



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



This project is co-funded by the European Commission

MAIN FIELDS OF WORK

- **Product formation in rural tourism**
- **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 concluded.





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Seniori

dodas uz laukiem!

WWW.CELOTAJS.LV/SENIORS



Tūrisma mitnes

Apskates vietas

Ceļojumi



SENIORS DISCOUNT CARD
ATLAIŽU KARTE
SENIORIEM
SILVER SUITCASE

**Atlaides un speciāli
pakalpojumi senioriem
ar atlaižu karti
“SUDRABA CEĻASOMA”**



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Projekts finansēts ar Eiropas Komisijas atbalstu.
Publikācijas saturs atspoguļo autora uzskatus un vadošā iestāde
nav atbildīga par projektu partneru publicēto informāciju.



Sabiedrības integrācijas fonds

Projekts līdzfinansēts ar
Sabiedrības integrācijas
fonda finansālu atbalstu.

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





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Baltic Country Holidays - Latvia, Lithuania, Estonia

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Accommodations

Tours

Worth seeing

Map

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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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The leading
travel tradeshow
in the Baltics!

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



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. – questionnaire and lottery for seniors.

Seniori
dodas uz laukiem!

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Ja esat seniori vecumā 55+ gadiem un vēlaties izbaudīt laukus!

Seniors Discount Card
ATLAIZU KARTE
SENIORIEM
SILVER TRIPCASE

IEVĒROJIET ŠO SIMBOLU!

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

www.celotajs.lv/seniors

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Projekts īstenojams ar
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THANK YOU!

Latvijas lauku tūrisma asociācija “Lauku ceļotājs”

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