



INCREASING TOURISM FLOWS IN LOW AND MEDIUM SEASON

**MIND THE ACCESSIBILITY GAP –Rethinking the Accessible
Tourism in Europe-
-6 June 2014-**



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Legal Framework: competitiveness

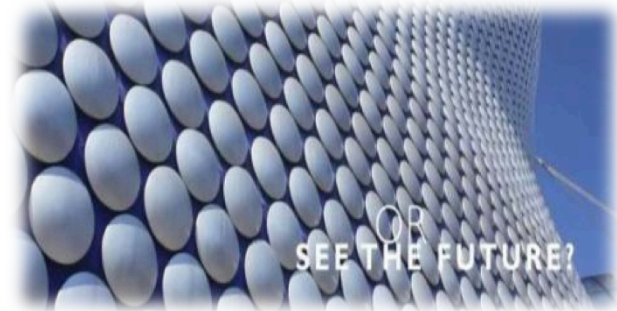
- **Article 6 (Lisbon Treaty)**: the EU can intervene to "support, coordinate or supplement the actions of Member States":
- **Article 195**: in Tourism the EU can complement Member States' actions to promote competitiveness by:
 - Encouraging the creation of favourable environment;
 - Promoting cooperation between Member states, particularly in exchanging good practices.



Political Framework

Communication 2010 - "Europe, world's n° 1 tourism destination, a new political framework for European Tourism" - COM (2010) 352

- Stimulate competitiveness in the European tourism sector.
- Promote the development of sustainable, responsible and quality tourism.
- Consolidate the image and profile of Europe as a whole, quality sustainable destinations.
- Maximizing the potential of policies and financial instruments of the EU aimed at the tourism development.



Major challenges of tourism

**Seasonality
on demand**

**Economic, social
and
environmental
sustainability of
tourism**

**Diversifying
the tourism
Offer**

**Lack of visual
identity**

**Insufficient
socio-economic
consistent data
at EU level**

**Changes on
Economic
Society**

**Lack of
cooperation in
promotional
efforts at EU
level**

**Lack of
transparency and
coherence in
quality evaluation
schemes**

**Lack of policy
coordination**

What means Tourism for All in Europe?

- **EC ensures universal access to holiday =competitive, sustainable and responsible tourism**
- **EC undertakes trans-national actions to cope with the following challenges:**
 - *EXTENSION OF THE LOW SEASON = GROWTH AND JOBS*
 - *MAJOR CHANGES AND ECONOMIC CHALLENGES OF THE EUROPEAN SOCIETY (new family structures, single-person households, the increase of life expectancy, additional free time, population ageing, social exclusion...)*

Policy Framework of tourism for all

- **COM(2001) 665 final "Working together for the future of European tourism":** ensure tourism for all for specific target groups
- **COM(2003) 716 final "Basic orientations for the sustainability of European tourism":** social inclusion in a sustainable tourism
- **COM(2006) 134 final "A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism":** exchange of 'tourism for all' good practice
- **COM(2007) 621 final "European Agenda 21 for Sustainable and Competitive European Tourism"**

Calypso: Tourism for All

- Preparatory action “Social Tourism in Europe” named “**CALYPSO-Tourism for All**” (2009-2011)
- **Action 6 of the EC Communication 352/2010**

“facilitating low-season transnational tourism exchanges between Member States, Regions and other stakeholders, addressing 4 target groups:

- Pensioners (>65)
- Youth (18-30years)
- Disabled people
- Families facing difficult social circumstances



Calypso initiative.Tourism for All

Objectives :

- **Promote the European dimension of social tourism**, inviting public and private stakeholders to cooperate, through transnational exchanges in low-season;
- **Promote regional development and generate economic growth** across Europe;
- **Improve tourism seasonality patterns** across Europe;
- **Create more and better jobs** in the tourism sector;
- **Strengthen the European citizenship.**

Calypso initiative: Tourism for All

- **2 Call for Proposals (2010-2011)** under the **Preparatory Action** and **1** in 2012 under the **EIP** (Holiday4all; Off2013).
- **10 Projects; 17 MS** (Including Serbia and Montenegro)
- **(Call 2011) Platform e-Calypso:** "Promoting Social Tourism in Europe through the Development of a Demand – Supply Web Based Platform"

Calypso initiative: eCalypso

- **AISBL** set in February 2014 (www.ecalypso.es)
- **Partners:** ISTO, Joie et Vacances (Floreal Group), Union Nationale des Associations de Tourisme et de plein Air (UNAT), the Instituto de Turismo (Murcia); Vacances Ouvertes
- **Operational** from July 2014
- The platform will **support the increase of tourism demand for seniors** under the **Call 2013 "SentourConnect"** (extension and higher EU impact)

Redefining European Tourism Policy

- **Keeping Europe's No. 1 destination worldwide**
- **New political momentum**
(Mission for Growth, EU 2020, Small Business Act, MFF 2014-2020 ...)
- **Stimulate competitiveness:**
Focus on Growth and Employment
- **New Commission**



The objectives of tourism in the EU

STRATEGIC ROAD MAP 2014-2015

**I. Promoting
Europe:
Tourism
demand**

**II. Europe as a
destination of
excellence:
Tourism offer**

**III. Tourism
as an engine
to exit the
crisis:
Skills,
innovation,
quality,
accessibility
and
sustainability**



Integration of tourism policies and major EU financial instruments

1. Impact of other EU policies: visas (HOME) Services Directive (MARKT), Package Travel Directive (JUST), Transport (MOVE), Employment (EMPL), Rural Development (AGRI), Trade (TRADE) Emissions (climate) Maritime and Fisheries (MARE), Education and culture (EAC), etc...

2. EIP / CIP → ± € 6.5 million in 2013, (Transnational Sustainable Products; EDEN; **Low Season**)

3. Preparatory PE (transnational cultural tourism products and accessibility) → 3 million € (2012-2014)

4. Extra financial multiannual sectoral programs such as:

- LIFE + (Environment)
- Creative Europe, Erasmus for All (Education and Culture)
- Lifelong learning, Leonardo (Education and Culture)

5. European structural and regional funds

Increasing the Demand: "Tourism for Seniors"



- **Call for Proposals 2013** "facilitating transnational low season tourism exchanges in Europe, encouraging senior citizens to travel"
 - **58 Submissions (4 Projects awarded)**
 - **Budget Line:** EIP Programme
 - **Budget:** 1,2 million €
 - **EU Co-financing:** 70% up to 340.000€ for each project
 - **Implementation period:** July - 18 months

Increasing the Demand: "Tourism for Seniors"

Objectives Call 2013

1. Foster the **demand and supply** of **transnational** tourism for seniors;
2. Improve tourism seasonality patterns across **Europe**, by contributing to the **extension of the tourism season**;
3. Create **innovative tourism packages** for seniors, which will be available and **sustainable** after the EU co-financed period;
4. Set up and strengthen sustainable **public-private European partnerships**, to contribute creating a **European tourism domestic market for seniors** in the long term.

Increasing the Demand: "Tourism for Seniors&Youth"

2014 "Increasing tourism flows in low/medium seasons"

Overall Objective of the Call:

To facilitate the increase of tourism flows during the low and medium seasons between Member States and from third countries targeting two specific age groups (**seniors and youth**)

What we expect from the proposals:

- foster seniors and young people intra-EU mobility;
- extend the tourism season;
- facilitate public-private European partnerships;
- foster transnational cooperation;
- increase European citizenship combat social exclusion.

Increasing the Demand: "Tourism for Seniors"

Call 2014 (tentative info)

- **Publication:** begin of July
- **Deadline Submissions:** begin October
- **Budget Line:** COSME Programme
- **Budget:** 1,8 million €
- **EU Co-financing:** 75% up to 150/200.000€ for each project (8/10 projects granted)
- **Implementation period:** April 2015

The Increase of the Tourism Demand: Calypso Plus "Tourism for Senior"

Next steps:

- **2 General Workshop on seniors**, Bruxelles, on 5/12/2013 and 19/04/2014.
- **Pool of Experts**: 29/01 and 25/02 2014
- **Draft Report/Action Plan**: “Facilitating cooperation mechanisms to increase senior tourists’ travels within Europe and from third countries in the low and medium seasons”.
(*Accessibility is tackled as a subchapter*)

Accessibility/ Senior



- 80 million people with disability in EU
- **3/4 of disable citizens are over 55 years old**
- **Potential market:** 100 to 110 million tourists (elderly and disabled) with accessibility requirements.
- Indirectly: 130-140 million more tourists per year, with an additional turnover of approximately 90-160 billion € per year

Economic Impact EU Tourim Accesibility



- **Clear Impact on Seniors. (task 4)** Accesible services for the elderly will increase incomes between 240-247-270 Mill €. in the 3 scenarios.
- In 2012, **47.5%** elderly **travelled overnight (task1)**
- Among the elderly population that travelled over the last 12 months, about 20.5%, 29.5% and 38.0% would like visit some EU destinations under Scenarios A, B and C, respectively **(task1)**
- 457.9 mill. people (2011) with access needs in 11 key **international markets** (36.5% were people with disabilities aged 15-64, and **63.5%** were the elderly population aged 65 or above) **(task 1)**

Upcoming tourism events on Seniors

- **(9 July 2014) Workshop Seniors:** *Europe, the best destination for Seniors (tbc)*



General Information and Contact Details

Project webpage

- http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm

Tourism Legislation

- <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52010DC0352:EN:NOT>

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**Thank you for
your attention**