



SenGoR - Seniors Go Rural

Project goal - a bottom-up, stakeholder-driven product for individual senior off-season travel using rural micro- and SMEs, established and managed through corporate agreements

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Conference “Europe: the Best Destination for Seniors”

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This project is co-funded by the European Commission

Project consortium

Lead partner:

Latvian Country tourism association “Lauku Celotajs” (LV)

Partners:

- EuroGites – European Federation of Rural Tourism (EU/FR)
- HANEN (NO)
- LKTA – Lithuanian Rural Tourism Association (LT)
- NFE – Nationaal Ouderenfond (NL)
- ANCESCAO (IT)
- Toerisme Vlaams-Brabant (BE)



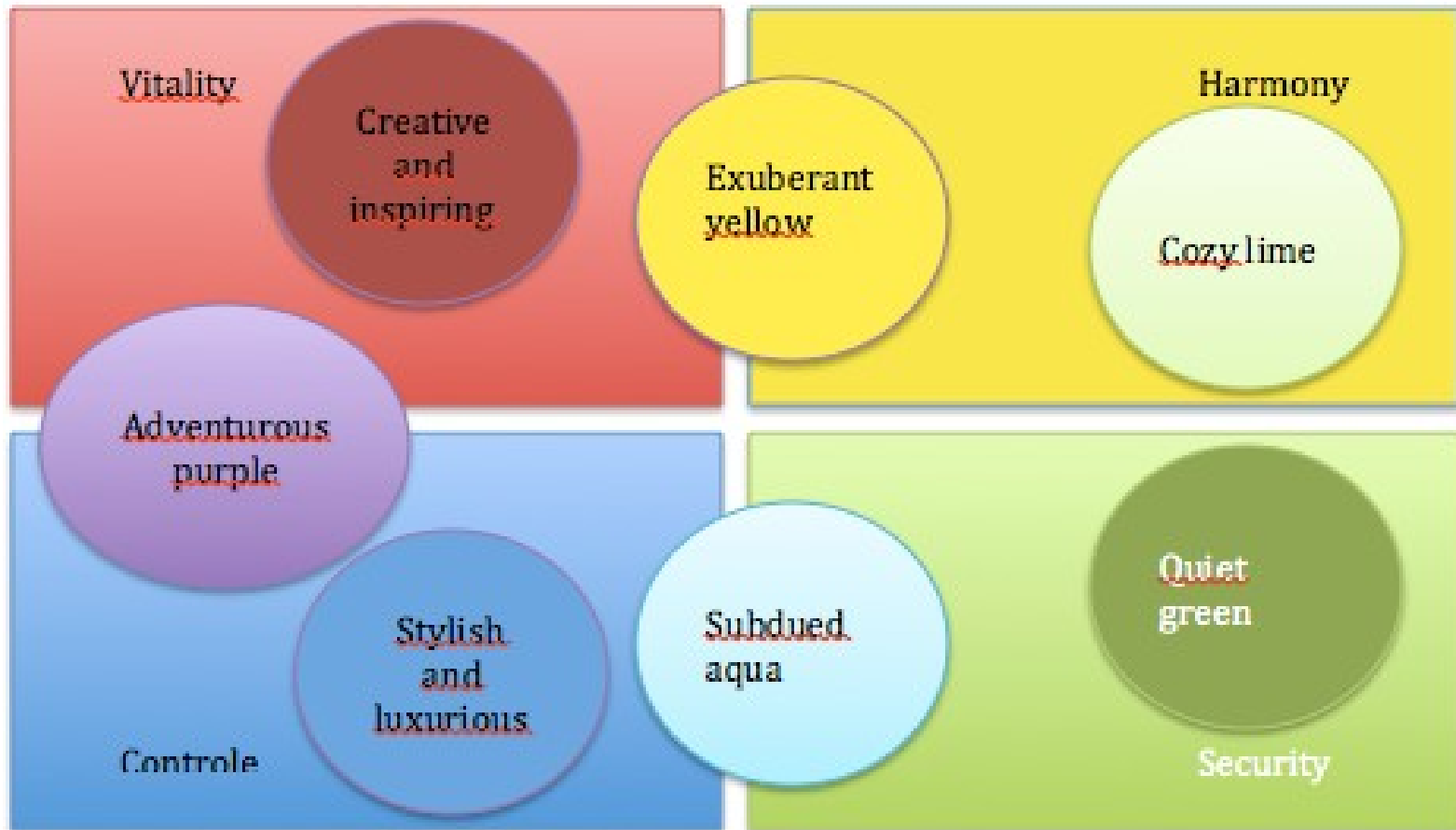
Main outcomes

- 1. Guidelines for product accreditation “Seniors Go Rural” incl.:**
 - Criteria for rural tourism hospitality services to receive seniors
 - Technical advice for rural tourism businesses on the preparation of products
 - Best practise exsamples of businesses
- 2. Rural tourism products along these guidelines:**
 - Created and put on the market in BE, LV, LT, NO
- 3. Promotional web site <http://sengor.eurogites.org>**
- 4. “Silver Suitcase” logo and Guest Card:**
 - . The products accessible to seniors under special conditions



Target audience:

Active seniors aged 55+



Product and criteria



Product criteria and technical guidelines in:

- Information and bookings
- Price
- Assistance
- Location, rooms surroundings
- Equipment
- Staff
- Food service

Pilot products:

- LV – 4 accommodation, 1 tour
- LT – 2 accommodation, 1 tour
- NO – 3 accommodations, 1 visitor program
- BE – 4 accommodation



Operative system – Silver suitcase card



The advertisement is divided into two main sections. The top section has a blue background with the text "Enjoying the Countryside for the Silver Age" in white. To the right of the text is a circular logo with a green border, yellow stars, and a red roof icon, with the word "EUROGITES" below it. The bottom section has a white background with the text "Are you 55 or over and like to stay in the countryside?". Below this text is a small image of a silver suitcase with the "SILVER SUITCASE" logo. To the right of the suitcase image is the text "IF SO, THEN LOOK FOR THE NEW SILVER SUITCASE LOGO AND ENJOY OFF-SEASON BENEFITS!". Below this text is a small paragraph: "It showcases are officially needs. What many additi bonus servic". At the bottom right of the advertisement is a larger image of a silver suitcase with the "SILVER SUITCASE" logo, a "Seniors Rural 50" logo, and flags of Norway and Hungary.

Enjoying the Countryside for the Silver Age

Are you 55 or over and like to stay in the countryside?

IF SO, THEN LOOK FOR THE NEW SILVER SUITCASE LOGO AND ENJOY OFF-SEASON BENEFITS!

It showcases are officially needs. What many additi bonus servic

SILVER SUITCASE

Seniors Rural 50

SILVER SUITCASE

1. Distributed via organisations representing seniors
2. Agreement between a seniors' organisation and a marketing/rural tourism organisation
3. Agreement between a marketing/rural tourism organisation and service provider

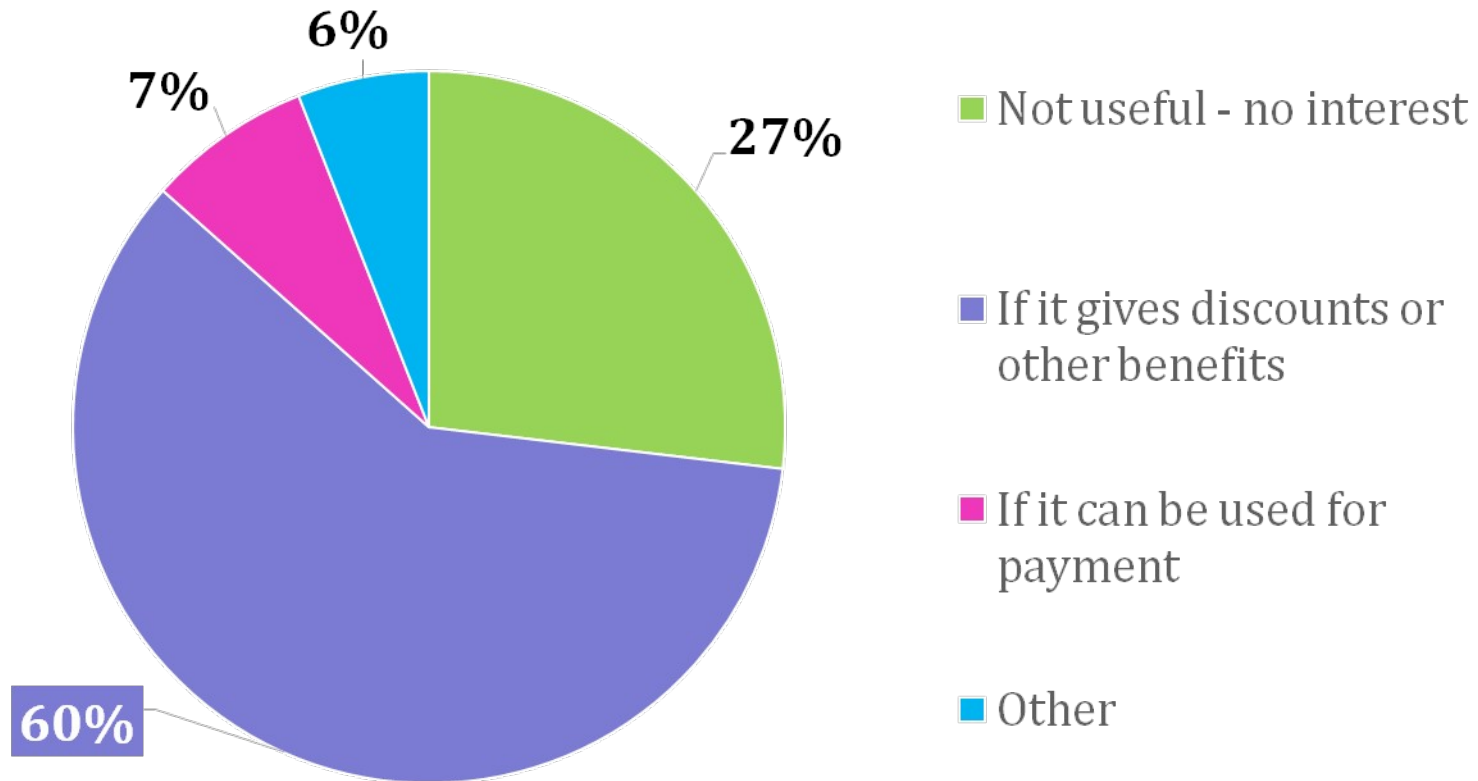
Product feedback

~ 70 responses (NO, NL, LT, LV)

What did you like?	What you did not like?
<ul style="list-style-type: none">• Hosts, staff, people;• Hosts' recommendations, services;• Cozy feeling, aura, peace and quiet, feels like a home, atmosphere;• Location, nature, the surroundings, area, environment, horses;• Accommodation, rooms, restaurant, place, food, catering, library, cleanliness;• Walking tours around the hotel, interesting excursions, good guide;• Have already made reservations for this year as well; will definitely go back.	<ul style="list-style-type: none">• Rain, noises;• Restaurants, expensive prices in the restaurant, few restaurants in the surroundings, breakfast;• Neighbors next door, too many tourists, dogs;• Would like some music in the evening, they should put latest photos in their webpage;• Difficult access in some areas;• Labeling, information;• Tap water;• Holiday was too short.

Pilot implementation feedback


Is a "Silver Suitcase" guest ID card of interest?



Pilot implementation - testing conclusions

- Too short time for making reservations for testing;
- 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;
- No map and too little product explanation;
- Benefits of the test tour not stressed enough;
- Mediator - unexperienced in travel business;
- Narrow target group.

Pilot implementation summary – success story

- **Senior friendly product has been established** – the supply side is prepared with ~100 individual products
- **Accessibility levels introduced** 
- **Operative system “Silver suitcase” implemented**
- **The idea of the seniors’ card as such is generally welcomed** by seniors and providers
- **Research about senior needs** - useful for suppliers to further improve the product.

Future needs

- **Increase the Silver Suitcase product basket** extending the offers as well as countries;
- **Diversify the product** – accommodation and tourism objects, tours and thematic itineraries,
- **Cooperation** – tour operators, transport sector, guides etc.
- **Serious promotional work** for the card and products locally and internationally
- **Improve product marketing** - Segmentation and visual materials for different senior target groups.



Partners' active promotion

<http://sengor.eurogites.org>

BE - <http://www.verliefdopvlaamsbrabant.be/senioren>

LT - <http://www.atostogoskaime.lt/seniorai>

LV - www.celotajs.lv/seniors

NO - <http://www.hanen.no/utforsk/113>

Partners' active promotion

BE - <http://www.verliefdopvlaamsbrabant.be/senioren>



Groene Gordel **Leuven** **Hageland**

PLATTELANDSREIZEN VOOR SENIOREN

DE SILVER SUITCASEKAART

BOEK NU JE VERBLIJF

LAAT JE VERLEIDEN DOOR VLAAMS-BRABANT

SILVER SUITCASE IN ANDERE LANDEN

ABONNEER JE GRATIS OP HET GROENE GORDEL & HAGELAND MAGAZINE

- de leukste toeristische plekken
- de leukste restaurants en wandelroutes
- tweemaal per jaar gratis in je bus

ABONNEER JE NU GRATIS!

De Groene Gordel op Facebook
Vind ik leuk 1.2k [@groenegordel.waigen](#)

Het Hageland op Facebook
Vind ik leuk 1.3k [@het.hageland.waigen](#)

NIEUWSBRIEF
Schrijf je hier in voor onze nieuwsbrief

Voornaam Naam

Postcode

e-mail

Partners' active promotion

LT - <http://www.atostogoskaime.lt/senjorai>



SodybosLankytinos vietos▼ Ką veiktiApie LKTA

[Ką veikti](#) / Senjorams

Senjorai atostogauja kaime



Jei Jums daugiau nei 55 metai ir norite pasimėgauti atostogomis kaime – įsiminkite šį simbolį, ženklinantį draugiškas senjorams vietas. Čia siūlomos senjorams specialios paslaugos, draugiški maršrutai bei nuolaidos. Daugiau apie SILVER SUITCASE nuolaidų kortelę skaitykite [čia](#).

Apgyvendinti mas senjorams
Lankytinos vietos
Sidabrinio lagamino nuolaidų kortelė
„Silver Suitcase“ pasiūlymai užsienio šalyse

 Specialūs pasiūlymai 

Puiki vieta Vestuvėms ar Jubiliejui!!!



„Gilužio“ sodyba
Molėtų rajonas

Vestuves švėsk sodyboje prie ežero!



Dianos ir Kęstučio
Šeštukų sodyba
„Pas Šeštoką“
Molėtų rajonas

 [Ysi specialūs pasiūlymai](#)

 **Paskutinė minutė** 

Sodyba Svajonių Dvaras -Jūsų Vestuvėms ar šventei!

Partners' active promotion

LV - www.celotajs.lv/seniors



Lauku
Ceļotājs
celotajs.lv

Baltic Country Holidays - Latvia, Lithuania, Estonia

EN LV DE RU

Accommodations

Tours

Worth seeing

Map

Professionals

About us

Login



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



Tours

Search ▾

News

Accommodations

SPA and special offers

Car rental

Ferries

Baltics

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Publications

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The leading
travel tradeshow
in the Baltics!

Partners' active promotion

NO - <http://www.hanen.no/utforsk/113>

  Søk etter opplevelser, aktiviteter, overnatting eller servering

 Utforsk

 Kart

 Opplevelsesruter

 Hva skjer?

 Nyheter

 Gavekort



Senior Travels



This project is co-funded by
the European Union



M/B Bitihorn

i Oppland

Velkommen om bord M/B Bitihorn! Båten har trafikkert Jotunheimens største innsjø, Bygdin, siden den ble bygd og sjøsatt i 1912. Vi har to daglige avganger fra Eidsbugarden i vest til Bygdin i øst i...

[Les mer](#)



Bårdshaug Herregård

i Sør-Trøndelag

Bårdshaug Herregård var hjemmet til gründeren og verdensmannen Christian Thams – Arkitekt, Minister, Godseier og Konsul. Han kjøpte herregården i 1890, og bygde det om til flere spennende stilarter...

[Les mer](#)

- Alle fylker
- Akershus Aust-Agder
- Buskerud Finnmark Hedmark
- Hordaland Møre og Romsdal Nordland
- Nord-Trøndelag Oppland Østfold
- Rogaland Sogn og Fjordane
- Sør-Trøndelag Telemark Troms
- Vest-Agder Vestfold



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