

# **SenGoR**

## **Seniors Go Rural**



## **Feasibility analysis**

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**Lauku Ceļotājs**  
Baltic Country Holidays

# Target group for the product

NFE suggest focus on Active Seniors:

- aware of their older age and wants to enjoy their life to the maximum
  - travel a lot and spend money on things they like
    - they don't need care service
- they might have specific needs related to accessibility
- access to medical care in case of emergency needed



# Product Criteria

## Information and booking:

- Information has to be available from the Internet, papers, magazines, radio, television and fairs. References – experiences from others are important as well.
- Precise description of services included.
- Precise and updated information throughout whole journey (about transport, location, foods, services, facilities and amenities, prices, sights of interest, excursions)
- Accessibility information marked with special pictograms or described in text.



# Product criteria



## Price:

- Good value for money
- Off-season discounts, promotions
- Special offers (e.g., week-days price, etc.)

# Product criteria

## Organization:

Events and venues are precise during the tour

## Transport:

Transfers, shuttles, etc. Any specific criteria for vehicles?



# Product criteria

## Assistance:

- Always available contact (phone number) with company representatives, if needed.
- Assistance with luggage handling, transfers
- Assistance in native language (service written description provided?)
- Medical assistance on premises or close to accommodation.
- First aid, emergencies, assistance to address frequent problems in this age group, like blood pressure, etc.
- Doctor consultation for SPA treatments.

# Product criteria

## Location:

- Easy to get to
- Safe destination
- Pleasant, beautiful, well maintained surrounding
- Visitor friendly local community based attractions like wineries, bakeries, open farms, craft shops, local music groups, etc.



# Product criteria

## Accommodation:

- Stairs- easy, few steps, comfortable, no steep, handrails, etc. Ground floor if elevator not available.
- Toilet and bathroom facilities with attention to senior audience (e.g., hand rails, non-slip mats, etc.)
- Details of all kind to make life easier and more comfortable, e.g., quality of beds and mattresses for good sleep.
- Quiet and peace
- Welcome drink



# Product criteria



## Food:

- Good quality, well presented and served  
opportunity to taste traditional dishes, local specialties
- Attention to special dietary needs.
- Friendly service, personal attitude, communication with clients, good knowledge of meals and products on the menu.
- Good quality tableware, matched with the style of the meal, local tradition, etc.
- Specific menu items clearly explained, traditional or national foods marked.

# Product criteria

## Services and Activities:

- Meet&greet service available, local host, local guide, etc.
- Programmes should include diversity, quality of attractions, local excursions and activities
- Activities (like walking) should have length and type of route, terrain, route marking, maps, information, guide or escort services, etc.



# Points to consider

## Traveling habits

- Alone and looking for other travel companions. These people are more often looking for arranged travels. Especially older women travel alone and with groups.
- Single tourists (**many facilities do not cater to single tourists and they might end up paying much more per person for accommodations**, which can be quite unsatisfactory)
- Travel with their spouse and organize their trip individually.

# Points to consider

- Usual length of holiday of **7 nights**.
- **Multi-generational travel** is a growing trend
- **Easy booking** is important to make a purchase
- There are gender-specific differences in ageing - there are **more women than men**
- Travel package could be bought as **a present** by their children
- Sometimes in marketing and advertising senior **customers are not called „seniors“**

# Do we want or need a specific external labelling?

Other ways of saying that  
product is suitable for  
seniors:

**Barrier – Free**

**Access for All**

**BARRIERFREIE**   
REISEZIELE IN DEUTSCHLAND

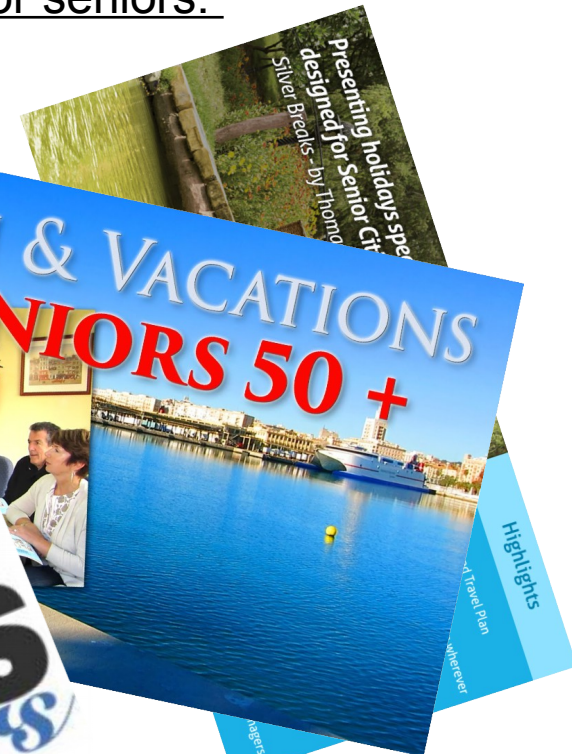
The common way of saying  
that product is for seniors:



**SPANISH & VACATIONS  
FOR SENIORS 50 +**

**GIFTS  
for Seniors**

**unicocare**  
supported holidays for seniors



# Do we want or need a specific external labelling?

## 50 + Hotels in Austria and Germany philosophy:

- Spend a lot of time for each guest and treat everyone with great attention.
- Share their love of the region and their love of nature and culture, sports, health and culinary delights with their guests.
- Often there are several generations of a family who run the hotel together
- 50plus Hotels have strict quality control. The quality of the facilities, ambience and the quality of services are checked



# Do we want or need a specific external labelling?

## British National Accessibility Scheme sample:



If you can climb a flight of stairs, but banisters or grip handles would make this easier, look out for this logo

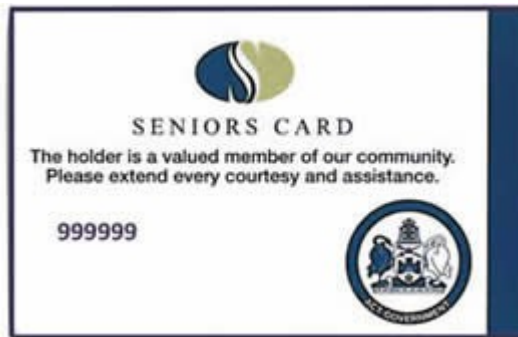


If you have problems walking or can walk a maximum of 3 steps, or need to use a wheelchair some of the time, this logo applies to you.



If you're a wheelchair user and travel with a friend or family member who helps you with everyday tasks, this logo applies to you

# Senior Card for Special offers accepted by travel agencies and businesses in Australia





# Interests

Historical sites

Nature

Rest and silence and to escape routines

Rural traditions

Meet other people, communicate

Enjoy hobbies or learn new things



# What products do we offer?

## Interests based?

Art appreciation holidays  
Birdwatching holidays  
Christmas holidays  
Cooking holidays  
Wine, beer, culinary holidays  
Crafts holidays  
Dancing holidays  
Garden holidays  
Music holidays  
Golf holidays  
Walking holidays  
Cycling holidays -???? *does not appear on Senior oriented tour operators sites*



# What products do we offer?

Wellness, pampering, vitality packages:

Spa, sauna, soft activities etc.

Example from Germany:

Leave everyday life behind and take a deep breath. Use the healing powers of water, relax in warm thermal water, , sweat in the herbal sauna - and then cool down in ice water or snow. Enjoy soothing massage and then fresh and light delicacies from the region.

The wellness specialists of 50+ hotels offer the natural treatments and individual programs. Balance, fitness, for good looks and a strong charisma. Immerse yourself in the world of wellbeing.



OK I'm a  
**Senior**  
where's My  
**DISCOUNT**

