

Connecting - Creative - Innovative

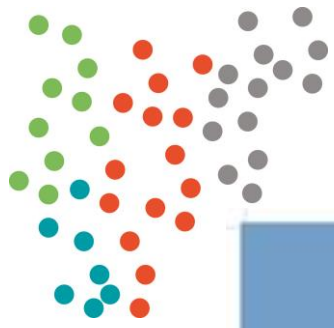
OSL[®]REGION

European Office

Setting the context of age-friendly tourism in Europe

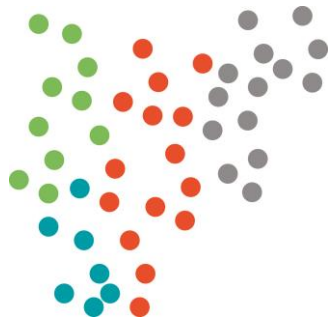
Jan Edøy

Brussels, 19. October 2017



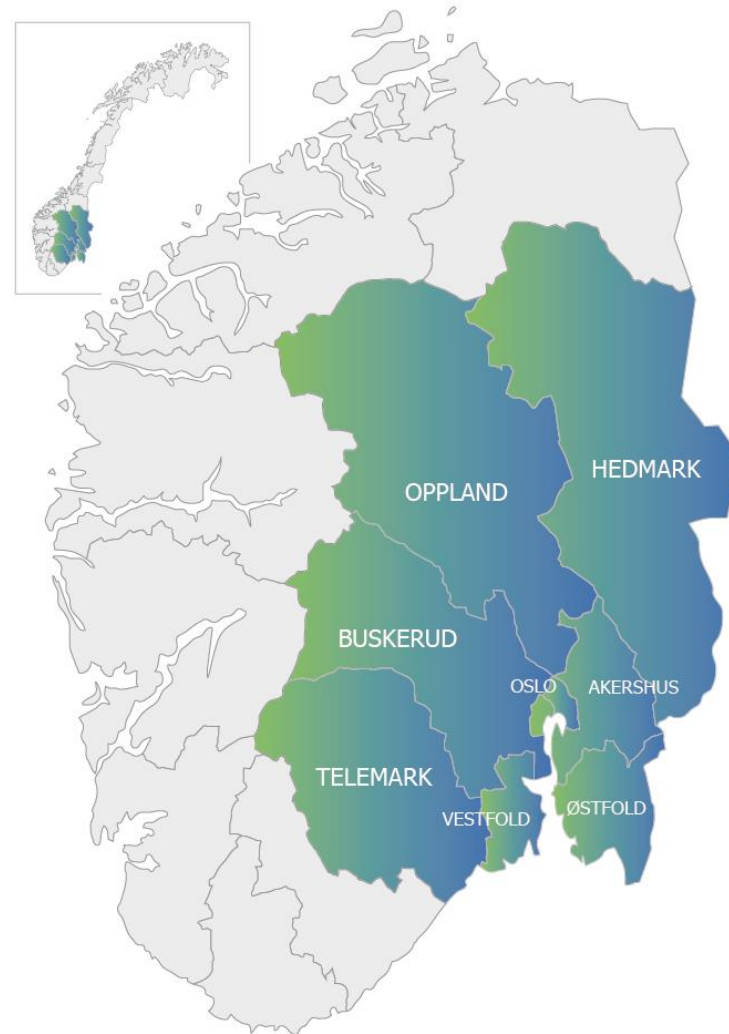
Regions in Europe





Members of the Oslo Region European Office

- 8 counties:
Akershus, Buskerud, Hedmark,
Oppland, Oslo, Telemark,
Vestfold and Östfold
- 11 municipalities and 2
Universities
- 30% of the territory of
Norway
- 50% of the population 2.5
million inhabitants,





Tourism is a major contributor to OECD economies

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(Representing on average)

4.1%
of
GDP

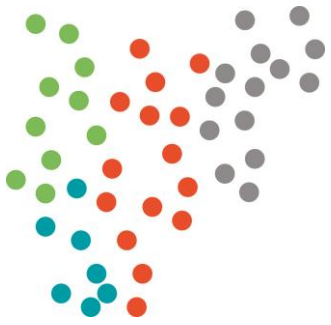


5.9%
of
Employment



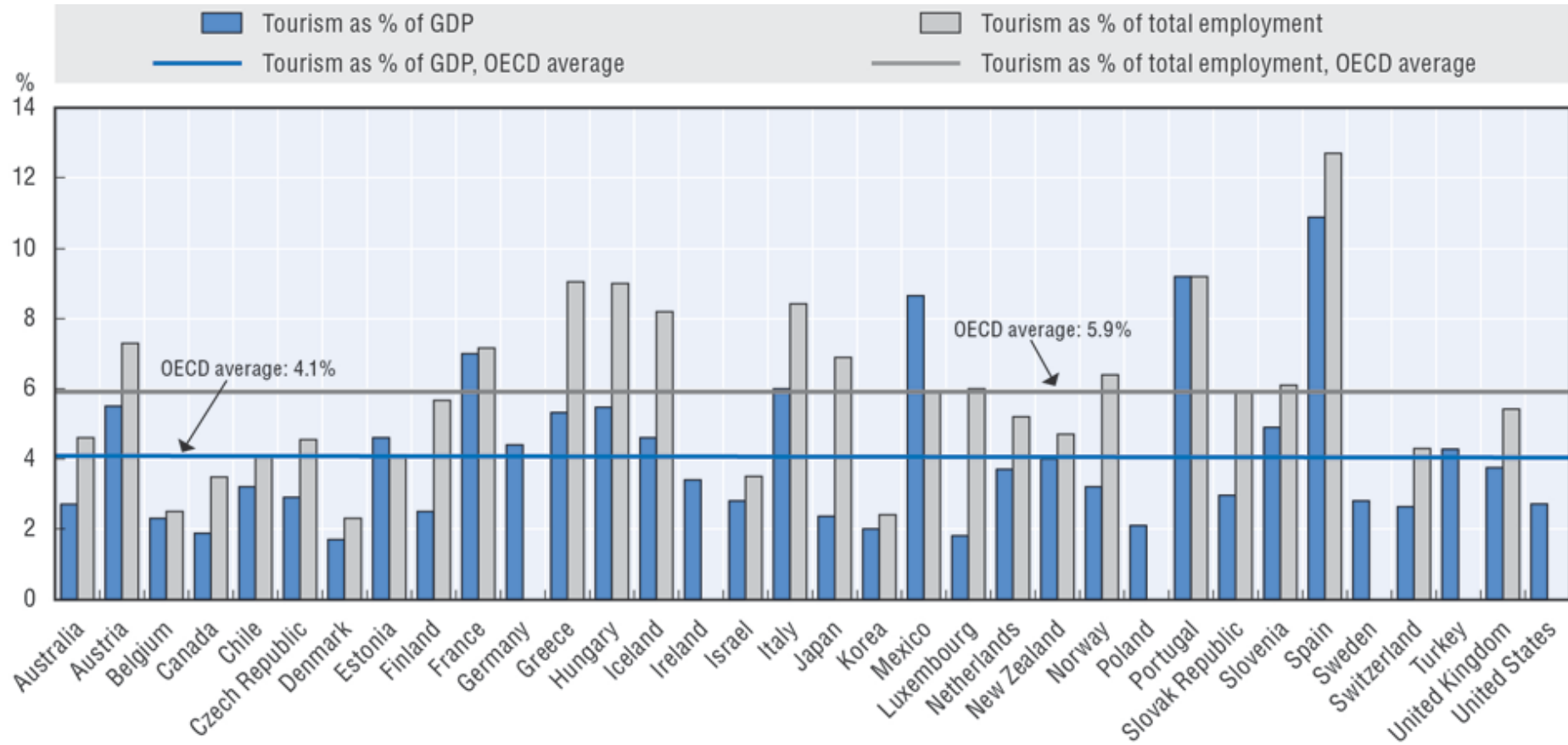
21.3%
of Service
exports

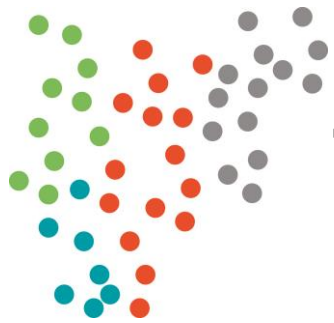




The direct contribution of tourism to OECD countries As percentage of GDP and employment

Source: OECD





The EU tourism industry

 European Commission

The EU tourism industry

Tourism has a wide-ranging impact on growth, employment and social development in the EU



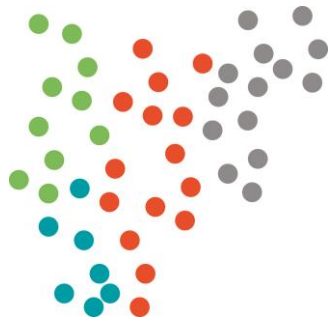
- **12 million** people are employed in the sector
- Inbound tourism contributes **€356 billion** in annual revenue to the European economy

The European Commission supports tourism businesses in the EU by providing:

Initiatives to improve employee skills	Guidance on going digital	Tools to optimise daily management
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Internal Market, Industry, Entrepreneurship and SMEs

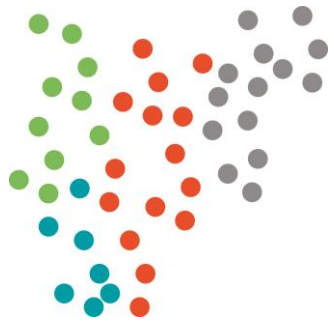




EU tourism policy

- EU treaties exclude any harmonisation of tourism laws and allow the EU only to support, coordinate or supplement the actions of the Member States.
- EU tourism policy is rather limited, consisting mainly of providing financial support or legislating through other EU policies.

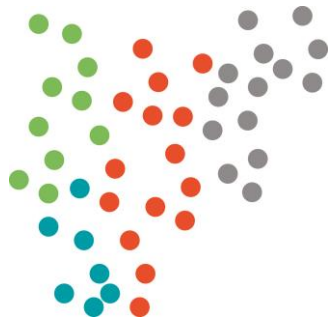




Tourism in the treaties

- The European Union mentioned tourism in the treaties for the first time in 1992.
- In 2007, the EU created a specific section for tourism in the Treaty on TFEU in Article 195 - stating that EU action 'shall be aimed at:
 - a) encouraging the creation of a favourable environment for the development of undertakings in this sector;
 - b) promoting cooperation between the Member States, particularly by the exchange of good practice.'





EU tourism strategy

The strategy paper identified four priority areas for action:

- simulate competitiveness in the European tourism sector;
- promote the development of sustainable, responsible and high-quality tourism;
- consolidate the image and profile of Europe as a collection of sustainable and high quality destinations;
- maximise the potential of EU financial policies and instruments for developing tourism.





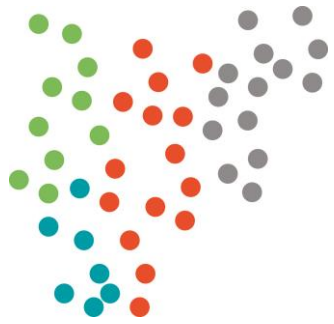
Norway – White Paper on tourism in 2017





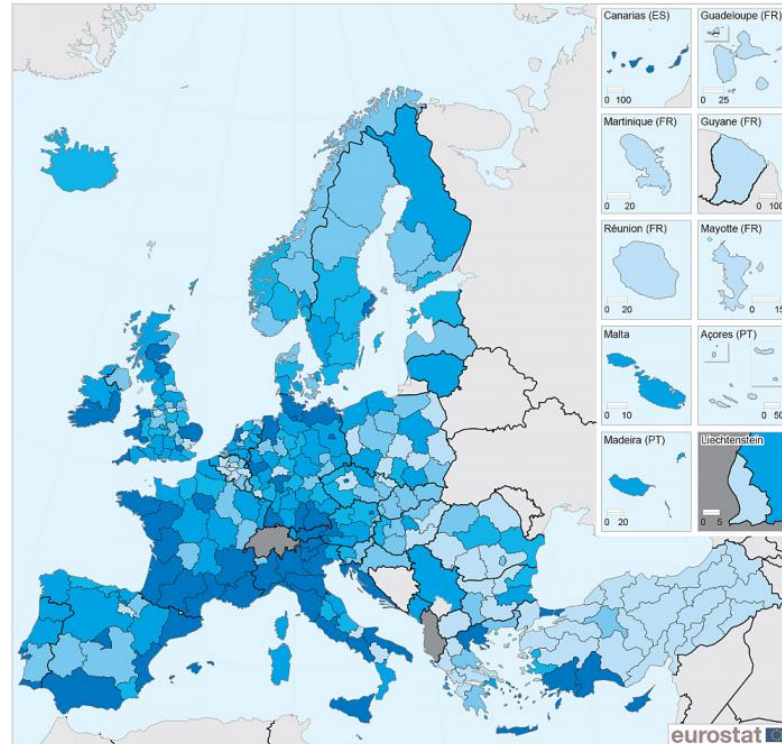
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Norway – White Paper on tourism in 2017

Nights spent in tourist accommodation establishments, by NUTS 2 regions, 2015
(million nights spent by residents and non-residents)



(million nights spent by residents and non-residents)

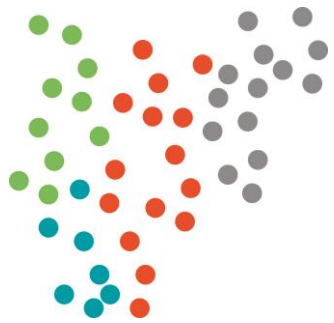
Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat — GISCO, 07/2017

EU-28 = 2 784



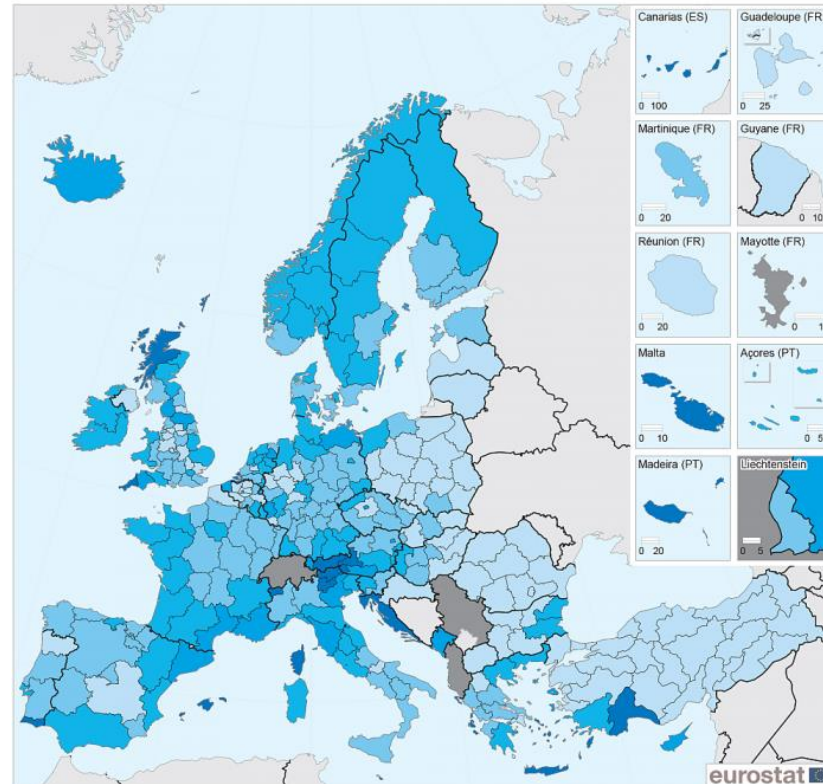
Note: London (UK): NUTS level 1. Serbia: national data. Iceland: 2014. The United Kingdom: 2012. EU-28, Ireland and Greece: estimates.
Source: Eurostat (online data code: tour_occ_nin2)





Norway – White Paper on tourism in 2017

Number of nights spent at tourist accommodation establishments relative to population size, by NUTS 2 regions, 2015
(per 1 000 inhabitants)



(per 1 000 inhabitants)

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat — GISCO, 07/2017

EU-28 = 5 292

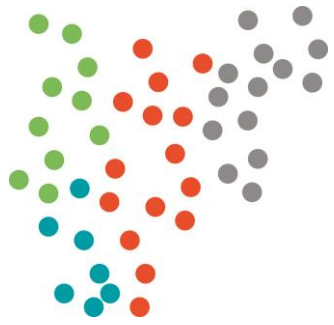
- < 2 500
- 2 500 – < 5 000
- 5 000 – < 10 000
- 10 000 – < 20 000
- >= 20 000
- Data not available

0 200 400 600 800 km

Note: London (UK): NUTS level 1. EU-28 and Iceland: 2014. The United Kingdom: 2012. EU-28, Ireland and Greece: estimates.

Source: Eurostat (online data code: tour_occ_nin2)

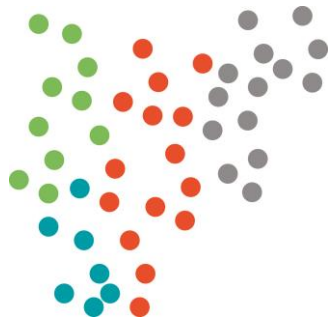




Norway – White Paper on tourism in 2017

- The average tourist in Norway is 49 year old –
- in winter the average is 44
- and in the summer 50
- The oldest tourists come from US
- The youngest from countries outside Europe

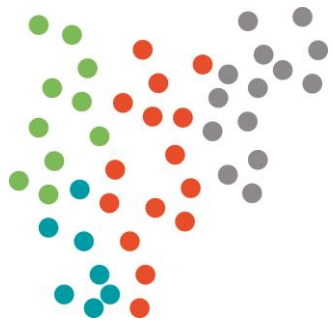




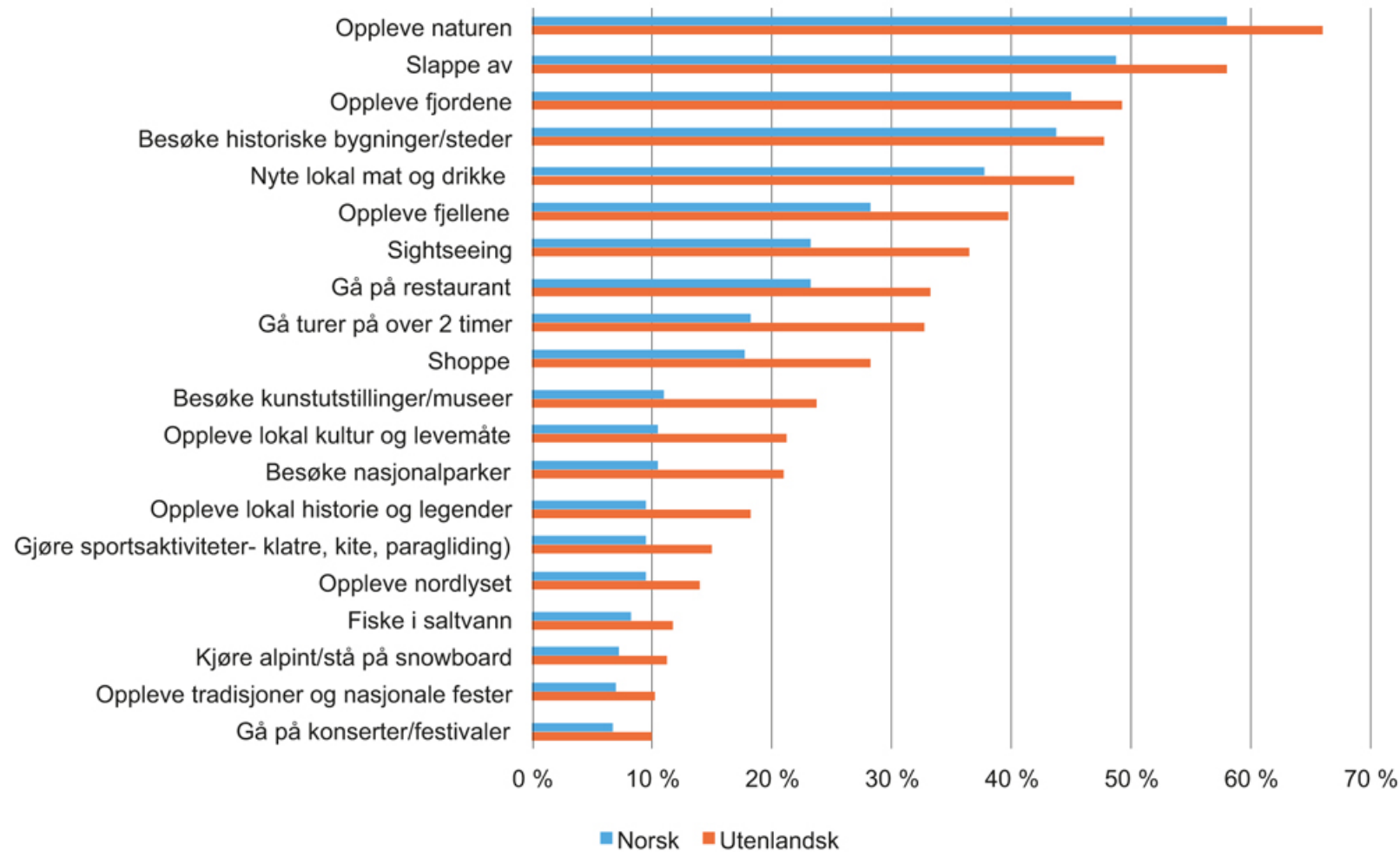
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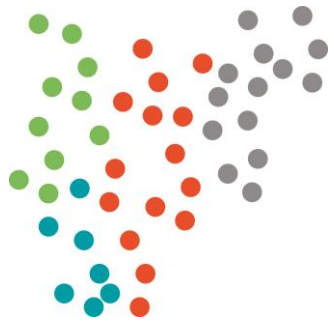
- 450 000 private cabins in Norway
- In Hol municipality in Buskerud county there are 5850 cabins and only 4500 inhabitants
- Many municipalities like this
- Most of these cabins owned by retired people





Norway – White Paper on tourism in 2017

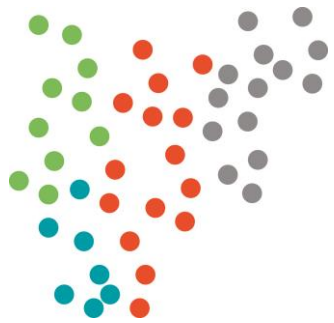




EEA and Norway Grants 2014-2021

2.8 billion Euro available

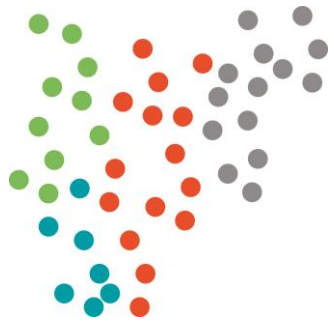




EEA and Norway Grants 2014-2021
2.8 billion Euro available

The **EEA and Norway Grants** are Iceland, Liechtenstein and Norway's contribution to reducing economic and social disparities in Europe and to strengthening bilateral relations with **15 beneficiary countries** in Northern, Central and Southern Europe.

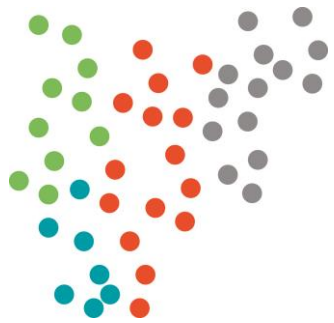




EEA and Norway Grants 2014-2021 2.8 billion Euro available - priorities

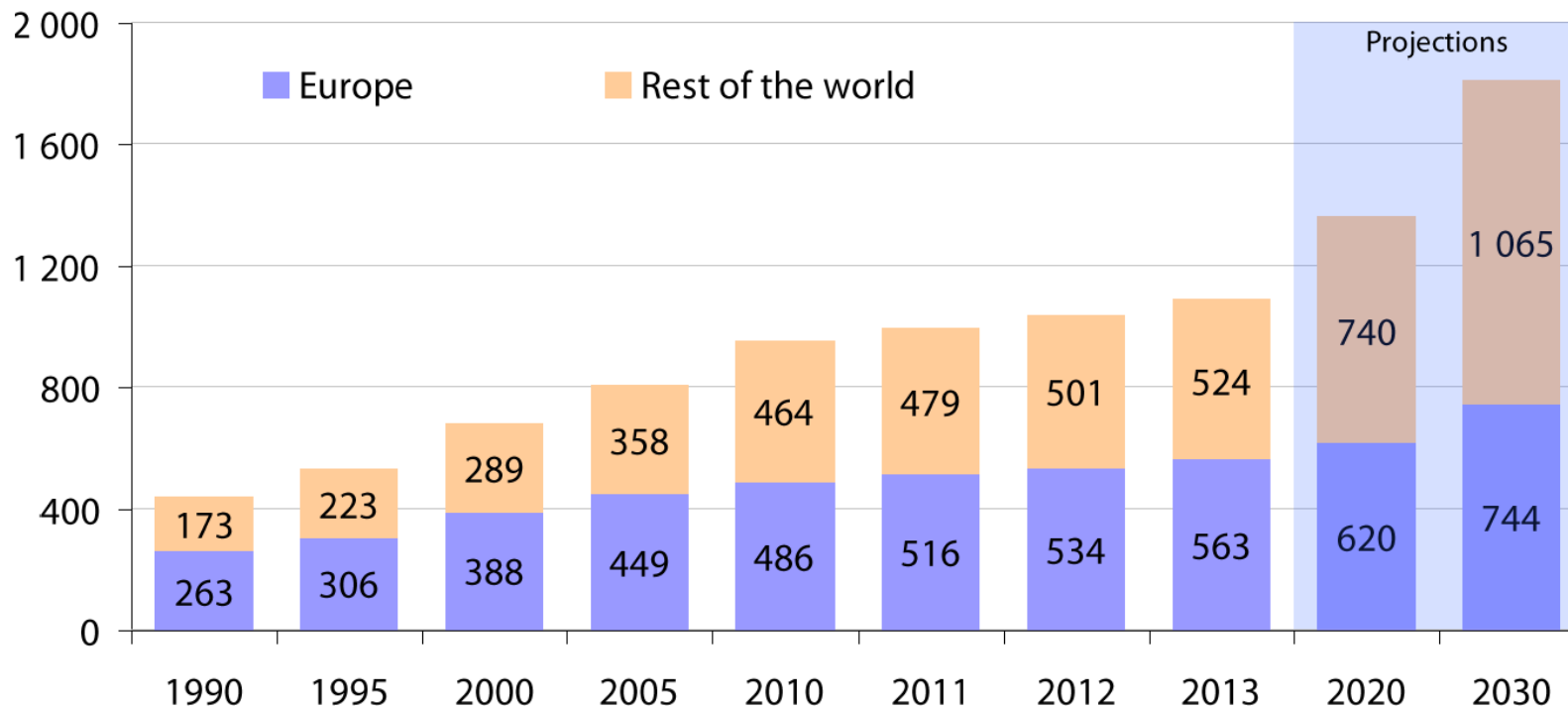
- 1) Innovation, Research, Education and Competitiveness
- 2) Social Inclusion, Youth Employment and Poverty Reduction
- 3) Environment, Energy, Climate Change and Low Carbon Economy
- 4) Culture, Civil Society, Good Governance, and Fundamental Rights and Freedoms
- 5) Justice and Home Affairs





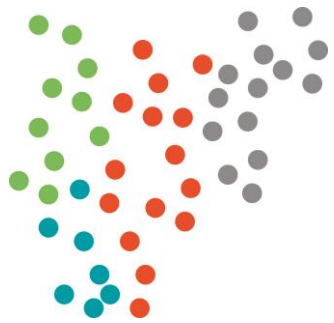
European tourism in the future

Figure 1 - International tourist arrivals (in millions)



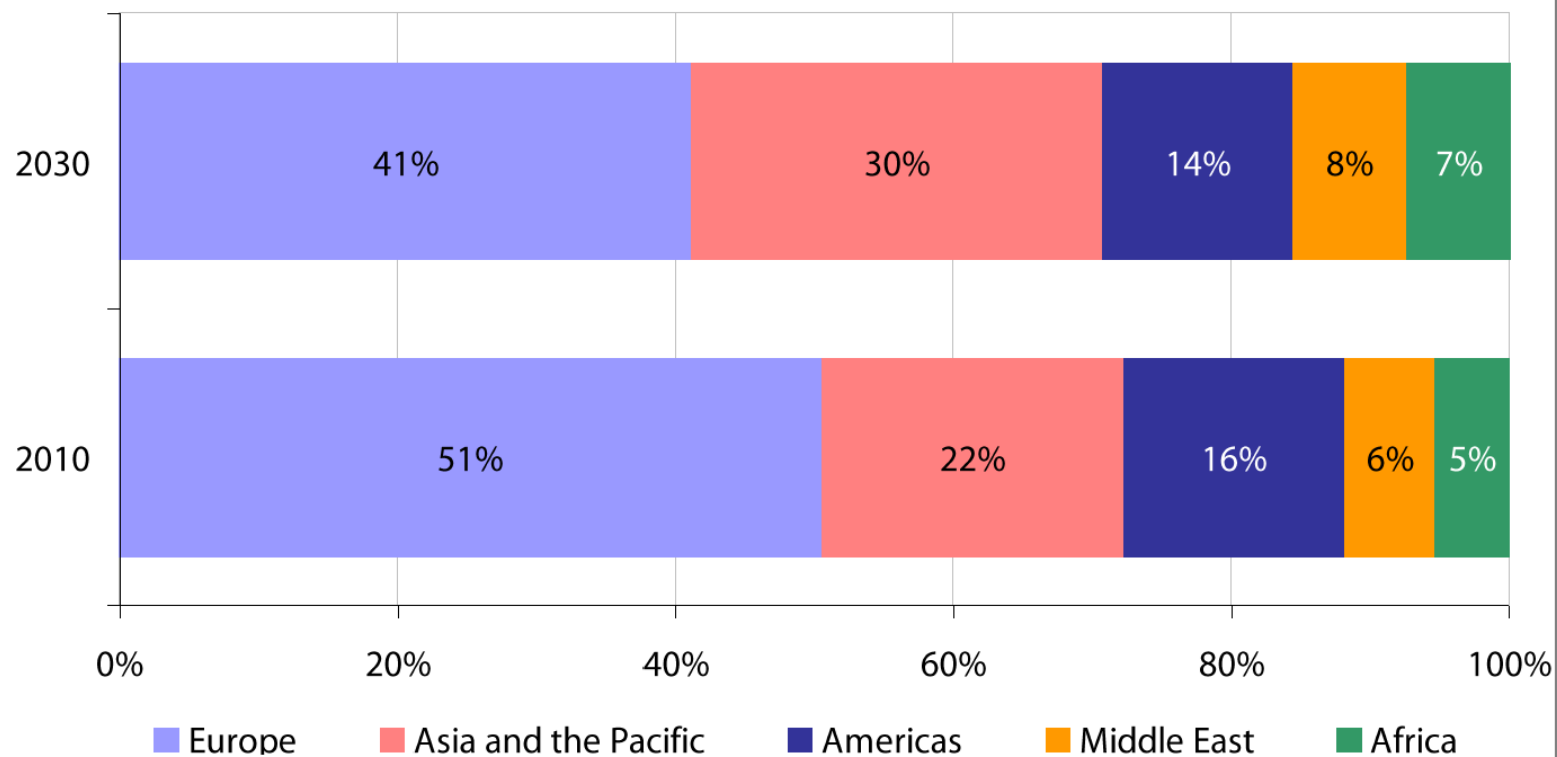
Data source: UNWTO ([Tourism Highlights](#), 2013 and [press release](#), Jan. 2014).





European tourism in the future

Figure 2 - International tourist arrivals by region of destination



Data source: UNWTO ([Tourism Highlights](#), 2013).

