

# +65

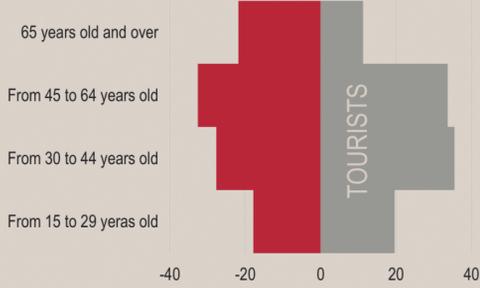
# SENIOR TOURISM IN SPAIN

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## WHAT WE DO?

Although the participation in tourism is one of the main activities at the retirement age, Spanish people travel more at middle ages.



## In Spain...

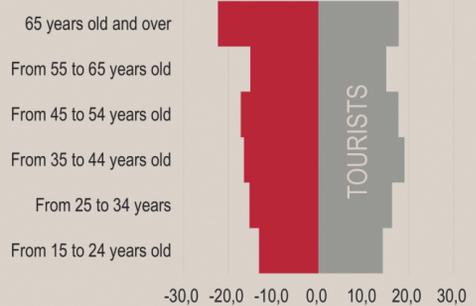
The 32.13% enjoyed national trips, the 4.8% national and international trips, and the 2.10% international trips.

## WHAT THE EUROPEANS DO?

The 42.31% of Europeans with 65 years old and over enjoyed a tourism trip in 2015.



In an aging Europe, the percentage of travellers are higher in the middle ages than in the older ages.



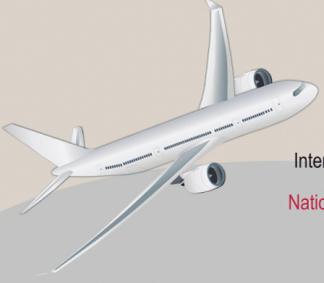
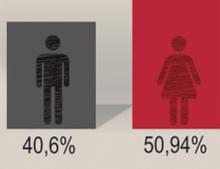
## in Europe...

The 26.68% enjoyed national trips, the 15% national and international trips, and the 1% international trips.

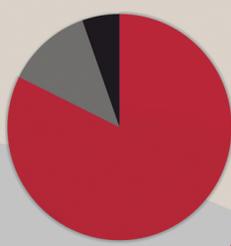
The 32.13% enjoyed national trips, the 4.8% national and international trips, and the 2.10% international trips.

# 39,2%

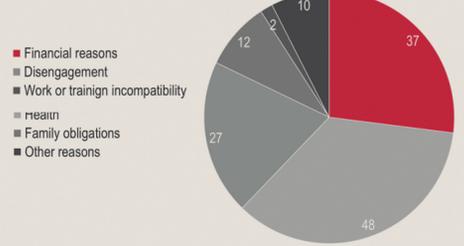
travelled in 2015



International  
Both  
National trips

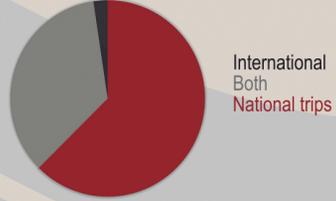


Financial reasons were one of the most commonly stated reasons for not travelling by all age groups; but in this group health is also one of the main reasons. In fact, the tendency to participate in tourism decreases with age.



Health is the most important barrier for this group.

## Population +65 in Europe



# 42,31%

travelled in 2015

The population between 15-64 travel around the 50%

trips have a duration of **6,81 days**  
The average duration of the trips made by Spanish residents is **4,28 days**

From the total of nights, older tourists made the 18%

Older people in Spain prefer to travel inside their country TO A FIXED DESTINATION

# 74,9%

# 40%

COASTLINE rural

# 21,2%

RURAL

# 18,8%

COASTLINE city

# 15%

INLAND

# MOTIVATION

In relation to their motivations, older people travel because diverse reasons, specially to rest and relax, to get in contact with friends, and to visit new places and enjoy new experiences (Fleischer and Pizam, 2002). These motivations depend on their socio-cultural context, educational level, labour situation, etc.

# WORLD TOURISM DAY



## Sustainable tourism: a tool for development

This year the World Tourism Day is addressed to sustainable tourism as tool for development. In this sense, the promotion of senior tourism can contribute to the Challenge 11 that tries to promote accessible cities and environments to make them inclusive, resilient and sustainable.

## BENEFITS OF PROMOTING SENIOR TOURISM

Promoting tourism in medium and low season

Increasing the quality of employment in the tourism sector because the seasonality

Promoting health and social benefits for older people participating in tourism

Contributing to build accessible spaces for all



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Sources: Eurostat e Instituto Nacional de Estadística (Spain); IMSERSO; Fleischer y Pizam  
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