



TOURage

Every age is tour age

Tourism activity of seniors as a chance of tourism developing in Warmia and Mazury voivodeship

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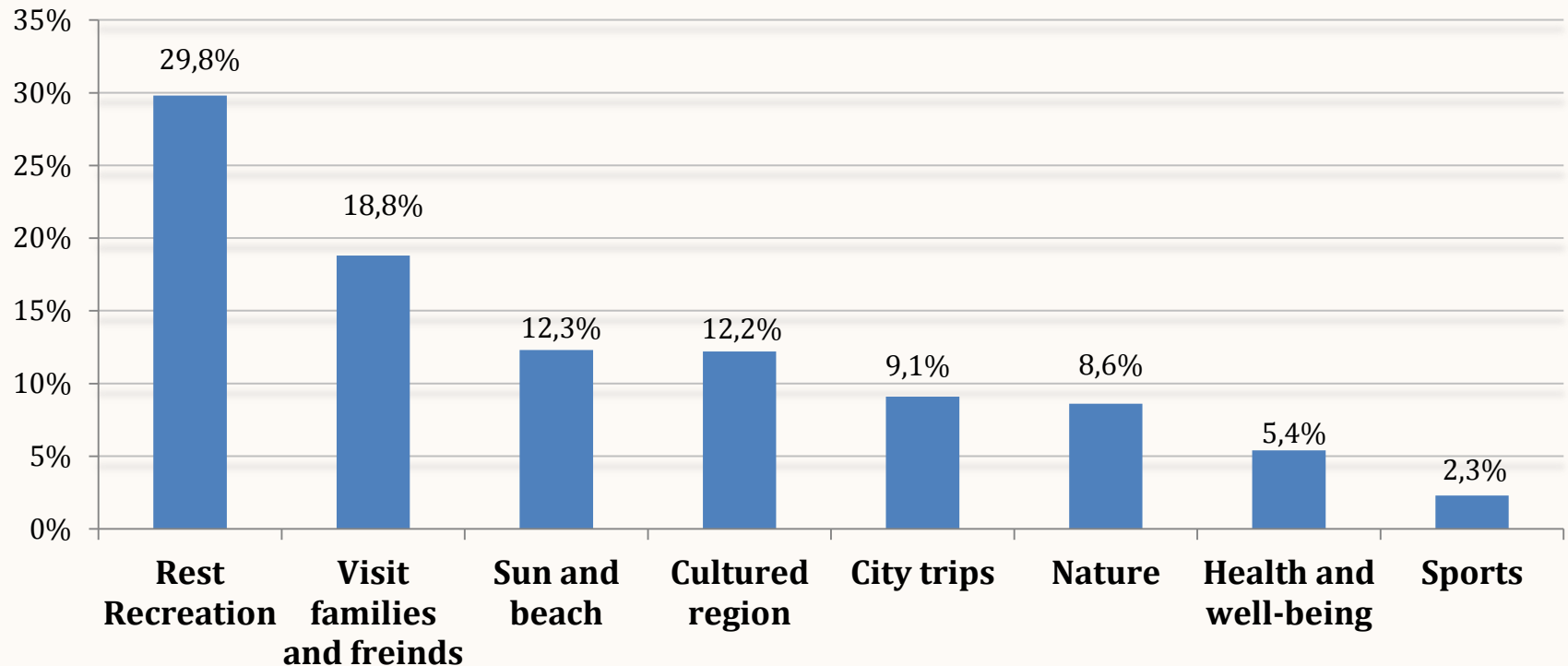
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Demographic changes in Poland

- Poland is aging, and aging fast!
- In 1950, the median age was 25.8: half of the Polish population was younger, half older.
- Today it is 38.2. It will be 51 in 2050.
- As the population is aging, it has also started to decline: from 38.6 million in 1995, to 38 million in 2010, to an expected 32 million in 2050.

The senior market as a touristic market - motivations

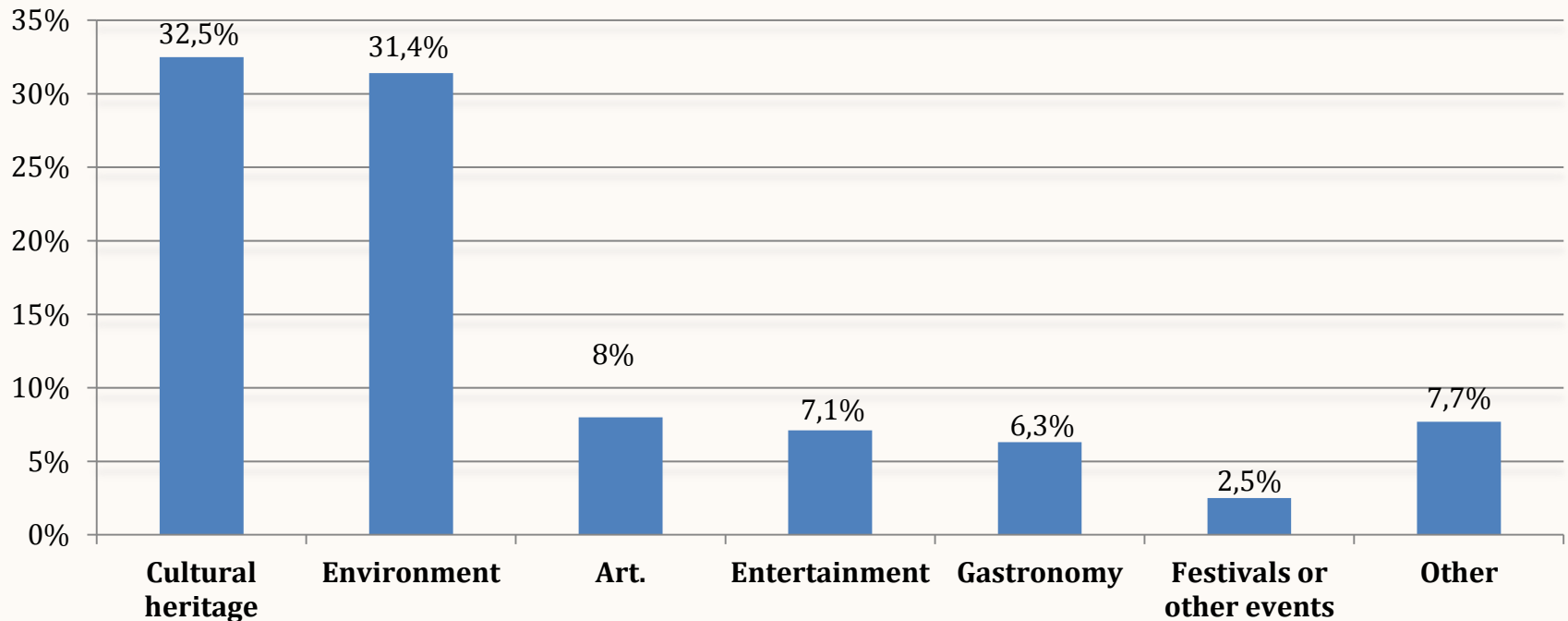
Figure 1. Main motivations to go on holidays for people with more than 55 years old



Source: European Commission (2011)

The senior market as a touristic market - motivations

Figure 2. Attractions that influence the choice of the destination for people with more than 55 years old



Source: European Commission (2011)

Tourism attractiveness in Warmia and Mazury Region

- Nature and landscape values (forests, meadows, lakes)
- Touristic values (hiking trails, cycling trails, kayaking trails, skiing trails, sailing trails, environmental trails)
- Cultural values (monuments, museums, sanctuary facilities)
- Accessibility (national roads, rail)
- Service infrastructure (shops, pharmacy, health centers, petrol stations)
- Tourist accomodation (hotels, motels, guest houses, pilgrim houses, agritourism farms)
- Restaurant facilities (restaurants, pubs, canteens)
- Additional facilities (bicycle hire, sport and recreational facilities)

Types of tourism available to seniors in Warmia and Mazury Region

- Active tourism (nordic walking, hiking, sailing, kayaking, cycling, skiing)
- Adventure tourism (agritourism, ecotourism, cultural tourism, sentimental tourism, culinary tourism, event tourism)
- Sacral tourism (pilgrim trail called „Sacres places of Warmia”)
- Health tourism (nursing homes, SPA centers)

Senior Policy in Warmia and Mazury Voivodeship



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Warmian-Masurian Voivodeship for a number of years, leads an active policy for seniors. Currently, with the cooperation with the local authorities of Olsztyn- the capital of the region is running the program for the elderly.



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Main actors of the Warmia and Mazury region relating to ageing and demographic change

1. Warmian-Masurian Voivodeship - Regional self-governing authority responsible for implementing public tasks on the regional level, including matters related to problems of ageing and demographic change, through its institutions – the Regional Assembly, Executive Board and Marshal's Office.

Main actors of the Warmia and Mazury region relating to ageing and demographic change

2. FOSa – Warmian-Masurian Voivodeship Federation of Social Organisations -The FOSa Federation aims at creating complete solutions facilitating a better standard of living of senior communities.
 - Working together with a coalition of more than 100 organisations/actors, including the Regional Centre of Social Policy, the Federation adopted „*The Senior Policy for Warmia and Mazury Region 2014-2020*”.

The Senior Policy for Warmia and Mazury Region 2014-2020

- Programme for older persons for the period 2014-2020 is not just a support system of the elderly based on the development and adaptation of infrastructure, social services, counseling, safety, prevention, health care or rehabilitation, but also work on activities, interests, education and spiritual needs of the elderly, including tourism and sport.

Source: http://portal.warmia.mazury.pl/images/Departamenty/Regionalny_Osrodek_Polityki_Spolecznej/Polityka_senioralna_woj_wm_2014-2020.pdf



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Warmia Mazury Senior Games – activation for seniors and promotion for the region





About Warmia Mazury Senior Games

How did it start?

- The history of the Senior Games goes back to 1985, when a group of 7 men and women in St. Louis, USA, established an organisation, originally called the National Senior Olympics Organization.
- At the end of the same year, a meeting was held, attended by groups which managed competitions for seniors in 33 states.
- “Summer Games” in U.S. , has become one of the most important, multi-disciplinary sporting events in the world.



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About Warmia Mazury Senior Games

- The American tradition is being transferred to Europe.
- The first such games were held in 2009 in the Netherlands, in the province of Zeeland. There were 17 sport disciplines and 7 recreational ones.
- There were 1.9 thousand participants in the games (aged 45-100) from 32 countries.



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About Warmia Mazury Senior Games

- *The Warmia and Mazury Senior Games is a continuation of the sports competition which took place in 2009 in the Dutch region of Zeeland.*
- *The province of Warmia and Mazury is the first region in Poland to provide such an event for active persons over 45.*
- *First edition of this event was taken place from 10 to 16 September 2012 in sports facilities in Olsztyn, Iława, Lidzbark Warmiński, Orneta and Naterki.*
- *In total, over 1,500 participants from 14 countries took part in the events, winning more than 1,700 medals all together.*



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About Warmia Mazury Senior Games

- The seven-day games proved a great success in terms of organisation.
- Contestants (1 500), among others from Russia, Lithuania, Estonia, Ukraine, Germany, Holland, the USA, Spain and Poland, competed in 11 sports disciplines (swimming, sailing, football, sports bridge, athletics, table tennis, indoor volleyball, beach volleyball, tennis, badminton and golf) and in three recreational disciplines: bike marathon, trapshooting and shooting.



About Warmia Mazury Senior Games

- Both amateur and professional athletes could participate in the events. The only requirement was being over 45 years old for individual sports and over 40 in team sports.
- The seniors' competitions were often highly exciting and fierce, and they proved that sports can be practiced at any age, with equal enjoyment.
- Among the women, great physical condition was shown by Janina Fijałkowska (born in 1936), who won a 5,000 m race walking event.



About Warmia Mazury Senior Games

- The second edition of the international sports competitions for people aged 45 + will be played from 28 to 31 August 2014 in seven cities and towns of Warmia and Masuria.
- The competition is open for professionals and amateurs. The only condition for participation in the event is age - turned 45 (individual disciplines) or 40 (team sports). The competitions will take place in 18 sports. New ones will be: weightlifting, parachute jumps, cycling MTB , bowling, archery and racing on water bikes.



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Age does not matter, what counts is passion!



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Thank you

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