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Digital Marketing
Competencies Development
for Silver Tourism Expert

NATIONAL REPORTS

NATIONAL DESK RESEARCHES

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INTRODUCTION

eSilver Tour is a European project funded by the European Commission under the Erasmus+ KA2 programme. It gathers partners from 5 European countries: France, Spain, Portugal, Greece and Lithuania.

The aim of the *eSilver Tour* is to develop digital Marketing competences in seniors' organizations staff and tourism professionals to answer the real tourism needs of senior people, by addressing the psychosocial and physical needs of older travellers and their expectations, as to identify and overcome the well embedded stereotypes about older people as being passive, less ambitious, less interested, less knowledgeable, less vital, and in need of rest. This VET course must develop the technological know-how to answer the increasing use of the Internet as a way not only to communicate but, essentially, to negotiate on the tourism market.

The IO1 aims at designing a **Professional Profile of the eSilver Tourism Expert**, thanks to analysis of Silver Tourism, Tourism Digital Marketing and the competencies for Active Ageing.

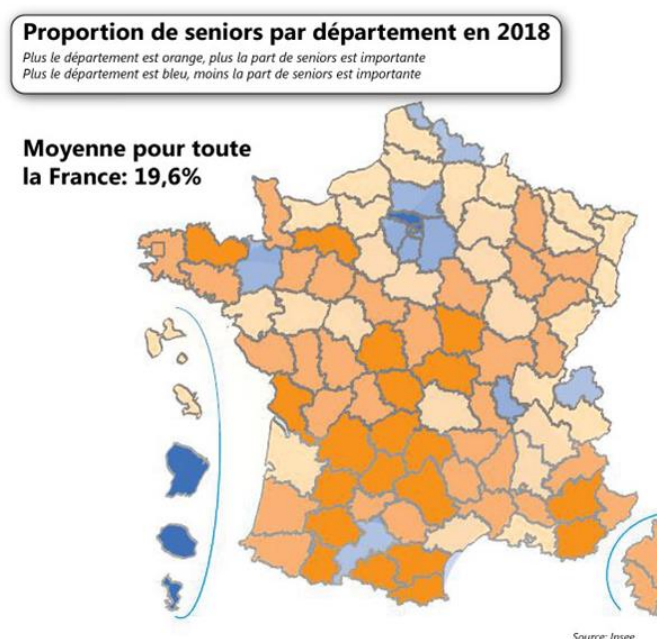
This compilation of final national reports is the result of a desk research conducted by all partners in each country in order to gather information on senior tourism, active ageing and best practices, and to get recommendations from all partners as a basis to develop our Intellectual Outputs.

NATIONAL CONTEXTS REGARDING SENIOR TOURISM

SENIOR TOURISM IN FRANCE

First, it is necessary to understand the proportion of seniors in France among the general population. Here is the situation in France concerning senior citizens according to regions:

MAP 1: PROPORTION OF SENIOR CITIZENS PER DEPARTMENT IN FRANCE IN 2018¹



Source: Insee (la-croix.com)

The more orange the department, the higher the proportion of senior citizens. The bluer the county, the lower the proportion of senior citizens. As reported in the map, we can note that the major part of seniors is mostly living in the southern part of the country while the northern part the average age is younger.

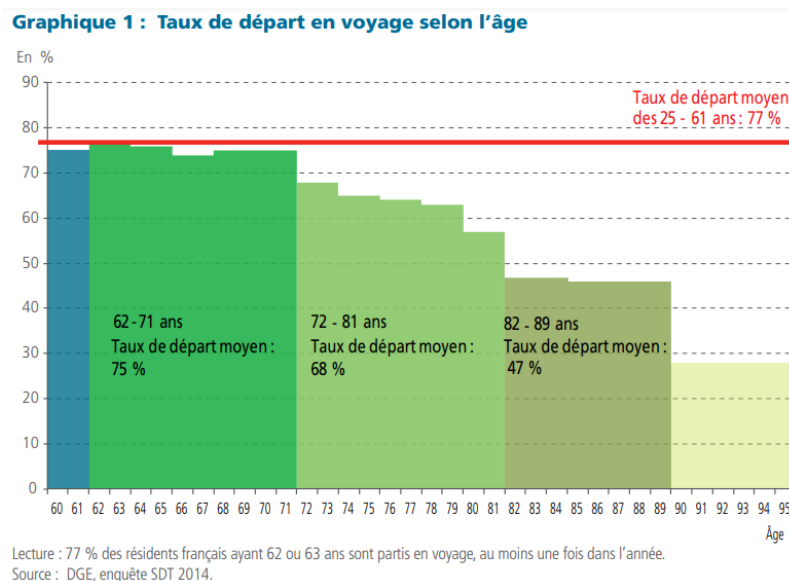
In total, the average number of senior citizens for all of France is 19.6%.

¹ Source: Audrey Dufour, latest update on 21.11.2018, « Qui sont les seniors en France ? », article published on la-croix.com, link: <https://www.la-croix.com/Economie/Social/sont-seniors-France-2018-11-20-1200984371>

At the European level, there were 120 million in 2010. And they should be 150 million in 2035. This means an increase of 1.2 million more per year.²

This 20% of French seniors travel a lot: here is a graph about “Travel departure rates according to age”³:

FIGURE 1: TRAVEL DEPARTURE RATES BY AGE IN FRANCE



Source: DGE, SDT 2014 survey

“Reading: 77% of French residents aged 62 or 63 have travelled at least once during the year.”

82–89-year-olds spend an average of 435 euros per trip, compared to 356 euros for 25–61-year-olds. In total in 2014, they spent 22 billion euros in the tourism industry.⁴

The segmentation of the senior citizens market is important. We are not going to offer the same activities to 60 and 80-year-olds. Physical condition and expectations are not the same. For the Institut Français des Seniors, there are three generations of senior citizens:

- Baby boomers: There are nearly 12 million French people between 50 and 65 years old. This generation has been reaching retirement age since 2006 (700,000 per year).

² Source: Unknown author, consulted on the 08.02.2021, “Le marché du tourisme des seniors, un enjeu économique important pour le tourisme”, article published on LabTour.fr, link: <https://www.labtour.fr/tendances/le-tourisme-senior/>

³ Source: François-Pierre Gitton, Gérard Loquet, DGE, published on 04.02.2016, “Les seniors français, un segment touristique porteur de croissance”, Etudes Economique magazine n°51, link: https://www.entreprises.gouv.fr/files/files/directions_services/etudes-et-statistiques/4p-DGE/2016-02-4Pages-51-tourisme-seniors.pdf

⁴ Source: Unknown author, consulted on the 08.02.2021, “Le marché du tourisme des seniors, un enjeu économique important pour le tourisme”, article published on LabTour.fr, link: <https://www.labtour.fr/tendances/le-tourisme-senior/>

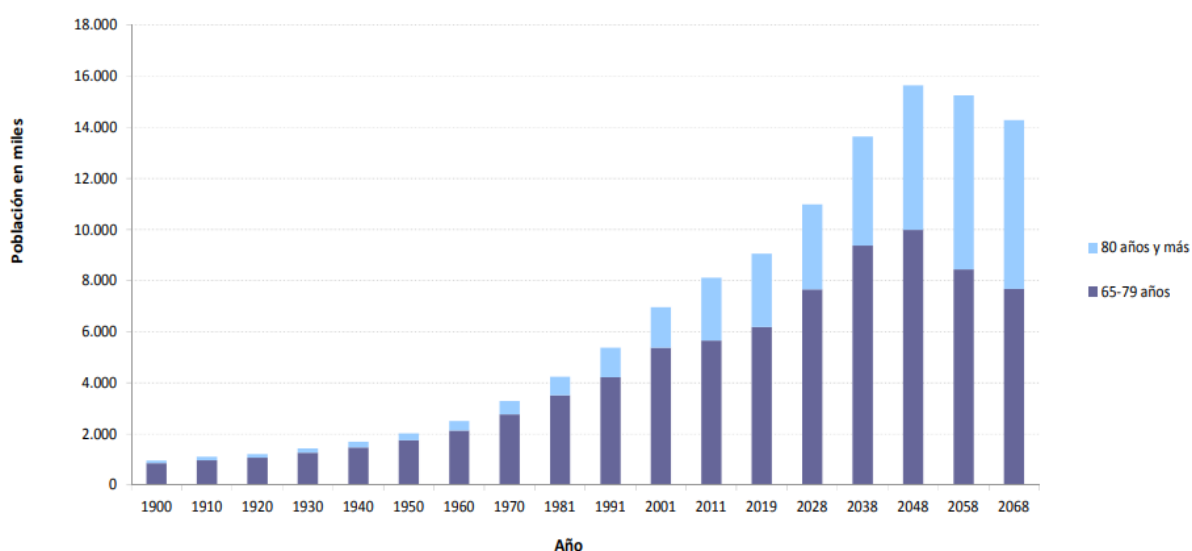
- Young active retirees: There are fewer of them, 5 million. They are between 65 and 75 years old.
- Over 75 years old: Of the 5 million over 75, 1.1 million are dependent. This leaves 3.9 million people in employment. Their state of mind is extremely linked to their state of health.⁵

SENIOR TOURISM IN SPAIN

The population pyramid in Spain continues its aging process, measured by the increase in the proportion of older people, those who are 65 years of age or older. According to the statistical data of the Continuous Register (INE – Statistics National Institute) as of January 1st, 2021, there are 9.218.381 elderly people, 19.4% of the total population (47.450.795) and it will continue to increase both in number and proportion (Figure 2). The average age of the population, which is another way of measuring this process, is 43.3 years; meanwhile, in 1970 it was 32.7.

The proportion of octogenarians continues to grow to a greater extent; they already represent 6% of the entire population, and will continue to gain weight among the elderly population in a process of aging. The centenarians are beginning to be noticed; there are 17.308 registered.

FIGURE 2: EVOLUTION OF THE POPULATION AGED 65 AND OVER, SPAIN 1900-2068



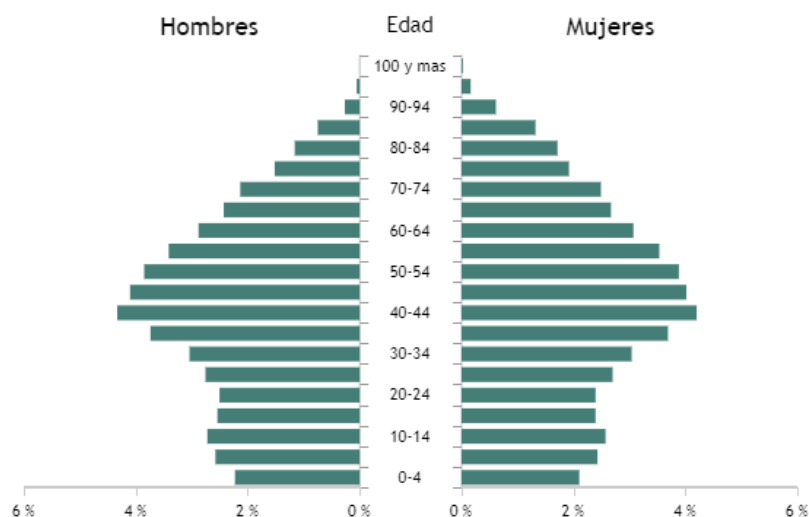
Source: INE: 1900-2011: Population and Housing Census.
 2019: Statistics of the Continuous Register as of 1-1-2019.
 2028-2068: Population projections. Consultation January 2020.

According to the INE projection (2018-2068), in 2068 there could be more than 14 million elderly people, 29.4% of the total population that would reach 48,531,614 inhabitants. During the 1930s and

⁵ Source: Unknown author, consulted on the 08.02.2021, "Le marché du tourisme des seniors, un enjeu économique important pour le tourisme", article published on LabTour.fr, link: <https://www.labtour.fr/tendances/le-tourisme-senior/>

1940s, the largest increases would be recorded, with the arrival of those born during the baby boom to old age (Figure 3).

FIGURE 3: POPULATION PYRAMIDS OF SPAIN

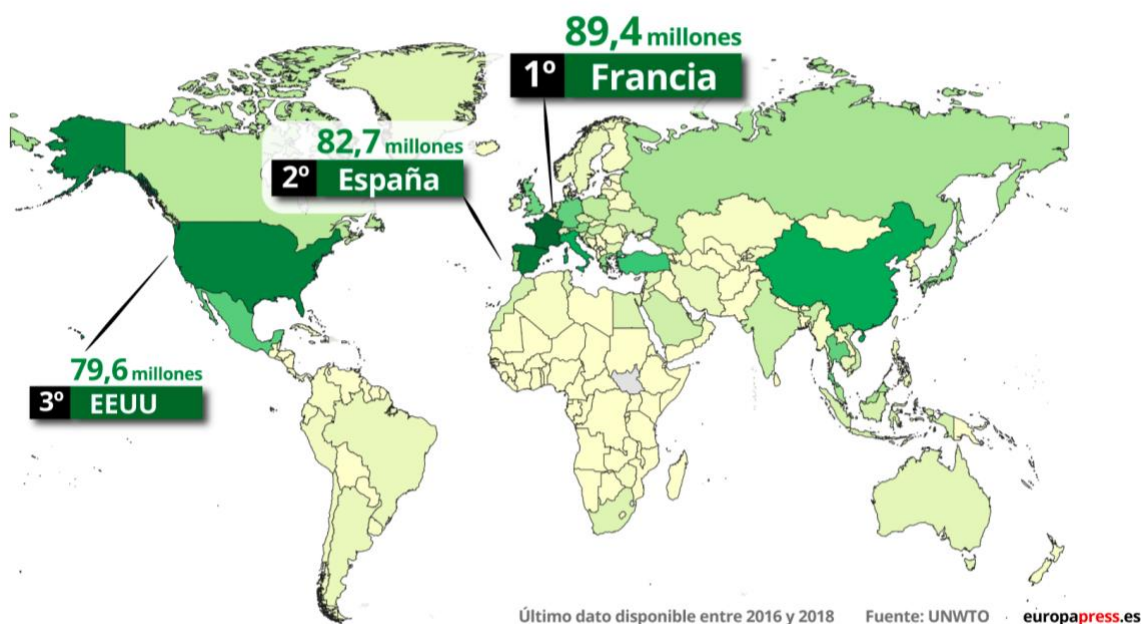


Source: INE: Statistics of the Continuous Register as of 1-1-2019. Consultation January 2021.

Tourism sector in Spain

Spain is the country that receives the most tourists per year, after France (89.4 million) and ahead of the United States (79.6 million), according to figures from the World Tourism Organization (UNWTO, 2018). Most of the tourist offer and movement are concentrated in the coastal tourist area. (Figure 4)

FIGURE 4: THIS IS THE ARRIVAL OF TOURISTS IN THE WORLD, 2018



Source: UNWTO, 2018.

One of the basic features of tourism in Spain is the diversity and abundance of its resources. There are four different tourist environments: the coastal area, the mountain area, the rural area and the urban area.

However, the majority of foreign tourists who visit Spain come from countries in central and northern Europe, whose most important motivation is to approach a sunny climate near the coast. Coastal or "sun and beach" tourism is the one that continues to dominate overwhelmingly, with some areas depending exclusively on it.

On the other hand, Spain is the most competitive country in the world in tourism terms, as reflected in the 'Report on Competitiveness in Travel and Tourism 2019' prepared by the World Economic Forum. These were the 20 main territories that appeared in the ranking based on the factors and policies that allow the sustainable development of travel and the contribution of tourism to the development and competitiveness of the country:

TABLE 1: MAIN TERRITORIES REGARDING SUSTAINABLE DEVELOPMENT POLITICS IN TOURISM

1	España	6	Reino Unido	11	Austria	16	Corea del Sur
2	Francia	7	Australia	12	Portugal	17	Singapur
3	Alemania	8	Italia	13	China	18	Nueva Zelanda
4	Japón	9	Canadá	14	Hong Kong	19	México
5	EEUU	10	Suiza	15	Países Bajos	20	Noruega

Source: Report on Competitiveness in Travel and Tourism 2019. World Economic Forum.

Silver tourism in Spain

The main element of the Silver tourism development policy in Spain is the so-called Imsero, which develops its tourism program as a complementary service to the benefits of the Spanish Social Security System, with the aim of providing elderly people with stays in areas coastline and inland tourism, thereby helping to improve their quality of life, their health and the prevention of dependency.

On the other hand, the Imsero tourism program contributes to the maintenance of employment and economic activity, alleviating the consequences that the phenomenon of seasonality produces in the country's tourism sector in terms of employment.

Although the Covid-19 pandemic has brought a halt to national tourism, trends will continue in the future. The current aging of the population is an inexorable trend in the country that is unprecedented in its amount, and it is probably the most important socio-demographic change that it must face in the medium term.

The greater importance of infrastructure and access to quality health services, the rise of health and medical tourism, the additional growth of cruises, shorter stays than traditional summer family vacations, the promotion of travel for the elderly in season Low and, of course, the adaptation of the facilities are some consequences that are already taking shape and that the tourism sector is taking into account for the future.

Although Spain has one of the largest tourism industries in the world, it is beginning to face competition from Mediterranean destinations such as Turkey, Egypt, Tunisia, Morocco or Croatia. Thus, one of the options for the future would be to adapt the offer for the elderly. By 2050, the population over 60 years of age may reach 32% in developed countries (34% in Europe), that is, 418 million tourists of the Third Age who will seek adequate facilities and quality sanitary services.

SENIOR TOURISM IN PORTUGAL

In 2019, the GVA (Gross Value Added) generated by Tourism is estimated to have reached 8.5% of the GVA of the national economy (8.0% in 2018), showing a growth of 10.3% in nominal terms, higher than the GVA of the national economy (4.0%).

The CTTE (Tourism Consumption in the Economic Territory) was equivalent to 15.4% of the Gross Domestic Product (GDP), increasing by 7.6% compared to the previous year.

Employment in tourism characteristic activities, measured in full-time equivalent (FTE), accounted for 9.4% of the national total in 2018. Employment in tourism characteristic activities increased by 7.4%, exceeding the growth of employment in the national economy (3.1%) in the same year.

In 2018, compensation from tourism characteristic activities accounted for 8.7% of total compensation in the national economy, having increased by 11.8% in nominal terms, which compares with a 6.4% increase in compensation in the national economy in the same year.

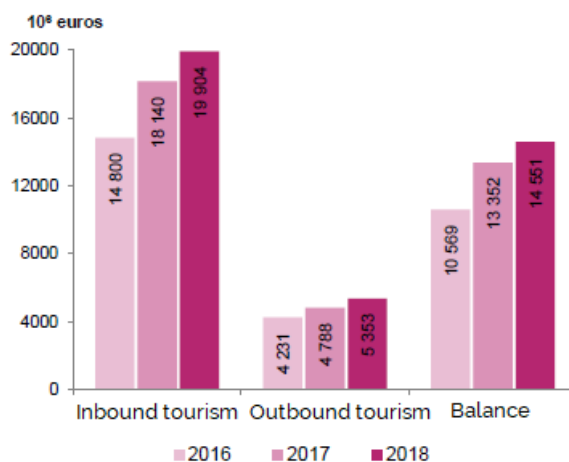
In 2018, inbound tourism expenditure (tourism exports, corresponding to expenditure by non-residents in the national economic territory) remained the most relevant component of the CTTE (65.4%), having increased 9.7% compared to 2017. Almost 97% of total inbound tourism expenditure was made by tourists, while excursionists were responsible for about 3% of the total.

The expenditure of domestic tourism and other components increased by 10.4%. In domestic tourism, the expenditure of tourists remained predominant and the relative weight of the expenditure of day-trippers decreased slightly in 2018 to 34.3%.

Outbound tourism expenditure (tourism imports) increased by 11.8% in 2018, corresponding to 6.1% of national imports of goods and services.

The balance of tourism flows was positive, having registered an increase of 9.0% in 2018, driven, more significantly, by the dynamics of inbound tourism, which represented 22.3% of total exports of goods and services in the referred year.

FIGURE 5: BALANCE OF TOURISM FLOWS (2016-2018)

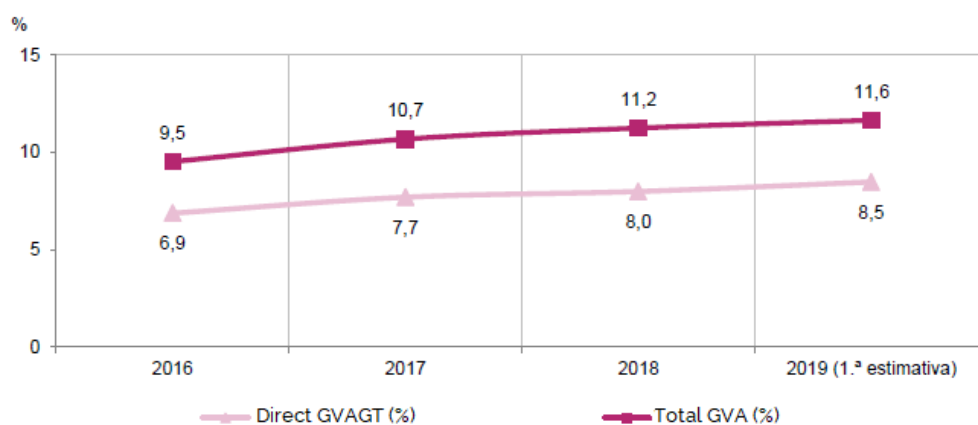


Source: INE - Nation Statistical Institute (Dec. 2020).

International Comparisons

Considering the information made available for some European countries in the Eurostat publication Tourism Satellite Accounts in Europe (2019 edition), it was observed that Portugal recorded a relative weight of CTTE in domestic supply¹ of 5.4%, in 2018, being only surpassed by Croatia (9.8%).

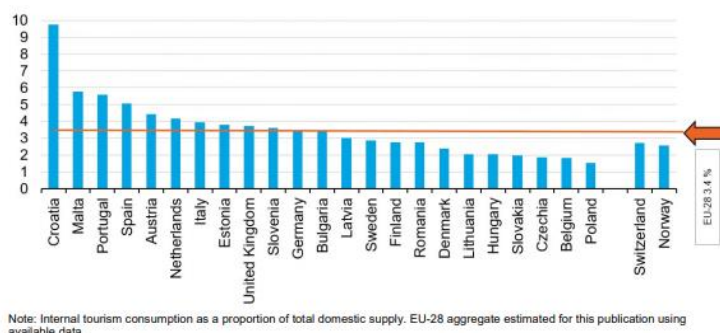
FIGURE 6: TOURISM RATIO IN DOMESTIC SUPPLY (%)



Source: Eurostat, data collection on TSA 2016.

Contribution to GDP

FIGURE 7: EVOLUTION OF THE WEIGHT (%) OF (DIRECT) GVAGT AND TOTAL GVA GENERATED BY TOURISM IN THE NATIONAL ECONOMY



Source: INE - National Statistical Institute (Dec. 2020).

Tourism consumption is estimated to have had a total contribution of 11.5% to GDP (€23.5 billion) and 11.2% to GVA (€20.0 billion) in 2018, with both percentages expected to increase by 0.4 percentage points (p.p.) in 2019.

Focusing the analysis on tourism consumption products with the greatest impact on wealth creation, it is estimated that restaurant and similar services (with 25.9 percentage points - p.p.) and accommodation services (25.4 p.p.) are responsible for around 50% of the GDP generated by tourism. At a much lower level are air transport services (6.7 p.p.), real estate services (4.6 p.p.) and rental services (4.0 p.p.).

TABLE 2: TOURIST ARRIVALS BY DESTINATION REGIONS 2014-2019

Região	2014	2015	2016	2017	2018	2019 Po
World	1 138,5	1 195,0	1 240,9	1 333,0	1 408,0	1 462,0
Europe	576,2	604,5	619,7	676,6	715,9	744,3
Asia and Pacific	269,5	284,6	306,6	324,1	347,7	360,6
Americas	181,9	194,1	201,3	210,9	215,9	220,2
Africa	55,0	53,5	57,8	63,3	68,8	73,2
Middle East	55,9	58,3	55,5	57,7	60,1	64,2

Source: UNWTO, Barometer (May. 2020).

Europe continued to be the preferred destination for most international tourists (50.9% of the total), welcoming 744.3 million, followed by the Asia-Pacific region with 24.7% (360.6 million). The American continent remained in third position, with a weight of 15.1% (220.2 million tourists). Africa concentrated only 5.0% of total arrivals and, lastly, the Middle East accounted for 4.4% of total arrivals.

In 2019, more than half of the resident population in Portugal (53.0%, corresponding to 5.4 million individuals) made at least one tourist trip, which represents an increase of 10.5% compared to 2018 (48.0%).

The proportion of residents who travelled exclusively in Portugal was 35.2% (34.3% in 2018), while 6.8% of residents (+2.1 p.p. compared to 2018) made trips exclusively to foreign countries. It was also found that 11.0% of residents (9.0% in 2018) made trips both in Portugal and abroad.

TABLE 3: TOURISTS, BY PURPOSE AND DESTINATION, BY SEX AND AGE GROUP

2019		u: 10 ³			
sex and age group		Total tourists			
		Total	Portugal	Foreigners	Both
	Total	5444,6	3613,1	702,6	1128,8
	Male	2548,3	1692,6	335,9	519,8
0-14 years		481,7	337,7	53,9	90,1
15-24 years		310,5	192	46,7	71,9
25-44 years		684,5	426,2	103	155,3
45-64 years		709,3	58,8	88,5	192
> 65 years		362,3	278	43,8	40,5
	Female	2896,3	1920,5	366,7	609,1
0-14 years		461,4	324,3	38,4	98,6
15-24 years		313,8	169,7	62,4	81,7
25-44 years		818,9	527,4	103,9	187,5
45-64 years		787,1	500,3	102,8	184
> 65 years		515,2	398,7	59,1	57,3

Source: INE - National Statistical Institute.

Regarding the employment situation of tourists, by gender and age groups we verify that in 2019 tourists over 65 years old correspond to 16% of the total (14% male and 18% female) and of these 32% are inactive (respectively 91% male and 96% female).

TABLE 4: TOURISTS AND NON-TOURISTS ACCORDING TO SELF-EMPLOYMENT CLASSIFICATION BY SEX AND AGE GROUP

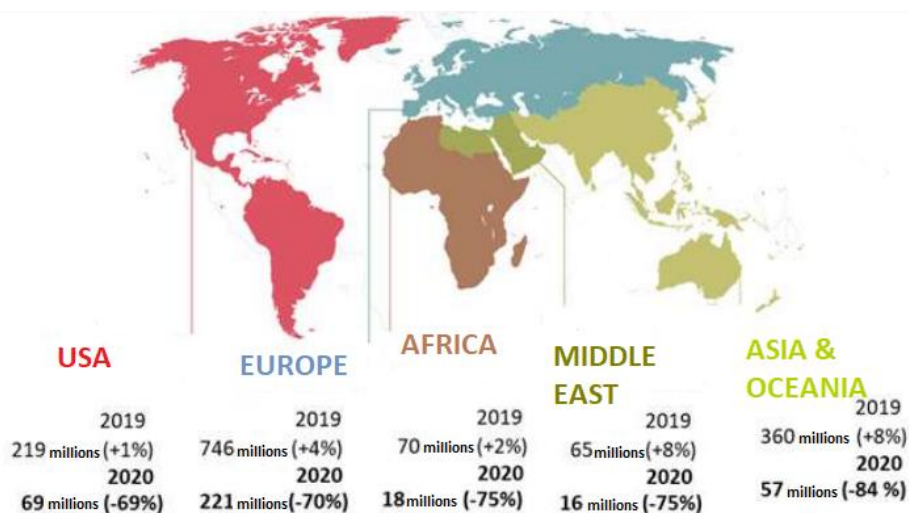
2019					u: 10 ³					
sex and age group	Total	Active			Inactive					
		Total	Employed	Unemployed	Total	Student	Household	Retired	Other	
	Total	5444,6	2887,2	2681,8	205,4	2557,3	1199,3	164,5	911,6	282
	Male	2548,3	1388,9	1308,6	80,3	1159,4	600,4	#	417,8	138,8
0-14 years		481,7	#	#	#	481,7	360,8	#	#	120,8
15-24 years		310,5	77,8	58,1	19,7	232,7	231,3	#	#	#
25-44 years		684,5	671,6	639,2	32,3	13	8,2	#	#	#
45-64 years		709,3	610,1	582,6	27,5	99,2	#	#	90	8,4
> 65 years		362,3	29,4	28,6	#	332,9	#	#	326,2	6,7
	Female	2896,3	1498,4	1373,3	125,1	1397,9	598,9	162,1	493,8	143,1
0-14 years		461,4	#	#	#	461,4	350,5	#	#	110,9
15-24 years		313,8	72,5	56,2	16,3	241,3	238,1	#	#	#
25-44 years		818,9	785,1	731,2	53,9	33,8	9,7	17	#	8,4
45-64 years		787,1	620,4	565,6	54,8	166,7	#	79,5	76,4	10,8
> 65 years		515,2	20,4	20,3	#	494,7	#	65,5	417,3	11,3

Source: INE - National Statistical Institute.

SENIOR TOURISM IN GREECE

The pandemic of COVID-19, the year 2020 has been the worst year regarding tourism, not only in Greece but internationally, as shown in the map of the World Tourism Organization.

MAP 2: INTERNATIONAL SITUATION REGARDING COVID-19, NUMBER OF INFECTED PERSONS



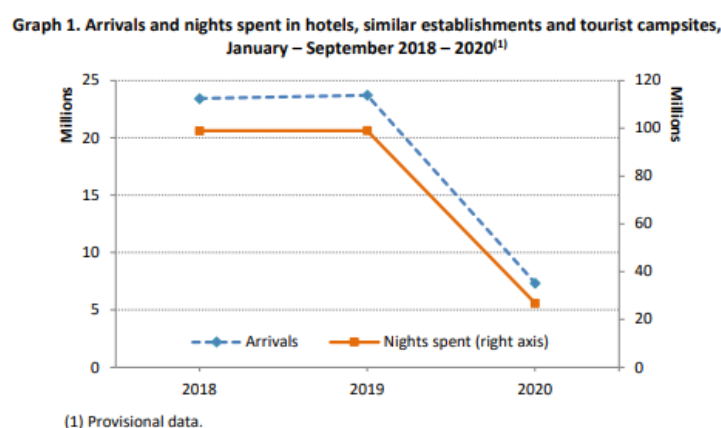
Source: UNWTO, 2021

According to the provisional results of the Survey on Arrivals and Nights Spent in Hotels, Similar Establishments and Tourist Campsites, conducted by the Hellenic Statistical Authority (ELSTAT), for

the total of these establishments, compared to 2019, a decrease of 69.0% is recorded in arrivals (Figure 8) and a 72.9% decrease in nights spent (Figure 9), for the period of January – September 2020.

Nevertheless, for the purpose of this report, we choose to quote data of 2019 below, as the last “normal” period of touristic activity. Tourism is one of the two leading markets in Greece contributing to more than 20% of its GDP. About 22% of general employment rates concern jobs related to the tourism industry (WTTC, 2020). According to the Bank of Greece, the revenues from inbound tourism for Greece are 17,7 billion Euros (cruise revenue not included).

FIGURE 8: PROVISIONAL RESULTS OF THE SURVEY ON ARRIVALS AND NIGHTS SPENT IN HOTELS, SIMILAR ESTABLISHMENTS AND TOURIST CAMPSITES, CONDUCTED BY THE HELLENIC STATISTICAL AUTHORITY

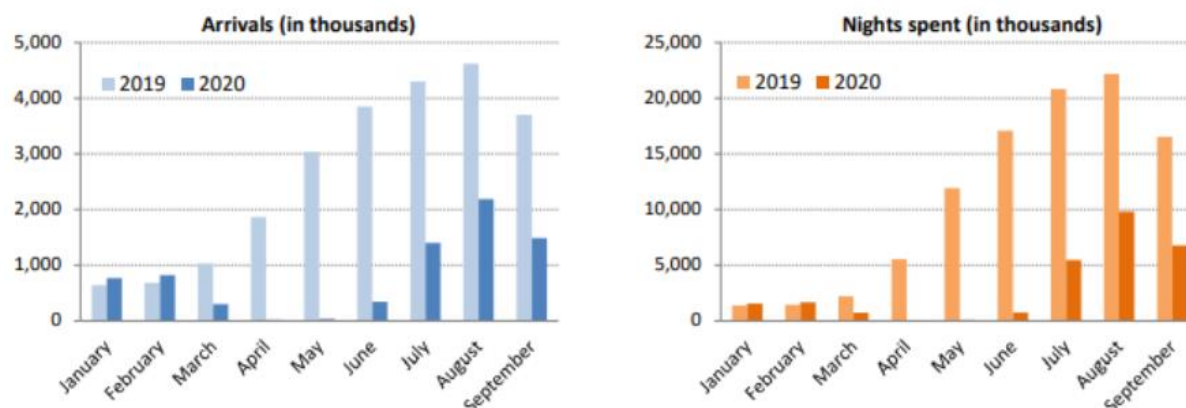


Source: ELSTAT

International tourist arrivals in accommodation establishments in Greece have increased over the last few years. In 2019, the number of international arrivals amounted to more than 31 million tourists, increasing considerably from the previous year according to Greek Tourism Confederation (SETE). In 2019, Germany ranked as the leading tourist market for Greece with approximately 4.03 million tourists visiting the country followed by the UK and Italy with roughly 3.5 million and 1.5 million travellers in Greece, respectively.

About 56% of inbound travelling occurs in the months July, August and September. From the 798.650 available hotel beds in the country, the vast majority of (70%) are in 4 areas.

FIGURE 9: ARRIVALS AND NIGHTS SPENT IN HOTELS, SIMILAR ESTABLISHMENTS AND TOURIST CAMPSITES, BY MONTH, 2019-2020



Source: ELSTAT

Although Greece is already a destination that travellers over 55 years of age choose (22% of total arrivals), only about 7% of trips to Greece in 2016 were conducted by senior travellers (over 65) according to INSETE.

According to a GPO survey in 2008 it turned out that only 15.4% of tourists over 55 visited Greece for the first time. The majority (32,5%) visited Greece more than four times in the past, while 19.6% of older tourists state that they come almost every year. Older people find Greece better than what they expected, compared to younger tourists (34.2% vs.28.8% of all tourists) and only 2.6% of older tourists say they found Greece worse than they expected. It is a safe country, with a high rate of English language speakers, with a high ratio of trained doctors to inhabitants. Tourist attractions, natural beauty and a high quality of life, though low cost of living and cheap services compared to other developed countries. In an InterNations study, Greece was named one of the top ten most attractive countries in the world to relocate permanently.

Although Greece seems to be a suitable and favourable destination for older tourists, we have failed to capitalize it in order to attract the senior and health tourism markets and there are some factors that serve as barriers towards this goal.

Poor public transport services, age-unfriendly infrastructure, especially for those with limited mobility, staff shortages and inadequate organization are some of the problems faced in the Greek health system. Taxation remains very high and only 6% of Greek hotels can offer in-house medical treatment.

While there are more than 800 natural springs in the country, only 123 applications have been submitted for commercialization. The Greek Medical Tourism Council and other similar efforts (Greek Health Tourism Association the Greek Medical Association, and the Central Union of Municipalities of Greece) have been created recently dedicated to promoting medical tourism.

Due to the limited relevant literature and the lack of sufficient data for senior tourism, only one survey of Dianeosis in 2019 gave some insight, as to the age-related available goods and services offered in 22 Municipalities from the Hellenic Inter-Municipal Network of Healthy Cities (EDDYP) and the Association of Municipalities of Thermal Springs of Greece (SDIPE). The vast majority of Municipalities report having archaeological sites, developing athletic and other cultural activities and all of them have caring facilities for older citizens. Many have centres for physiotherapy and rehabilitation, but few Municipalities have licenced (or to be licenced) buildings. Religious, athletic, gastronomy, walking, yachting were thematic tourism activities in many of these Municipalities. But, in all the answered questionnaires, senior or silver tourism was not mentioned. Exceptions are the areas of Rhodes and Ouranoupolis, which according to the literature are the only ones that have developed special products for older tourists.

In the same survey, tour operators, hotels, Medical Tourism Facilitators, tourism organizations, tourism agencies and guides were asked on the subject of senior tourism in Greece. Tour Operators in Greece do not offer any special products, although almost half of their clients are over 50 years of age. They do not use the term senior tourism and do not wish to. There is no branding of marketing for senior tourism in Greece. TOs and travel agencies mainly promote « sun and sea » packages, cruise and thematic tourism. Hotels that adopt their facilities in order to be age-friendly i.e., more single rooms, training of personnel, adaptation of means of transport etc are the exception, according to a survey from the Hellenic Chamber of Hotels. Tourists over 65 or those who report health issues, are offered services and packages with longer or overnight stays, more accessible routes but no extra support.

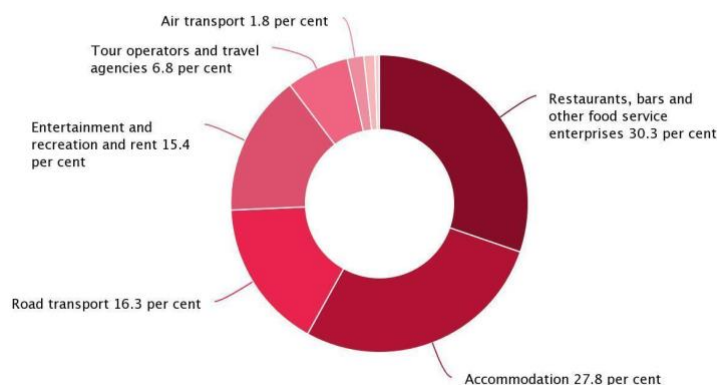
The exception is the travel agent @holidays with its specialized travel programme “Golden Age 50 plus” who is organizing travel packages for outbound tourists (Greeks) aged 50+ in European destinations. All Golden Age 50 plus programs are airborne. Prices also include airport taxes, city tours and a Greek-speaking guide. The departures of the excursions take place in Autumn and Spring.

SENIOR TOURISM IN LITHUANIA

An ageing population is a great opportunity for Lithuanian tourism sector, but at the same time a big challenge too.

Distribution of employees by tourism

FIGURE 10: DISTRIBUTION OF EMPLOYEES BY TOURISM - CHARACTERISTIC ECONOMIC ACTIVITY, 2019



Source: Official statistics portal, 2020.

In the chart above (Figure 10), we can identify four largest tourism economic activities that are most staffed: Accommodation (27,8%), Restaurants and other food service enterprises (30.3%) Road transport (16,3%), also another sector with a lot of employees is the entertainment sector (15,4%).

Value added of the tourism sector

In 2019, against 2018, the value added generated in the tourism sector increased by 7.1% and amounted to EUR 1.3 billion, or 2.9% of the country's gross value added. (Official Statistics Portal, 2020). Value added to the tourism sector, compared to the country's gross value added, remained unchanged. The tourism production grew by 8.1% and totalled EUR 2.5 billion at current prices. In 2019, 51.5 thousand persons worked in this sector, i.e. 5.1% of total number of employees in the private sector, (Official Statistics Portal, 2020).

In 2019, against 2018, the number of domestic overnight trips of Lithuanian residents increased by 7% while the number of trips of foreigners grew by 1.8 per cent. The number of same-day trips of foreign visitors decreased by 0.5%. In 2019, short same-day trips of Lithuanian residents within the country were also less often than in 2018 – the number there of decreased by 0,7%. (Official Statistics Portal, 2020).⁶

Inbound tourism 2019

In 2019, against 2018, the number of overnight trips of foreigners increased by 1.8% and totalled 2.9 million, while the number of same-day trips decreased by 0.5% and totalled 3.3 million. Foreign visitors' personal trips with one or more overnight stay are most common and made up 74.7%, business trips – 25.3%. Personal trips with one or more overnight stay amounted to 2.1 million and, in

⁶ <https://osp.stat.gov.lt/informaciniai-pranesimai?articleId=8291313>

2019, against 2018, increased by 2.4, business trips – remained the same and totalled 728.2 thousand.

7

FIGURE 11: STATISTICS OF INBOUND TOURISM

Number of inbound tourists, tourists' trips, tourists' nights spent and tourists' expenditure				
	Number of inbound tourists thousand	Number of inbound tourist's trips thousand	Nights spent of inbound tourists thousand	Expenditure of inbound tourists EUR million
2019	1738,1	2874,9	11720,1	977,8
2018	1546,7	2824,8	11635,2	955,4
2017	1384,7	2523,3	10818,5	871,5
2016	1245,5	2295,9	9961,7	806,4
2015	1133,3	2071,3	9141,5	767,8

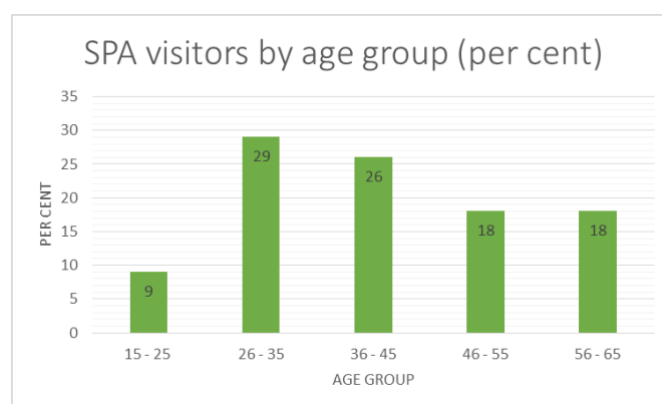
Source: *Official statistics portal, 2020.*

As we can see in the table above (*Figure 11*) inbound tourism statistics over the past 5 years is moving in a positive direction. Since 2015, the number of tourists arriving has been growing steadily, which makes a bigger profit for the tourism sector. The expansion of inbound tourism is a necessary condition for gaining greater sector visibility and attracting investment opportunities.

Lithuania has a beautiful nature, culture and an improved tourism sector that attracts older people from all over the world. There is not much available information on how Lithuania has adapted to the silver tourism market, since in Lithuanian tourism research and statistical analysis is not categorized by travel age.

Some possible official sources and specific tourism service segments are shortly defined later on the document.

FIGURE 12: SPA VISITORS IN LITHUANIA BY AGE GROUP



⁷ <https://osp.stat.gov.lt/informaciniai-pranesimai?articleId=7722462>

Source: "Sveikatingumo ir poilsio kompleksų poreikio ir plėtros Lietuvoje studija".⁸ Edited by author.

Health tourism in Lithuania is a highly developed sector providing recreation, entertainment, and health services. The high level of service of the SPA in Lithuania attracts a huge number of visitors both from Lithuania and abroad. In the table above (figure 12) we can notice that age groups from 56-64 account for 18% of visitors. This means that provided SPA services are matching silver age tourists needs in Lithuania.

Tourism market in Lithuania

FIGURE 13: ANALYSIS OF SEVERAL TARGET TOURISM MARKETS IN LITHUANIA

	Finland	Spain	Denmark
Segments of tourists	Family (≥ 2); 55+ „silver tourists“, young people (18–30 age.), business trips (25–45 age.)	Family (≥ 2); 55+ „silver tourists“, young people (18–30 age.), business trips (25–45 age.)	Family (with or without children), 60+ „silver tourists“, young people (18–30 age.), traveling alone (25–55 age.)
Main products of tourism	Cultural and Urban, health, business tourism	Cultural and business tourism	Cultural, ecological and business tourism

Source: LIETUVOS TURIZMO RINKODAROS 2016–2020 METŲ STRATEGIJA. Edited by author.

Based on inbound tourism market analysis of Lithuanian tourism marketing strategy for 2016-2020, a typical Spanish tourist in Lithuania is a representative of 50+ ("Golden Age"). As an advantage when choosing the direction of travel, they point to cheap flights, opportunities for active rest and access to SPA services. Main tourist segments of other mentioned countries are also +55 age groups. The document states that Lithuania is an attraction for silver tourists, however there are still a lot of challenges to make Lithuanian tourism sector more attractive for seniors.⁹

According to a survey carried out by the Department of tourism in 2015, it is indicated that people over the age of 46 and older came to Lithuania for their vacations more often than younger ones (30-46 years old). 46+ tourists usually come from Denmark (more than 80% of all Danish tourists). The proportion of older travellers from Israel was 58%, from Russia – 52%, from the USA – 50% and from Sweden – 48%.¹⁰

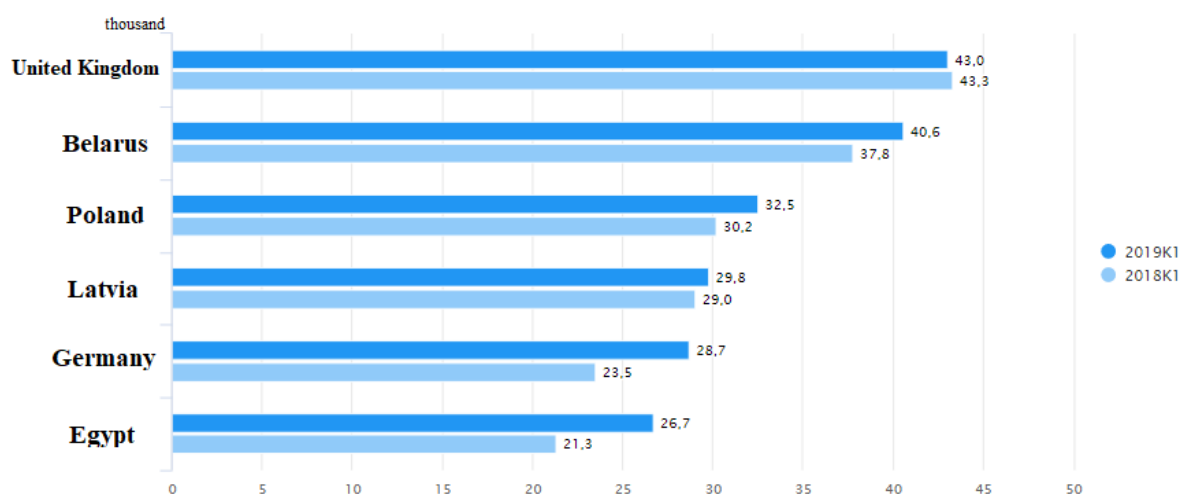
Outbound tourism 2019

⁸ http://www.esparama.lt/es_parama/pletra/failai/fm/failai/Ataskaitos/BPD_vertinimo_ataskaitos/UM_39_SPA_studija.pdf

⁹ <https://www.lithuania.travel/uploads/ckeditor/default/0001/02/948aa5f0871b4f82790319c2f7f6e88ff022b6db.pdf>

¹⁰ http://www.tourism.lt/uploads/documents/2015%20m.%20apzvalga%2003_1.pdf

FIGURE 14: TRAVEL FLOWS OF LITHUANIAN TOURISTS ABROAD



Source: Official statistics Department, 2020. Edited by author.

The largest number of trips were to the United Kingdom (43 thousand, or 10.7% of all trips), Belarus (40.6 thousand, or 10.1%), Poland (32.5 thousand, or 8.1%), Latvia (29.8 thousand or 7.4%), Germany (28.7 thousand or 7.2%) and Egypt (26.7 thousand or 6.7%).¹¹

COVID-19 reality: tourism in 2020

During the pandemic, the tourism sector in Lithuania was hit hard. Local tourism in the 2nd quarter of 2020 saw a 23% decrease in overnight travel by residents. There was also a 31% decrease in same-day travel. In the 2nd quarter of 2020, Lithuanians travelled abroad much less, travel flows abroad fell by 93.9%.¹²

¹¹ <https://osp.stat.gov.lt/informacini-ai-pranesimai?eventId=205085>

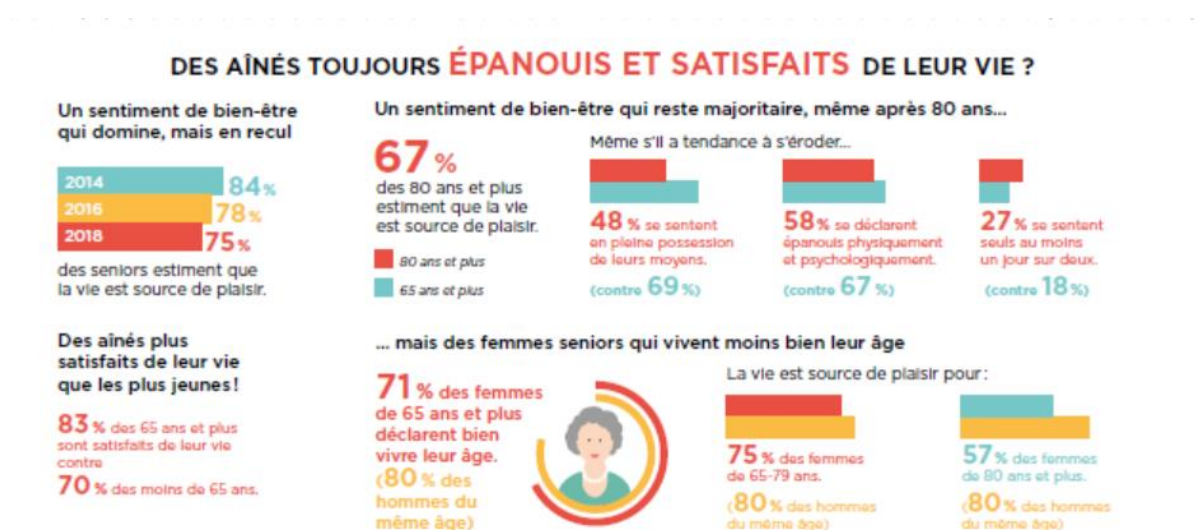
¹² <https://osp.stat.gov.lt/covid-19-itaka-verslui-nauijenos-infografikai>

NATIONAL CONTEXTS REGARDING ACTIVE AGEING

ACTIVE AGEING IN FRANCE

The "active seniors" (born between 1945 and 1970) will be between 50 and 74 years old in 2020. According to the report Traveller Tribes 2020, they will be more demanding because they will have travelled a lot. They will be looking for special stays such as, for example, medical and health tourism, learning and cultural trips or even ecotourism tours. Even though they will be richer than older senior citizens, they will be looking for bargains that they will find on the Internet. Services such as accessibility (boarding or in hotels, luggage delivery at the holiday destination) will be assets in attracting these active seniors.¹³

FIGURE 15: SURVEY OF THE KORIAN FOUNDATION'S BAROMETER ON MORE THAN 8.000 PEOPLE IN 4 COUNTRIES OF THE EUROPEAN UNION



Source: Korian Foundation

Reading: "Seniors always fulfilled and satisfied with their lives?"

A feeling of well-being that dominates, but declines: only 75% of senior citizens (65+ years old) believe that life is a source of pleasure in 2018, compared to 84% in 2014.

¹³ Source: Happy Silvers team, last update on 07.03.2019, "Le tourisme des seniors", article published on happysilvers.fr, link: <https://www.happysilvers.fr/le-tourisme-des-seniors/>

67% of people aged 80 and over (in 2018) believe that life is a source of pleasure, but only 71% of senior women say they are living well compared to 80% of senior men.”¹⁴

This development is even at its peak between the ages of 65 and 69 (70%), which confirms that the majority of European senior citizens believe that they can maintain a good level of fitness until an advanced age, which almost corresponds to the current average life expectancy (between 81 and 83 years depending on the country). However, even if French senior citizens express less joy in life than their Belgian and German neighbours, they overwhelmingly express the feeling of being physically and psychologically fulfilled (63% vs. 67% overall), say they still like to have fun (63% vs. 68% overall) and take life as it comes without thinking about tomorrow (69% vs. 67% overall).¹⁵

ACTIVE AGEING IN SPAIN

Life Expectancy and Health Status

Life expectancy is one of the indicators that best reflects the health, social and economic conditions of a country. In 2019, women in Spain had a life expectancy at birth of 86.2 years and men of 80.6 years (83.58, both sexes).¹⁶

Life expectancy in Spain has increased dramatically throughout the 20th century and the general trend is a continuation of that process. The initial key of the increase has been the decline in infant mortality, a reflection of historical progress in health, social and economic conditions, and improvement in lifestyles, but since the eighties of the twentieth century there has also been a marked improvement in survival in old age. This increase is also observed in life expectancy at 65 years of age, which is among the highest in both men (19.5) and women (23.4) in the European Union and in the world.

Healthy life expectancy aims to add a new dimension to the quantity of life, also measuring its quality. It is usually constructed from general data on chronic morbidity and self-perceived health. Among people aged 65 and over, women stand out for having a higher life expectancy than men (23.5 over 19.5 years according to Eurostat, Healthy life years, based on the Living Conditions Survey), which it is carried out in all EU countries, but their healthy life expectancy is lower, due to the greater survival and morbidity of women. If the percentage of time lived in good health is measured from the age of 65, the contrast between men and women is more evident: 59.0% of the time that men live in good conditions, while only 48.1% in the case of women.

¹⁴ Source: Fondation Korian, last update in 2018, consulted on 10.02.2021, “Les seniors européens aspirent à jouer un rôle actif dans la société”, survey and infographics published on silvereco.fr, link: <https://www.silvereco.fr/fondation-korian-pour-le-bien- vieillir-les-seniors-europeens-aspirent-a-jouer-un-role-actif-dans-la-societe/31101609>

¹⁵ Source: Fondation Korian, last update in 2018, consulted on 10.02.2021, “Les seniors européens aspirent à jouer un rôle actif dans la société”, survey and infographics published on silvereco.fr, link: <https://www.silvereco.fr/fondation-korian-pour-le-bien- vieillir-les-seniors-europeens-aspirent-a-jouer-un-role-actif-dans-la-societe/31101609>

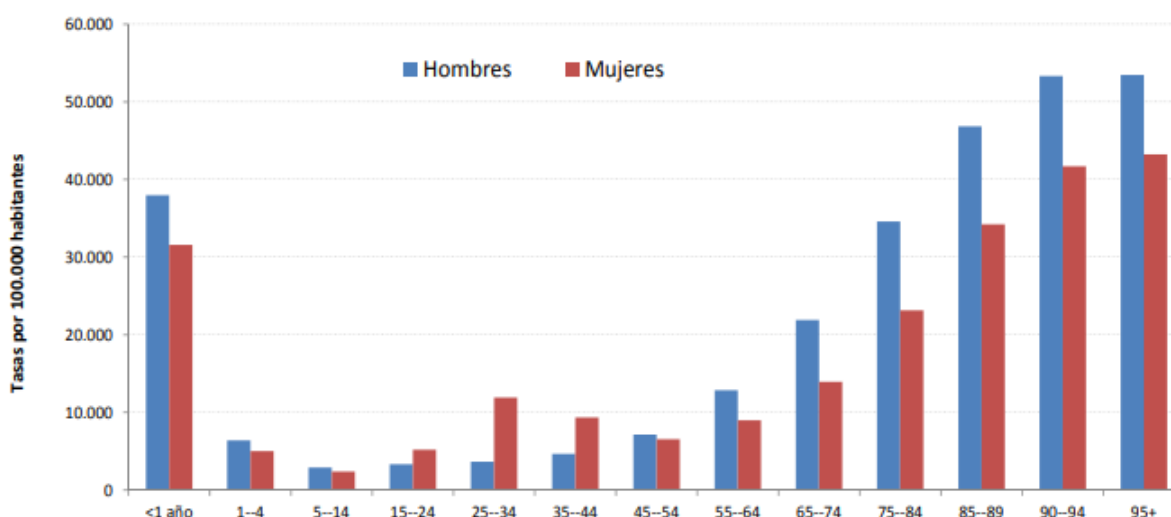
¹⁶ Source: INE mortality tables, 2019, published in December 2020.

Older people accounted for 45.9% of all hospital discharges in 2018 and had longer stays than the rest of the population (a hospital discharge occurs due to cure, improvement, death, transfer or voluntary discharge). Of the total discharges of elderly people, circulatory (19.8%), respiratory (17.2%), digestive (12.1%) and neoplasms (10.9%) diseases are the most frequent causes of hospital care. Next in importance are injuries, genitourinary diseases and those of the musculoskeletal system.¹⁷

Hospital morbidity rates increase with age, which is associated with worse health and chronicity. They are also higher in men than in women except in ages 15-44 years, ages in which the highest female rates are associated with pregnancy and childbirth (Figure 1.4).

More than half of all stays caused in hospitals are of the elderly population: in 2018 they already reached 57.9%, a percentage that continues to increase; Out of a total of 40.563.057 hospital stays (discharge date minus admission date, not counting stays equal to zero days), 23.474.841 corresponded to elderly people.

FIGURE 16: HOSPITAL MORBIDITY RATE BY SEX AND AGE GROUP, 2018



Source: INE: Hospital Morbidity Survey, 2018. Update 27-2-20. Consultation February 2020.

Challenges for Active Aging in Spain

The aging of the Spanish population in the last four decades, accompanied by a growing life expectancy and notable improvements in the quality of life of the elderly as a whole, is one of the future challenges of Spanish society and Social protection institutions.

The aging problem involves tackling different challenges at the same time that they feed into each other, such as:

¹⁷ INE survey of Hospital Morbidity 2018. Consultation January 2021.

- The possible longevity scenarios that affect social protection systems in terms of pensions, health care and long-term care for elderly people in a situation of dependence;
- Longevity also conditions the production and consumption of the elderly, that is, occupation and opportunities for consumption and leisure;
- Similarly, the structure of social protection is being affected by the aging of the population, placing the guarantee of income at the centre of it to avoid situations of poverty and vulnerability;
- In the same sense, the structure of social and family relationships is also affected in a context of incorporation of women into the labor market and feminisation of aging;
- Roles, identities and social participation are being redefined as well as the position and voice of older people.

In sum, as Bond, Peace, Dittman-Kohli and Westerhof (2007) point out, aging in society is a complex bundle of changes, challenges and opportunities in so-called welfare societies.

National Strategy for Active Aging

To address this great challenge, Spain approved in November 2017 during an extraordinary session of the Plenary of the State Council for Older People the National Strategy for Older People for an Active aging and for their Good Treatment 2018-2021.

This Strategy was developed with the aim of collecting the master lines of action that will serve as guidance for public policies, both in the present and in the future, aimed at the older people, to promote their active aging, quality of life and their good treatment, as well as those policies that are developed by public administrations, entities, associations of older people and by the elderly themselves, having as a close reference the Framework for Action for the Older People, reported by the Council of Ministers in October of 2015.

To do this, a set of proposals are collected that come to develop in Spain the content of the Guidelines of the European Union, in compliance with the provisions of the Declaration of the Council of the European Union (EPSCO) of December 6, 2012 and in the Communication of the European Commission of February 20, 2013, in which Member States are urged to follow the Guidelines that must guide active aging and solidarity between generations, jointly prepared by the Employment and Protection Committees Social of the European Union, on the occasion of the European Year of Active Aging and Intergenerational Solidarity 2012.

In addition, its proposals and measures are part of the Strategy for the Demographic Challenge of Spain, which will be developed in accordance with the provisions of the Real Decreto 40/2017 de 27 de enero.¹⁸

The right of the elderly to a dignified and active life must be framed within Equal opportunities, non-discrimination and attention to situations of special vulnerability. In this sense, the National Strategy for Active Aging must be the beginning of public policies that go beyond existing policies, placing the elderly at the centre of their actions, which must be and feel subject in the definition and execution of public policies that help meet their needs, regardless of their personal, economic and/or social characteristics.

It is necessary to convey to society that the phenomenon of aging, beyond being understood as a threat to the welfare system, or a hindrance or a problem for it, is a social achievement, which must be recognized in generations of people older people who can stay socially active and contribute their experience participating in the development of this country.

Active aging implies a personal involvement to which a great diversity of elements are added, which are determined by demographic, health, social, cultural, political and economic factors. Being able to cover all the needs and demands of the elderly population in their vital aspects is the achievement that current societies seek. Aimed at this objective, the National Aging Strategy sets a course of action for the coming years in which we must highlight as the main ones:

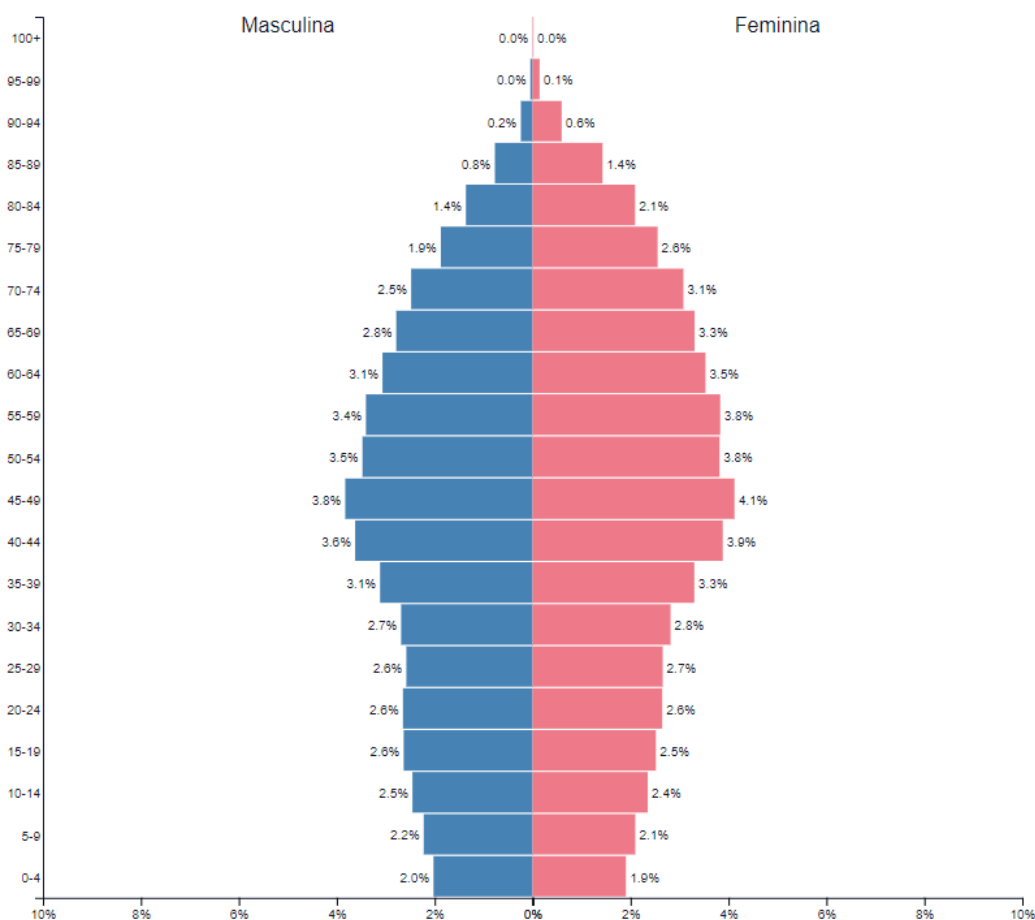
- Guarantee the elderly, equal opportunities and a dignified life in all areas.
- Guarantee the active participation of the older people in the formulation and application in all activities of public life, if they so wish and especially in the policies that affect them.
- Promote the permanence of the elderly in their family and community environment.
- Promote forms of organisation and participation of the older people, which allow society to take advantage of the experience and knowledge of this population.
- Promote comprehensive and inter-institutional care, focused on the elderly, by public and private entities, and ensure the proper functioning of programs and services, aimed at this population.
- Guarantee the protection and social security of the older people.
- Avoid discrimination based on age.
- Prevent, diagnose, attend to and eradicate situations of mistreatment and abuse against the elderly.
- Maintain the quality of life with decent pensions, as stated in the Spanish Constitution.
- Provide rights and legal security to the older people in all areas that affect them
- Encourage active aging with effective measures since through it a healthy aging will be achieved.

¹⁸ Real Decreto 40/2017, de 27 de enero, por el que se crea el Comisionado del Gobierno frente al Reto Demográfico y se regula su régimen de funcionamiento. <https://www.boe.es/buscar/doc.php?id=BOE-A-2017-915>

ACTIVE AGEING IN PORTUGAL

In the past years, Portugal has become a “senior country” like many other European countries, in the sense that its population has a significant percentage of senior individuals. The first reason explaining this phenomenon is the birth rate. In 2019, Portugal had a birth rate of only 8,4‰, which depicts a remarkable decrease since the 24,1‰ recorded in 1960 (Pordata, 2020). In fact, in a European comparison of the lowest birth rate, Portugal ranks 5th after Italy (7‰), Spain (7,6‰), Greece (7,8‰) and Finland (8,3‰) (Eurostat, 2020). The increase of the average life expectancy and the better health conditions of the population are further reasons for the ageing of the Portuguese population. As graph number one shows, from the entire Portuguese population in 2020, 22,8% of the population are aged 65 and/or older.

FIGURE 17: PORTUGUESE POPULATION IN 2020 BY AGE GROUPS



Source: Population Pyramid, 2020

Although it is known that a significant percentage of the population is senior, there is little information on how individuals actually live. In fact, on a national scale, the only information we can gather on a census level is that the percentage of senior people in Portugal having a professional activity corresponds to 11,7% (Pordata, 2020).

However, research from Cabral and Ferreira (2013) revealed interesting information on the habits and life of the seniors. The study showed that 66,2% of the seniors lived with their partners while about 20% lived alone.

TABLE 5: WHO THE SENIORS LIVE WITH

	N	%
As a couple:	(662)	(66,2)
Exclusively as a couple	380	38,0
With other people besides the couple	282	28,2
Alone	201	20,1
Other family situations	137	13,7
Total	1000	100

Source: Cabral and Ferreira, 2013

Regarding their occupations, the table below indicates that the vast majority of seniors are retired, more precisely, 57,6% (Cabral and Ferreira, 2013). On the contrary, 32,7% of seniors are still working or looking for a job.

TABLE 6: SENIORS' OCCUPATIONS

Occupation	Men		Women		Total	
	n	%	n	%	n	%
Working	128	28,8	121	22,1	249	25,0
Unemployed	39	8,8	37	6,8	76	7,7
Retired	221	49,7	231	42,2	452	45,5
Retired due to disability	42	9,4	78	14,2	120	12,1
Other situations	15	3,4	81	14,8	96	9,7
Total	445	100	548	100	993	100

Source: Cabral and Ferreira, 2013

Cabral and Ferreira (2013) also enquired the seniors regarding their affiliation with associations, whether these are sports clubs, labour unions, cultural associations, or social solidarity. The main

results were that men tended to affiliate to an association more than women (74,9% of men are/were affiliated to an association contrasting with 43,4% for women) and that the majority of people had at the point of inquiry or before that an affiliation with a certain association (57,5%).

TABLE 7: SENIORS' AFFILIATION TO AN ASSOCIATION

	Men		Women		Total	
	n	%	n	%	n	%
Currently affiliated to an association	178	39,8	109	19,7	287	28,7
No longer affiliated to an association	157	35,1	131	23,7	288	28,8
Never affiliated to an association	112	25,1	313	56,6	425	42,5
Total	447	100	553	100	1000	100

Source: Cabral and Ferreira, 2013

Lastly, seniors were asked to subjectively evaluate their health condition. The table below indicates the results. Only 18,6% indicated their health to be very bad or bad, while the rest of the seniors who participated in the inquiry reported a moderate, good or very good health condition.

TABLE 8: SENIORS' SUBJECTIVE HEALTH CONDITION

Subjective Health Condition	Very Bad	Bad	Moderate	Good	Very Good	N.A.	Total
	5,3	13,3	50,4	24,6	6,2	0,2	100

Source: Cabral and Ferreira, 2013

ACTIVE AGEING IN GREECE

In the last decades life expectancy in Greece has increased for both men and women, due to the improved quality of life and health, reaching 79,3 years for men and 84.4 years for women. Today, more than 22% of the Greek population are over 65 and in the next 15 years this is expected to reach 35%.

Although, it would be expected that for such a great number of the Greek population, age-friendly policies and laws would have been applied, not a lot have been done to improve the life of older people towards active and healthy ageing even though Greece has signed the Madrid International

Plan of Action on Ageing (2012). Aging is being dealt by several ministries (Health, Internal Affairs, Education) depending on the actions they promote. There is still no central body for the coordination and/or development of aging policies in Greece, which makes any efforts to promote active and healthy aging cumbersome.

Specific programs for older people have been developed in the 1990s by the state. The most important of these are Open Protection Centres of the Elderly (KAPI) and the camping program.

The Open Protection Centres of the Elderly (KAPI) are open programmes for people over 60 years without socio-economic criteria, in order to integrate and socialize all members of the community. They provide all forms of organized recreation, medical care, physiotherapy treatment, occupational therapy, social work, provision of hospital care and all kinds of material and moral services to the elderly. Nevertheless, these centres are not connected in any way and work independently, with little means of support by the state and municipalities.

The camping programme consists of 32 children's camping areas of the State program hosting children, families, elderly and disabled people with low family income. The operation of the camping areas is assigned to the Prefectures jointly by the Ministers of Interior, Decentralization and Electronic Governance, Finance and Health and Social Solidarity. The Ministry of Health and Social Solidarity implements every year a camping and spa program for senior citizens throughout the country that endures from June to October, lasting ten days for each older person. All the older of the country may participate in this program and in priority are the following categories:

- who have low socioeconomic level
- who have recently been widowed
- who are generally unable to go on summer holidays

In Greece there are efforts to promote a positive image of ageing and of the role of older people in the society. The Law 1931/1991 has set the 1st October of each year as the day of older people, inviting everyone to offer the older members of society any possible support and care and also the prospect of active ageing and dynamic participation in society. It's indicated that this sensitive social group is not a veteran of life but a dynamic social capital having a valuable experience that can contribute significantly to the overall social progress and development. The aim is to develop a new social environment where longevity would not be synonymous with retirement but it would be seen as a continuous offer, participation and self-realization.

Every year special employment programs for older people (over 55) are established by the Employment Service (OAED) as the "Grant of companies for the recruitment of unemployed people who are close to retirement" and also programs that develop the skills of older people and help them reintegrate into the labour market.

There are not many NGOs in the Greek area that deal with issues regarding older people. « 50plus Hellas » and « People Behind » are the most active organizations in the field, but no

institutionalized cooperation with the Ministry of Health or any other Ministry related to aging issues has been achieved.

« 50plus Hellas » was founded in 2005 and was the first NGO in Greece for people over 50. Its goal is to defend the rights of older people in Greece and promote healthy and active aging. In its 16 years of work, it has raised more than 28 European and national Projects with more than 12.000 beneficiaries, participating in actions on:

- Social inclusion
- Life-long learning
- Intergenerational solidarity
- Digital inclusion and training
- Active engagement and self-organization
- Civic participation, volunteerism and active citizenship
- Train-the-trainers projects
- Health promotion and illness prevention

« People Behind » is a non-profit organization that aims to keep people 65+ active, founded in 2017. Its goal is to empower 65+ people through Active and Healthy Aging methods:

- Life-long learning
- Intergenerational solidarity
- Digital education & inclusion
- Active participation in civil society

Its main action since 2020 is the Third Age University. After Covid-19 the e-learning platform has been created (e-University for Third Age), where older people follow weekly workshops, do their homework, express ideas and thoughts and build relationships.

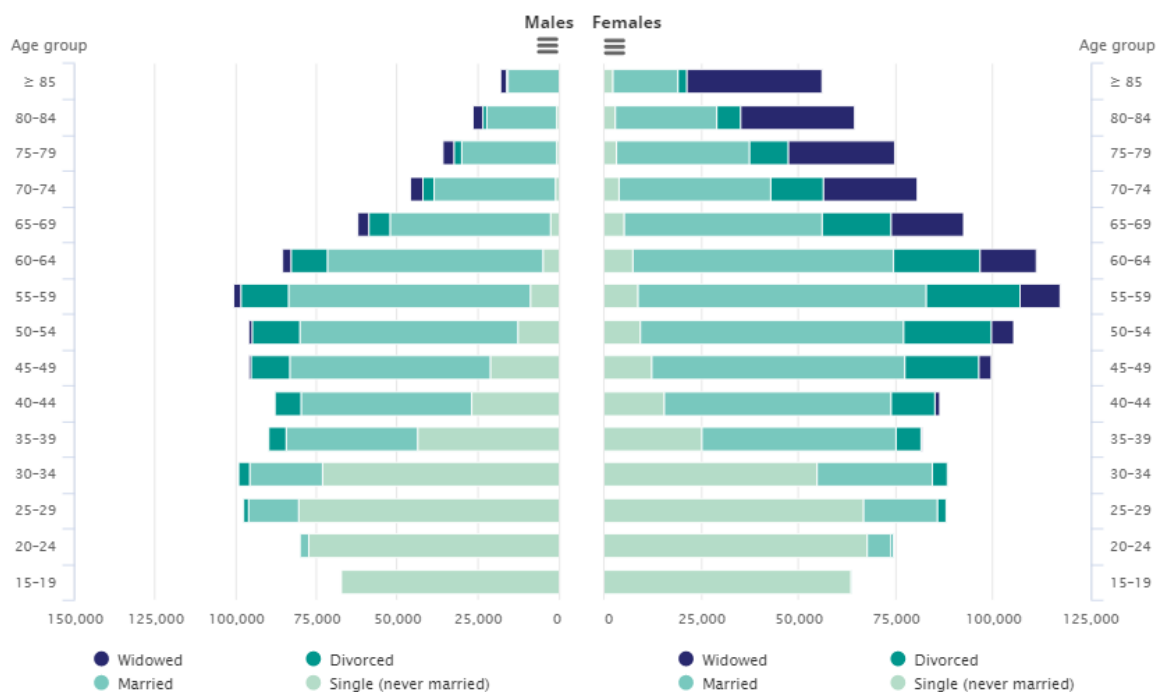
In the last few years, more NGOs have been implementing programmes on active aging, mainly on digital inclusion of older people within their frame of actions.

ACTIVE AGEING IN LITHUANIA

Population of Lithuania

FIGURE 18: RESIDENT POPULATION BY SEX, AGE GROUP AND MARITAL STATUS, 2020

Beginning of the year, aged 15 and older, thousand



Source: Official statistics portal, 2020

At the beginning of 2020, the elderly men amounted to 188.1 thousand, or 14.4% of the total number of men, that of women – 367.9 thousand, or 24.7% of the total number of women (at the beginning of 2009, 186.6 thousand (12.7%) and 361.1 thousand (21.1%) respectively). The number of elderly women was almost twice as high as that of elderly men. Compared to men, women in the +55-age group are more often divorced or widowed, also in the +55-age group more women are still single and have never married before.

FIGURE 19: RESIDENT POPULATION IN LITHUANIA BY MAIN AGE GROUP, 2009–2020



Source: Official statistics portal, 2020

As we can see in the table above, the number of representatives of the senior age group in Lithuania is increasing, as the share of the population aged 65 years and over is increasing in every EU-27 Member State. During the period from 2019 to 2100 the share of the population of working age is expected to decline, while older persons will likely account for an increasing share of the total population: those aged 65 years or over will account for 31.3 % of the EU-27's population by 2100, compared with 20.2 % in 2019.

Another aspect of population ageing is the progressive ageing of the older population itself, as the relative significance of the very old is growing at a faster pace than any other age segment of the EU-27's population. The share of those aged 80 years or above in the EU-27's population is projected to have a two a half fold increase between 2019 and 2100, from 5.8 % to 14.6 %.¹⁹

Employment rate of seniors

¹⁹ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Population_structure_and_ageing#Past_and_future_population_ageing_trends_in_the_EU-27

FIGURE 20: EMPLOYMENT RATE AND EMPLOYED PERSONS IN LITHUANIA

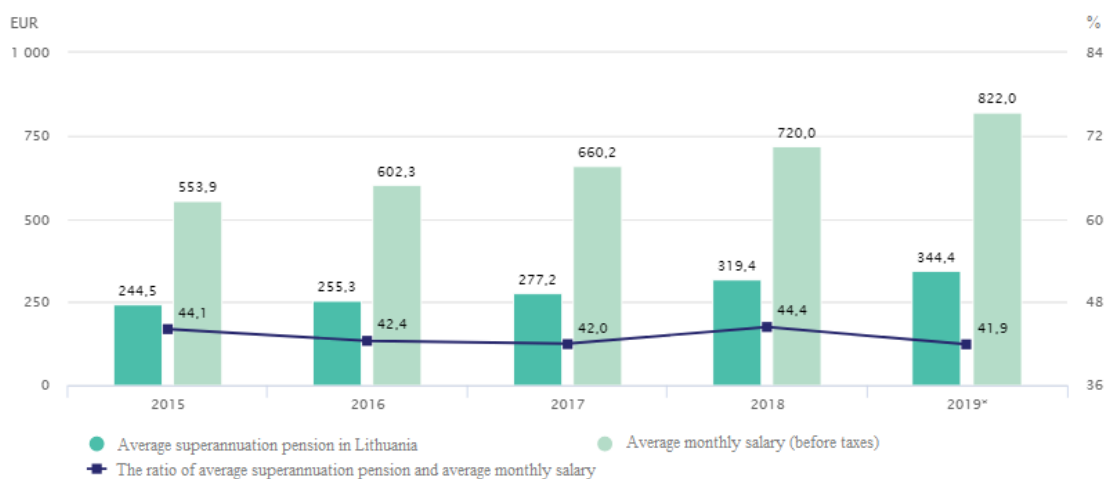
				Employment rate per cent	Employed persons
Urban and rural areas	Males and females	55-64	2019	68,4	281,8
			2018	68,5	277,6
			2017	66,1	263,6
			2016	64,6	252,6
		65+	2019	9,8	54,1
			2018	9,2	51
			2017	8,9	49,2
			2016	7,9	43,7

Source: Official statistics portal, 2020.²⁰

As we can see in the table above, the employment rate of 55+ people have increased above 68% people are healthier and willing to be active society members. Retirement age (65+) people employment rate is 7 times lower, reaching almost 10% of all 65+ age groups.

Financial status

FIGURE 21: AVERAGE SUPERANNUATION PENSION, AVERAGE MONTHLY SALARY AND THEIR RATIO



Source: Official Statistics Portal, 2020

2019 compared to 2018, the average superannuation pension increased by EUR 25 (7.8%) and amounted to EUR 344.4. Since 2015 the average superannuation pension increased by EUR 100

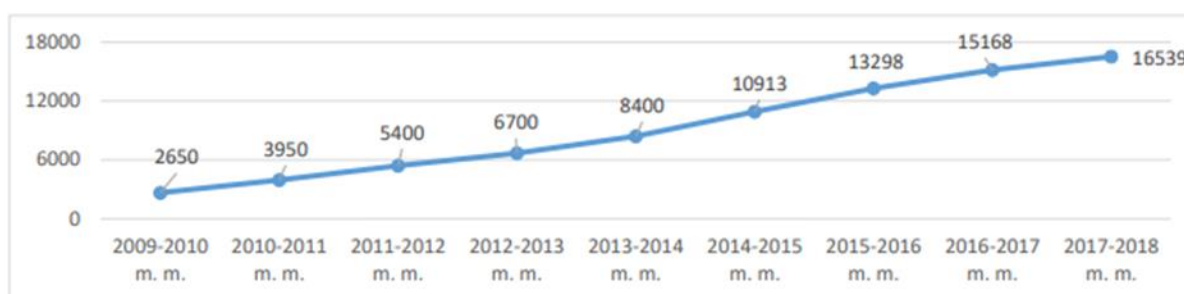
²⁰ <https://osp.stat.gov.lt/statistiniu-rodikliu-analize?hash=5ab5f098-85a0-41dd-a961-6953f9db9da5#/>

(40.9%). The average number of recipients of the superannuation pension in 2019, as compared to 2018, increased by 17.7 thousand. (3%) and amounted to 607.1 thousand.

Since 2015 the average number of recipients of the superannuation pension increased by 11.8 thousand. (2%). Since 2015 the ratio of the superannuation pension to average monthly salary (before taxes) decreased by 2.2 percentage points (from 44.1% to 41.9%).²¹

Third Age University in Lithuania

FIGURE 22: THIRD AGE UNIVERSITY IN LITHUANIA



Source: TREČIOJO AMŽIAUS UNIVERSITETAI LIETUVOJE. 2018 M. SITUACIJA.²²

With an increasingly ageing population, much more attention is beginning to be paid to meet the educational needs of senior citizens. One way to achieve this goal – special establishment of educational institutions for the elderly. As we can see in the table above, the participation in third age university is increasing over the years. Of course, the proportion of older people attending such training courses is small compared to all pensioners living in Lithuania, but the increase in enrolment also gives a positive indication towards being more represented and active members of the community.

²¹ <https://osp.stat.gov.lt/spaudos-konferencija/2020-01-30/socialine-statistika/darbo-uzmokestis-ir-pensija>

²² <https://www.kpmc.lt/kpmc/wp-content/uploads/2015/08/Tre%C4%8Diojo-am%C5%B4iaus-universitetai-Lietuvoje.-2018-m.-situacija.pdf>

NATIONAL BEST PRACTICES

TABLE 9: NATIONAL BEST PRACTICES RECAP IN PARTNERS' COUNTRY

Portugal	Spain	Greece	Lithuania	France
Senior Tours by RUTIS Turismo - social solidarity association: senior tours	Platform and community of active users and tourists TUR4all	Accessibility Pass - certification program of hotels	Online magazine 60+	"Slow Tourism" digital marketing campaign by Atout France
Senior Tourism Programme by INATEL Foundation	IMSERO – Institute of Older Persons and Social Services	Corporate Responsibility of Telecommunication Companies	Third Age universities, associations, and networks	
	Senior y Saludable aims to promote active and healthy aging in Caceres	Special offers proposed by hotels	Free Museum Sundays	
		Care tourism and medical recovery services in Rhodes	Seniors' days online	

BEST PRACTICES IN FRANCE



"Slow Tourism" digital marketing campaign by Atout France, French tourism development agency.

- **Type of action:** Digital and social media campaign
- **Intervention market:** Austria
- **Target group:** Millennials, DINKS, Families, Seniors
- **Geographical area:** Cities, Coastal, Countryside
- **Themes:** Slow-tourism, Sustainable tourism

Objectives of the action:

- To show the diversity of "Slow tourism" offers in French destinations
- To increase awareness of France on the market
- To promote, if possible, the sales of airlines/tour operators scheduling the destinations concerned

Format of the operation:

Mix of online media and social networks according to the main themes to be highlighted in the communication, e.g. culture & events, gastronomy, coastline, wine tourism. We recommend to focus on the discovery of a destination in a different way (original offers, new concepts) and/or to promote the pre- or off-season.

A dedicated mailing targeting qualified contacts can complement online actions. Possibility to add an influential reception to support and increase the visibility of the SRs. In order to maximise the impact of the campaign, they recommend the integration of an airline partner and/or (local) tour operator with concrete offers to seduce Austrian customers and boost sales.

Duration of the action:

- Start: Friday 1 January 2021
- End: Friday 31 December 2021

Performance indicators:

- opportunities to see
- clicks

Approximate costs:

- from 5.500 € only for native ads
- from €8,000 including social networks + coverage of costs for a possible hosting of influencer(s)
- from 13.000 € including native ads, RS and dedicated mailings to 50.000 targeted addresses - possibility to organise an influential reception at an additional cost.

BEST PRACTICES IN SPAIN

Below we can find 3 examples of good practices related to the field of Silver Tourism in Spain.

TUR4all

In 2012, PREDIF (Representative state platform for persons with physical disabilities in Spain) and Fundación Vodafone created TUR4all. The aim was to provide users with accurate information checked by experts about the accessibility of tourism establishments across Spain. Up until 2016, TUR4all was simply an application and web page where users were able to consult information, but users wanted to be able to recommend accessible tourism establishments. Nowadays, TUR4all has

been converted into a community of active users and tourists with accessibility needs into influencers of accessible tourism.

The platform ²³ allows users to:

- Help the accessible tourism resource database to grow through collaborative effort, whereby the users are the protagonists.
- Help the accessible tourism resource database to grow through collaborative effort, whereby the users are the protagonists.
- Generate user interaction plus interaction between users to create an active community that is connected to the social networks.
- Internationalise TUR4all and include information about tourism resources outside Spain.
- Use the platform in 10 languages: Spanish, English, French, German, Portuguese, Italian, Catalan, Valencian, Basque and Galician.
- Provide the local authorities of tourism destinations and the proprietors tourism resources and services the opportunity to learn about the opinions of their clients with accessibility needs.



TUR4all provides information about the physical, visual, hearing and cognitive accessibility as well as other types of traveller needs. The underlying philosophy is to improve accessible tourism around the world and to empower tourists with accessibility needs to share information about their accessible destinations and experiences and to give others the confidence to travel. And at the same time, raise awareness among tourist destinations and establishments about the advantages of accessibility for the development and growth of their businesses.

Currently the platform also is active in Portugal.

IMERSO – Institute of Older Persons and Social Services

Imerso is the subsidised holiday scheme run by the Spanish Government. It is aimed at Spanish citizens and/or residents which are:

- Over the age of 65.
- Aged 55 or over and receiving a widow/widower's pension.
- Aged 60 or over and receiving a government invalidity pension.



²³ <https://www.tur4all.es/es/tur4all>

The programme allows the participation of an accompanying person of any age as long as they are registered together with the person entitled to the programme.

This program has been in operation since 1985, with the objectives to:

- Improve the quality of life of the elderly by participating in trips and carrying out tourist activities, connecting with other environments and accessing cultural assets.
- Favouring the creation or maintenance of employment in the tourism sector, with special incidence in the hotel, during the so-called low season, thereby helping to alleviate the seasonality so characteristic of this sector.
- Boost economic activity in various sectors of the economy.

The programme is managed by travel agencies that have won the public procurement to implement the programme. During the period 2018/2019 a total of 938.000 places were made available, across the different regions of Spain. Up to then a total of 3.993.540 persons benefited.

More information:

- Imserso Tourism Programme
https://www.imserso.es/imserso_06/envejecimiento_activo/vacaciones/index.htm
- Imserso Hydrotherapy Programme
https://www.imserso.es/imserso_06/envejecimiento_activo/termalismo/index.htm
- White Paper on Active Aging
https://www.imserso.es/imserso_06/envejecimiento_activo/libro_blanco/index.htm

Senior y Saludable

The 'Senior and Healthy' program of the Diputación Provincial de Cáceres, aims to promote active and healthy aging of the elderly in the province of Cáceres, while at the same time promoting thermal tourism and the natural and cultural resources of the regions as assets for economic development.²⁴

Seniors from different municipalities in the province have access to the thermal circuits, visiting the baths of Baños de Montemayor, “Valle del Jerte” (Valdastillas), “Fuentes del Trampal” (Montánchez) and “El Salugral” (Hervás), as well as to complementary cultural activities such as workshops, music therapy, relaxation games, and a healthy menu adapted to the participant’s needs.

²⁴ Europa Press. (2019, 29 November). Comienza el programa «Senior y Saludable» de la Diputación de Cáceres para impulsar el turismo termal. <https://www.europapress.es/extremadura/caceres-provincial-00712/noticia-comienza-programa-senior-saludable-diputacion-caceres-impulsar-turismo-termal-20191129154332.html>

The programme has been in place since 2017 with a yearly edition taking place during the months of November and December. Per edition a total of 1.000 persons, over 55 years old participate.²⁵

BEST PRACTICES IN PORTUGAL

Senior Tours by RUTIS Turismo

About RUTIS

RUTIS (Network Association of Third Age Universities) is a social solidarity association established in 2005, that promotes active ageing among the Portuguese seniors, serving as a network for the Portuguese senior universities. The organization aims to “regularly create and stimulate social, cultural and educational activities, preferably for and over 50 years of age individuals”. For that reason, and the fact that it is a social institution of public benefit, it is the only national institution with a designed set of laws created by the Portuguese Government, specifically for RUTIS, to promote active ageing. RUTIS has the mission of (1) promoting active ageing, (2) defending, representing and stimulating the senior universities, and (3) encouraging social participation of the older population. Within RUTIS, there are currently associated 368 senior universities that represent more than 62,000 senior students. In that sense, RUTIS works as an umbrella association for all these independent third age universities, helping and guiding them, as well as promoting connections between them. This relationship between RUTIS and the independent senior universities creates interesting dynamics. Each university is independent, with its own legal entity, management and responsibilities, customised curricula and projects to the needs of their senior students. But at the same time, RUTIS gives them a voice, represents them all at national and European levels and supports them in promoting larger events, initiatives and actions, defining the route and objectives to be achieved in the future.

Senior Tourism (RUTIS Turismo - Rede de Universidades Seniores) is also one of RUTIS’ major activities, and it always involves a significant number of seniors. For that matter, the “Senior Tours” was created. This initiative stimulates active ageing among its students, as well as local economies. Also, RUTIS highly encourages the universities to take the lead on their own itineraries, creating multiple and independent tours.

Senior Tours: Background

“Senior Tours” is a project targeted at senior students that promotes and organizes trips around Portugal (and also around the world). It started in 2015 in Coimbra (Portugal) with a conference about senior tourism. From that point on, RUTIS and the senior universities started to offer trips to their senior students. This includes travels varying in time and budget, starting from a one-day

²⁵ Noticias Extremadura. (2020, 9 marzo). La Diputación apuesta por el envejecimiento activo y saludable con una IV edición de “Senior y Saludable”. <https://www.noticiasextremadura.es/la-diputacion-apuesta-por-el-envejecimiento-activo-y-saludable-con-una-iv-edicion-de-senior-y-saludable/>

trip to a close-by village up until week-long trips to India, Italy, Morocco and further destinations. To serve as an illustration, RUTIS used to sporadically book a whole train (before COVID19), with which they travelled from one city to another during one day. RUTIS advertises the trip to the senior universities that are close by within the itinerary proposed, and that way, the students get to know about it. To attend this day, students pay a certain fee (20€). The train starts in the morning, and it gets filled with more students as the train passes through more places (with senior universities nearby). When arriving at the final destination, participants receive a tour through the destination (e.g., a historical village), where they also have lunch. At the end of the day, participants are driven back home again by train. This initiative happened three times, only interrupted by the current COVID19 pandemic.

Senior Tours: the Aim of the Initiative

RUTIS provides “Senior Tours” with the main goal of offering a way of social interaction and leisure time spending to seniors. After retiring, many seniors face the challenge of lacking structure in their lives, feeling lonely or missing stimulation. With the implementation of “Senior Tours”, RUTIS tackles these issues in the frame of the third age universities. In fact, 70.3% of senior students reveal that “going on trips” is an important activity for them when choosing to enrol in a third age university.

Besides this main objective, RUTIS brought into life senior tourism as a way to fund the association and the universities. Maintaining financial stability is as difficult as crucial for both. Hence, RUTIS created a win-win situation for themselves as well as for the senior universities: realizing important financial sources for continuing the institution and universities, while presenting touristic projects to their students for spending leisure time with fellow students.

Senior Tours: Results

Offering senior tourism proved to be a very effective way of funding as well as increasing seniors' social and cultural interactions and engagement, which is why RUTIS encourages other senior universities to create their own tourism itineraries. A study from Jacob (2020) reveals that more than 3.000 trips per year are made by RUTIS' Senior Universities. As most of the tour itineraries are made on a national level, this positively impacts the national economy and is an asset of the RUTIS projects.

Senior Tours: Constraints

Clearly, seniors often struggle financially and their budget varies vastly. For this reason, RUTIS identified financial constraints to be the most important challenge for senior tourism. In order to tackle this issue, their tourism itineraries are created for a wide population with both low and high budgeted travels, so that everyone can participate - despite their financial situation. Itineraries can range from 15€ to 1500€.

Further References

- Trip to India 2019 - [India2019](#)

- Trip to Lezíria Ribatejana (an example of a common trip) - [LezíriaRibatejana2019](#)
- Train Trip 2017 - [Train Porto Coimbra](#)
- Train Trip 2019 - [Train Porto Figueira da Foz](#)

Senior Tourism Programme by INATEL Foundation

About INATEL

INATEL (National Institute for the use of workers' free times) is an organisation founded in 1935 that promotes the use of the national population's free time, working namely in the areas of tourism, culture, hospitality, training and sports. It promotes free time activities for young people, active population and senior citizens (INATEL, 2021).

The organisation started to invest in the tourism sector with greater tenacity, supporting the construction of new hotels, for instance, and becoming one of the main tour operators at national level, with diversified tour offers and a vast network of hotels to work with.

Currently, and since 2008, INATEL is a private foundation of public utility and it has been linked with multiple other associations, both in the cities and in the interior, in the areas of music, ethnography and sports.

Presently, INATEL has a network of 17 hotel units, 3 camping parks and 2 thermal spas. This offer exists both on the mainland and on the Portuguese islands. Furthermore, it has a theatre and two sports parks.

Senior Tourism Programme

The Senior Tourism Programme, started in 1995, is destined for 60+ older people and has, as purposes, to promote well-being and quality of life among the third age population, as well as to serve as a tool for action and dynamism of the involved territories. The programme has been engaging this older population to adhere to the practice of tourism, even in the population with lower resources, combating this way, social exclusion (INATEL, 2021).

Since the start, the programme has been having a strong impact on the tourism sector's employability, revealing it to be an important institution for the sector. INATEL programmes the tours to be diversified at a cultural and ludic level.

INATEL 55+.pt Programme

In 2018, INATEL created a new programme, the INATEL 55+.pt Programme, leveraged by the continuous ageing of the Portuguese population, and with the mission of promoting active ageing through a smooth transition between the active life and retirement, and also to combat the typical social exclusion of this part of the population.

The programme focuses on multiple and varied leisure activities that include workshops to promote specific-content literacy, along with, obviously, different trips. These can be divided in three categories, depending on the participants' demands. The programme offers "cultural trips" (for 55+ aged individuals), "inclusive trips" (trips designed for disable individuals to be able to enrol, but also to the entire senior population) and "thermal wellness trips" (where cultural trips are integrated with thermal activities) (INATEL, 2021).

In order to be inclusive to all types of seniors, namely when it comes to financial resources, INATEL has an progressive income echelon, so that people with less resources pay less for the trips (seniors on the lower income level do not even pay the trips). The trips often last for a week.

Other INATEL Programmes

Being the "Senior Tourism Programme" and "INATEL 55+.pt Programme" the more relevant programmes, INATEL also promotes a vast set of others. It promotes nature tourism tours, cultural heritage-related tours, religious tourism, thermal tourism (as already mentioned), voluntourism, etc.

INATEL's Programmes: Results

The "Senior Tourism Programme" and "INATEL 55+.pt Programme" were developed based on the concepts of social and sustainable tourism. For that matter, seven specific areas of action were established: (1) "Diversification and coverage of territories", (2) "Accessibility", (3) "Safeguarding the intangible heritage", (4) "Contracting local suppliers wherever possible", (5) "Environmental and social sustainability", (6) "Quality Control" and (7) "Providing training for the programming team and for services suppliers" (INATEL, 2021).

Since the "Senior Tourism Programme" and "INATEL 55+.pt Programme" occurs mainly during low seasons, it has a great impact on local economies, supporting businesses such as hotels and other accommodation structures, restaurants, etc. Also, the organisation of these tours involves local guides, travel assistants, wine tasting companies and other small local businesses, which contributes too for the economic impact (INATEL, 2021).

According to INATEL, since the start of these programmes, more than 600.000 individuals have engaged with the programme and its tourism tours, affirming this way the magnitude and the impact the Senior Tourism Programme has.

Now at a senior's level, these programmes have been crucial in improving the quality of life and well-being of these populations, combating social exclusion and promoting healthy active ageing (INATEL, 2021).

INATEL's Programmes: Constraints

In order of INATEL's programmes to be successful, some critical factors are essential. First of all, it should be political will in regards to social tourism, and economic and social interventions, in general. Moreover, the seven specific areas of action should be always included when designing a tour. Lastly,

there should always be a focus on “responsible tourism”, this meaning tourism that is accessible for everyone, that stimulates both personal growth and local economies and that is a solidarity and sustainable-based tourism (INATEL, 2021).

Further References

- INATEL Senior Tourism - [Senor Tourism by INATEL](#)
- News on INATEL’s Senior Tourism - [Governo relança turismo sénior no Inatel com 13 mil vagas \(jn.pt\)](#)
- News on INATEL’s Senior Tourism - [Governo atribui 8 milhões de euros a programa de Turismo Sénior - Publituris - Publituris](#)
- News on INATEL’s Senior Tourism - [Turismo Sénior da INATEL, 20 anos a oferecer preços especiais \(ominho.pt\)](#)
- News on INATEL’s Senior Tourism - [Programa de turismo sénior do Inatel está quase esgotado \(dinheirovivo.pt\)](#)

BEST PRACTICES IN GREECE

Accessibility Pass has been a certification program of hotels, which aimed to sensitize hotels to change their policies and products towards disabled and senior customers. Although the disabled sign was undertaken by the industry, “senior friendly” was not well accepted by the hoteliers and was not developed further.

Corporate Responsibility of Telecommunication Companies

In the last years, telecommunication companies have focused on the new market of senior customers. The biggest action was the funding of COSMOTE for the programme of “50plus Hellas” Access to the Digital World, with more than 10.000 beneficiaries. COSMOTE changed its motto from “Our world, you” to “A world for everyone” showing a more inclusive image. Also, during the programme COSMOTE and other telecommunication companies offered special products and services to people over 50, not by naming the age, but by using older people in the adverts and promotion campaigns.

In the private sector, six hotels stayed open on the island of **Rhodes** in 2018 to welcome around 50,000 retired Germans with Aegean Airlines flights from Germany, at the initiative of a German-Turkish company. A 2014 pilot program in Rhodes enabled the visit of seniors with severe health issues alongside their families by providing access to the highly specialized medical treatment they required. Fifteen German tourists with medical conditions participated in a primary care program accompanied by six nurses and two doctors. At the same time, a model cancer recovery unit including 250 hotel beds is being built on the island.

In **Crete**, six hotels in the first phase, in Ammoudara Maleviziou, Rethymno, Georgioupolis and Malia, remained open in the winter of 2018 to welcome the approximately 50,000 tourists, mainly retired

German Funds with Aegean Airlines flights from Germany. These are seniors who come with cheap packages and stay for their vacation for a week in four and five star hotels. The organizer company of these packages is German Turkish interests.

Some **hotels offer special prizes** and cooperate with Older Peoples Protection Centers for the low-season and for Greek older tourists, but without any special marketing strategy.

Care Tourism Rhodes: It is a pilot health tourism program for older people in Rhodes, which was piloted in 2014 and concerned older people with medical problems (Alzheimer's, dementia, mobility problems). The opening was attended by 15 German tourists, who joined a primary health care program, accompanied by six nurses and two doctors. The South Aegean Region, the Rhodes Hospital and the Rhodes School of Assistant Nurses collaborated in the implementation of the program. In essence, this is a new form of tourism aimed at facilitating seniors with health problems, but also their relatives, to take vacations and at the same time have the medical care they need. Greece, and especially Rhodes, have an appropriate climate most of the time, which works beneficially for the health of tourists / residents, such as people with respiratory problems. It should be noted that in 2016 there was an increase in arrivals of the elderly with medical problems in Rhodes and specific actions have been done to attract senior tourists from Sweden and northern Europe in general, such as participation in the international tourism exhibition "Senior 2016" in Stockholm.

A combined package of services that includes **tourism and medical-recovery** services is what the tourist unit for cancer patients plans to provide in the coastal area "Amartos" of Kritinia in Rhodes, where a standard unit for the treatment of post-operative cancer patients will be built. This is a private investment of Israeli interests, which envisages the construction of a 260-bed hotel unit.

BEST PRACTICES IN LITHUANIA

Online magazine 60+. is designed to motivate seniors to continue to live actively, not stop enjoying life and improve. The magazine aims to spread the message that life does not end in retirement – it is just the most beautiful time you can dedicate it to yourself. Journal +60 Business Woman Awards 2019 (BWA'19) won in the category of most valuable business of the year, giving not only a unique idea, but also a benefit to society.²⁶

Third Age universities, associations, and networks. The key organizations in Kaunas:

- **Third Age University (TAU):** <https://www.facebook.com/TAUKAUNAS/>
- **Association Seniors Initiatives Centre :** <https://www.senioru-centras.lt/en/>
- **Kaunas' Seniors:** <https://www.facebook.com/Kauno-Seniorai-583254198489077/>
- **Stasys Lozoraitis' Seniors' academy:** <https://www.facebook.com/kaunosenioruakademija/>

²⁶ <https://60plus.lt/apie/>

Listed organizations offer various learning, sport initiatives and leisure opportunities through website, social media accounts. Anyway, the study showed that third age people get main information through direct communication with their friends, family members, neighbours or announcement in newspapers.²⁷

Free Museum Sundays. Every last Sunday of the month, permanent expositions of the museums can be visited free of charge, initiated by the Ministry of Culture.²⁸ This initiative gathered many interests from silver tourists.

Seniors' days online. National campaign "Seniors' days online" is organized in Lithuania, which aims to motivate Lithuanian seniors to use modern smart technologies, e-commerce services, critically evaluate information and improve their digital skills.²⁹ These services seniors can receive at the nearest library in every city of Lithuania.

²⁷ <https://www.kpmc.lt/kpmc/wp-content/uploads/2015/08/Tre%C4%8Diojo-am%C5%BEdiaus-universitetai-Lietuvoje.-2018-m.-situacija.pdf>

²⁸ <https://lrkm.lrv.lt/lt/veikla/nemokamas-muzieju-lankymas>

²⁹ <https://www.prisijungusi.lt/geroji-patirtis/>

PROFESSIONAL PROFILE OF THE ESILVER TOURISM EXPERT

Group tourism is favoured by all the operators seeking to diversify. In this market, the senior customers are more and more solicited.³⁰

They are rarely interested in tourism communication and advertising. Adapting communication specifically for this segment of the population can help to stand out.

Also, programmes designed by public administrations or initiated by them, need to involve the tourism sector in the design process, and not only the implementation of the programme.

Following the results of our researches, the eSilver Tourism Expert should:

TABLE 10: PROFESSIONAL PROFILE OF THE ESILVER TOURISM EXPERT

Develop specific tourism offers	Adapt communication and advertising	Encourage tourism ecosystem to align with silver marketing strategies³¹
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³⁰ Source: Sany Michèle, last update on 04.05.2016, "Tourisme de groupes : les seniors, un marché en devenir", article published on tourmag.com, link: https://www.tourmag.com/Tourisme-de-groupes-les-seniors-un-marche-en-devenir_a80348.html

³¹ Source: Unknown author, consulted on the 21.05.2021, "17 mesures pour le tourisme des seniors en France », article published on MarcheDesSeniors.com, link : <http://www.marchedesseniors.com/silver-economie/17-mesures-pour-le-tourisme-senior-en-france/18700>

<p>Select adapted premises: senior citizens:</p> <p>Provide seating to accommodate them. And more generally, take into account their greater tiredness</p> <p>Plan activities with breaks</p> <p>Take into account their poorer vision in your documents and signage</p> <p>Senior citizens are more sensitive to the quality of the reception. Compared to other age groups, they have a greater need to be reassured. More documentation will be a source of satisfaction for them.</p>	<p>Infomercials, advertisements written in the form of a press article, are very popular with senior citizens³²:</p> <p>When you are talking to senior citizens, there is no point in doing anything exceptional, in doing show advertising. What they want is profit.</p> <p>An advertisement that wants to capture the attention of today's senior citizens is necessarily a clear, understandable advertisement that shows the interest of the product.</p>	<p>The expert should encourage tourist accommodation providers to promote their health assistance systems in order to reassure vulnerable people, and develop an accommodation offer dedicated to intergenerational tourism</p>
<p>Senior citizens alone: You can specifically target women, who due to the difference in life expectancy, are more often alone than men</p>	<p>To create online content adapted to attract senior customers, especially on the social networks they use, and to encourage the creation of applications dedicated to older people</p>	<p>To strengthen the attractiveness of municipalities with a river or a sea port, by encouraging them to obtain the status of "tourist municipality" and then "classified tourist resort", since seniors appreciate more seaside trips</p>
<p>Wellness stays: Thermal baths, thalassotherapy and wellness stays are particularly appreciated by senior citizens. Health tourism represents 120 million in France against 2 billion in Germany.</p>	<p>The careful choice of visual elements is essential: photo, representation of the target seniors, etc. They identify a lot with the visual and interpret it.</p>	<p>To promote to foreign tourists and tourism professionals the existing arrangements for accessible transport for people with "reduced mobility"</p>

³² Source: Moisset Caroline, research paper "Marketing: Le tourisme des seniors et des baby boomers", published on 28.09.2007, last update 29.10.2015, 70 pages, consulted on [etudes-et-analyses.com](https://www.etudes-et-analyses.com), link: <https://www.etudes-et-analyses.com/marketing/marketing-du-tourisme/etude-de-cas/tourisme-seniors-baby-boomers-328620.html>

<p>Cultural and memory tourism: As we have seen previously, cultural tourism is more appreciated by senior citizens.</p>	<p>The programmes need to shy away from the image of being for “old people”, even persons that are of older age do not like to be positioned as such, focus should be on active ageing, health and wellbeing, which merely become more important as one ages. Positioning and marketing of the programmes need to bear this in mind.</p>	<p>To approach health and well-being clusters</p>
<p>Grandparents: Senior citizens are looking for activities that allow them to connect with their grandchildren.</p>	<p>Within the “silver” segment, many seniors have not varied that much in their demands when it comes to tourism compared to when they were younger (e.g. 45/50 against 65/70). If they do not experience any health issues, they should not be treated differently when it comes to marketing. In that case, we should focus more on the timing for trips (low or off season), which is cheaper, less crowded, etc).</p>	<p>To strengthen the promotion of funding and subsidies for the upgrading of tourist facilities</p>
<p>Focus on spiritual tourism³³</p>		<p>Participate in and integrate modules dedicated to the senior segment into tourism training courses</p>
		<p>Facilitating discussion circles with recognised actors in the Silver economy on the expert's marketing strategy</p>

³³ Source: Unknown author, consulted on the 08.02.2021, “Le marché du tourisme des seniors, un enjeu économique important pour le tourisme”, article published on LabTour.fr, link: <https://www.labtour.fr/tendances/le-tourisme-senior/>

CONCLUSION

When approaching silver tourism, it is crucial to denote that the senior population is not homogeneous. It could vary a lot, either in terms of their demographic weight by region, or in terms of qualifications, interests, health and financial capacity. This means that the said heterogeneity has to be taken into account in order to diversify the tourist offer and propose suitable tours that make it possible for all seniors to participate.

A bottom-up approach is also an important factor to consider, especially for dense and sizable tourism structures and institutions. It is important since this kind of approach decentralizes the power, as well as the responsibilities, and focuses on what senior tourists really need.

In sum, these are our recommendations:

- Diversify the offer, so that everyone is able to join (meet the financial, health possibilities and interests of the senior population).
- Have a bottom-up approach, attending that way to the real needs of senior tourists.
- Clear silver tourism statistical monitoring procedures and data.
- Well-presented silver tourism offers good cases of visibility actions.
- Silver tourism strategy with clear actions and financial resources allocated, among the tourism ecosystem