

Seniors' Leisure Time - China - 2022

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This report looks at the following areas:

- An overview of consumer segments according to their attitudes towards travel and leisure activities.
- Senior consumers' online leisure habits and preferred apps.
- Senior consumers' leisure spending priorities.
- Travel plans – with a deep dive into theme preferences and time for travel.
- Identifying target senior consumers for different leisure activity industries.
- Future opportunities in the senior leisure market.

Society calls for attention to fulfilling seniors' emotional needs in the leisure time market. Brands are creating an age-friendly interface to create a barrier-free consumer experience. However, it is not enough as senior consumers are not hankering for simplicity in leisure activities.

With seniors having more opportunities to speak out through media channels, they look forward to showing their uniqueness and realising self-worth during leisure time. They have overcome the stereotype of only participating in square dancing by signing up for fitness and wellbeing services. They would like to embrace trendy leisure activities and modern lifestyles.

According to [NBS](#), in 2021, tourism recovered to 54% of the 2019 level in domestic traveller numbers. However, China has been hit by a massive resurgence of COVID-19 cases (due to the Omicron variant) in early 2022, which will disrupt tourism and leisure markets. In Q1 of 2022, the total number of domestic tourists was 830 million, a decrease of 19 percentage points over the same period in 2021.

Travel brands may find it challenging to convert interest to actual purchase behaviour when the market regulation fluctuates. Brands may redesign conventional group products to incorporate relaxed schedules and personalised elements catering to seniors' demand for self-esteem and lifestyle-themed travel.



“Innovative business models need to keep up with the emerging seniors seeking high-quality leisure life where both treats and self-esteem needs can be fulfilled. The market is being tested by the unpredictable closures due to the COVID-19 outbreak. Brands may need to adopt a service model to engage with different senior consumer segments offline and online.”

– Yan Hou, Senior Research Analyst

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