

## Lauku Ceļotājs

www.celotajs.lv

## SENGOR - SENIORS GO RURAL

Project progress in Latvia

Asnate Ziemele, president of Latvian Country Tourism Association
Thursday, 4 february 2016, Firenze



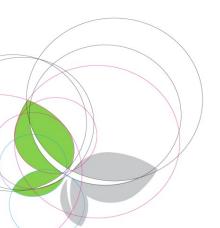
## MAIN FIELDS OF WORK



- Building platform for senior product in web
- Cooperation with senior organizations
- Product promotion in the market

# PRODUCT FORMATION IN RURAL TOURISM

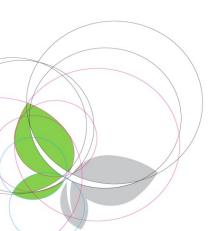
- More than 50 different rural tourism objects joins the network offering discounts, special programmes, bonuses;
- Co-operation agreements conluded.





## BUILDING PLATFORM FOR SENIOR PRODUCT IN WEB

- Seniors go rural www.celotajs.lv/seniors
   Silver Suitcase Accommodation;
  - Silver Suitcase Attractions;
  - Silver Suitcase Tours.
- Always up to date database information can be renewed remotely by entrepreneurs





#### Baltic Country Holidays - Latvia, Lithuania, Estonia

Accommodations

Tours Worth seeing

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 quests 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 quest 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.







News

Accommodations

SPA and special offers

Car rental

Ferries

Baltics

Booking

Publications

Links

Contact us





Accommodations





Tours

travel tradeshow in the Baltics!

The leading

## **COOPERATION WITH SENIORS ORGANIZATIONS**

- Main partner: Latvian Pensioners' Federation with 111 member organizations in regions:
  - Co-operation agreement;
  - Senior card presentation for board members;
  - Support for card distribution and obtaining feedback;
  - Monthly news of Seniors discount card in members newspaper

SENIORS DISCOUNT CARD

IŽU KARTE

### PRODUCT PROMOTION IN THE MARKET

- Working with media: press releases, radio interviews, social media
- Printed materials:
  - brochure for card promotion
  - leaflet for offers
- Getting feedback and promoting: Tourism exhibition – Balttour 2016, Rīga, 05.-07.02.2016. – questtionnaire and lottery for seniors.



