Background

According to World Population Ageing 2019 published by the United Nations, 1 out of 6 people in the world will be over the age of 65 by 2050, which is up from 1 out of 11 in 2019. In 17 countries, older adults already account for more than one fifth of the population today. In addition, survival beyond age 65 is improving throughout the world. Those who are aged 65 in 2045-2050 are expected to live an additional 19 years on average. Regardless of the pace, population ageing is a global phenomenon.

When it comes to the number of inbound tourists, 20s and 30s are the biggest age cohorts in many countries. But 50s and over have more purchasing power than their millennial counterparts and have more free time to go on extended trips after retirement. Furthermore, as IT and medical technologies develop, chronological age will not be a barrier to travelling anymore.

As senior travelers are growing as a major target group to attract in the tourism sector, their needs and motives to travel have to be analyzed to come up with senior-targeting marketing strategies. In this context, the 2021 Global Golden Tourism Forum aims to provide an arena for tourism professionals to exchange thoughts on the growing market and reaffirm the importance of further developing senior tourism especially at a time when the global tourism industry is slowly recovering from the impact of the COVID-19 pandemic.
**Date / Venue**
October 27, 10:00 ~ 17:10 / Yeong Bin Gwan "Ruby", Shilla Hotel Seoul

**Program**

<table>
<thead>
<tr>
<th>Time</th>
<th>[Contents] Subject</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00~10:05</td>
<td>[Opening] Opening Ceremony</td>
<td>VIPs</td>
</tr>
<tr>
<td>10:05~10:15</td>
<td>[Opening] Opening Remarks</td>
<td>MCST</td>
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<tr>
<td>11:05~11:30</td>
<td>[Break Time] Coffee Break</td>
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<tr>
<td>11:30~13:00</td>
<td>[Lunch] Luncheon</td>
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</tr>
<tr>
<td>13:00~13:20</td>
<td>[Lecture 1] Travel Motivations and Values of Senior Tourists 1 - U.S.</td>
<td>Road Scholar (Steve August)</td>
</tr>
<tr>
<td>13:20~13:40</td>
<td>[Lecture 2] Travel Motivations and Values of Senior Tourists 2 - Europe/Oceania</td>
<td>New Young Consulting (Bronwyn White)</td>
</tr>
<tr>
<td>13:40~14:00</td>
<td>[Lecture 3] Safer and Healthier Senior Tourism (Implications and suggestions for the Tourism Sector)</td>
<td>Univ. of Deusto / Univ. of Oxford (Adela Balderas)</td>
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<tr>
<td>14:00~14:10</td>
<td>Break</td>
<td></td>
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</tbody>
</table>

**Session 1** Values and Best Cases of Tourism for Golden Agers

<table>
<thead>
<tr>
<th>Time</th>
<th>[Contents] Subject</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:10~14:30</td>
<td>[Lecture 1] Authentic Korea - The Hidden Gem of Korea as a Senior Tourist Destination</td>
<td>TCK Investment (Mark Tetto)</td>
</tr>
<tr>
<td>14:30~14:50</td>
<td>[Lecture 2] Strengths and Weaknesses of Korea as a Senior Tourist Destination</td>
<td>Hilton Hotel (Felix Busch)</td>
</tr>
<tr>
<td>14:50~15:10</td>
<td>[Lecture 3] Outdoor Activities in Korea Tailored to Senior Travelers</td>
<td>50+Foundation (Sunju Koh)</td>
</tr>
<tr>
<td>15:10~15:30</td>
<td>Coffee Break</td>
<td></td>
</tr>
</tbody>
</table>

**Session 2** Korea as a Sustainable and Active Tourist Destination

<table>
<thead>
<tr>
<th>Time</th>
<th>[Contents] Subject</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[Panelists] Tourism Consultant (Laura Ell), Azores Sustainable Tourism Observatory (Carlos Santos), Cosmojin Tour (Myongjin Jeong), Senior Dream (Sanggeun Jeong)</td>
<td></td>
</tr>
<tr>
<td>16:20~17:10</td>
<td>[Panel Discussion 1] Desirable Ways to Develop Senior Tourism with ESG</td>
<td>[Panelists] Hilton (Felix Busch), Road Scholar (Steve August), Holiday DMC (Jeong-Hee Jeon), Magical Explorer (Ling Davies)</td>
</tr>
</tbody>
</table>

**Youtube**

'2021 Global Golden Tourism Forum' Youtube
www.youtube.com/channel/UCQdQrp0fhOZHfGooFphWVw
The presentation will look into trends how senior tourism has evolved in the past decades, providing examples from several regions. Further, it will analyze the impact of the COVID-19 pandemic on travel patterns of senior tourists and share observations on the challenges and opportunities for a strong recovery of senior tourism.

**Marcel Leijzer**  
UWNTO / Department Manager for Technical Cooperation and Silk Road

**Presentation Summary**  
The presentation will provide an overview of what motivates seniors to participate in Road Scholar programs. It will also share current booking trends and recent survey information regarding senior's travel intentions and some of the factors driving their concern around future travel.

**Steve August**  
Road Scholar / VICE President

**Presentation Summary**  
The presentation will give practical tips and information on how to successfully attract the lucrative senior market without alienating younger travellers.

**Bronwyn White**  
New Young Travel & New Young Consulting / CEO

**Presentation Summary**  
in an ageing world, the older market segment has become an attractive target, Major shifts in society such as globalization, technology, climate change and desire for wellbeing and safety will culminate in new travel attitudes and consumer demands affecting all targets, and seniors will not be an exception. A deeper comprehension of this emerging market segment is crucial.

**Adela Balderas**  
Deusto Business School , University of Deusto , Spain / Associate Professor  
Oxford Institute of Population Ageing , University of Oxford

**Presentation Summary**  
In an ageing world, the older market segment has become an attractive target, Major shifts in society such as globalization, technology, climate change and desire for wellbeing and safety will culminate in new travel attitudes and consumer demands affecting all targets, and seniors will not be an exception. A deeper comprehension of this emerging market segment is crucial.
Since the speaker, Mr. Mark Tetto, came to Korea nine years ago, Mr Mark Tetto has been developing an interest in Korean and a love for modern and traditional Korean culture. The presentation will show that the significant point of Korea as an attractive tour place for senior. Let’s hear about Korea’s strengths and charms in senior tourism from his point of view.

Senior tourism has found a significant slot in the global tourism market in general. In this lecture, Felix Busch - General Manager of Millennium Hilton Seoul, will share his perspective of senior tourism in Korea.

This presentation will provide an analysis of the characteristics of middle-aged and senior groups in Korea and the characteristics of the new senior class seen as "young adults." This analysis presents the direction to move forward in senior tourism and examines the factors of Korean senior tourism. In addition, among the significant activities of the Seoul 50 Plus Foundation, the meaning of new senior tourism is divided through cases linked to senior tourism.
Panel Discussion

Moderator Seul ki Lee
Director / LINC+ Project
Associate Professor / Dept of Hotel and Tourism Management, Sejong University
Director / Tourism Industry Data Analytics Lab (TIDAL)

Panel Discussion 1
Safe and Enjoyable Post-pandemic International Tourism for Seniors

Carlos Santos
University of Azores
Professor of Economics of Tourism

Laura Ell
Laura Ell Consulting, Tourism Consultant

Myeonjin Jeong
Cosmojin Tour INC, CEO

Sanggen Jung
Senior Dream
President

Panel Discussion 2
Desirable Ways to Develop Senior Tourism with ESG

Steve August
Road Scholar
Vice President

Felix Busch
Hilton Seoul
General Manager

Jeong-Hee Jeon
Holidaylink DMC Co., LTD.
CEO

Ling Davies
Magical Explorer Ltd.
Founder / Director