

# TOURage

*Every age is tour age*



## Experiences and the Way Forward

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# Activities and objectives

- Compiling **regional studies** to develop clear understanding of central possibilities and challenges of senior tourism in the regions
- Conducting **feedback survey for the seniors** to get information on their needs and challenges
- Organizing **interregional study visits, meetings and dissemination events** to exchange experiences
- Identifying and exchanging **good practices**
- Developing **joint policy recommendations** and **regional implementation plans**
- **Increasing networking capacity and synergies** with European regions, silver economy networks and projects

# Feedback surveys, regional analysis



# Exchange of Experiences

## 11 study visits

2012



2013



2014



# Good practice transfers

- Warmia-Mazury Senior Games -> Lake Balaton Development Coordination Agency, Region of East Macedonia & Thrace, Podkarpackie Region
- Cultural Volunteers Programme of Parque de las Ciencias -> Vidzeme Planning Region, West Regional Authority
- Accessible Nature Tourism -> Vidzeme Planning Region
- Carpathian Sky -> County Council of Granada
- Women's cooperative of Kokkinogeia -> Bourgas Regional Tourist Association
- Ecotourism in Evros Delta -> Bourgas Regional Tourist Association
- Marketing for over 55's -> Regional Council of North Karelia
- Preservation and Promotion of Wooden Churches -> Szabolcs-Szatmár-Bereg County Regional Development and Environmental Management Agency
- Faith and Health programme -> Regional Development Agency of the Prešov Self-Governing Region

# 55 Good Practices collected



**European Union**  
European Regional Development Fund

# Joint Policy Recommendations

## Implementation Plans

## Policy Improvements

**TOURage**  
Every age is tour age



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**DEVELOPING SENIOR TOURISM IN REMOTE REGIONS  
JOINT POLICY RECOMMENDATIONS**

**1. TARGETING SENIORS IN TOURISM**

- Increasing the knowledge on possibilities of senior tourism among public and private sectors such as national and regional tourism organisations, marketing, regional authorities and municipalities, journalists, active seniors groups and education campaigns for the promotion of senior tourism to the regional economy and senior wellbeing.
- Increasing knowledge and awareness (capacity building) of tourism service providers and entrepreneurs on how to work with senior groups and customers.
- Acknowledging different senior groups in Europe for specific needs and needs groups, seniors who need financial support, seniors who prefer group travel, travelling to tourist areas or individually and those who have health problems.

**2. ORGANISING SENIOR TOURISM DEVELOPMENT**

- Improving cooperative relations across generations within Europe to promote exchanging knowl- edge, experience and setting up partnership agreements between senior citizens organisations in exchange visits.
- Stimulating existing voluntary networks (senior clubs, associations of seniors) to creating affordable and comprehensive tourist offers.
- Developing a Quality Senior Tourism Charter.
- Promoting intergenerational partnerships (setting up a network of integrated senior-friendly tourist services, involving representatives of some authorities in the process of setting such services and offers).
- Mobilisation of public-private initiatives.

**3. DEVELOPING TOURISM PRODUCTS FOR SENIORS**

- Product development should take into account senior needs and interests. Services should be developed in the product development process by sectors as test groups.
- Developing wide range of activities for senior

organisations to tourism service providers to develop diverse needs and targeted marketing.

- Adaptation of the existing tourist infrastructure and products to the needs and interests of seniors, including tourism offers to all generations (developing intergenerational and inclusive offer such as intergenerational shared holidays, creating some friendly products based on the existing offer).
- Diversified product development based on the demand for example health, nature and active tourism, religious, gastronomy, culture and history. Development of products and offers for low and off-season as well as for short stays in high season in order to reduce seasonality and stimulate economic growth and jobs in the regions.
- Providing affordable tourist products for seniors with average or lower average income.

**4. MARKETING SENIOR TOURISM PROMOTIONS**

- Direct marketing to seniors and senior organisations.
- Organising European, national, regional and local events promoting active lifestyle among seniors. Special offers for low-seasons and travel agencies for seniors.
- Easy access to information.

**5. IMPROVING SENIOR TOURISM**

- Visa freedom to develop cross-border tourism products and to develop senior tourism flows.
- Transparency and accessibility of tourism infrastructure and products tailored to the needs of seniors with disabilities.

**6. FINANCING SENIOR TOURISM**

- EU funds: European Structural and Investment Funds (especially European Territorial Cooperation, Social Development Fund, CC&M&C etc).
- International funds: Visegrad Fund, Open Society Institute etc.
- Private funds and private sector: FDI, local private investors.
- Health and social insurance funds.

**7. SENIORS LEADING TOURISM PRODUCTS FOR SENIORS**

INTERREG IVC  
European Union  
European Regional Development Fund

# Annual Conferences



"Senior Tourism: a Tool for Development of Territories", **Granada, Spain 2012**



"Product Development and Marketing for Senior Tourism in Remote EU Regions", **Bourgas, Bulgaria 2013**



Aged tourism - challenge or opportunity for the modern tourism market?,  
**Rzeszów, Poland 2014**



# Networking and dissemination activities outside the project



- European Year 2012 Active Ageing and Solidarity between generations event “Perspectives on Ageing,” Joensuu, Finland 2012
- Calypso launching event, Brussels, Belgium 2013
- EU Summit on Active and Healthy Ageing, Dublin, Ireland 2013
- 4th Annual Forum of Euroregion Baltic, Kalmar, Sweden 2013
- INTERREG IVC CesR project conference, Granada, Spain 2013
- Panhellenic Trade Fair, Komotini, Greece 2013
- Etc.

# Among 20 best European tourism projects supporting sustainable development



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Thank you!

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