



# Seniors Go Rural

Project meeting  
16/17th-November  
Leuven (BE)



This project is co-funded by the European Union



# Activities

## June-November

### Silver Suitcase / Sengor Card

- design, production, distribution
- <https://www.facebook.com/EuroGites/>



### Website

<http://www.eurogites.playbit.co.uk/en/silver>

### Manual - Guidelines

– review EN and translation FR, ES, DE



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# Activities -2

## June-November

**Testing survey form** (with Linas)

<http://goo.gl/forms/YPpe5BU2gN>

## **Coordination with other projects**

- initiative to establish joint results
- Conference February in Florence
- technical meeting 17th-nov at DG GROW



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# Testing



## Testing failed – no clients. WHY?

- Products and conditions – very favourable
- Time of the year not the most attractive, no specific stress on “beautiful autumn” etc. in promo
- Period too limited ?
- Promotion channels – adequate for the target of independent travellers? – which others can work?
- Why did cardholders not travel (NL and NO)
- No direct info on product contacts (address, web, etc.) in the brochures → no long-term use, no motivation



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# Card



## Regarding the card / logo concept

- Content that is covered:
  - commercial (benefits and marketing)
  - product security: orientation and confidence
- Both - only one (which?) - and how to communicate
- General visibility → backing by larger number of entities
- Name (reference to “senior” ?), “Suitcase” logo as such
- Long-term and validity focus seems necessary
- Governance and rules - how





# Lessons learned



## Testing

- Extend the period in length and time of the year → until end of project
- Communicate better why to travel in low season (apart from prices)
- Include direct contact references to service providers in materials – motivates to participate, allows for feedback, and long-term visibility
- Addressing the target group – for individual travellers, complement the Senior Orgs with other channels



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# Lessons learned -2



## Card

- Review the utility and use of a card and/or logo
- Visibility needs to be increased
- Review associated benefits – which are attractive (maybe it is not – only – the price)
- Unification of content and benefits both at destination and sending country level
- Review name and logo



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# Future?



## Proposals

- Extend validity of testing (brochures, cards, etc.) until project ends +
- Review and extend products available at the upcoming website (content feed start – mid-DEC or earlier)
- Define common content and benefits, both for services and clients regardless their country
- Support the initiative to come up with one common core document and set of criteria for SFTS (Senior Friendly Tourism Services) at the Florence conference



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