

"How can I become a Silver Tourism Expert?"

The aging population is a long-term trend that is radically changing European society. Areas such as health, employment and social security are being redefined according to demographic changes and emerging notion of "Silver Economy". This trend has also considerable impact on increasing tourism demand so that the sector must face a redefinition of its products, services and activities. According to Eurostat, in 2015, 55-65 years-old tourists accounted for 15,3% of the total tourist market and 65-years-old people or more accounted for 17,7%. The Silver Tourism encompasses various economic activities, such as travel agencies, tourist information offices, entertainment, transportation, cultural heritage and health and wellness, all activities that complement an integrated approach for senior tourism.

The Silver Tourism project aims to provide the necessary training for the tourism sector to take advantage of the opportunities created by the demographic trend, developing products and services tailored to the real needs of elderly people, generating an Expert Profile in Silver Tourism. The Silver Tourism Expert will be trained under a multidisciplinary approach, providing a comprehensive view that enables the development of competitive tourism products, placing the senior public at the centre of the process, and providing services that generate them successful experiences.

Objectives:

- Advocate for silver tourism at the EU-level
- Exchange of good practices
- Present and disseminate MOOC

Target audience:

- Tourism operators and their representatives in Brussels
- Tourism & senior networks, NGOs, organisations
- Regional offices
- European institutions

Agenda

During the workshop, interpretation will be offered in English and French

| Time | Activity |
|--|---|
| 09:00 – 09:30 | Registration & coffee |
| Welcome & Introduction | |
| 09:30 – 09:50 | Setting the context of Silver Tourism in Europe <i>Marie CLOTTEAU, Director of Euromontana</i> |
| | Age-friendly tourism: highlights from Norway <i>Jan EDØY, Director of the Oslo Region European Office</i> |
| Session 1 – The Silver Tourism project | |
| 09:50 – 10:00 | Presentation of the project <i>Antonio SERRANO, Project Coordinator, Camara de Comercio de Badajoz</i> |
| 10:00 – 10:45 | What will you discover in the Silver Tourism MOOC? How to participate? <i>Mayte GALLEGO GARRIDO & Carlos CABO DOMÍNGUEZ, Fundecyt-PCTEX</i> |
| Session 2 – Promoting & Supporting Silver Tourism in the EU Capitalising and Sharing Good Practices | |
| 10:45 – 11:00 | Funding opportunities for tourism projects under Erasmus+ <i>Pierre MEJLAK, DG Education & Culture, European Commission</i> |
| 11:00 – 12:00 | Presentation of tourism products and destinations Silver Cyclists Jesús FREIRE, European Cyclists' Federation TOURAGE project Lienīte PRIEDĀJA-KLEPERE, Vidzeme Planning Region SENINTER Alessia SEBILLO, Diesis EDEN55plusNW Ana SAVŠEK, Heart of Slovenia |
| 12:00 – 12:15 | Questions & Answers |
| 12:15 – 12:30 | Wrap-up & Conclusions <i>Antonio SERRANO, Project Coordinator, Camara de Comercio de Badajoz</i> |

Light lunch will be provided.

For any further information, don't hesitate to contact us:



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Silver Tourism



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