

# DO YOU WORK IN THE SCOTTISH TOURISM SECTOR?

## BOOK YOUR FREE PLACE ON OUR AGE FRIENDLY CUSTOMER SERVICE WORKSHOPS

### ? What's involved

If you work in Scotland's tourism sector, you could benefit from free Age Friendly Customer Services workshops in partnership with Skills Development Scotland running between January and March 2023.

### £ Attract new customers

Find out how your organisation can offer excellent customer service, and attract and retain lucrative new customers, especially the older market.

### 📅 Sign up now

Workshops will be running between 12th January and 23rd March. To book your place and check availability, sign up at [www.age.scot/tourism](http://www.age.scot/tourism), where you'll also find a range of free support facilities for Scotland's tourism sector.



SCOTTISH  
TOURISM  
ALLIANCE

Your voice in tourism matters

Skills  
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Sign up at [www.age.scot/tourism](http://www.age.scot/tourism)

## DID YOU KNOW?

**76% OF OVER 65'S WHO RECEIVED POOR CUSTOMER SERVICE WILL TELL OTHERS.**

### Research finds...



1.3m people in the UK over 65 have experienced bad customer service, or been treated badly, purely because of their age.



Those people treated badly said the most common experiences were being patronised and not being taken seriously by customer service staff.



By 2040, older people will spend 63p in every pound spent in the UK economy. The top three growing sectors were recreation and culture, transport and household goods and services. A significant commercial opportunity!



A survey by the Institute of Customer Service also found that half of over 65's were reluctant to complain about bad customer service.

Interestingly it found that only half (47%) of over 65's who had been treated badly said they had lodged a complaint, but three quarters (76%) had told friends and family about their experience. They won't tell you; they'll just tell everyone else!



Source: ILC report, Maximising the Longevity Dividend; Institute of Customer Service

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