Title of the project: **Seniors Go Rural**

Acronym of the project: **SenGoR**[1]

Project duration and start date: 18 months / Starting 1-9-2014

Short description of project

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

- **Main objectives**

Define a **generic Operative Model** to generate and market products based on individual arrangements that facilitate transnational tourism flows of seniors in low season to rural micro- and SMEs and their destinations. In order to create tangible or bookable products, they need to be specified in detail for every concrete implementation. Flexibility of the Operative Model to define any kind of tailor-made tangible products is intended, the project includes several of such pilot product implementations.

The Operative Model consists of two transnational components that establish a common framework for generating such real products:

> **(1) Guidelines for a "Senior-friendly" product accreditation "Seniors Go Rural.** This accreditation, with a 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. It is complemented by Guidelines for rural tourism businesses on the preparation of products that are adequat 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. They will have the format of framework agreements; for practical application, these framework agreements will always require a separate specific adaptation to be closed between affiliated organisations of AGE and EuroGites. However, homogeneous basic procedures and rules are always maintained across Europe and for all implementations.

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.

- **Working Packages**
    - Research and Evaluation of existing experiences
    - Elaborate content of accreditation and operative systems
    - Pilot implementation – definition of products, testing, evaluation, results
    - Promotion channels – Dissemination – Exploitation plan
    - Project management

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[1] *The acronym relates to **Léopold Sédar Senghor**, poet and writer from Senegal who also was first Head of State of this country. In his life and writing, he combined politics, culture, and humanity under the ideal of a **"Civilization of the Universal"** that unites all cultures and traditions above their differences. This ideal also inspires our proposal "Seniors Go Rural".*

- **Main outcomes**
  - o "Seniors Go Rural" accreditation criteria
  - o Guidelines for rural tourism businesses on products for the senior market
  - o Framework agreements or structures for Operative Systems that are capable to promote and incentive the transnational travel of individual seniors in off-season
  - o Pilot Rural Tourism products (transnational in the Baltics / regional in NO and BE)
  - o Website for information and promotion
  - o Promotion tools: product brochure (for clients), information brochure (for providers and destinations)
  - o Exploitation plan
  - o Reports (1st and 2nd interim, final)

Lead partner/coordinator:

Lauku Celotajs (LV)

Partners:

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

HANEN (NO)

LKTA – Lithuanian Rural Tourism Association (LT)

NFE – Nationaal Ouderenfond (NL)

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