

A golden opportunity with the senior travelers

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The aim of this research is study the influence of economic and demographic factors associated with the population aged 60 years old or older from the United States on Puerto Rico tourism. This paper uses state level data of the amount of tourist that travel from the 50 states to Puerto Rico. A negative binomial regressions, with and without fixed effect, was used as statistical method for the evaluation of the variables. The results suggest that people of 60 years old or older who are single and whom are responsible for their grandchildren under 18 years of age increase the tourism flow from states. Other economic variables such as poverty and income of people of 60 years old or older are also significant.