

press release

smart move, a
joint industry
campaign to
increase the use
of buses and
coaches and
achieve
sustainable
mobility
for all



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European group tourism by coach: Driving off-season and seniors' travel and tourism

8th European Bus and Coach Forum to debate the current and future contribution of group tourism by coach to seniors' and out of season tourism and travel in Europe and beyond.

Brussels – The 8th European Bus and Coach Forum, organised by the International Road Transport Union ([IRU](#)), in cooperation with the International Social Tourism Organisation ([ISTO](#)), the European Tour Operators' Association ([ETOA](#)) and the Belgian Federation of Bus and Coach operators ([FBAA](#)) will take place on 17 October 2013, within the framework of the largest global exhibition of buses and coaches, [Busworld](#) Kortrijk.

Some 250 representatives of the tourism and travel industry, Members of the European Parliament, national competent authorities, European Commission officials, bus and coach manufacturers, researchers, and specialised journalists from all over the world are expected to join the debate.

Yves Mannaerts, President of the IRU Passenger Transport Council and FBAA Director, said: "Seniors and off- season tourism are crucial market segments, fully acknowledged by the European bus and coach tourism sector. We are already providing inclusive mobility services to these customers, but more must be done to realise our full potential."

"The European Parliament and Commission efforts to further enhance senior citizens' possibilities to travel in Europe off-season are of course welcome. Yet, it is imperative that the specific requirements of the bus and coach sector at European, national and local levels, as laid out by the [Smart Move High Level Group](#), are taken into account to ensure that enhanced senior citizens travel contributes to the joint objective of doubling the use of buses and coaches by 2025."

Organised in two panels, the forum debates will focus on the senior and off-season market potential and opportunities, as well as on practical challenges and the means to bringing more customers on board coaches.

On this occasion, winners of the [Bus and Coach Smart Awards](#) will be announced at the opening ceremony of Busworld Kortrijk. This year's awards have attracted an unprecedented number of entries, from cities and companies spread over 13 different countries on three continents.

Save your seat to the forum now!

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See also:

- [Forum's programme](#) and [register online](#)
- EU public-private Smart Move High Level Group [Recommendations](#) and [Background Paper](#)
- [Bus and Coach Awards](#)
- [Busworld Academy launch event](#)

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