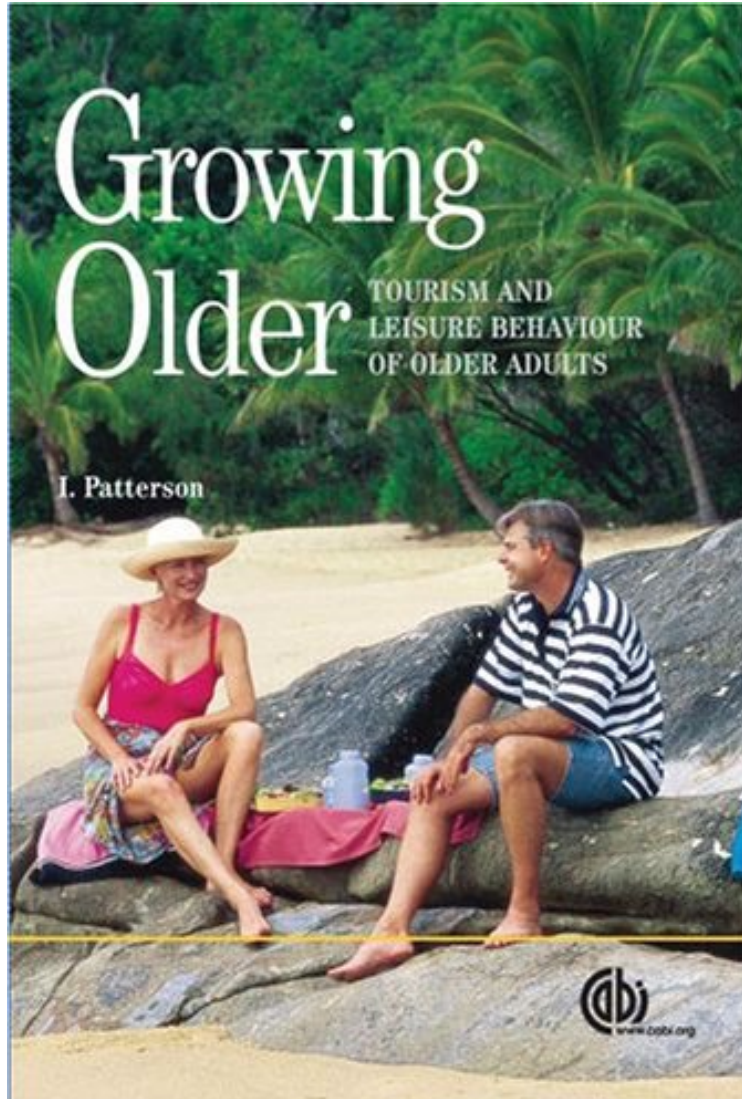


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Growing Older: Tourism and Leisure Behaviour of Older Adults

Ian Patterson

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Tourism is big business, especially for older people. With the senior market becoming increasingly targeted by marketers and travel companies, both operators and leisure service providers need to be knowledgeable and sensitive

to the particular characteristics, special needs and requirements of the senior market. The purpose of this book is to provide the latest research about these characteristics, tourist behaviors and leisure needs of baby boomers, seniors and older people generally and how to effectively market to this expanding group in the future.