only)



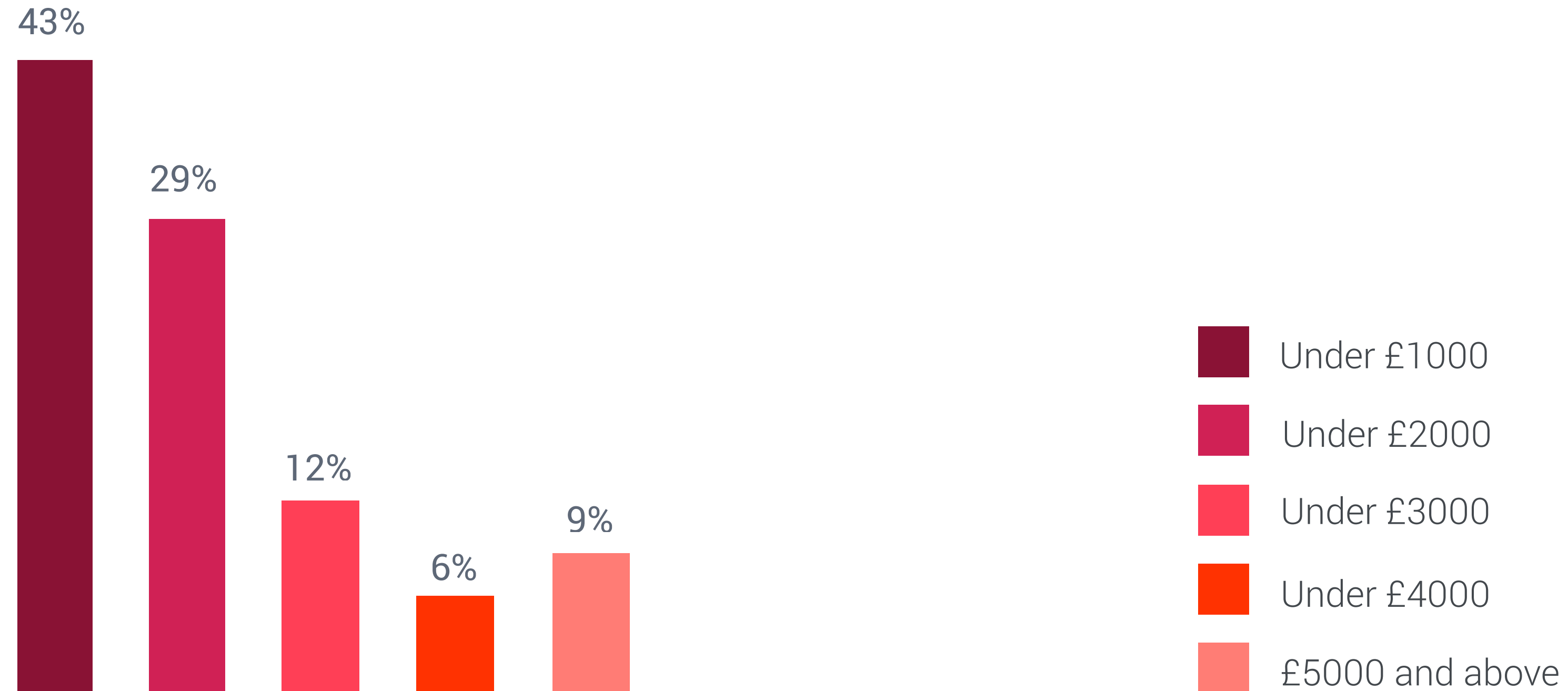
The majority (**68%**) of this demographic admitted they only travel abroad once a year.

A Substantial Opportunity

What Is Your Approximate Annual Budget For Holidays?

Overall

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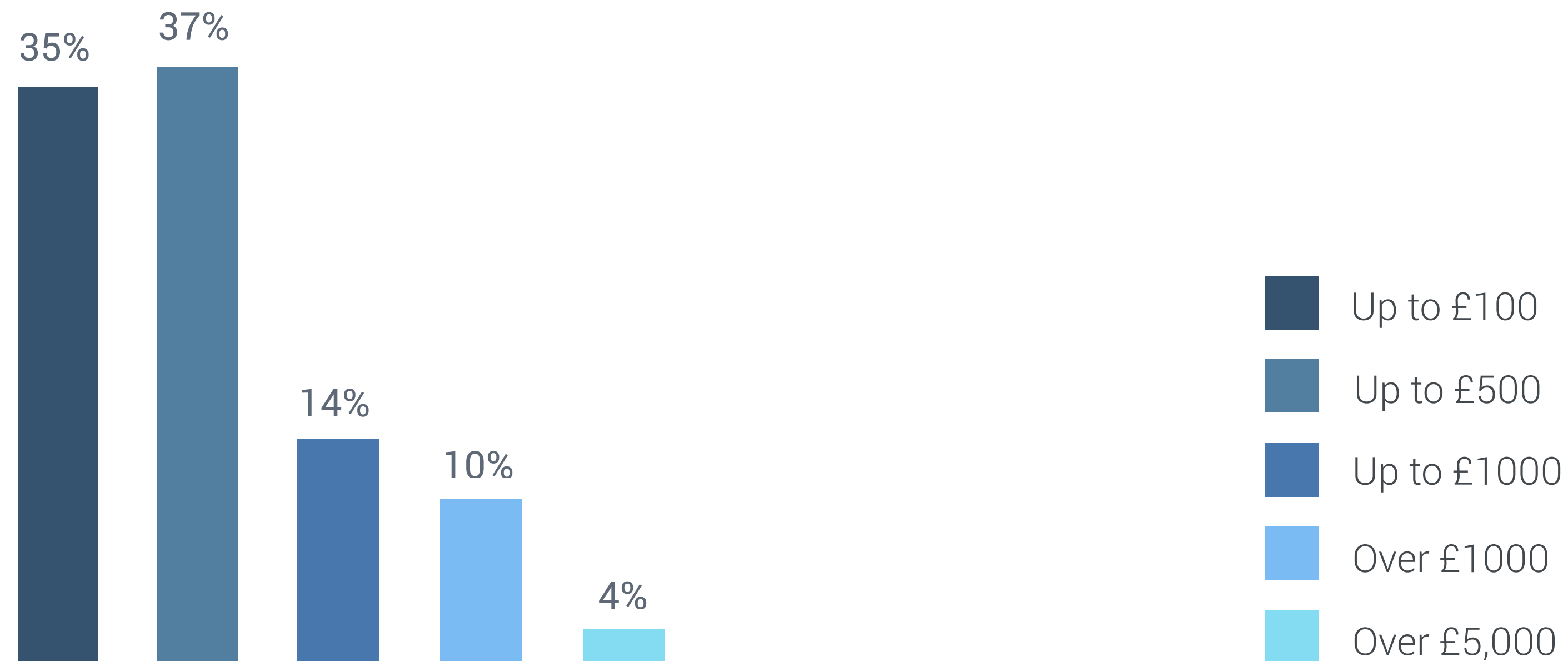
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Tailored Experiences Warrant Big Budgets

How Far Over Budget Would You Be Willing To Go For A Truly Tailored Holiday?

Overall

What is your approximate annual budget for holidays?



14% are prepared to go £1000 over budget for a truly tailored holiday experience.

Increased use of technology amongst 'Grey Pound' has increased their expectations of marketing by travel brands.



It's important to realise that different generations are moving into the digital age at varying paces. The Grey Pound presents huge opportunity to the travel sector and brands mustn't ignore this high spending demographic in their email marketing. 65% are more likely to book a holiday with a company that proactively serves them deals via email, but tailoring communications is vital. But it seems travel brands are failing to serve tailored ads on relevant channels to capture this audience. Marketers can look to technology to better understand their target audience and how to reach those individuals effectively with tailored communications.

There's something of a paradox in marketing today. We have to think very carefully about choosing the right channel, time and location to engage with different segments, but we must not forget about the importance of capturing the audience's attention. As nearly two thirds of the respondents are not satisfied with the emails sent by travel brands, marketers need to focus on creating email content that is personalised and therefore captivates their audience.

In order for brand marketers to target their customer demographics correctly they need to adopt a segmentation strategy that takes into account the different age groups they reach with their marketing messaging.

Are you targeting your customers differently, depending on their age?



Advanced Tools to Master Email



Give your email marketing strategy the edge against your competition with our Segmentation, Email Automation, A/X Testing and Campaign Comparison tools. Our [Premium Features](#) can enable you to meet consumer expectations. Send breath-taking, personalised emails that land in the inbox at a time that's relevant to your customers.

Send Email That Converts



Mailjet is a global email service provider, offering you an intelligent all-in-one solution for marketing and transactional emails. Our sophisticated analytics tools and simple APIs give you the tools to maximise the benefits to each individual contact of every email you send. We achieve exceptionally high deliverability rates for our global customer base through a combined emphasis on achieving your strategic email goals and safeguarding your brand's reputation over time.





Thank You

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