

Post-Covid-19 Travel Intentions of Senior Millionaires

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Abstract

The preliminary study explores and analyzes the post-COVID-19 travel intentions and motivations of senior millionaires who are 55 years old and older and reside on the west coast of Turkey. This study revisits the study of Bulut and Nazli (2020), which focuses on senior millionaire tourism before the COVID-19 crisis. However, examining the intentions of the study's target segment will put forward the changes in the post-COVID-19. The sample of the current study is 12 millionaires, and we reached them through a snowball sampling method, using the telephone interview during the pandemic. Grounding the study on the socioemotional selectivity theory, we intend to explain the senior millionaires' aims and motivations for travel and their consumption behavior in the tourism sector. Findings reveal different perspectives of the seniors' post-COVID-19 travel intentions. These millionaires' sensitivity concerning health issues and the availability of health personnel at the accommodation are very high. They are willing to increase their activity level, morale, and motivation by traveling to international and domestic destinations. The study sheds light on the field of senior millionaire tourism for practitioners and marketers.

1. Introduction

According to the United Nations, the senior travel market has become a key segment in the tourism sector, considering there will be two billion people aged 60 by 2050 (Stončikaitė, 2021). However, not much is known about how the senior millionaires will decide to travel after the COVID-19 pandemic, considering their health issues and the availability of health

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personnel in the destination. The study is one of the preliminary studies in the literature that focuses on the travel intentions of an under-researched segment in the COVID-19 period. The study aims to explore and analyze senior millionaires' post-COVID-19 travel intentions, who are over 55 years old and reside on the west coast of Turkey.

The literature discusses senior tourism in terms of motivation for travel (Aggarwal et al., 2023; Bulut & Nazli, 2020), frequency of travel and travel distances (Ferrer-Rosell et al., 2014), duration of the stay (Alen et al., 2014), where to stay, and vehicle choices (Diekmann et al., 2020), millionaire's technology preferences and intermediaries (Bulut & Nazli, 2020), acquaintances as travel companions (Diekmann et al., 2020), months to travel (Möller et al., 2007), health concerns (Bulut & Nazli, 2020), senior travel concerning the COVID-19 pandemic (Zhang et al., 2021), and post-COVID-19 senior travel intentions (Otoo et al., 2021). However, the literature lacks knowledge about what the senior millionaires' post-COVID-19 travel intentions are, specifically for Turkish millionaires, and what they are going to look for while traveling to a tourist destination after the COVID-19 period.

The World Population Aging Report (2017) states that the older adult population aged 60+ will triple in Turkey in 2050. The older adults accounted for 9.5% of the population of Turkey in 2020 and will be 11% by 2025 (Turkish Statistical Institute, 2021), which is a struggle for industry adaptations in Turkey. However, the tourism industry will take advantage of global aging and senior tourism, more specifically, in terms of understanding the travel intentions of senior millionaires. There is no official record concerning the number of senior millionaires residing in Turkey.

Carstensen et al. (2003) point out that objectives are often set not within a permanent context, and goal selection depends on the time perception of a person. Although a stable set of goals - ranging from physical safety and sustaining life to psychological aims such as feeling comfort/relaxation, and knowledge gain - motivates behavior in life, time perception affects the goal. Thus, in the aging process of the senior millionaires, it will be critical to analyze their main aims for traveling after the age of 55, and their post-COVID-19 travel motivations that lead to changes in the last phase of their lifespan. Although the socioemotional selectivity theory (SST) stresses that attention to emotional goals leads to the greater complexity of emotional experience and better regulation of emotions in daily life (Carstensen et al., 2003), the study will consider how these millionaires perceive future concerns for themselves, whether they are physical, emotional, or related to

aging and how they change their post-COVID-19 consumption behavior for traveling purposes. Considering the definition of SST (Carstensen et al., 2003), the other aim of the study is to understand whether the senior millionaires make up their minds about their travel preferences after the age of 55 due to their emotional purposes rather than rational purposes in their decision making and further the perspective of the theory.

2. Senior Millionaires and Their Travel Intentions

2.1. Motivation for Travel

The senior millionaires want to travel more often after the age of 55 due to their spare time, possess the desire to observe unique places without health concerns, and are willing to learn and experience new things (Bulut & Nazli, 2020), similar to the wishes of senior tourists in terms of willingness to experience novel spots (Small, 2003) and the creation of memories (Patterson et al., 2017). On the other hand, this segment's travel intention, travel frequency, duration of stay at the destination, choice of accommodation and transportation, preference of intermediaries, who their partners will be, and how much they will pay attention to their health throughout their travel after the COVID-19 period are question marks and a literature gap.

2.2. Travel Frequency and Distance

They prefer traveling frequently, mainly in springtime, and having longer trips (Bulut & Nazli, 2020) than shorter ones (Ferrer-Rosell et al., 2014; Salmasi et al., 2012). Although low-cost airlines help seniors travel more often (Castillo-Manzano et al., 2011), the cost is not an issue for senior millionaires (Bulut & Nazli, 2020). They prefer traveling to places they have never seen to relieve them, just like the preferences of senior tourists (Spasojević & Božić, 2016; Small, 2003). They want trips that do not exhaust them. Comfort and safety are essential, and the trip distance is not their primary concern (Bulut & Nazli, 2020). Conversely, senior tourists actualize their activities within a 50-mile radius, and older adults traveling between 200 and 600 miles are business travelers (Cai & Li, 2009) and prefer traveling to neighboring countries (Diekmann et al., 2020).

2.3. Duration of the Stay

How many days the older adults will stay at a destination depends on age, purpose, weather, accommodation type, number of participants, and activities (Alen et al., 2014). Rather than a short vacation - less than a week (Ferrer-Rosell et al., 2014), senior millionaires prefer going on a vacation

for one week or two weeks (Bulut & Nazli, 2020). For a typical senior tourist, the cost and socio-economic attributes determine how many days they will stay in a destination (Barros & Machado, 2010). The unsearched area in the literature is how long they will stay at the destination after the COVID-19 pandemic.

2.4. Places to Stay and Transportation

Instead of standard hotels (Diekmann et al., 2020; Losada et al., 2017), residences, and friends' houses (Alen et al., 2014), holiday apartments (Martinez-Garcia & Raya, 2008), or camping (Diekmann et al., 2020), they demand four-star and five-star hotels and cruise ships with luxury and high-quality services (Bulut & Nazli, 2020). Instead of a car (Prideaux et al., 2001) or coach (Batra, 2009), senior millionaires prefer air travel for long distances and cruise ships (Bulut & Nazli, 2020). Senior tourists prefer buses occasionally (Kamaruddin & Terengganu, 2008) but senior millionaires do not select this option (Bulut & Nazli, 2020). The study also intends to discover what type of accommodation and transportation they will prefer after the pandemic is over.

2.5. Technology and Intermediaries

For senior millionaires, a cell phone is vital for health reasons to keep in touch with the doctors in an emergency. Business follow-up, reachability, and recording memories are essential (Bulut & Nazli, 2020). Conversely, senior tourists employ technology to conduct online tourism-related research to evaluate their best options (Kim et al., 2016; Pesonen et al., 2015). These millionaires only prefer an agency as an intermediary where they look for a physical contact to schedule a trip (Bulut & Nazli, 2020) rather than search for an agency and conduct an online search to find the most affordable option (Patterson et al., 2017; Kim et al., 2016). Although they may look for physical contact to schedule a trip comfortably, what their preferences will be after the pandemic is a question mark.

2.6. With whom to travel

Senior millionaires are not highly selective when choosing a partner. They prefer going on vacation with their partners, friends, or alone (Bulut & Nazli, 2020). Conversely, a typical senior tourist chooses their partners (Fung et al., 2001) and sees them as travel companions (Diekmann et al., 2020). The current literature lacks evidence as to whether these millionaires may change their partners or not while traveling after the pandemic is over.

2.7. Best Time for Travel

They mainly prefer the spring months (Bulut & Nazli, 2020) instead of considering non-school holiday periods (Prideaux et al., 2001) and the off-season (Möller et al., 2007). Conversely, young senior tourists have time barriers to going on a vacation since they are in the labor force (Nyaupane et al., 2008). They prefer cruise tours, like culture and historical tourism, and would like to have trips to close distances (Bulut & Nazli, 2020). Instead of a tour package (Johann & Padma, 2016; Ching-Fu & Wu, 2009), a tour package is unnecessary for senior millionaires, especially for those aged between 55 and 64 (Bulut & Nazli, 2020). This study also intends to explore the best times for these millionaires to travel after the pandemic.

2.8. Health concerns

For a typical senior tourist, the perceived health benefits of the destination are critical to having a joyous vacation (Hajra & Aggarwal, 2023; Diekmann et al., 2020). They are willing to stay healthy before their travel plans, and having a cell phone is vital to talking to doctors/health personnel in case of an emergency (Bulut & Nazli, 2020). More specifically, what their health and wellbeing concerns will be after the COVID-19 pandemic is an undiscovered field.

3. Methodology

3.1. Sample

The sample consists of 12 senior millionaires aged 55 and over who are Turkish citizens residing in the Aegean Region (the west coast) of Turkey. According to the Oxford dictionary (2021), these citizens' net worth is more than one million units of the Turkish currency, which makes them millionaires, keeping in mind the high real-estate prices of their homes in wealthy neighborhoods close to the coastal areas. In Turkey, the upper age limit for the retirement of upper-income vocations like doctors or academic members has been increased from 65 to 72 years old. Most of the upper-income retired people, including self-employed ones and the top-level managers in Turkey, move to the country's west coast (Bulut & Nazli, 2020). In this part of Turkey, the climate is warm in all four seasons. While access to fresh/organic food with its extraordinary cuisine or beaches is convenient, housing and living without an ordinary income are costly. Hence, most of the older adults populating on the west coast of Turkey have more wealth than other regions. Thus, the region is unique in providing the possibility to reach the target sample to investigate the post-COVID-19 travel behaviors of senior millionaires.

3.2. Method

We reached the respondent's contact information through a snowball sampling method, starting from the first respondent. The telephone interview is appropriate to contact the respondents during the pandemic. The consent form was not a necessity, and they heard the questions at the time of the phone call. The first respondent was a long-time citizen on the west coast of Turkey, having lived in a wealthy neighborhood for more than 40 years. After the first phone call, we asked the respondent to recommend a senior tourist who is interested in senior tourism and willing to travel to tourist destinations after the pandemic is over, and willing to answer the questions. The approach is not to directly ask the respondent whether he or she knows a millionaire. But by asking for recommendations, they might know having a lifestyle or is a travel enthusiast or living in a wealthy neighborhood, especially in a coastal area where the real-estate prices are high. The interviewed person put the researchers in contact with the following older adult. The process continued until the recommendations did not reach a senior millionaire who was over 55 years old.

It took 20 minutes for each respondent to answer the questions, in a structured interview. The data collection started from the beginning of June 2021 until the end of July 2021. The inspirational studies concern tourism and travel, such as the travel motivations of senior tourists (Bulut & Nazli, 2020), tourist's frequency of travel (Ferrer-Rosell et al., 2014), preferred trip distance (Spasojević & Božić, 2016), length of stay (Alen et al., 2016), type of accommodation (Batra, 2009), transportation choices in the vacation (Prideaux et al., 2001), technology use (Pesonen et al., 2015), preference of an agency or online support (Patterson et al., 2017), accompaniment throughout the trip (Wang et al., 2007), when to travel (Javalgi et al., 1992), activities (Johann & Padma, 2016), and health concerns (Bulut & Nazli, 2020). The open-ended questions, adapted for the post-COVID-19 pandemic, are underneath. We prepared the first question to understand their post-COVID-19 travel motivation and how they perceive this pandemic time as affecting their aims and motivation. Next, we expanded the question set to evaluate the details of their motivation for travel starting from question two, which will help extend the tourism literature concerning senior millionaires' travel perspectives.

After the post-COVID-19 era,

1. What will motivate you to travel despite the prevention of travel and social distances?

2. How frequently would you like to travel?
3. How far would you like to travel?
4. What would be your length of stay in a destination?
5. What type of accommodation would you prefer for your vacation?
6. What type of vehicle would you prefer throughout your travel?
7. How frequently would you use technology during your travel?
8. Would you prefer an agency to arrange a trip or conduct online research to find the best destination?
9. Would you prefer any accompaniment throughout your travel?
10. What time of the year would you like to travel?
11. Which activities would you prefer at a destination?
12. How do you evaluate the matter of obeying/disobeying the rules of hygiene, mask, and social distancing?
13. What do you think about going to a tourism establishment that does not provide health personnel?

The analysis is performed with the help of the MAXQDA 2020 program. Thematic analysis with an inductive approach is chosen, which involves letting the data determine the themes. By using the inductive perspective, it helps to explore the themes and views of senior millionaires. The thematic analysis has five stages: being familiar with the text, coding, generating themes/identifying patterns, paying attention to themes to determine whether they represent the data, defining and naming themes. After performing the thematic analysis, a relational analysis concerning the differences between senior millionaires' travel intentions and their post-COVID-19 travel intentions is carried out.

4. Results and Discussion

4.1. Demographics

Table 1 shows the demographics regarding gender, whether they are vaccinated, marital status, education, occupation, residency information, and the last place they went on a pre-COVID vacation. Further, the respondent's places they want to visit most after COVID-19, and where they most want to visit for their first long-distance vacation after COVID-19.

Table 1 - Demographics (n=12)

| Gender | Percentage |
|--|-------------------|
| Female | 58.3 |
| Male | 41.6 |
| All respondents are vaccinated | 100 |
| Marital status | 100 |
| Married | 91.6 |
| Widow | 8.3 |
| Age (over 55) | 100 |
| Average age= 71 years old | |
| Education | 100 |
| High school | 33.3 |
| Undergraduate | 33.3 |
| Ph.D. | 33.3 |
| Occupation | 100 |
| Professor | 16.6 |
| Retired teacher | 16.6 |
| Retired employee | 16.6 |
| Housewife | 16.6 |
| Retired part-time employee | 8.3 |
| Medical specialist | 8.3 |
| Retired executive | 8.3 |
| Retired agricultural engineer and firm partner | 8.3 |
| Residency in Izmir | 100 |
| The last place they went on a pre-COVID-19 vacation | 100 |
| The United States | 25 |
| Germany | 16.6 |
| Portugal | 16.6 |
| Barcelona | 16.6 |
| France | 8.3 |
| Croatia | 8.3 |
| Budapest | 8.3 |
| The place they want to go most after COVID-19 | 100 |
| Italy | 16.6 |
| Greece | 16.6 |
| Balkans, Marmaris-Turkey, Istanbul, Black Sea region and Rome, The United States, Europe, Coast of Mediterranean Sea, Germany (each) | 8.3 |
| Where they most want to go for their first long-distance vacation after COVID-19 | 100 |
| South Korea | 16.6 |
| Spain | 16.6 |
| Balkans, Far East, Seattle-Vancouver, Europe, Nice-France, Western Europe, Germany, Greek islands (each) | 8.3 |

4.2. Post COVID-19 Travel Motivation and Preferences for Senior Millionaires

As Table 2 presents, mainly staying healthy, having the physical strength to travel, and having the opportunity to see different destinations rather than just spending time in their homes and the same spots, eluding the COVID-19 pandemic, boredom, and lack of morale motivate them to travel after the pandemic is over. Some respondents would like to take a cruise vacation, have nature tours, stay in a boutique hotel and enjoy the amenities, and see their acquaintances abroad. They would love to compensate for the loss of time in the COVID-19 period by traveling and enjoying their lives. Their post-COVID-19 travel preferences are in 12 categories: travel frequency; distance; and duration of stay; accommodation; transportation; and dealing with technology; intermediaries; accompaniment; travel season; activities; health concerns; and preference of health employees at the establishment.

Table 2 - Post-COVID-19 travel motivation and travel preferences for senior millionaires

| Post-COVID-19 travel motivation (number of comments=12) | Percentage |
|--|-------------------|
| To stay healthy and have the physical capability to travel | 33.3 |
| Seeing new and interesting destinations (sick of seeing the same places) | 16.6 |
| Getting rid of Covid-19 | 8.3 |
| Getting rid of boredom and lack of morale | 8.3 |
| Cruise travel | 8.3 |
| Sightseeing, sea, and forest trips | 8.3 |
| To stay in a boutique hotel, eat good food, and listen to good music | 8.3 |
| To see my kids abroad | 8.3 |
| Travel frequency in a year (n=12) | |
| One or two times | 16.6 |
| Two times a year abroad | 16.6 |
| Two or three times | 16.6 |
| One time a year abroad | 8.3 |
| Every month | 8.3 |
| Every two or three months | 8.3 |
| Two times in spring and two times in autumn | 8.3 |
| Seven or eight times (domestic) | 8.3 |
| Prefer to travel whenever there is time | 8.3 |
| Travel distance (n=12) | |
| Asia | 16.6 |
| Intercontinental | 16.6 |
| Europe | 16.6 |
| Three to four-hour distance | 16.6 |
| Spain | 8.3 |
| The United States, Canada | 8.3 |

| | |
|--|-------------|
| Aegean and Mediterranean coast | 8.3 |
| The distance does not matter, long-distance with a cruise | 8.3 |
| Duration of stay (n=12) | |
| One week | 58.3 |
| 4-5 days | 8.3 |
| 10 days | 8.3 |
| 1-2 weeks | 8.3 |
| Two weeks | 8.3 |
| Between 3-6 months | 8.3 |
| Accommodation (n=12) | |
| Five-star hotel | 25 |
| Boutique hotel | 25 |
| Hotel (category is not mentioned) | 16.6 |
| Three-star hotel (you only eat and drink there) | 8.3 |
| Home | 8.3 |
| A place where you can travel comfortably without a problem | 8.3 |
| A comfortable place with hygiene precautions and cleanliness | 8.3 |
| Transportation (n=20) | |
| Plane | 50 |
| Private car | 15 |
| Car | 10 |
| Cruise | 10 |
| Highway | 10 |
| Bus | 5 |
| Technology use (n=14) | |
| Occasionally for taking pictures | 28.5 |
| Smartphone | 21.4 |
| Not much using | 14.2 |
| None | 14.2 |
| For communication purposes (calling friends, relatives) | 14.2 |
| Internet (Facebook, Instagram, WhatsApp) | 7.1 |
| Intermediaries (n=14) | |
| Travel agency | 50 |
| Internet search | 28.5 |
| Internet travel sites | 7.1 |
| Social media applications | 7.1 |
| Tour companies | 7.1 |
| Accompaniment at the destination (n=12) | |
| My partner | 66.6 |
| My family (partner and kids) | 16.6 |
| My daughter | 8.3 |
| My partner and friends | 8.3 |
| Time to travel in a year (n=16) | |
| Autumn | 43.7 |
| Spring | 31.2 |

| | |
|---|------|
| Summertime (June, July, and August) | 6.2 |
| Summer except July and August | 6.2 |
| June and September | 6.2 |
| Every season | 6.2 |
| Activities (n=17) | |
| Culture tours | 17.6 |
| Seeing historical sites (museums, sites, palaces, buildings) | 17.6 |
| Boat tours | 11.7 |
| Experiencing nice cuisines | 11.7 |
| Reading (books, etc.) | 11.7 |
| Culture and history tourism | 5.8 |
| Watching quality shows | 5.8 |
| Taking a rest | 5.8 |
| Shopping | 5.8 |
| Taking a walk | 5.8 |
| Health concern – obeying rules after COVID-19 (n=12) | |
| Still pay attention (because I am scared and expect others to obey the mask, hygiene, and distance rules) | 25 |
| Even the COVID-19 pandemic ends, the masks should be put on and hygiene rules should be obeyed | 16.6 |
| It is not that important because COVID ended but the place where I stay should obey the hygiene rules | 16.6 |
| Safety precautions such as putting masks on, following hygiene protocols, and paying attention to social distances should be obeyed | 16.6 |
| I wear a mask indoors and in crowded places and if I am sure that the pandemic is over, I prefer not to wear a mask | 16.6 |
| I do not pay attention | 8.3 |
| Preference of health staff at the establishment (n=12) | |
| Having health personnel affects my preference positively | 33.3 |
| If there are no health personnel at the establishment, I will not go there | 25 |
| I search for health staff | 16.6 |
| Not that important | 16.6 |
| I prefer to have health personnel at the establishment but it may not come to my mind | 8.3 |

4.3. Senior Millionaires' Travel Intentions versus their Post-COVID-19 Travel Intentions

Table 3 reveals the differences between senior millionaires' travel intentions and their post-COVID-19 travel intentions in 12 different categories. Their health concerns are immense, and they keep questioning the standards (following hygiene factors, paying attention to cleanliness, using proper social distancing, and wearing protective masks indoors) wherever they are willing to go for their vacations.

Table 3 - Senior millionaires' travel intentions versus their post-COVID-19 travel intentions

| Factors | Senior millionaires' travel intentions | Their post-COVID-19 travel intentions |
|--------------------------|--|---|
| Travel motivation | Travel more often after the age of 55 due to their spare time, and the desire to see unique places with no health concerns, willingness to learn and experience new things (Bulut & Nazli, 2020) | Stay healthy and be physically capable of traveling, willing to see new and diverse destinations (sick of being in the same place) after getting rid of COVID-19 |
| Travel frequency | Prefer to travel frequently, mainly in springtime, and want to have more extended trips; cost is not a deal (Bulut & Nazli, 2020) | Travel more frequently than before after the pandemic is over. |
| Distance | They prefer to travel to places they have never seen and comfort them, just like the choices of senior tourists (Spasojević & Božić, 2016; Small, 2003). They prefer to have trips that do not exhaust them. Comfort and safety are essential and trip distance is of no concern (Bulut & Nazli, 2020) | The preferred distance varies and the long and short distance are possible. Asia, Europe, The United States, the Aegean and Mediterranean coastlines, and also three to four-hour distances |
| Duration of stay | Rather than a short trip (Ferrer-Rosell et al., 2014), they prefer one or two weeks (Bulut & Nazli, 2020) | At least for one week of vacation and possibly more than a week |
| Accommodation | Four-star and five-star hotels and cruise ships with luxury and high-quality services (Bulut & Nazli, 2020) | The type of hotel (five-star, boutique, and three-star) vary as long as safety and hygiene procedures are followed. |
| Transportation | Instead of a car (Prideaux et al., 2001) or bus (Batra, 2009; Baloglu & Shoemaker, 2001), they prefer air travel for long distances and cruise ships (Bulut & Nazli, 2020) | Mainly prefer planes, private cars, and other cars rather than other vehicles |

| | | |
|------------------------|--|--|
| Technology | A cell phone is vital for health reasons to keep in touch with doctors in an emergency. Business purposes, reachability in the daytime, recording memories are essential (Bulut & Nazli, 2020) | Occasionally, some seniors use cell phones for taking pictures, but some do not pay attention to technological devices at all, and some use them to call friends, relatives and use the internet |
| Intermediaries | Prefer an agency where they search for a physical contact to organize a trip (Bulut & Nazli, 2020) rather than search for an agency and do an online search to find a suitable option (Patterson et al., 2017) | Prefer a travel agency, and also search for online travel sites to book fast |
| Accompaniment | Not very selective in choosing partners. They either prefer to go on a vacation with partners, friends, or alone (Bulut & Nazli, 2020) | They mostly prefer their partner and other family members when they are on vacation |
| Time for travel | Mainly prefer spring months (Bulut & Nazli, 2020) rather than non-school-holiday periods (Prideaux et al., 2001) and off-season (Möller et al., 2007) | Both autumn and spring times, some exclude July and August due to the hot weather |
| Activities | Prefer cruise tours, like culture and historical tourism, and have trips to close distances (Bulut & Nazli, 2020) Instead of a tour package (Johann and Padma, 2016), a tour package is unnecessary, especially for ages between 55 and 64 (Bulut & Nazli, 2020) | Culture tours, see historical sites (museums, sites, palaces, and buildings), boat tours, experience cuisines, read, watch quality shows, have a rest, and shop |
| Health concern | Willing to stay healthy before travel, having a phone is key to talking to doctors in case of an emergency (Bulut & Nazli, 2020) | Even if the pandemic ends, pay attention to the safety rules (mask, hygiene, and social distance). Health staff is essential in the tourism establishment that is visited. |

In the overall discussion, considering the Turkish senior millionaires' post-COVID-19 travel intentions, they are well aware that physical strength is essential to moving around easily and comfortably while traveling. With this in mind, they are willing to experience new locations and travel more since they have been at home or in the exact location for a long time due to the COVID-19 safety situations. This age group prefers long and short-distance travel, mainly abroad, as long as there are no signs of the pandemic at the desired destination. Although these millionaires would like to have a vacation for at least one week in general, they can extend their vacations depending on the post-pandemic situation at the tourist spot. As long as the visitors carefully follow the safety, hygiene, and social distance procedures, any type of accommodation is possible to stay such as five-star hotels, boutique hotels, and three-star hotels. Instead of other transportation options, they are mainly in favor of planes and private cars. In terms of using technology throughout their travels, some older adults frequently use cell phones for taking pictures. However, other respondents ignore taking pictures and using technological devices at all, and a few respondents use their cell phones to call acquaintances and use the internet. These millionaires both prefer a travel agency and search for online travel websites to book conveniently and quickly. To experience the destination after COVID-19, they prefer their spouses or other family members to spend time on their vacation. They prefer both autumn and spring times for their vacation, and some respondents exclude July and August due to the hot weather conditions that may harm their health. There are plenty of activities that they would like to take part in, such as taking culture/history tours and boat tours, tasting various types of cuisines, watching shows, shopping, relaxing, reading books, and having peaceful moments during their vacation. Even if the pandemic ends, they are willing to pay attention to the safety procedures in terms of wearing a mask, following hygiene standards at the accommodation, and keeping social distance, especially in crowded places. While visiting a tourist location, these millionaires would like to see the health personnel at the hotel ready to comfort the visitors or take action if there are health issues or emergencies during their stay. Interestingly, this perspective was not the case before the pandemic, even if these older adults were above a certain age.

5. Conclusion and Implications

The preliminary study reveals the post-COVID-19 travel intentions and motivations of senior Turkish millionaires over 55 years old and residing on the west coast of Turkey. There are no studies in the literature regarding post-COVID-19 travel intentions and travel motivations for this segment.

There are some studies concerning senior tourists before the COVID-19 pandemic (Losada et al., 2017; Johann & Padma, 2016; Alen et al., 2014), COVID-19 related senior travel (Zhang et al., 2021), and post-COVID-19 senior travel intentions (Otoo et al., 2021) but not for senior millionaires. There is only one study in the literature concerning senior millionaires and their travel behaviors (Bulut & Nazli, 2020) but the study does not provide information about post-COVID-19 travel preferences. Therefore, this unique study contributes to the literature and practice by considering the dramatic effect of lockdowns and the post-COVID-19 intentions of senior millionaires.

Socioemotional selectivity theory furthers the perspective of the travel motivations of senior millionaires for the post-COVID-19 period. Grounding the study on this theory, the study tends to understand the perception of time of these millionaires, affecting their purposes and travel desires, and perceived barriers to time that lead to motivational changes and travel attributes. It is essential to comprehend what senior millionaire tourists' aims and motivations for travel are in the post-COVID-19 period after a certain age, especially after 55 years old.

The results mainly indicate that due to their aging process and mainly physical health concerns rather than mental worries, the post-pandemic situation will make them more selective in their travel desires and preferences, which will also lead to rational decisions rather than their emotionally-oriented purposes in their travel purchases. Although these millionaires' sensitivity concerning health issues and the availability of health personnel at the accommodation are very high, they are willing to increase their activity level, morale, and motivation by traveling to international and domestic destinations. Besides their consumption behavior within tourism, the tourism organizations can provide critical products and services to add value to their comfort/relaxation, support their physical/health, and psychological needs for this niche market during post-pandemic situations. However, their sensitivity concerning health problems and the availability of health staff at the destination, especially for the hotels, are very high.

As a limitation, rather than the standard senior tourists, the study focuses on a specific group of senior millionaires living on the west coast of Turkey. Gathering data from them during a pandemic was a hassle. The telephone interview method is preferred over other techniques due to the COVID-19 pandemic. Future studies may explore senior millionaires' travel behaviors during pandemic outbreaks and post-pandemic periods in different regions with various age categories. It will help tourism organizations, agencies,

and operators design different types of products, services, and unique tour packages for this niche segment. Developing special tourism products ranging from group cycling tours to wine tasting, private jet and cruise ship travel, luxury health and spa services in the hotels, and VIP travel services, to reach undiscovered destinations can be critical for the segment of senior millionaires.

Acknowledgements

No potential conflicts have been declared by the authors.

We are grateful for the participation of this specific group of millionaires, who contributed their experience and knowledge to this study and helped us expand the study of Bulut and Nazli (2020) with the post-COVID-19 travel perspectives of seniors.

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