

Les Européens de de 65 ans ont consacré au tourisme des dépenses supérieures dun tiers à leur niveau

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Europeans aged 65+ spent a third more on tourism in 2011 compared with 2006

Ageing and tourism in the European Union

The most recent Commission Communication on tourism, 'Europe, the world's No 1 tourist destination — a new political framework for tourism in Europe' — COM(2010)352, highlighted the challenges generated by the demographic trends in Europe and the need for the tourism sector to adapt quickly if it is to remain competitive. The Communication underlines that people aged 65 or over (hereafter: '65+') have both purchasing power and leisure time. This represents significant market potential, but means that the sector needs to change to meet those people's needs.

This issue of Statistics in Focus takes a closer look at tourism trends and preferences in the European Union, with particular emphasis on the 65+ group.

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Consultez la source sur Veille info tourisme: [Les Européens de de 65 ans ont consacré au tourisme des dépenses supérieures dun tiers à leur niveau de 2006](#)