The interest in the older population in various areas of the economy and society has been increasing in recent years due to the aging process that are experiencing the most developed regions worldwide, especially the old continent, and particularly Spain. Beyond the costs associated with aging, the elderly population presents a market of particular relevance to a large number of industries for its high purchasing power, comparatively higher than younger groups. The tourism sector is emerging as one of the biggest beneficiaries of the aging process as a result of changes in the lifestyles of the population currently, more leisure-oriented than previous generations. This study attempts approaching the tourist behavior patterns over 55 years in Spain with respect to trend, motivation and travel characteristics of this group.

Keywords
Aging population, Senior tourist, Senior behavior and motivation.