

CHARTER OF SILVER CYCLISTS

Europe is the world's number one tourism destination and cycling tourism is an increasingly important segment of the market. The European tourism sector employs 25 million people across the continent and generates 9.7% of the total EU-28 GDP. Cycling tourism makes a significant contribution to these totals by employing over 450,000 and generating over 44 billion euros annually.

One important trend that will increasingly influence the domestic tourism market in Europe is its aging society. By 2030, 24% of the European population will be aged 55 or over. Investing in (cycling) tourism products which cater the needs of an aging population is therefore necessary to keep the tourism market growing, but to also significantly improve the quality of life amongst senior European citizens.

Senior European citizens using a bicycle as a means of mobility during their holidays – Silver Cyclists - should be treated equally with other cycle tourists and high-quality tourism products for a variety of budgets should be developed to cater for them.

The objective of the current charter is to promote the opportunities that Silver Cyclists present for the tourism industry and highlight how the wider society can benefit from senior citizens taking more cycling holidays.

In order to achieve these objectives and benefit from the opportunities, the European Cyclists' Federation (ECF) and the Silver Cyclists project partners call on:

European (Cycle) Tourism Businesses:

- To acknowledge the opportunities that the Silver Cyclists represent for the present and future of their businesses.
- To integrate the needs of Silver cyclists into their (cycle) tourism offers and develop new (cycle) tourism packages targeting senior European citizens.
- To promote these tourism packages that target and fulfill the needs of seniors through appropriate channels.
- To cooperate with other stakeholders in order to achieve the best quality services for seniors.

Local, regional, national and European public bodies:

- To acknowledge the importance of Silver Cyclists as an opportunity to increase the number of visitors to their destination, especially in the low and the medium season.
- To create favourable conditions for Silver Cyclists by investing in high quality tourism destinations, especially in terms of safe, comfortable and attractive cycling infrastructure, accessible public transport (e.g. level railway platforms, elevators for passengers with bikes) and attractions (e.g. museums with safe bike parking).
- To support specific programmes and events which are attractive for senior (cycling) tourists and to develop promotional and communication tools and activities connected to offers for Silver Cyclists.

Non-governmental organisations and the people of Europe:

- To recognise the social and economic benefits of cycling holidays for senior European citizens.
- To encourage decision makers to include the specific needs of seniors and related measures into all relevant policies (e.g. transport, tourism etc.).
- To involve and cooperate with senior citizens and their representative organisations when developing and lobbying for better policies or specific products.

In Vienna, on Friday 14th October 2016.

The Silver Cyclists project is developed on the frame of the 2014 COSME Programme run by DG GROW.

More information about the Charter, the Silver Cyclists Strategy and the project generally is available from: www.silvercyclists.eu

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