

**Question for written answer E-014833/2015  
to the Commission**  
Rule 130  
**Claudia Tapardel (S&D)**

Subject: Age-friendly tourism strategies

Senior citizens (55 years old and over) represent around 25 % of the European population.

This age group includes individuals who have both the purchasing power and the leisure time to enjoy and explore Europe's tourism potential.

Although the contribution of senior citizens to the European tourism industry is significant, particularly with regard to the problems posed by seasonality, senior travellers continue to face a number of challenges, e.g. access to information, accessibility of the holiday destination, physical mobility and adaptation of tourism products to this age group.

1. Is the Commission taking any measures in support of initiatives to stimulate senior tourism in the EU?
2. Is the Commission considering developing EU guidelines that will address the specific barriers which senior citizens come up against in gaining access to tourist destinations in Europe?