



# SenGoR

## Seniors Go Rural

## Opening the countryside for the 55+

After just 18 months since its conception, the “Seniors Go Rural” project is ready to present their programme of activities. A focused, yet comprehensive list of rules and targets set out the frame for age-group friendly tourism services. Based on these criteria, new and innovative products have been created and tested. The “Silver Suitcase” logo identifies services adapted for the target group, and the associated Guest Card provides special conditions and value-added services to them.

From the very start, the aim was to focus on senior-friendly services in small rural tourism services; they have been adapted using the basic rules and criteria to put them on the market using different innovative models of promotion and sales for individual visitors or small groups.

We are proud to present the main result at this conference:

**(1) Guidelines for a “Senior-friendly” rural tourism product.** The content of these guidelines is the result of research and testing by the European rural tourism federation EuroGites members in Belgium, Latvia, Lithuania, and Norway, as well as participating senior associations from Holland and Norway. They established specific criteria for rural tourism hospitality services and destinations to receive Seniors. A summary of for rural tourism businesses of summarized technical advice on the preparation of products that are adequate to senior needs is given in a separate document.

**(2) Products fitting these guidelines** were created and put on the market in four different countries: Belgium, Latvia, Lithuania, and Norway. They include both individual services (accommodation, spas, ... ) and complete packages for longer stays. Marketing was initially tested by the partner Nationaal Ouderenfonds. By the end of the project, the programme will be continued and extended to more countries and products through a dedicated website at <http://sengor.eurogites.org>

**(3) “Silver Suitcase” logo and Guest Card.** The accredited senior-friendly products and special offers are made accessible to Seniors during certain times of the year. To support a homogeneous promotion, sales, and possibly future payments across Europe, the “Silver Suitcase” logo identifies qualifying tourism services. It is complemented by a Guest ID Card that accredits the cardholder to receive the agreed conditions and benefits



# Summary

## Main outcomes

- “Seniors Go Rural” accreditation criteria
- Guidelines for rural tourism businesses on products for the senior market
- Framework agreements between rural tourism provider and senior associations to jointly promote and incentive the transnational travel of individual seniors in off-season.
- Pilot Rural Tourism products (transnational in the Baltics / regional in NO and BE)
- Website for information and promotion
- Promotion tools: product brochure (for clients), information brochure (for providers and destinations)
- Exploitation plan



## Lead partner/coordinator

Lauku Ceļotājs (LV)

## Partners

EuroGites – European Federation of Rural Tourism (EU / FR)

HANEN (NO)

LKTA – Lithuanian Rural Tourism Association (LT)

NFE – Nationaal Ouderenfond (NL)

Toerisme Vlaams-Brabant (BE)

ANDESCAO (IT) -- until March 2015

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