



We're spending less on things

A recent survey by the University of Huddersfield in the UK has revealed that all of us are spending less money on things and more on "doing". The trend is worldwide, and looking at the struggle Australian retailers have had over Christmas, Australia is no exception.

And it's not just the "Millennials" who are resisting the urge to accumulate things, says Marketing lecturer, Brendan Canavan.

"People are increasingly interested in experiences instead; the priority is making and sharing memories – interacting with other people and places, attending events, undertaking adventures and so on," he says.

"Consumerism has been the beating heart of Western economies for generations; if it can't be resuscitated, it raises profound questions about how society will function in future," said Mr Canavan.

Across the board, all demographic groups are looking to spend their money on "doing" rather than accumulating. Even the motor vehicle industry is in decline world wide as people choose to keep their cars longer or use other ways to get about, while tourism is experiencing huge growth.

In the mobility industry there has been a significant move towards the travel end of the market as Baby Boomers reach the age when walking is not so easy, but travel is still an experience they want to enjoy.

Managing Director of Scooters Australia, Peter Fraser, says that there has been a distinct change in the mobility scooter industry over the last five or six years.

"We have seen an enormous shift towards portable scooters from people wanting to travel but have some difficulties in walking too far," said Mr Fraser.

"People want to see the world, travel around the country, or go on a cruise, and portable scooters are just the thing when something compact and lightweight is needed," he said.

Folding scooters like the Luggie can be taken on a plane, they will fit in a small car boot and are compact enough to store in a cruise liner cabin. With Li-ion batteries, there is no issue with airlines taking the scooter on board, most of which have now developed simple procedures for booking the scooter in before departure.

"It's experiences people are after, not more stuff, and for those that can't walk as far as they used to when they were younger, a portable scooter like the Luggie can do the trick," said Mr Fraser.

