

Global Silver Tourism Market Size Study, by Type (Wellness Retreats, Nature & Wildlife Tours, Historic & Cultural Tours, Others), by Age Group (50 to 60 Years, 61 to 70 Years, Above 70 Years), by Category (Solo, Couple, Group), by Destination (Domestic, International), by Booking Mode (Travel Agency/Agents, Marketplace Bookings, Direct Booking), and Regional Forecasts 2022-2032

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Abstracts

The global silver tourism market was valued at approximately USD 1,603.08 billion in 2023 and is expected to expand with a robust compound annual growth rate (CAGR) of 7.3% during the forecast period of 2024-2032. This growth is significantly fueled by the increasing inclination of older adults toward wellness, relaxation, and cultural experiences. Wellness tourism, which emphasizes rejuvenation and health enhancement, has emerged as a dominant trend as senior travelers prioritize destinations offering spa treatments, yoga retreats, and health-oriented facilities. Such evolving preferences underscore a transformative shift in the global tourism landscape.

The concept of slow tourism, which advocates immersive and relaxed travel, further drives market growth. With time flexibility, senior travelers are increasingly opting for extended stays to deeply explore destinations and experience local culture. Additionally, the expanding influence of social media and online peer networks facilitates knowledge sharing among senior travelers, shaping travel decisions and encouraging further exploration.

The market also sees significant growth in niche segments like heritage and nostalgia

tourism. Older adults exhibit a strong inclination toward revisiting culturally significant places, such as historical landmarks or ancestral locations. Travel operators capitalize on this trend by offering specialized packages, including genealogical tours and heritage-focused experiences, thus tapping into an emotionally driven demand.

The silver tourism market, however, faces challenges in accessibility and inclusivity for senior travelers with mobility constraints. Industry players are addressing these concerns by innovating travel packages and facilities tailored to the unique needs of this demographic. Overall, the global market is poised for substantial growth as it continues to adapt to evolving consumer preferences and technological advancements.

Key regional markets include North America, Europe, and Asia Pacific, with Asia Pacific dominating in 2023 owing to its aging population and increasing disposable income. Notably, North America is emerging as a hotspot for personalized travel experiences such as luxury cruises and wellness tours tailored for senior citizens.

Major market players included in this report are:

Intrepid Travel

SOTC Travel Limited

Thomas Cook India Group

Expedia, Inc.

Flight Centre Travel Group Limited

Trip.com Travel Singapore Pte. Ltd.

Liberty Travel

Yatra Online Limited

MAKEMYTRIP PVT. LTD.

Collette Travel Service

Tauck

Abercrombie & Kent USA, LLC

China Tourism Group Duty Free Corporation Limited

Kesari Tours Pvt Ltd.

Travel Leaders

The detailed segments and sub-segments of the market are explained below:

By Type:

Beach Tour

Wellness Retreats

Adventure Tour

Cruise Tour

Nature & Wildlife Tour

Historic & Cultural Tour

Others

By Age Group:

50 to 60 Years

61 to 70 Years

Above 70 Years

By Category:

Solo

Couple

Group

By Destination:

Domestic

International

By Booking Mode:

Travel Agency/Agents

Marketplace Bookings

Direct Booking

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

Saudi Arabia

South Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Global Silver Tourism Market Size Study, by Type (Wellness Retreats, Nature & Wildlife Tours, Historic & Cultu...

Market Estimates & Forecast for 10 years from 2022 to 2032.

Detailed regional and segmental analysis.

In-depth competitive landscape and key company profiles.

Future market strategies and recommendations.

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