



It's no surprise to those in the senior living industry that today's older adults have vastly different views on aging than those of previous generations. Prospective consumers of senior housing—both Baby Boomers and Silent Generation members—are exposed to a multitude of options for how to define the lifestyle of their “third age.” Being well-informed about, and more connected to, the world at-large means that today's older adult is savvier and more discerning about his/her lifestyle choices on how to live and where to live.

We believe that four related industries are directly influencing how senior lifestyles and senior living, will look in the future—real estate, hospitality, technology and health care. Paying attention to trends in these business sectors is what we do, and what we encourage owners/operators in senior housing to do.

Each quarter, we'll share some trends from each sector and offer up some takeaways that you could adapt for your communities. Here's what trending now...

## real estate

**TREND TO WATCH:** More U.S. households are renting than at any point in 50 years, and rental rates have increased among some groups that have traditionally been less likely to rent, including middle-aged adults, according to a recent Pew Research Center report. Also of interest is the fact that households of all education levels are now more likely to rent their home.

**THE TAKEAWAY:** Changing attitudes toward renting vs homeownership means a win for senior living providers who have traditionally fought “the home” as their biggest competitor, especially those that can offer a rental option.

## hospitality

**TREND TO WATCH:** Increased emphasis on health and well-being is one of the top ten trends impacting the hospitality industry as identified by SMARTMEETINGS. Today’s hotel guests are taking charge of their health and are expecting innovative wellness options in addition to well-equipped fitness centers, pools and spas, and healthy food options. Hotels are responding with such innovations as lighting that energizes, air purification, yoga spaces, in-room exercise equipment and even vitamin-infused shower water.

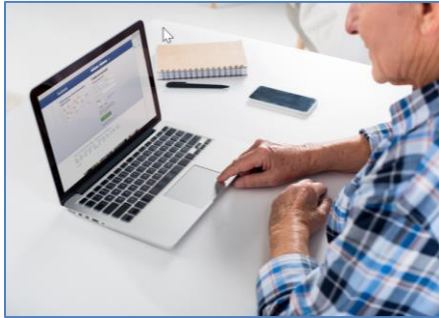
**THE TAKEAWAY:** Take a closer look at your “multi-purpose room” (for starters, please change the name if you’re still calling it that) and other commons areas throughout your community. Ask yourself how they compare in design (and innovation) to what a savvy, well-traveled person experiences on the road.



## health care

**TREND TO WATCH:** Human capital needs are changing in the health care industry, and health care workers at all levels are increasingly facing burnout due to constant change and ever-rising expectations. More than half (58%) of hospital executives consider it very likely that by 2022 their hospital will have implemented strategies to increase employee job satisfaction and “joy in work,” and another 37% think it somewhat likely, according to the American Hospital Association 2017–2020 Strategic Plan and Trustee, an AHA Publication.

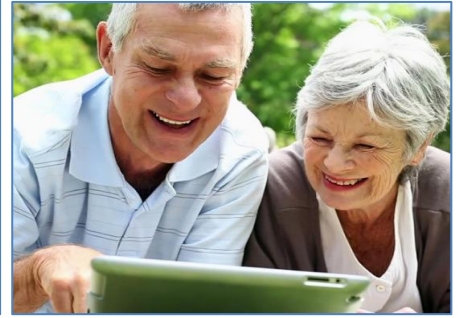
**THE TAKEAWAY:** The booming population of older adults will continue to create a workforce deficit that will impact senior communities, causing an even greater need to examine your culture and how you plan to retain and attract talent.



78% of adults 65+ **research online** and read emails, blogs, and social posts to influence their decisions on healthcare.



62% of adults 65+ order their **medicine online** to benefit from reduced costs.



50% of adults 65+ use skype or facetime to **stay connected** to out of town family members.

## technology

**TREND TO WATCH:** Voice-enabled speakers will take over the home in 2018, says The Motley Fool.

The smart speaker market is expected to grow from 4 billion units in 2017 to 7 billion by 2020. With the recent release of new devices by Amazon, Apple and Google, it's likely that 2018 will be the pivotal year when users start adopting the devices in droves. And how are people using the devices? AdAge says that smart speakers are making listening a social activity again. Families are gathering around an audio device in a way they haven't done since the 1930s because it's fun.

**THE TAKEAWAY:** If the Golden Age of Radio is being reborn as the Golden Age of Audio, marketers of senior living communities should explore ways to sponsor audio content to deliver your message into homes via smart speakers.

One of the key advantages of The Point Group is our perspective from a broader viewpoint on senior lifestyle. We start with 20+ years of industry-leading experience in senior living but then stir in an energizing batch of creative inspiration and knowledge from outside the senior industry. We draw that inspiration from the four other major business sectors we serve; real estate, hospitality, health care and technology. These four areas are taking senior living and healthcare to a new dimension in marketing with relevance to the target audience. Our expertise in leveraging these perspectives together allows your brand story to reach new heights with a broader, fresher perspective.