



SENGOR project process



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Starting point:

The General Idea for products of Rural Tourism

- Elderly can travel off season

- Special needs



- Rural

- Accreditation – concept



Actions taken

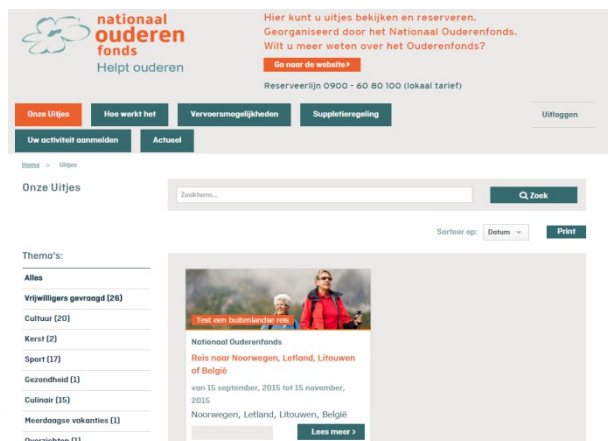
Development material :

- brochures, leaflet/information (10.000)
- NFE Events Website (653 Senior Centres, 3090 Elderly)
- Electronic mailings (2.600)
- Hand outs at events (100)

Other representation:

Tirol (European Congress on Rural Tourism)

Pamplona (International Congress of Rural Tourism)



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What did our target market say?



"Not interesting in traveling"

"Can not remember that I have received it"

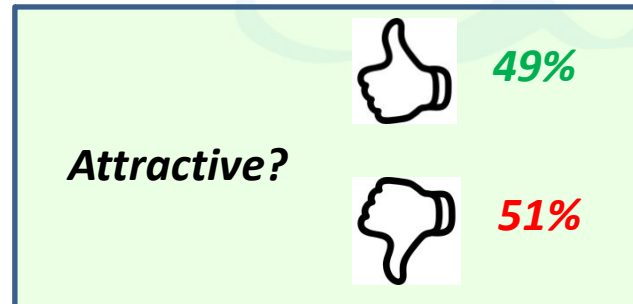
"I did not receive, I want to see the brochure"



5 membership cards



Most of those who did find the offer attractive but did not apply for a membership card, told us they didn't because of **health issues (50%)**, **period (11%)**, **countries (6%)**, **other (33%)**



Conclusions from feedback

- Timing: people book about 2-6 months in advance; last-minute offers are not welcomed by our target market.
- Offers need to be a real good deal otherwise part of the target group does not have the means/money.
- Arranging these trips independently seems too cumbersome for a lot of elderly (especially to less known locations)
- Fall does not seem to be the best time for “rural” trips.
- More specific definition of target audience/niches and...
- When people have health or mobility issues, they need to be approached differently otherwise they switch off when receiving the brochure
- Adaptation of marketing material

Suggestions

- Specific approach per target group: older elderly (80+) vs younger elderly (60-80), physically impaired, caregivers, etc
- Membership allows for group-organised *and* independent travel
- Timing: offers need to be launched earlier in the year for planning (also financially).
- Off-season: spring and summer are the most popular times

Suggestions

