Setting the context of age-friendly tourism in Europe

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Brussels, 19. October 2017
Regions in Europe
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- 8 counties:
  Akershus, Buskerud, Hedmark, Oppland, Oslo, Telemark, Vestfold and Østfold
- 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.
The direct contribution of tourism to OECD countries
As percentage of GDP and employment

Source: OECD
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

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

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_night_nuts2)
Norway – White Paper on tourism in 2017

- The average tourist in Norway is 49 years old –
- in winter the average is 44
- and in the summer 50
- The oldest tourists come from US
- The youngest from countries outside Europe
Norway – White Paper on tourism in 2017

• 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
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)

European tourism in the future

**Figure 2 - International tourist arrivals by region of destination**

- **2010**
  - Europe: 51%
  - Asia and the Pacific: 22%
  - Americas: 16%
  - Middle East: 6%
  - Africa: 5%

- **2030**
  - Europe: 41%
  - Asia and the Pacific: 30%
  - Americas: 14%
  - Middle East: 8%
  - Africa: 7%

Data source: UNWTO *(Tourism Highlights, 2013)*.