



TOURage

Every age is tour age

Joint Policy Recommendations

Final Conference

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European Union
European Regional Development Fund

Joint Policy Recommendations

- Targeting Seniors in tourism
- Organising senior tourism development
- Developing tourism products for seniors
- Marketing senior tourism products
- Opening for senior tourism
- Financing senior tourism

Targeting Senior in tourism

- Increasing the knowledge on possibilities of senior tourism among public and private sector
- Campaigns for the possibilities of senior tourism for the regional economy and senior wellbeing.
- Enhancing knowledge and know-how of tourism service providers and entrepreneurs on how to work with senior groups and customers.
- Acknowledging different senior groups in Europe for example healthy and wealthy seniors, seniors who need financial support, seniors who prefer group travel, travelling in smaller groups or individually and those who have health problems.



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Organising senior tourism development

- Improving cooperation between senior organizations within Europe for example establishing senior exchange programmes
- Utilising existing voluntary networks (senior clubs, association of seniors) for creating affordable and comprehensive tourist offers.
- Developing a Quality Senior Tourism Charter.
- Promoting partnerships focusing on creation of integrated senior friendly tourist services, involving representatives of senior communities in the process of drafting such services and offers.
- Mobilization of public-private initiatives.



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Developing tourism products for seniors

- Product development should take into account senior needs and interest. Seniors should be involved in the product development process
- Involving wide range of actors from senior organizations to tourism service providers to develop diverse supply and targeted marketing.
- Adaptation of the existing tourist infrastructure and products to the needs and interests of seniors
- Thematic product development based on the demand for example health, nature and active tourism, religion, gastronomy, culture and history.
- Providing affordable tourist products for seniors with average or below-average income.

Marketing senior tourism products

- Direct marketing for seniors and senior organizations.
- Organising European, national, regional and local events promoting active lifestyle among seniors.
- Special offers by tour-operators and travel agencies for seniors.
- Easy access to information.

Opening for senior tourism

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

Financing senior tourism

- EU funds: European Structural and Investment Funds, Rural Development Fund, COSME etc.
- International funds: Visegrad Fund, Open Society Institute etc.
- Private funds and private sector: FDI, local private investors.
- Health and social insurance funds.



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