

# SENIOR TOURISTS ARE OFFERED SPECIAL TOURS



The aging of the population is a subject that interests many developed countries such as Germany, Spain, Italy, France, Japan with respect to tourism. Longer lifespans and declining birth rates are contributing to the rapid growth of the number of senior tourists.

Travel agencies know that older customers are, in general, more loyal customers. The agencies offer adapted itineraries, destinations, and activities. **Senior tourists over 60 years of age are perfectly capable of traveling although some of them may require certain alterations to meet the needs of their condition.**

Travel agencies with a specific focus on senior tourists segment offer specific services. Some offer an easy transfer to the airport. Others adapt to the pace of the activities proposed in order to keep everyone comfortable. Finally, professionals offer stays in facilities that meet the expectations of their clients, in case of disability, special diet or health problems.

Coach tours are an important activity for the senior tourists' segment. In Europe, offers start at low rates, for example, 190 euros from certain regions. Comfortable coaches with comfortable seats and toilets. While this type of trip also interests a younger clientele, it is perfectly adapted to a senior clientele.

At the beginning of the river cruises in Europe, the average age of passengers was over 70. That is no longer the case. European river cruises attract a slightly younger clientele. These cruises on the great European rivers offer excursions on foot. They offer, more and more, meals at the time of their choice and with tables for two to preserve a certain intimacy.

According to the Cruise Line International Association (CLIA), **the European cruise market exceeded 6.9 million passengers in 2017**, an increase of 2.5% compared to 2016. The European cruise has been growing steadily for ten years. The average age of Italian cruise passengers would be 42 years, age of French cruise passengers would be 49 years. That of the British is 57 years old. Cruises are generally very popular among older travelers and senior tourists.

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