



SenGoR

Seniors Go Rural

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



Consortium

Lead partner: 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)



Objectives

A generic **Operative Model** to generate and market products based on individual travel arrangements, that facilitate transnational tourism flows of seniors in low season to rural micro- and SMEs and their destinations.

- (1) **Guidelines for a “Senior-friendly” product accreditation “Seniors Go Rural”**. Content agreed and supervised by the representative transnational organisations EuroGites and AGE Platform. Sets specific criteria for rural tourism hospitality services and destinations to receive Seniors. Complemented by Guidelines for rural tourism businesses on the preparation of products that are adequate to senior needs.
- (2) **Operative Systems for promotion, sales, and clearing** such as **off-season voucher, discount / club card**, or similar. The accredited senior-friendly products will be made accessible for Seniors by means of agreements that regulate promotion, sales, and payment in a homogeneous way across Europe.



The complete Operative Model – from definition to implementation – is a **B2C** solution, based on the direct responsible involvement and self-regulation of the interested parties.

The **Public Administration** participates at the side of beneficiaries (through social support to senior orgs), or at the receptive side (NTOs and DMOs) in the setting up and running of the system.

Main Results

- ☐ “Seniors Go Rural” accreditation criteria
- ☐ Guidelines for rural tourism businesses (and micro-SMEs in general) on creating products for the senior market
- ☐ Framework agreements or structures for Operative Systems that are capable to 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



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