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

- 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?

• 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?

- **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

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