



# Ageless Tourism

Attract, Serve, & Retain the Mature Traveler





- ▶ Increase Your Reach to the Boomer and Mature Traveler
  - ▶ Boomers, born between 1946 and 1964, comprise 78 million US citizens and one billion people worldwide. Less demographically defined are those aged 75 through 100 and even above. Both groups have distinctive physical and psychological needs, paradigms, and world views.
  - ▶ Travelers aged 60+ are projected to take 1.6-2 trillion trips by 2050, encompassing 88% of premium travel service spenders (World Tourism Organization).
  - ▶ According to US Labor Department statistics, those sixty-five and older account for 22% of consumer spending, more significant than any other age cohort and rising exponentially since 2005.
  - ▶ As demographic shifts indicate, the fastest-growing travel cohorts are women aged 60+ and
    - ▶ travelers over eighty, seeking Ageless Experiences like grandparent and Skip Generation trips,
    - ▶ respite travel for caregivers, senior sports, soft adventure, lifelong learning, Volunteering,
    - ▶ wellness travel, medical tourism, and cultural travel.
- Introduction to the art and science of "lensing."



- ▶ Ageless Tourism Consulting applies a unique process called "lensing," looking at all aspects of marketing, branding, itineraries, hotel design and staffing, wellness and medical tourism programs, and especially a design through the lens of the physical, emotional, and psychological experience of the mature and boomer leisure and business traveler.
- ▶ Through lensing, your team will view every aspect of your business through the eyes of the boomer and mature tourist. By understanding the decision-making processes of boomers and older adults, you will make more informed decisions regarding design. There is no ageism in marketing and imaging.
- ▶ Your team fully understands how we age, including physical deficits and strengths.
- ▶ You have developed an Age-friendly built environment.
- ▶ Your technology is age-friendly.
- ▶ Your staff training includes inclusiveness in serving older guests.
- ▶ You distinguish between disability and aging and do not stereotype all elders as disabled.
- ▶ Marketing, and concept development.
- ▶ This insight translates into a larger market share, improved customer loyalty, and better strategic investments.
- ▶ If you answer NO to any item on the checklist, work with us.



### **How do we work together?**

Begin with a NO-CHARGE DISCUSSION so that we can precisely understand the nature of your needs, the details of the market you wish to reach, the resources you already have, your depth of understanding of the boomer and mature markets, and the companies with which you already work.

### **After our preliminary discussion, select from any of the following services:**

#### **Snapshot lensing:**

Studying, auditing, reviewing, and reporting on your product, program, service, and facility so that it is designed, marketed, and operated consistently with the best practices in achieving and retaining the loyalty of boomers and older adults. Snapshots might take no more than half a day to a full day and include on-site visits to facilities, product testing, attention to color, packaging, photo images, logo, branding, marketing, and advertising copy that relates to the subject of the lensing.

#### **Lensing Consulting:**

Working closely with your company's professionals, staff, and outside resources on an ongoing basis (whether pre-launch, launch, mature business phase, succession planning, going public, merger, or company sale) to be sure that every aspect of your facility, product, service, or program reaches and pleases the boomer and/or mature markets -from feasibility study to the ultimate marketing of your hotel units, products, services and programs.



### **Establishing a Chief Lensing Officer:**

Working as part of your company, integrated into the organizational and internal communications processes, creative flow, goals, and mission setting of the company, so that we act as your Chief Lensing Officer, attending internal meetings, selecting vendors, architects, builders, financing organizations and opening new domestic and global markets as part of your total team.

### **Lensing for New Builds:**

As you plan for a new hotel or substantial renovation, let us do a "lensing analysis." We look at the site, location, competition, proximity to tourism facilities, and lifestyle activities. We analyze the demographics locally and in other countries that might be magnets for your marketing efforts and identify the profile of the older guests you will attract. We also examine your organization's infrastructure and determine whether you need other personnel, staff training, or age-friendly technology. Our consulting includes working with engineers, builders, architects, and landscapers and involves on-site meetings and special training for those on your team unfamiliar with the practical requirements of the older adult market. We work with you from the beginning to the final ribbon-cutting of any building project.





### **Lensing to create luxury experiences:**

Our analysis includes transportation, sports equipment and gymnasium requirements, swimming pool safety, spa, learning programs, digital health programs, and connective technologies. The result is a beautiful and practical experiential setting, program, or itinerary to attract the end user. Our consulting is particularly important in tropical and frigid climates, as older adults name weather and temperature the number one draw when determining relaxation, wellness, and fitness travel.

### **Lensing for Marketing, Imaging, and Branding for 60+ Travelers:**

We work as your marketing consultant or with your in-house or external marketing team. We ensure that your website, copywriting, images, and creating collateral materials are not ageist, compelling, and attractive to the boomer and mature traveler. Marketing consulting helps you formulate your thinking and concisely express the message you want to convey to your market.



### **Staff Recruitment and Training:**

We help recruit, train, and support the staff necessary for your programs, from service staff to executives. At Ageless Traveler, we create one-of-a-kind training experiences developed for your organization and train-the-trainer modules so that you can continue to train in-house. Our quick training brings your part-time, temporary, or seasonal workers the awareness and skills they need to serve this demanding cohort. In a short-hour demonstration, staff members are age-savvy and do better in interaction and communication with their clients.

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### **Lensing Your Vendor Selections:**

As our lensing reports indicate, we create strategic alliances for you with specialized vendors, products, services designers, builders, and exterior landscapers highly trained in universal design for spas and hospitality. These include food service providers, sports facilities, and equipment purchases. From the end user "look" like carpeting and furniture to exterior ramps and raised landscapes, we are a prime resource for everyone on your team.



## **Lensing for Hidden Disability, Caregiver, and Dementia Travel:**

A fast-growing segment of travelers are retirees responsible for caring for companions, relatives, or friends with hidden disabilities such as dementia, Alzheimer's, or are in a recovery stage from surgery or illness. With the proper planning, they can all travel. Preparation for these travelers is well rewarded in your increased bottom line. We have planners and advisors who can make their journeys seamless and easy for your staff.

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## **Ready to Transform Your Business?**

### **Schedule a Free Consultation**

We understand that each business has unique needs, so we offer a complimentary, no-obligation meeting to discuss how our consulting services can elevate your business.





## Our Consulting Covers:

- Staff Training & Recruitment: Equip your team to provide exceptional service for mature guests.
- Marketing & Branding: Craft your image to attract and serve 60+ travelers.
- Inclusive Design: Develop hotels, spas, and physical spaces that are accessible and welcoming.
- Event Spaces: Make convention centers and venues suitable for older visitors and workers.
- Attraction Inspections: Assess UNESCO sites and popular attractions for age inclusivity.
- Destination Branding: Position your destination as a premier, age-friendly choice.
- Vendor Selection: Source reliable age-friendly vendors for excursions, guides, marketing, and tech services.
- Technology Solutions: Implement age-friendly technology that keeps guests connected with you and each other.



**Adriane Berg**  
**Founder The Ageless**  
**Traveler**  
*Co-Founder and CEO*

Our Co-Founder and CEO is a recognized thought leader in the boomer and mature lifestyle and a New York Times Age Boom Fellow. She has consulted for Tourism China, Tourism Malaysia, and Tourism Zambia. Adriane is a consultant for the HealthCare Design Exchange and Hotel Design Forums.

She is dedicated to ensuring that every travel, tourism, health facility, and spa experience is rich and rewarding for the boomer and older adult traveler/guest, whom she calls "the ageless traveler." Adriane hosts the Ageless Traveler podcast, blog, and YouTube Channel.

**AgelessTraveler.com.**

She serves as a representative to the United Nations from The International Federation on Ageing and has traveled to 120 countries.



**Juergen Steinmetz**  
**Co-Founder**

Juergen Steinmetz, founder and CEO of TravelNewsGroup and eTurboNews, is a pivotal figure in travel journalism and consulting, offering global industry insights to over 2 million readers.

With decades of experience, he has worked with national tourism offices and NGOs on policy, quality control, and consulting. His extensive knowledge covers tourism safety, policies, and stakeholder consulting, solidifying his role as a vital resource for travel industry stakeholders.

His current publications include eTurboNews.com, travelwirenews.com, ForimmediateRelease.net, and HawaiiNews.online, Meetings.travel, Aviation.travel, German Tourism Board, Saudi Tourism News, Travel Industry News, Travel Wire News, Livestream.travel, Rebuilding Travel, Breaking News Show, eTurboNews.de Germany.



**Peter Anderson**

Peter is a 39-year veteran in the leisure industry, with decades of consulting experience in planning and developing wellness communities, destination resorts, recreation, and lifestyle venues.

He has held positions on the Board of Directors for the Cal State Long Beach Hospitality Management program. Peter has also been a full-time faculty member at the Collins School of Hospitality Management at California State University's Pomona, CA campus for over 20 years.

He is a member of the International Society of Hospitality Consultants, an invitation-only organization of approximately two hundred members from thirty-seven countries dedicated to technical and ethical excellence.

He holds a Bachelor of Arts from the University of Pennsylvania and a Master of Professional Studies in Hotel Administration from Cornell University



**Sharon Rose**

Sharon is a Social Gerontologist focused on intergenerational communities, companies, and the 50+ marketplace.

Sharon was Executive Director of the New York City Host Committee for the Grammy Awards. That position culminated in years working in the entertainment industry with public and private sector leaders of New York City and 11 years working in senior management for Loews Hotels.

She also concentrated on branding and tourism marketing in the hospitality industry and liaised with city and state governments





**Dr. Carol Sargent**

Carol is a Travel Advisor for Caregivers and those Receiving Care. Dr. Sargent founded the U.K.'s first year-round specialist dementia holiday travel organization. As a hands-on leader driven by evidence-based research, she demonstrated that anybody still living at home with dementia can experience the joy of holidays.

Carol's approach is based on understanding the person, what they want to achieve, and finding solutions that enable them to live their best lives. She applies her scientific logic and rigor to accurately evaluate risk/benefits to enable people to select travel and tourism experiences that allow them to add life to their years



**Sharon Thorp**

Sharon Thorp, CEO of 2DAYGIF, INC., is an accomplished entrepreneur in brand development, particularly in the US and Europe's fashion, travel, and medical fields.

Her innovative work in customer experiences and brand storytelling has made her a leader in multiple industries. Sharon's ventures in the travel sector introduce services that set her brands apart in competitive markets, reflecting her commitment to growth, adaptability, and impact.



**Risa Olinski**

Risa is a certified wellness coach and author of the compilation:

### **WHY WALK?**

She is the president of FreeWalkers.org, a non-profit organization that promotes Long-distance walking for all ages. She created and launched the original wellness coaching program for New Jersey's Atlantic Health's Integrative Medicine department.

Risa designs "extreme" walking challenges, age-friendly walking and biking itineraries, and wellness programs for spas, hotels, and tour operators



**Dr. Peter Tarlow**

Dr. Peter E. Tarlow is a world-renowned speaker and expert specializing in the impact of crime and terrorism on the tourism industry, event and tourism risk management, and tourism and economic development. Since 1990, Tarlow has been aiding the tourism community with issues such as travel safety and security, economic development, creative marketing, and creative thought.

Tarlow has worked with numerous US government agencies including the US Bureau of Reclamation, US Customs, the FBI, the US Park Service, the Department of Justice, the Speakers Bureau of the US Department of State, the Center for Disease, US Supreme Court police, and the US Department of Homeland Security. He has worked with such US iconic locations as the Statue of Liberty, Philadelphia's Independence Hall and Liberty Bell, the Empire State Building, St. Louis' arch, and the Smithsonian's Institution's Office in Washington, DC.

In 2015, the Faculty of Medicine of Texas A&M University asked Tarlow to "translate" his tourism skills into practical courses for new physicians. As such, he teaches courses in customer service, creative thinking, and medical ethics at the Texas A&M medical school.

At numerous universities around the world, Tarlow lectures on security issues, life safety issues, and event risk management.



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