



Setting the context of Silver Tourism in Europe

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An ageing population in Europe

- Life expectancy: 80.6 year old
- 18.9% > 65 years old + (2% more than in 2001)
- 2015 = 1rst year with more deaths than live births in the EU
- Healthy life years: over 61 years old

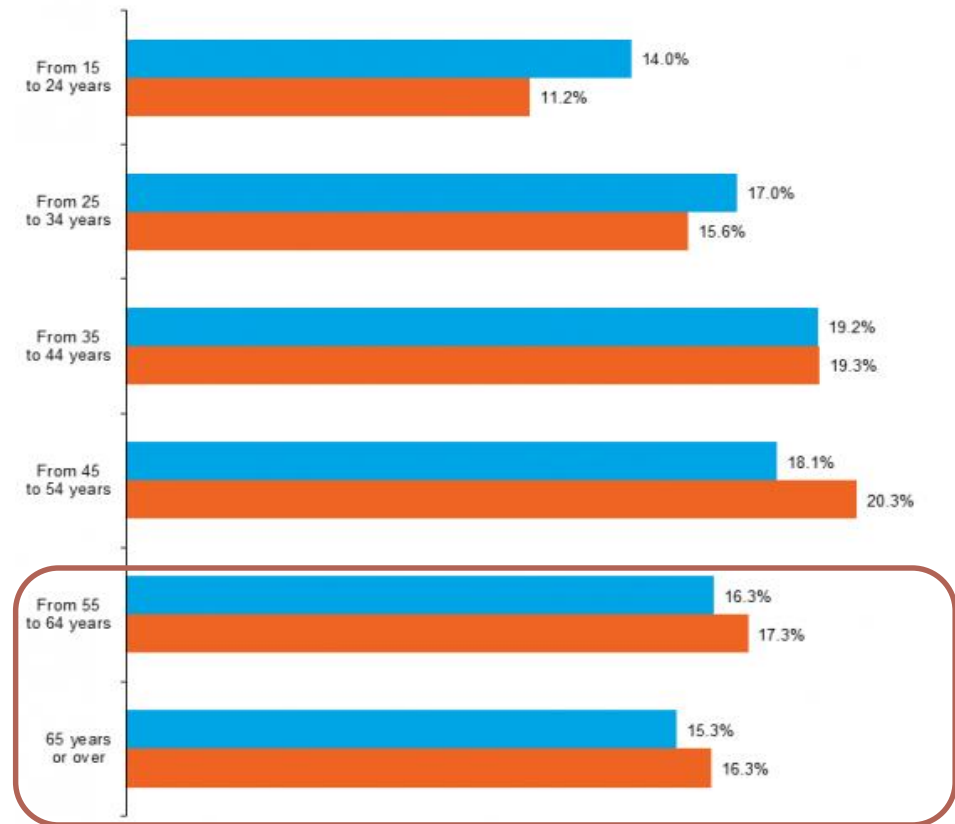


Silver economy: an opportunity also for tourism



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- Senior tourists over 55 years old: 30% of the tourism market



A more accessible tourism: an opportunity for seniors and all the others!



- 1/6 persons has disability
- 17.6 million of travel with specific accessibility requests
- € 352 billions
- And for pregnant women, parents with young children, senior tourists!

How does the EU address this challenge?



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- Tourism:
- 2010: 'Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe', European Commission
 - CALYPSO: for young and senior people
 - Calls for proposals for low-season tourism
 - Accessible tourism



How does the EU address this challenge?



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- Silver economy

- Design and development of products and services adapted for senior people:
 - Smart Silver Economy projects
- For all sectors
- European Innovation Partnership on Active and Healthy Ageing



During this conference



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- Present our MOOC on silver tourism
- Exchange Good Practices on silver tourism
- Discuss about future opportunities

