



# **STEEP (Calypso) PLATFORM**

**From Initiative to Project to full  
Commercial realization**



# The Calypso Initiative

The Calypso initiative developed by the EU, helps specific target groups go on holiday - while at the same time increasing tourism in the low season.

Calypso promotes exchanges between different countries/areas.

Calypso seeks to support 4 groups:

- young adults (aged 18-30)
  - families facing difficulties
  - people with disabilities
  - Seniors and pensioners.
- Calypso promotes off-season tourism in highly seasonal destinations.
  - Calypso offers less-known, small or emerging destinations new market opportunities and tourist range.

Calypso encourages sustained employment through the extension of peak seasons.



# STEEP Project

- The Social Tourism European Exchanges Platform (STEEP) project launched in April 2012 under the EU call for Proposals Grant. It aims to create an informative and transactional platform linking the supply and demand behind social tourism throughout the European Union.
- *eCalypso* Platform facilitates transnational travel & tourism in Europe for four target groups: seniors, youth, families and people with disabilities.
- Current Beta phase with commercial non-profit platform operating from 01.07.2013
- Current Project Consortium: OITS, Floreal, Legacoop, Segittur, Consorzio Siena Hotels Promotions, UNAT, ENAT
- Non Profit sustainability to be based on multiple partnership or membership accords and EU project development



# eCalypso

- The eCalypso Platform supports organizations, groups and operators who plan, organize and provide travel experiences to the specific target groups through quick and easy access to offers and packages across Europe.
- [eCalypso.eu](http://eCalypso.eu) is a marketplace and more... The platform also educates and informs stakeholders interested in beating low seasonality or attracting new market segments through multiple references on Social tourism. It contains an array of publications, best practices, news and background data.
- **eCalypso** is the meeting and sales place for the vast community of European social tourism stakeholders.

*eCalypso.eu* gives the opportunity for parallel tourism services providers to find and cooperate with each other. One build joint tourism packages completely detailed with prices; attracting groups, organizations, operators to purchase and/or promote the offers.

*i.e. Coach touring service providers and Accommodation providers can liaise with other members of the platform which may be able to offer parallel services such as activities, accommodation and meals.*



# *eCalypso* and the Senior market

- EUROBAROMETER: Senior Attitudes show need for planning and activity based holidays
- EUROSTAT: Seniors account for 75% low season travel, By 2020 +55 will account for more than 45%
- EATO: Europe's 150.000.000 potential in social tourism; only 30% have travel experience outside own country
- MARKET OPPORTUNITY FOR WELL PACKAGED TRAVEL WITHIN EUROPE - *eCALYPSO*: a package development platform.



*[www.ecalypso.eu](http://www.ecalypso.eu)*

- User friendly platform
- 2 distinct areas:
  - Public
  - Private

#### Public Space:

- General Information & News on Calypso and EU projects
- Member/Partner data
- Marketplace offers and requests

#### Private Space

- Sales tools (ARPA, ORION, AURIGA)
- Comparative Holiday Calendar
- B2B contact and news area



# *How can eCalypso work for you*

- Sell your Products through an online Commercial resource platform
- Find Partners to help build complete packages
- Get support and advice on building market oriented products
- Get educational data and research to support action in Accessibility, new market possibilities in the Social Tourism Market
- Access EU project partnerships through partnerships and joint cooperation

# JOIN US AT *ECALYPSO.EU*





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Welcome!



How to join e Calypso

The platform offers a wealth of references on social tourism in Europe, including publications, best practices, news, and background information on the Calypso initiative. It is also a market place for supply and demand through a commercialisation module, accessible for members.

Join us as  
**SELLER**

Join us as  
**BUYER**

Last registered companies

  
**DISABLED**

  
**FAMILIES**

  
**SENIORS**

  
**YOUTH**

How to join e Calypso







News see all news

Europeans aged 65+ spent a third more on tourism 23/01/2013  
 a81874984

The most recent Commission Communication on tourism, "Europe, the world's No 1 tourist destination & a new political framework for tourism in ... read more

VisitEngland Announces 2013 Marketing Campaign to Promote Accessible Tourism 10/12/2012  
 a81874984

VisitEngland today unveiled plans for a national marketing campaign to promote accessible tourism in England next year. The national tourist ... read more



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Welcome "OTIS test company"

PDF Documents
Surveys
ORION
ARPA
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News

Target	Title	Author	Date	Text
Seniors	Europeans aged 65+ spent a third more on tourism		23/01/2013	The most recent Commission Communication on tourism, ...
Disabled	VisitEngland Announces 2013 Marketing Campaign to Promote Accessible Tourism		10/12/2012	VisitEngland today unveiled plans for a national marketing ...
Disabled	2012 News Roundup from ENAT		23/01/2013	2012 has seen a number of important developments in ...

Calendario

From:

To:

Country 1:

Area 1:

Vacations for:

Type of vacations:

Avisos

New

Date	Author	Subject	Fecha de lectura	Editar	See

Events

Country	Area	Date	Description	More
AUSTRIA	OBERÖSTERREICH	13/03/2013	vacances	



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Welcome "Buyer 1"

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AURIGA
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Calendario

From:

To:

Country 1:

Area 1:

Vacations for:

Type of vacations:

Avisos

New

Date	Author	Subject	Fecha de lectura	Editar	See

Events

Country	Area	Date	Description	More
AUSTRIA	OBERÖSTERREICH	13/03/2013	vacances	
AUSTRIA	SALZBURG	13/03/2013	vacances	
CZECH REPUBLIC	MILADA BOLESLAV, PŘEBRAN, TÁBOR, PRAČATICE, STRANONICE, ÚSTÍ NAD LABEM, OHROVŮV, MOST, JIČÍN, RYCHŮV NAD KNEŽNOU, OLČOVIC, ŠUMPERK, OPAVA, JESENÍK	13/03/2013	vacances	
CZECH	MILADA BOLESLAV, PŘEBRAN, TÁBOR, PRAČATICE, STRANONICE, ÚSTÍ NAD			