

# SenGoR

## Seniors Go Rural

16-17 November, 2015, Leuven



This project has been funded with support from the European Commission.



**Lauku Ceļotājs**  
Baltic Country Holidays

# Product creation process

- Guidelines for rural tourism businesses (and micro-SMEs in general) on creating products for the senior market
- Product certificate “Silver suitcase”
- Webpage “Seniors Go Rural”





## Silver Suitcase

The suppliers who are marked with the Senior-friendly sign "Silver Suitcase" have prepared the special bonus for card holders – either in the form of discount or some extra service. Most of the special Senior price-discounts you can find in off-season products / services.

If you contact the provider for your Senior holidays - do not forget to mention that you have a Seniors Silver Suitcase Member card.

When you use the Senior member card, please contact a rural tourism organisation or a senior organisation in your country or contact Eurogites, the European Rural Tourism Organisation <http://eurogites.org/> . The member card discount is valid for the card holder and one additional person he or she is sharing the accommodation with.

Suppliers offering the Senior- products expose stickers at the entrance, in the accommodation premises or other, appropriate.



## Wheelchair

Wheelchair accessible - sites that is fully accessible, no ledges, barriers, wheelchair toilets available, etc..



## Walking aid

Walking aid accessible - sites that is fully accessible, no barriers, lifts instead of stairs, no wheelchair toilets but handgrips.



## Walking stick

Walking stick accessible - sites that has some barriers but no stairs, no special toilets but with handgrips.



## No special accessibility

No special accessibility - stairs, no special toilets, no hand-grips.



## Very fit

Very fit - sites and activities for fit people with sports, cycling or walking.

We introduced  
accessibility levels  
for our database



Lauku  
Ceļotājs  
celotajs.lv

# Baltic Country Holidays - Latvia, Lithuania, Estonia

EN LV DE RU

Accommodations

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## Seniors go rural



In this section you will find the offers which are carefully selected, provide senior friendly service and accept the "Silver Suitcase" member card. Senior travellers are expected to be in the age of 55+.

The tours, accommodation, spa centres, attractions included reflect the interest and needs of seniors. Accessibility, information, entertainment, facilities are arranged keeping the seniors in mind, and different accessibility levels are marked with special symbols. They not only show the conveniences but also tell about other guests that might be staying. If the facilities are convenient for, e.g., customers on wheelchairs, it is likely, that guests will find themselves among similar group, with similar needs and expectations. It makes them feel much more comfortable than staying in a guest house favoured by, e.g., cycling groups or families with small children.

### What is Silver Suitcase?

„Silver Suitcase” member card grants discounts or other privileges in senior friendly sites. More information [here](#).



Accommodations



Attractions



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# Silver Suitcase Accommodation



Accommodation here provide ambience and high standard services. They have defined themselves as senior friendly places and are prepared to deal with possible needs and wishes for elderly people. Rooms have beds which are standard height, size of room and bathroom allow ample space for movement. Fittings and functionality are kept as possibly comfortable.


Some of the accommodation places have excellent spa facilities, entertainment programmes as well as great kitchen.

12Next

1-15 / 23


Overview

Details




Latvia  
**ZIEDKALNI**  
This small log cabin is in a quiet place by the forest at Dūmele in the Dundaga Administrative District. It is on the edge of the Sītere National Park and 7 km from the sea. The cabin offers four rooms, a living room, a kitchen and a sauna. Sauna services, SPA procedures, classical massage, a special Dūmele plant massage, and other services are available. You can go fishing and then enjoy the view of the lake and forest. The cabin is suitable for elderly people and disabled people.

8 (4) 4 130 1-12 WiFi



Latvia  
**KARLA MUIZA**  
Country hotel Kārļa muiža located near the historic town of Cēsis, in the middle of Nature, Gauja National Park, Latvia. Country resort offers 9 specially equipped suites with private atmosphere – with one or two bedrooms. There are accommodation for 24 people. It is possible to place 16 extra beds. Every room or apartment is equipped with a kitchen or kitchen niche, SAT TV and internet. Fully equipped kitchen. All the hotel services have a Facebook and website page. In the room...

26 (10) 10 70 1-12 50% Dog



Latvia  
**PIEKUNI**  
Relaxation at the foot of Gaiziņkalns hill. Sauna with fireplace, beds produced in the manner of 12<sup>th</sup>-century artisans. Sauna specialist available. Wandering through the forest with a guide.

9 1 160 1-12

Silver Suitcase certificate with accessibility level. Possible to see what services the place is offering

# Product results

- Web-page with 45 objects ready to welcome seniors offering some special deals;

*For our accommodation providers its not so easy to give discount even for off-season period but they do*

- Quality offer for seniors

*Entrepreneurs aware of senior's needs have improved their facilities or services;*

- Tourism attractions and objects are added to our database.

*The aim is - “one stop shop” for the client*

- Self-drive tour packages for Latvia and the Baltic States

*Difficult to plan the routes if have to include mostly “Silver Suitcase” places*

# Product test

From 15th September to 15th  
November, 2015

Seniors from the Netherlands and  
Norway had to travel to Latvia,  
Lithuania, Belgium and Norway  
(5 products from Latvia)

= 0 result

WHY?



The advertisement features a photograph of four seniors (two men and two women) hiking on a grassy hill. They are wearing colorful jackets (blue, red, yellow) and using trekking poles. The background shows a misty, mountainous landscape.

**Seniors  
Go Rural  
Reisbrochure**

 **nationaal  
ouderen  
fonds**

**Profiteer van deze  
unieke aanbieding en  
ontdek de pracht van  
Noorwegen, Letland,  
Litouwen en België.**

Hebt u altijd al eens het platteland  
van een van deze landen willen  
verkennen? Grijp dan nu uw kans.

Deze beperkte aanbieding loopt van  
15 september tot 15 november 2015.



 This project has been funded with support from the European Commission, Project "SENGOR" 75/IG/ENT/CIP/13/B/W03S01



# Visit to “50 Plus Beurs” in Utrecht



- meetings with tour operators, market understanding





# “Jurmala Spa” works with Norwegian seniors a lot



Jurmala deltar på Reiselivsmessen i Bergen

BY ODDGEIRT 15. JANUAR 2015 BALTIC BECH HOTEL JURMALA LATVIA REISELIVSMESSEN 2015 REISETIPS SEMARAH HOTEL LIELUPE

# Possible reasons why it did not work out

- Not the nicest period of the year
  - Latvia is not wildly recognised
  - Too short time for making reservations
  - Too difficult reservation and info receiving process
  - Language barrier
  - Preference to travel in a small group (NO)
  - Need financial protection (NL)
  - Introduction of new product takes 2-3 years
- Not understandable promotional material
  - Too different countries put together in one brochure
  - No map and too little product explanation
  - Benefits of the test tour not stressed enough
  - Mediator - unexperienced in travel business
  - Narrow target group

# Examples of successful travel products

Estland, Letland en Litouwen

## Baltische Staten: vakantie reizen naar Estland, Letland en Litouwen

Stille Parel aan de Oostzee, de Baltische Staten vormen waarschijnlijk één van de meest onbekende gedeeltes van Europa.

Na jaren van Sovjetdictatuur zijn deze landen nu vrij, zelfstandig (1991) en lid van de EU (2004) en popelen om ontdekt en verkent te worden. Er zijn diverse manieren om deze landen te leren kennen. U kunt kiezen voor een bezoek aan één of meer van de hoofdsteden of een rondreis maken waarbij u meer van de Baltische Staten kunt ontdekken. Ze zijn van een ongerepte en ongekende schoonheid en staan bol van een formidabele hoeveelheid cultureel erfgoed. Als gevolg van de roerige geschiedenis van de Baltische Staten zijn de Duitse, Poolse, Russische en Scandinavische invloeden duidelijk zichtbaar, zowel in de architectuur als de cultuur. Laat u verrassen!!

Hoewel deze drie landen in één adem worden genoemd en aan elkaar grenzen, hebben zij toch hun eigen identiteit behouden en zijn trots op hun onafhankelijkheid. Reizend door de Baltische Staten realiseert u zich dat oost en west een stuk dichterbij elkaar zijn gekomen.

Estland is de kleinste van de drie Baltische Staten, het is even groot als Nederland en er wonen 1,4 miljoen mensen. Het grenst aan Letland en Rusland en wordt omsloten door de Baltische Zee waarin vele dunbevolkte eilandjes om een b

ezoek vragen.

Letland is groter dan Estland en kleiner dan Litouwen en is het middelste land van de Baltische Staten. Ongeveer 50% van Letland bestaat uit onaangestaste natuur in de vorm van bossen en reservaten, talloze rivieren, 2256 meren en honderden kilometers witte zandstranden. De flora en fauna zijn verbazingwekkend. Hier leven nog bruine beren, lynxen, wolven en duizenden oeevaars die hier een 'paalwoning' hebben.

Litouwen is het grootste land van de Baltische Staten. De natuur in Litouwen is overweldigend en dat wil men graag zo houden. U kunt vrijwel onbepakt van de natuur genieten in vijf nationale parken en verschillende natuurreservaten.

Alle reizen naar de Baltische Staten kunnen verlengd worden in elke door u gekozen plaats of accommodatie of aangepast worden aan uw wensen. Maar denk eens aan een uitbreiding met een bezoek aan St. Petersburg, ook hoort ook tot de mogelijkheden en is een echte aanrader!



### Hotels Baltische Staten

Of u nu voor uw plezier of voor zaken naar de Baltische Staten reist, Norge Reiser heeft een aantal hotels in deze unieke landen voor u geselecteerd waar het u aan niets zal ontbreken. Deze hotels passen prima in een rondreis maar zijn ook uitstekend geschikt voor een weekendje weg of een city trip. Romantisch, met uw partner, of ongedwongen en ontspannen met familie of vrienden.

Meer

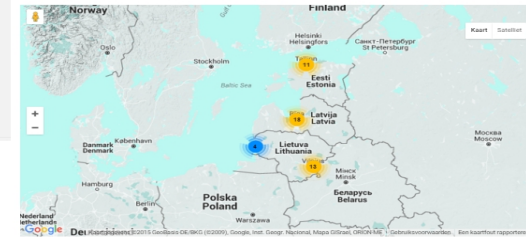
Baltische Staten: vakantie reizen naar Estland, Letland en Litouwen | Hotels Baltische Staten



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Romantisch, met uw partner, of ongedwongen en ontspannen met familie of vrienden. Waar u ook voor kiest binnen de Baltische Staten, u hoeft zich er niet te vervelen. De Baltische Staten liken met hun schitterende geschiedenis en levendige cultuur soms wel één groot openluchtmuseum! En de positieve ontwikkelingen van de afgelopen jaren hebben grote invloed op de economische groei en daarmee ook op de architectuur en cultuur van deze landen. Breng een bezoek aan de Baltische Staten en beleef het zelf!

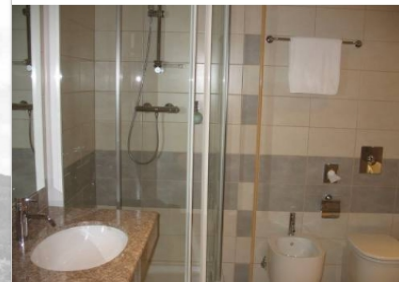


### Birinu, Birinu Pils

Het Birinu hotel is gebouwd in de 18e / 19e eeuw. Het kasteel zelf is gebouwd in 1860 en staat voor diverse stijlen.

Baltische Staten: vakantie reizen naar Estland, Letland en Litouwen | Hotels Baltische Staten | Birinu, Birinu Pils

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Detailed product description and map



Immediate response and knowledge about the product is important

**Talk to a Specialist**

 **Baltic States**  
**0203 553 3240**

 **Enquire Online**

**Baltic States**

- [Estonia](#)
- [Latvia](#)
- [Lithuania](#)



Christina Gibbons

“Fancy living like a royal? The owner of Alatskivi Manor – 40 kms from Tartu certainly did. Built in 1888 by a wealthy German family who had connections with British Royalty, hence the design based on Balmoral Castle. In Soviet times the manor was used as a warehouse, school, library and residence. Now a museum and guest house, gradually re-emerging as a stately home, featuring baronial

[Baltic States Home](#) [All Holidays](#) [Group Tours](#) [Tailor-Made Tours](#) [Countries](#) 

## Baltic Holidays

Our Baltic holidays feature something for every taste. The three Baltic States of [Estonia](#), [Latvia](#) and [Lithuania](#) are very different, despite being frequently grouped together. Today, they are dynamic countries with a young population and are firmly placed within the European Union, so holidays to the Baltics are no longer regarded as a risky adventure. Instead they offer wonderful medieval cities, hotels to suit all budgets and tastes, great dining and nightlife, unspoilt nature – all at affordable prices.

Regent Holidays has been specialising in tailor-making Baltic holidays and city breaks to the Baltics States - Estonia, Latvia and Lithuania since 1980, as well as offering tailor-made extensions to Russia, Belarus, Poland, Kaliningrad and Helsinki.

## Where Would You Like To Go?



[View All Holidays](#)



[Estonia](#)



[Latvia](#)







## Ask the Experts

Welcome to our 2015 brochure, an eclectic collection of our favourite unique and inspiring places to visit in Russia and Europe. And we should know; from our earliest forays into Albania in 1971 to our ground-breaking Soviet Union tours of the 1980s, we've been pioneers in off-the-beaten-track holidays for over 40 years. Visit our website for more inspiration, or call a Regent Travel Specialist on 020 7666 1244 for expert travel advice.

### For Holiday Pioneers

If you're thinking about a Regent holiday, you're probably somebody who likes to do things a little differently. Our destinations can be off-the-beaten-track, and some still remain relatively underdeveloped. That's just part of what makes them so unique; travelling with this in mind will help you appreciate the little quirks and cultural differences you may encounter on your journey. Our Travel Specialists are on hand to give advice on what to expect.

### Specialist Knowledge

It's important to get the most out of your holiday, whether it's a city break in St Petersburg or a two-week journey through the Balkans. Because our team of British-based experts travel frequently and extensively, they can offer specialist advice to help plan your ideal alternative holiday. Look out for their insider tips throughout this brochure or visit our website to read detailed blogs from their latest travels.

### Group Tours or Tailor-Made Travel

The collection of suggested tailor-made itineraries and group tours featured in this brochure are just a few of our recommendations for experiencing the best that these fascinating destinations have to offer. Some of our group tours are unique one-off tours exclusive to Regent Holidays, while others with regular departures throughout the year are operated by our trusted local partners; our Travel Specialists can advise which would be best for you. If you choose to opt for a tailor-made tour, our country experts will use their extensive knowledge to help put together the perfect itinerary especially for you, departing any day, for any duration, with or without a local guide.

### City Breaks

This brochure contains a selection of short breaks in our favourite European cities. Our city breaks are tailor-made to

suit you, and prices include international flights and hotel accommodation. We choose our hotels carefully based on good central location and facilities, and in most cities we offer 3, 4 and 5-star options. Our Travel Specialists can also book your private airport transfers, private city tours or excursions and even pre-book your theatre, opera or ballet tickets to ensure that you get the most out of your break.

### Holidays protected by ATOL

Your financial protection is important to us, which is why we are fully bonded by ATOL. Our ATOL licence (10417) protects any Regent Holidays package that includes a flight, and ensures that your money would be refunded or that you would be repatriated in the unlikely event of our insolvency. We are also a member of ABTA which means that we are obliged to maintain a high standard of service to you by ABTA's Code of Conduct.

www.regentholidays.co.uk | Talk to a Specialist on 020 7666 1244

nn 1  
nn 2  
nn 3



## Baltic Fly-Drive

This popular fly-drive itinerary travels from Tallinn to Riga and on to Vilnius but also visits spectacular attractions between the enchanting Baltic capitals. Pass through laid-back provincial towns containing the region's unique wooden architecture or stop at protected national parks to observe rare birds, plants and wild animals. Drive via Lahemaa National Park to the university town of Tartu, explore the medieval town of Cesis and stop at the eerie Hill of Crosses en route to Kaunas. From Vilnius, it is possible to visit Stalin World in Druskininkai, described as a cross between Disneyland and a Soviet Gulag prison camp.

### Suggested Itinerary

**Day 1 Fly to Tallinn** | Fly to Tallinn and collect the hire car at the airport. Drive to Estonia's capital city and check in to the hotel for two nights.

**Day 2 Tallinn** | Enjoy a free day at leisure in Tallinn. Make time to explore the medieval Old Town with its enchanting mix of 13th century church spires, maze of narrow streets and impressive Town Hall Square. Stop to relax in one of the city's many chic cafés.

**Day 3 Tallinn to Tartu** | Depart for Tartu stopping en route in Estonia's largest National Park - Lahemaa. Here, discover the beauty of northern Estonia's landscape through the parks, forests, lakes, fishing villages and manor houses, including the fully restored 18th century Palmse Manor. Continue to the leafy city of Tartu, home to Estonia's oldest and most renowned university. On arrival check in to the hotel for an overnight stay.

**Day 4 Tartu to Riga** | Drive to Riga, stopping in the town of Cesis en route to visit the medieval castle ruins. Continue to Sigulda, located in Gauja National Park. Dubbed the "Switzerland of Latvia", Sigulda provides a gorgeous and dramatic setting perfect for both relaxing and more active pursuits. Enjoy a walk through lush forests and the beautiful grounds of the 13th-century Turaida Castle or take a hair-raising ride on a winding bobsled track. Arrive in Riga and check in to the hotel for two nights.

**Day 5 Riga** | Spend the day exploring Latvia's capital city. From the medieval Old Town and the large Art Nouveau district to the moving

Occupational Museum of Latvia and the huge Central Market housed in old Zingel's hangars, there is plenty to discover in this lively capital city.

**Day 6 Riga to Kaunas** | Continue to Kaunas, a small town located close to the Lithuanian border. Here, in the Zemgale region of Latvia it is possible to visit Dundale Palace as well as the ruins of Kaunas Castle and a Zemplin farm. Check in to the hotel for an overnight stay.

**Day 7 Kaunas to Kaunas** | Travel to Kaunas via the Hill of Crosses in Staigiai. This religious hill is covered with tens of thousands of crosses and is recognised as a national centre of pilgrimage. On arrival in Kaunas, check in to the hotel for an overnight stay.

**Day 8 Kaunas to Vilnius** | Continue the journey to Vilnius setting time aside to stop at Trakai Castle, a beautiful red-brick fortress set on a tranquil lake - the best-known monument in Lithuania. Perhaps spend time exploring the fascinating castle museum. Travel to Vilnius and on arrival check in to the hotel for two nights.



**Day 9 Vilnius** | Spend the day at leisure in Lithuania's capital. A city of churches with a steep view on every corner, Vilnius has the largest baroque Old Town in Europe. Discover a treasure trove of pristine baroque streets and colourful baroque buildings.

**Day 10 Vilnius to UK** | Spend the morning at leisure. Return the car to the airport and fly back to the UK.



Tour duration	10 days
Holiday type	Tailor-made Fly-Drive
Seasonality	Year-round
Prices from	
Per person twin share	£1085
Single room supp.	£250
Price includes flights, accommodation, meals as specified and car hire	

www.regentholidays.co.uk | Talk to a Baltics Specialist on 020 7666 1244

Financial protection

# Feedback from our product suppliers

- Seniors are important and perspective target group
- Encouragement not to drop the idea but try different forms and marketing channels



# Product for Latvian seniors

- Enquiries from seniors about possibilities to go abroad on “Silver Suitcase” programme
- Interest from the Latvian Pensioners Federation
- Active local seniors associations

## Result

- Brochure for Latvian seniors
- Seniors Discount Card (funded by SIF)



Lavināmās



Švenčiam gimimo dienas



Keliaujame



Išreikiame didelę padėką  
Amatos nuovados dūmos tarybai už paramą  
pensininkų draugijai

Pensininkų  
draugija

**"Dzīvesprieks"**

(Gyvenimo džiaugsmas)



# Brochure for Latvian seniors



## Seniori dodas uz laukiem!

### Kontakti un uzziņas:



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www.celotajs.lv



Project is co-financed by  
the European Union



Sabiedrības integrācijas  
fonds

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may be made of the information contained therein.

Projekts tiek īstenots ar Sabiedrības  
integrācijas fonda finansālu atbalstu.

**Ja esat seniori vecumā virs 55 gadiem  
un vēlaties izbaudīt laukus -**



### IEVĒROJIET ŠO SIMBOLU!

Tas apzīmē Senioriem  
draudzīgas vietas un ceļojumus,  
kas piedāvā atlaides un speciālus  
pakalpojumus senioriem.



SENIORS DISCOUNT CARD

**ATLAIŽU KARTE  
SENIORIEM**



**Lauku Ceļotājs**

Baltic Country Holidays

[www.celotajs.lv](http://www.celotajs.lv)

Tālrunis/Ph.: +371 67617600

LV / Sudraba ceļsoma ir senioru atlaižu karte, kas paredz dažādas priekšrocības tūrisma pakalpojumiem un tūrisma objektos.

EN / Silver suitcase is a Seniors Discount Card, that provides variety of benefits for tourism services and at the objects.

Vārds, Uzvārds / Name, Surname



Lauku  
Ceļotājs  
celotajs.lv

# Baltic Country Holidays - Latvia, Lithuania, Estonia

EN LV DE RU

Accommodations

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Map

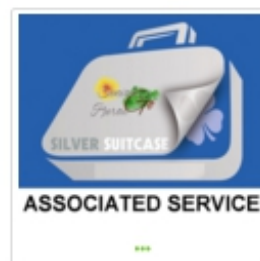
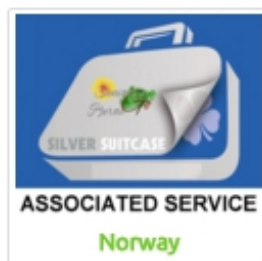
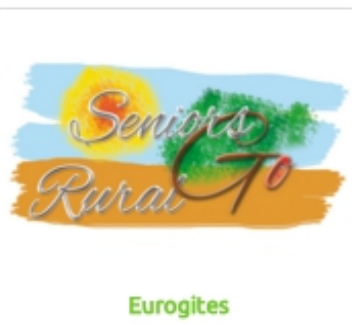
Professionals

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## Offers in other countries



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Project is co-financed by the European Union and Society Integration Foundation

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# Possible future steps

- Create “Silver Suitcase” product manual
- Product should be interesting for tour operators to sell – needs more countries or regional aspect
- Try to find tour operators to work with
- Use various promotional channels
- Look for synergy with similar products

# Thank you!



**Lauku Ceļotājs**  
Baltic Country Holidays

[www.countryholidays.lv](http://www.countryholidays.lv)