



Lauku Ceļotājs

Baltic Country Holidays



# FEASIBILITY ANALYSIS AND DRAFT PRODUCT CRITERIA

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



This project has been funded with support from the European Commission

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## **Project Partners:**



**Latvian Country  
Tourism Association  
"Lauku ceļotājs"**  
[www.countryholidays.lv](http://www.countryholidays.lv)



**Norwegian Rural  
tourism and local  
food "HANEN"**  
[www.hanen.no/](http://www.hanen.no/)



**Toerisme Vlaams-  
Brabant (BE)**  
[www.toerismevlaamsbrabant.be](http://www.toerismevlaamsbrabant.be)



**European Federation  
of Rural Tourism –  
EuroGites**  
[www.eurogites.org](http://www.eurogites.org)



**ANCESCAO (IT)**  
[www.ancescao.it](http://www.ancescao.it)



**Lithuanian Countryside  
Tourism Association  
of Lithuania**  
[www.atostogoskaime.lt](http://www.atostogoskaime.lt)



**NFE – Nationaal  
Ouderenfonds (NL)**  
[www.ouderenfonds.nl/](http://www.ouderenfonds.nl/)

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## 1. INTRODUCTION

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This document is part of WP1 of the SENGOR project. Its aim is to estimate what rural tourism off-season products are feasible in the market and to define criteria for such products as a guidance for rural tourism service providers. The document is based on descriptions of senior needs and expectations as outlined by the project partners representing senior organisations (NFE, the Netherlands and ANCESCAO, Italy), on product development experience of trade organisations – project partners and on product descriptions available on the market.

### **Target group of the product**

According to NFE, the Netherlands National Foundation for the Elderly (paper “Needs and expectations of older people”), the market includes at least 3 different groups of seniors: Young Seniors, Active Seniors, Old Seniors. Seniors are grouped this way according to self-perceived age and behaviour. According to ANCESCAO (paper “Needs and expectations of older people”), the target group can be identified within a range of 50-85 years old and are defined as “active seniors”. It is suggested by both - NFE and ANCESCAO that the SENGOR project products “Seniors Go Rural” focus on active seniors.

#### **Active seniors:**

*This group is aware of their older age and therefore wants to enjoy their life to the maximum. They spend their money on nice things that are meant for people of their age. Their motto is ‘you only live once’ and they want to keep active and enjoy themselves. They are not adverse to using products for older people (hearing aids, glasses, walking aids, etc.) if that is necessary to keep on staying active. It is part of becoming older.*

*This group is very important for SENGOR, as it is a group that is travelling a lot and is spending money on these activities. They might have specific needs related to accessibility and access to care in case of an emergency but they do not need care services.*

Project partners – trade organisations – provided examples of potential “Seniors Go Rural” products. Further in this analysis, the needs and expectations described by NFE and ANCESCAO are applied to these rural tourism products in order to find out what products are relevant for Active seniors and match the needs/expectations with products and services. This paper should lead to definition of product criteria for “Seniors Go Rural” products.

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## 2. EXPECTATIONS AND NEEDS.

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### 2.1. Summary from senior organisations NFE (NL) and ANCESCAO (IT)

<i>Expectations and needs of Active seniors according to NFE (individuals or groups – not specified)</i>	<i>Expectations and needs of Active seniors according to ANCESCAO (groups)</i>
<b>ACCOMMODATION</b>	
<ul style="list-style-type: none"> <li>○ Accessible (e.g., no steep stairs to reach the room, elevator, etc. )</li> </ul>	<ul style="list-style-type: none"> <li>○ Accessible - no architectural barriers</li> <li>○ Accommodation located on floors easy with little or no stairs</li> <li>○ Standard type 3-4 stars</li> <li>○ Clean and well maintained</li> </ul>
<b>ASSISTANCE</b>	
	<ul style="list-style-type: none"> <li>○ Assistance with practical problems (travel, luggage, etc.). Senior tourists should never feel abandoned.</li> <li>○ Senior escort to: <ul style="list-style-type: none"> <li>- provide very detailed assistance, be prepared for emergencies, and provide a "safety factor for the guests"</li> <li>- be prepared and able to give psychological support to travelers to allow their inclusion in a group</li> <li>- be prepared to provide first aid and in particular notions and general medical equipment</li> <li>- be equipped with the necessary instrumentation for measurement of pressure and blood sugar levels</li> </ul> </li> <li>○ Assistance available to solve practical problems such as luggage, transport.</li> </ul>
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>○ Relaxed walks</li> <li>○ Cycling</li> </ul>	
<b>COMFORT</b>	
<ul style="list-style-type: none"> <li>○ Higher standards of comfort</li> </ul>	
<b>DISABILITIES</b>	
	<ul style="list-style-type: none"> <li>○ Need to take on the road also people with disabilities, resulting in the need to have a collaboration with the health of the place that hosts them. This means having nurses who accompany the group.</li> </ul>

<b>EMOTIONAL INTERESTS</b>	
<ul style="list-style-type: none"> <li>○ Enjoy interacting with others, forming friendships.</li> <li>○ Laughter and other simple pleasures (ambience and atmosphere)</li> <li>○ Enjoying scenery</li> <li>○ Tranquillity</li> </ul>	<ul style="list-style-type: none"> <li>○ Welcome drink and some little gift</li> </ul>
<b>CONVENIENCES</b>	
	<ul style="list-style-type: none"> <li>○ Toilet facilities in tour buses to provide travels with the least possible number of stops along the route.</li> </ul>
<b>EVENTS</b>	
	<ul style="list-style-type: none"> <li>○ Event evenings with dinner served in traditional dishes.</li> <li>○ Animation: evenings of music and dance, entertainment, fun and games in general.</li> </ul>
<b>FOOD</b>	
<ul style="list-style-type: none"> <li>○ Good food</li> </ul>	<ul style="list-style-type: none"> <li>○ Abundant food, opportunity to taste traditional dishes;</li> <li>○ welcome cocktail and gadgets.</li> </ul>
<b>HEALTH</b>	
<ul style="list-style-type: none"> <li>○ Health and activity conscious</li> </ul>	
<b>INFORMATION AND BOOKINGS</b>	
<ul style="list-style-type: none"> <li>○ Use the internet, papers, magazines, radio, television and fairs. Experiences from others are important as well.</li> </ul>	
<b>INTERESTS</b>	
<ul style="list-style-type: none"> <li>○ Historical sites</li> <li>○ Nature</li> <li>○ Rest and silence and to escape routines</li> <li>○ Rural traditions</li> </ul>	
<b>LENGTH OF HOLIDAY</b>	
<ul style="list-style-type: none"> <li>○ Depending on the distance, most older people have a usual length of holiday of 7 nights.</li> </ul>	
<b>MEDICAL SERVICES</b>	
<ul style="list-style-type: none"> <li>○ Easy access to a medical facility with translation is a plus.</li> </ul>	<ul style="list-style-type: none"> <li>○ On premises or close to accommodation.</li> </ul>
<b>ORGANIZATION</b>	
	<ul style="list-style-type: none"> <li>○ Attention to the organization of gatherings usually in the morning and in the afternoon</li> </ul>

<b>PLANING</b>	
○ Plan their trip at least 3 months in advance	
<b>QUALITY</b>	
○ Quality of services ○ Quality of the accommodation – bed (to sleep well)	
<b>SAFENESS</b>	
<b>SERVICES</b>	
	<ul style="list-style-type: none"> <li>○ Full board with drinks included</li> <li>○ When traveling abroad is essential an organization that guarantees: <ul style="list-style-type: none"> <li>- events and venues precise during the travel</li> <li>- there are several guides that explain in language</li> </ul> </li> <li>○ Staff in service</li> <li>○ Spa facilities in hotels</li> <li>○ Medical services in hotels</li> </ul>
<b>TRANSPORT</b>	
<ul style="list-style-type: none"> <li>○ The possibility to arrange a shuttle service from an airport to an accommodation is a definite plus and helps people to feel more secure taking an airplane.</li> <li>○ Transportation connections</li> </ul>	
<b>TRAVELING HABITS</b>	
<ul style="list-style-type: none"> <li>○ Alone and looking for other travel companions. These people are more often looking for arranged travels. Especially older women travel alone and with groups.</li> <li>○ Single tourists (many facilities do not cater to single tourists and they might end up paying much more per person for accommodations, which can be quite unsatisfactory)</li> <li>○ Travel with their spouse and organize their trip individually.</li> </ul>	
<b>TRAVELING MODE</b>	
○ Travel by bus and car.	

## 2.2. Summary of brainstorm meeting with the focus group, Eurogites members.

Needs and expectations of senior tourists and product feasibility issues were discussed from the service provider point of view during the meeting of Eurogites focus group (European Rural tourism Organisation [www.eurogites.org](http://www.eurogites.org)) with participating members Landurlaub Mecklenburg-Vorpommern (Germany), Austrian Farm Holidays, Estonian Farm Holidays, FarmStay UK, Latvian Country Tourism Association and Eurogites secretary general.

### Market observations brought up by the meeting participants:

<b>Demographics:</b>	<ul style="list-style-type: none"> <li>○ There are gender-specific differences in ageing, as usually there are more women than men.</li> <li>○ 75% of clients in retirement homes are women.</li> </ul>
<b>Motivation to travel:</b>	<ul style="list-style-type: none"> <li>○ Travel while still can</li> <li>○ Many seniors wants to visit new places, do new things Relaxation, being out of routines</li> <li>○ Meet other people, communicate</li> <li>○ Spend time with their family memebbers, grandchildren</li> </ul>
<b>Booking habits:</b>	<ul style="list-style-type: none"> <li>○ Mostly prefer package holidays, can be loyal to the same travel company. Like to read and look through various package offers and holidays options. Need longer prepartion and planning time.</li> <li>○ If the trip is family gathering with travelling from various places – travel agent can save an effort to put it all together.</li> <li>○ “Younger” seniors are prepared to pay a little bit more for the comfort but they will still want good value for money and will research cost relevance</li> <li>○ Easy booking is important to make a purchase</li> <li>○ Internet usage is also common and now many sites are easy to use, prices can be compared, reviews can be seen and options filtered</li> </ul>
<b>Product segmentation :</b>	<ul style="list-style-type: none"> <li>○ Walkers are a huge market that could be approached with senior products.</li> <li>○ Senior products can be concentrated on experiences. Farmstay UK examples: „nesting” – family get-together events, cooking courses, visiting manor houses – rural + cultural combination.</li> <li>○ Nowadays popular are educational tours with focus on a particular subject of special interest. It might be about food and wine, birding, language or literary study, music appreciation, photography, painting, dancing, gardening etc.</li> <li>○ Public transportation is a problem for elderly people in a foreign countries. They tend to have difficuties understanding and using the public transportation system, finding information, buying tickets, etc. Self-drive tours could be solution</li> <li>○ Seniors prefer less crowded and quieter destinations</li> </ul>



	<ul style="list-style-type: none"> <li>○ Multi-generational travel is a growing trend</li> </ul>
<b>Positioning:</b>	<ul style="list-style-type: none"> <li>○ In Austria there is a growing demand based on the demographic development ("Turimona"). A specific organisation / brand already exists: "50+ Hotels".</li> <li>○ In marketing and advertising senior customers are not called „seniors“. Models of respective age are used in advertising photos and usually no children are used as models (unless it is together with grandparents)</li> <li>○ Accommodations that are convenient for seniors are called „feeling comfortable hotels“ – „Da gehts ist gut Hotels“.</li> <li>○ Do we want or need a specific external labelling? .... Ambiguous to negative opinion, however internal (= for the tourism services) rules and certification can be useful. Experience: use indirect labelling ("barrier-free" indicates that criteria are fulfilled without specifically mentioning it).</li> <li>○ National accessibility scheme is strongly developed in UK and can be used as an example how to specify the product and facilitate search using pictograms for products that are suitable for clients with particular disabilities.</li> </ul>

#### **Questions about the market needs:**

- What is the senior market interest in rural tourism compared to beach, city and other types of tourism?
- What is the senior market interest in small accommodation sector compared with interest in large hotels?
- Do seniors use booking.com, tripadvisor.com and similar online sources?
- What are motivations to buy – do the big players on the market make special efforts to attract senior market, or are buying decisions mainly depending on price? They have after-stay assessment criteria.
- What benefits seniors want to travel off-season?
- What are barriers and obstacles to choose holidays in the countryside (e.g., long traveling by car, inconvenient public transportation)?
- What are retirement age in different countries? Information could be sourced from Age Platform.

#### **Conclusions and suggestions by the participants:**

- Promotion matters a lot. One of the project tasks would be to explain to rural tourism providers how they should do self-promotion in senior market.
- It is recommended to work with insurance companies. Insurance companies are likely to be able to provide risk-based criteria, but also for future cooperation and sponsoring of Senior-friendly services that keep risk reduction in their criteria list.
- Possibilities with Booking.com and similar platforms should be investigated – do they see this at all as a relevant topic, are they interested in more detail, or have data that could be used?

## 2.3. Summary on End User research in the Netherlands

### 2.3.1. RATIONALE AND METHODOLOGY

In the Netherlands research was performed on the travel factors and needs of older people for Rural Tourism Products. As of yet no market research has been performed on the specific needs and interests of older people in individual rural tourism products. It is also unknown which specific target group of older people are more interested in this offer. Therefore the Dutch end user partner performed an extensive analysis. The following main research question has been derived: *To what extent do the travel products established by the SENGOR partners connect with the travel factors of older people?*

The research focused on all people older than 65 in the Netherlands who still live independently. The trips of SENGOR are composed for older people, who are retired and can therefore travel off season. In this research, all people over 65, were questioned. No distinction was made between income level or mobility level.

In order to scope and answer the research questions different theories and models were used.

#### **Four categories of motivators**

This model is developed by McIntosh, Goeldner and Ritchie. In this model, motivations are divided into four categories. With the help of this model, the travel patterns will be mapped. The holiday interpretation will look different with every motivation.

- *Physical motivators:* Going on vacation to escape stress. This stress will go away by undertaking various activities
- *Cultural motivators:* Going on vacation to learn more about other cultures, the inhabitants of the city, lifestyles, history and rituals.
- *Interpersonal motivators:* Going on a holiday to meet new people, visit friends and family. Be away from the everyday environment.
- *Status and prestige motivators:* Going on holiday for personal development. These consumers want to develop or improve their skills.

#### **The TEA model**

The TEA model reflects the most important aspects in the tourism industry. This model summarizes all aspects related to the TEA model. The TEA's can be found in the 19 travel products and will be used in the surveys to match the offer with the needs of the older people.

#### **The Brand Strategy Research Model**

The Brand Strategy Research (BSR) model divides people based on their psychological and sociological character. The axes are divided into extroverted / introverted and egocentric / group oriented.

In order to write a suitable offer for 65+ consumers, all the respondents were segmented in these 7 worlds of experiences. Only when older people are segmented in these categories we can define a clear target group for the rural tourism travel products.

### **The survey population**

The data for the research was gathered through a survey. The research will apply to Dutch older people 65+. In 2014 there are 2.9 million older persons in the Netherlands. Approximately 118.000 persons live in a care home. They will not be included in this research. The size of the population is 2,782,000 . The margin of error is 5 %. The confidence level is 95%. These are the percentages that are used in most research. The sample size in this case is 385 people.

Finally the survey was answered (offline and online) by 461 persons, reaching more than sufficient sample size.

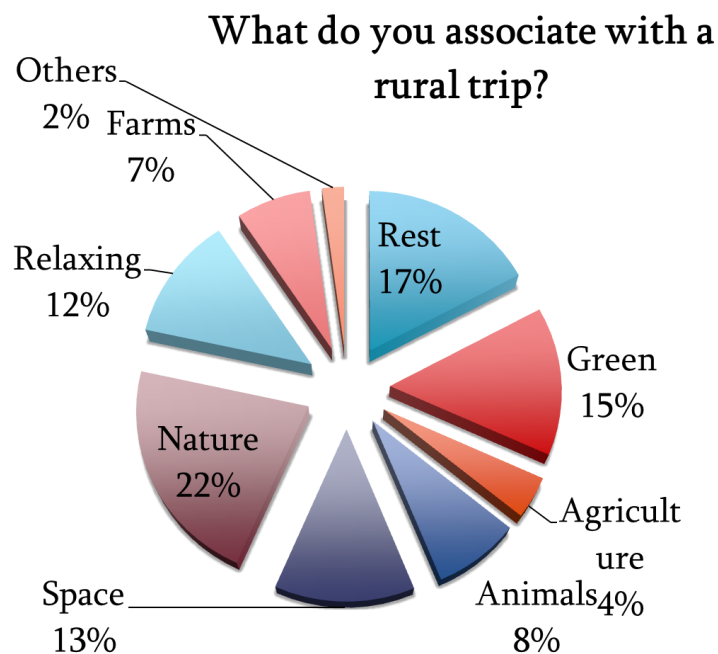
The survey can be found in the annex. It ran from the end of December until half January.

### **2.3.2. ANALYSIS AND CROSS REFERENCING THE DATA**

As mentioned the total respondents to the survey were 461 persons between the age 65. Of these, 253 were women and 208 were men. In relation to their level of mobility, there were 35 people with a cane, 41 people use a rollator, 9 have a wheelchair and 6 persons an electronic wheelchair. The vast majority of 332 does not use any walking aids. Of the respondents 242 were married or with a partner, 219 persons were single, widowed or other.

### **Association with a Rural Trip**

First of all the respondents were asked about their association with rural tourism. The following diagram gives an overview of the answers. As can be seen, most people associate a rural trip with rest, green and nature. Aspects such as agriculture, farming or animals had a lower rate. *See figure 1.*

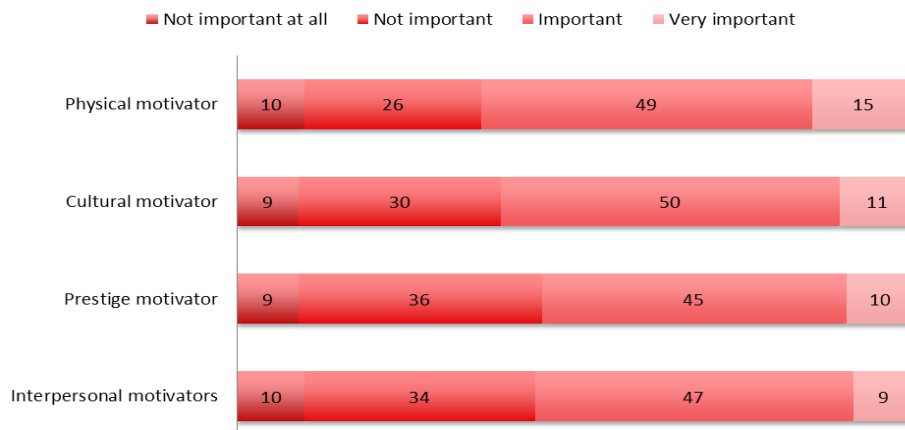


*Figure 1.*

## **Motives to book a Rural Trip**

When we cross reference the previously mentioned physical motivators with the other responses a few interesting factors come out. This section will give a short overview of the most important relations.

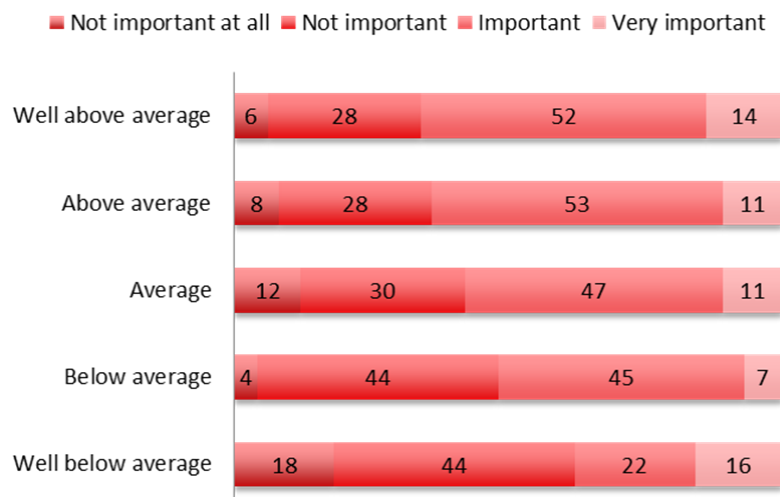
First of all women find all motivators (physical motivators, cultural motivators, social motivators and prestige motivators) more important than men. Physical motivators were more important for everyone, although with small differences. So people like to go on holiday to relax do sports or other physical activities. Second are the cultural motivators, people like go on a rural trip for culture, history and local food and drinks. *See figure 2.*



**Figure 2**

The physical motivators are considerable less an motivation to go on a trip for people that are less mobile. Only mobile people without a walking aid prefer to go on a rural trip for the physical activities (except for people with an electric chair).

Cultural motivators are more important for people that have a higher income. *See figure 3.* And people that are more mobile (so without a walking aid) are more motivated by culture as well.



**Figure 3**

The marital status of a person is the main determinant for both the social motivators and the prestige motivator. People that are single, divorced or widowed go sooner on a trip to meet other people than people that are married. *See figure 4*. People that are divorced, single or widowed also finds prestige a more important motivator, demonstrating that they can go on holiday without a partners as well.

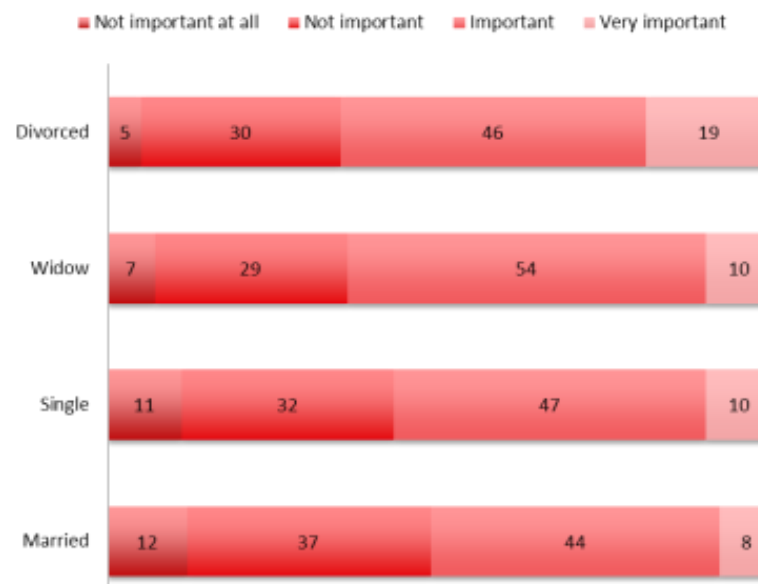
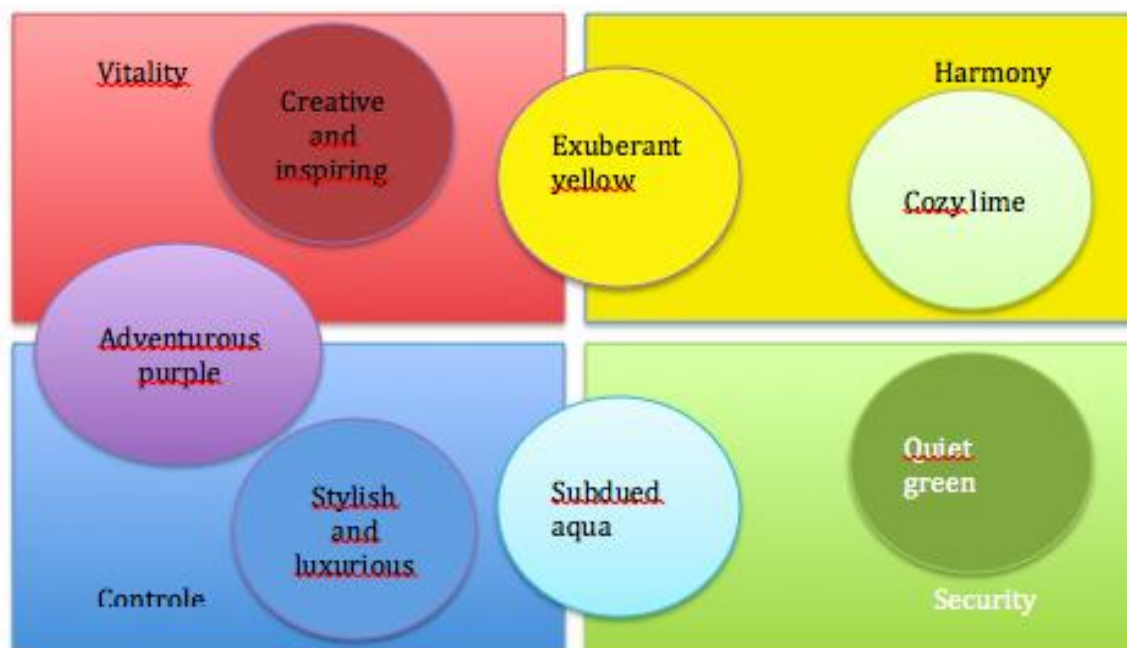


Figure 4

### **Needs of older people based on the Brand Strategy Research Model**

By placing the respondents in the BSR model a clear picture rises of the type of persons and the type of holidays they prefer. We will now go into each of the 7 worlds in order of size to show their preferences and needs.



### ■ **The Red World Creative and inspiring, adventure culture and sportsmanship.**

There were 348 persons from the survey that could be assigned to the red world. These persons preferred a holiday duration between 7-10 days. They prefer to travel in their own car. They like to sleep in a simple hotel, apartment or B&B. Preferably with breakfast. For entertainment they choose to go to historic sites and events and try out local products. They spend more than 500€ on a holiday and they travel most often with their partner or another travel companion.

### ■ **Mode Aqua World Hobbies and interests, culture and tranquillity**

There were 318 persons from the survey assigned to the modest aqua world. 67% of these persons spend more than 500€ on a trip. They prefer a duration of more than 10 days for a holiday and they use their own car. They like to stay in hotels, B&Bs and campings on a farm. For entertainment they choose historic and cultural sites as well as physical activities.

### ■ **Adventurous purple are about learning or discovering something new and looking for a special experience.**

There were 253 persons that fitted in this world. Of this group 50% spends more than 750€. In this sense they are the biggest spending group together with the exuberant yellow group. They like to go on a holiday for more than 10 days. They use their own car, but also use an airplane or tourbus. For accommodation they prefer a simple hotel, apartment or B&B. For entertainment they choose local products, workshops and cultural sites. They travel with their partner.

### ■ **Exuberant Yellow World this world is about active ,sportive and campgrounds.**

There were 107 persons in this world. They have the highest budget, more than 50% spends more than 750€ on their trip. The preference is a trip of a larger duration 10+. They use their own car and stay in hotels, apartments, B&B preferably including breakfast. They like to go to events and historic and cultural sites next to physical activities.

### ■ **The Yellow World this world is about social contacts and getting a tan**

A total of 96 persons fitted this world. They have a small budget, 60% spends a maximum of 500€ and 12% can't afford to travel. They prefer a trip of around 7 days and go to hotels and apartments. They like historic and cultural sites and events. The group consists of the largest single travellers.

### ■ **The Green World is about safety and tranquillity**

71 persons are in this group. They like to go for 7 days on holidays, they prefer to use a tourbus to reach their destination and like to travel with a tourist guide within a prefixed arrangement. They prefer Dutch speaking staff and stay in hotels and apartments. They like to visit historical and cultural events. Spending patterns are very much divided, 25% spends between 250-500€, another 25% spends 500 to 750€, 11% can't afford to travel.

### ■ **The Blue World is about style and luxury, combination with tranquillity and relaxation.**

A total of 31 persons fitted this group. This is the smallest group. They prefer to go on a trip for 8-10 days, they go by airplane to reach their destination and they use taxi or rental car during their trip. For

accommodation they prefer a chic hotel, castle or spa-resort that includes dinner and breakfast. For entertainment they go on historical and cultural sites.

### **2.3.3. CONCLUSIONS**

When we compare the SENGOR predefined products with the needs of Dutch older people a few issues can be highlighted:

- The offered products are often too short. A travel offer for older persons should at least be 7 days. This preference is consistent throughout all the different worlds and is also demonstrated from previous research.
- Older people prefer to reach the destination by car, instead of the plane. Dutch older persons are prepared to make a lot of kilometres when they use their own car. However in cases where the destination is too far away, it is recommended to offer the possibility to easily rent a car.
- There is little need for special accommodations or more luxury. People prefer simple hotels apartments and B&B that include breakfast. Only the Blue World is an exception here, but considering the size of this group, it is recommended to focus on more simple accommodations.
- Language is not really an issue. A small level of English is enough to communicate on the basics. Only the Yellow World which is more about security finds this an important issue.
- There is a huge need for visiting cultural and historical attractions in all worlds. This should certainly be stressed in all promotion material.

### **Comparison of the products with the worlds**

There is only a partial offer for people from the Yellow World, which is more about making social contacts and getting a tan. The products are not so much suitable for single trips and there is not a lot of offer for sun and beach within the different countries.

There is only a partial offer for people from the Green World. The products are more tailored for individual trips and would therefore not offer the security required by this group (coach bus, travel guide, arrangement, etc.).

The products fit best within the Red World, Modest Aqua, Adventurous purple and Exuberant Yellow. There are also the largest groups.

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### 3. PRODUCT EXAMPLES: SENIOR TOURISM ON THE MARKET

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#### 3.1. Norway: VITAL TOURS, <http://vitaltour.no>

##### Products for groups and individuals:

- Flight reservations.
- Long Vacations (4 – 20) weeks in the south during the winter. Unique concept with friendly prices and a variety of activities, included in the price in destination (senior dance, morning exercise, walking, dancing and entertainment, guided excursions). Tour leader services for groups. For individuals, daily contacts with company representatives available, if needed. For Cyprus, one and two weeks traveling from September to November - an opportunity to get a foretaste of long-term holiday.
- Package holidays and excursions (assistance with luggage available and company representatives can be contacted if help or information needed during the whole trip, starting from the airport of departure. Accommodations centrally located, tour leaders organize activities both day and night. Excursions, hiking, relaxation).
- Enjoyment Traveling (inflight food and bus transfer, welcome dinner, 1 excursion per week, theme evening with local food and cultural performances, social environment and friendly community, extensive activity program).



##### Destinations:

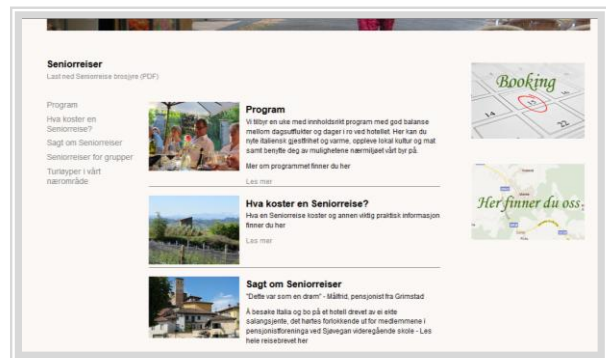
- Lanzarote, Cyprus, Madeira

#### 3.2. Agrihotel Roero, <http://www.agrihotelroero.it/Seniorreiser>

##### **A Norwegian family business in Alps, Italy**

##### Program for seniors:

- Duration: one week, scheduled dates
- Services: accommodation, meals on site and in the local area, transfer from the airport, tour leader, welcome drink and welcome dinner upon arrival, visit the local winery with tasting, excursions to local sites of interest, visit the local market, hiking excursion with picnic in picturesque surroundings, farewell dinner.
- Optional activities: hiking on one of the many marked trails in the area, bike ride.



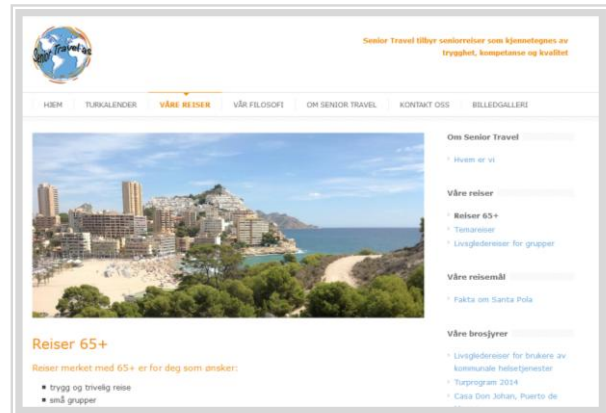


### 3.3. Norway: Senior Travel, <http://www.senior-travel.no/var-filosofi/>

- Traveling 65+ (scheduled trips, groups and individuals)

Packages marked with 65+ is for those who want:

- safe and pleasant journey
- small groups
- coziness and socializing
- experiences
- think it is nice to travel with others
- want personal attention
- want to travel without stopovers



- Destinations:
  - Spain
  - Latvia



### 3.4. Latvia: Jūrmala SPA hotel, <http://www.hoteljurmala.com/en>

#### Hotel features and services:

- Good location
- Easy to get
- Safe destination
- Good price policy
- High quality SPA& Beauty treatment offer
- Scandinavian design hotel
- Good catering and hospitality service
- Language
- Information and as much as possible extra services
- Doctor consultation and SPA treatment access
- Water aerobics, yoga, pilates and gym



- Music in evenings + karaoke or «Finnish tango» dances
- Sightseeing tours and excursions
- Velo rent
- Nordic wallking sticks and exercises
- Saunas and pool

### **Seniors – customer profile:**

- Overnight 5 and more nights
- Stay from Sunday to Friday
- Use half board catering and SPA packages
- Have stable income
- Like to travel and spend money

### **3.5. Dikļi Manor, [www.diklupils.lv](http://www.diklupils.lv)**

Dikļi Palace Hotel located in a renovated manor, is situated around 120 km from the capital city Riga and 20 km from the nearest city, in the village Dikļi. The hotel has excellent gourmet restaurants offering dishes made using seasonal and local ingredients. It is possible to enjoy Eco SPA treatments which are offered using local products with a highly responsible attitude and professional knowledge and are targeted at environmental resources and local people. Using these services the enterprise offers a possibility to be in harmony with untouched nature, thoughts and the body itself. Dikļi Palace Hotel has good co-operation with Valmiera Theatre and the local brewery "Valmiermuižas alus" offering complex services combining culture, local food tasting and accommodation that is highly evaluated among seniors from all of Latvia as well as from abroad.



### 3.6. Marciena Manor, [www.marciena.com](http://www.marciena.com)

#### Programme for Seniors:

From Sunday – to Thursday, 5 days/4 nights

Price for full package for 1 person: 419.00 Euro

1 day for 1 person: 83.67 Euro.

You have a chance to give your dear ones nice moments for rest and health!

The senior programme is meant for those elderly people who although enjoys their children and grand children love, still are a little bit lonely at their daily life.

We offer a present for your loved one – 5 days at ancient country estate, good care, fresh area and private attention.



#### Price includes:

- Medical personnel checks daily;
- Walks and Nordic walking at the estate's park and the forest nearby daily;
- Gymnastics x 4 times;
- Meditation training x 4 times;
- Soft massages x 4 times (duration of the massage - 30 min.);
- Swimming pool every day available;
- Healthy meals x 4 daily;
- Accommodation in well equip room
- Billiard, table games, 2 fireplaces, library, home DVD film collection
- Private attitude

#### Extra services:

- Evening entertainment with actors and song singing (if 6 persons) (50.00 Euro/1 reps.)
- Transfer to the manor (1.45 Euro/ 1 km one way);
- Transfer with care taker on the way (2.15 Euro/1 h, double price during the night);
- Visit of the doctor –(50.00 Euro);
- 3 SPA steam saunas and pool, outside bubble-bath, Dzirnavu contrast shower, sauna, herbal teas, towels, slippers, bath gowns, care at the Spa centre (2 h/ 14.25 Euro)
- Face and body treatments (from 55.00 – 56.00 Euro);
- Biomechanical body and muscle stimulation treatments of prof. V. Nazarov methodology (from 55.00 – 65.00 Euro)
- Time of the offer:
  - From 9th -13th March

- From 20th April – 24th April
- From 12th May – 17th May

### 3.7. UK: Saga, <http://www.saga.co.uk>

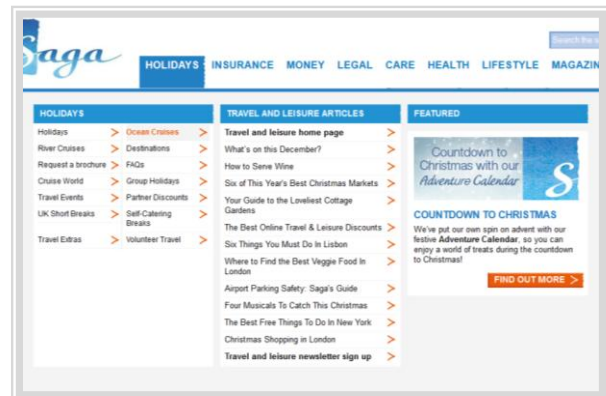
The leading UK travel company for 50+. 20% of their customers are individual travellers.

#### Holiday styles

Holidays are grouped according to „holiday styles” to help choose according to desired level of activity: Stay&Relax, Stay&Relax premium, Stay & Explore, Active Explorer 1, Active Explorer 2, Active Explorer 3, Escorted Tours Pace 1, Escorted Tours Pace 2, Escorted Tours Pace 3, Escorted Rail Tour, Escorted Cruise and Stay, Escorted Cruise and Tour.

#### Services included:

- Short-haul holidays include:
  - Optional travel insurance and additional cancellation rights, or a discount if not required
  - Return economy flights, coach or rail travel (as specified)
  - All airport taxes, fees and charges
  - Allowance for one piece of hold baggage per person (even with no-frills airlines such as easyJet)
  - The services of a Saga representative to help you check in at your international airport (or help desk at regional airports)
  - Named hotel accommodation and meals (as specified)
  - Porterage of luggage at your accommodation
  - Return Saga exclusive transfer between your overseas airport and accommodation
  - A visa, if required, if you are a full British citizen and resident in the UK
- Plus on all stay holidays:
  - The services of a Saga representative either resident in your hotel or who visits at least four times a week (as stated)
  - A welcome drink reception
  - Bottled water on arrival
  - Excursions, entertainment and activities (where specified)
- All inclusive holidays includes more:
  - All meals and a free bar are included in the price of our all inclusive holidays, and sometimes selected excursions too.
  - Look out for our full board and half board plus hotels, including meals plus selected drinks, usually served with lunch and dinner (as stated).



- On all Escorted Tours and Active Explorer holidays:
  - The services of an expert Saga tour manager
  - All tour travel in air-conditioned transport (where applicable)
  - Visits to many of the must-see sights
  - Cruise ship facilities and hotel accommodation as described
  - Port taxes (where applicable)
  
- Special interest holidays:
  - Archeology holidays
  - Art appreciation holidays
  - Birdwatching holidays
  - Christmas holidays
  - Dancing holidays
  - Garden holidays
  - Music holidays
  - Walking holidays
  
- Services included in special interest holidays:
  - The services of a specialist host or local expert guide
  - Programme of excursions and talks tailored to your area of interest
  - Accommodation and meals (as specified)
  - Portage of luggage at your accommodation
  - A welcome drink reception
  - Cancellation cover
  - The services of a Saga representative (or hosting service of a hotel manager), tour manager or cruise escort (for river cruises)
  - Fruit and water in your room on arrival
  - Excursions, entertainment and activities (where specified)
  
- On Special Interest Escorted Tours and Active Explorer holidays:
  - The services of an expert Saga tour manager
  - All tour travel and excursions as described
  - Hotel accommodation as described
  - Port taxes where applicable

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## 4. INFORMATION AND SALES CHANNELS

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### 4.1. The Netherlands

#### 4.1.1. FAIRS IN THE NETHERLANDS

- The Holiday Fair is organized from the 14th until the 18th of January, <http://www.vakantiebeurs.nl/nl-NL/Bezoeker.aspx>
- The 50plus Fair in the Netherlands is a fair for older people with 100.000 visitors annually <http://www.50plusbeurs.nl/>. It is normally organized in september/october and the NFE has a stand.

#### 4.1.2. MAGAZINES IN THE NETHERLANDS

- The Kwiek Magazine of the National Foundation of the Elderly is a tri-annual magazine with news and information about the NFE. It reaches approximately 30.000 older people.
- The Events Calendar of the National Foundation of the Elderly is a magazine with all events and activities where older people can sign up. This Calendar reaches approximately 6.000 older people.
- Plus Magazine – Monthly magazine with articles on leisure, health and beauty with a dedicated holidays section <http://reizen.plusonline.nl/>
- Senioren wijzer – Magazine for older people on lifestyle <http://www.seniorenwijzer.info/home>
- PCOB Extra – Magazine of the Union of Older People <http://www.pcob.nl/>
- KBO Wegwijzer – Monthly Magazine of the Union of Catholic Older people, focusing on health and leisure. <http://www.uniekbo.nl/vrije-tijd/>

#### 4.1.3. TRAVEL ORGANISATION IN THE NETHERLANDS

- SNP is part of ANWB, the Royal Dutch Touring Club, one of the biggest travel organizations <https://www.snp.nl/nederland>

### 4.2. Belgium

#### 4.2.1. FAIRS IN BELGIUM

- Holiday Fair in Brussels Expo from the 5th till the 9th of February 2015, [www.vakantiesalon.eu](http://www.vakantiesalon.eu)
- Zenith: an annual fair for active people over 50 offering the perfect blend of information, entertainment and leisure, next edition from 22>26/11/2015, [www.zenith.be](http://www.zenith.be)

#### 4.2.2. MAGAZINES IN BELGIUM

- Plus Magazine: monthly magazine for active 50+ with articles about health and wellbeing, financial and legal information, information on leisure and travel, [plusmagazine.be](http://plusmagazine.be)
- Okra Magazine: monthly magazine for Okra-members, an organisation for 55+ retired people. Members have lot's of advantages, [www.okra.be](http://www.okra.be); travel magazine with holiday offers for winter 2014-2015: [http://issuu.com/okra/docs/brochure\\_winter\\_2014-2015/0](http://issuu.com/okra/docs/brochure_winter_2014-2015/0)

- VAB Magazine: VAB is the largest Flemish automobile association with a monthly magazine on leisure and travel, [www.vab.be](http://www.vab.be)
- Touring Magazine: Touring is a Belgian automobile association with a monthly magazine on leisure and travel, [www.touring.be](http://www.touring.be)
- Pasar Magazine: Pasar is a non-profit socio-cultural organisation with a monthly magazine about leisure and travel with a focus on nearby holidays, [www.pasar.be](http://www.pasar.be)

#### **4.2.3. TRAVEL ORGANISATIONS IN BELGIUM**

- VTB- reizen: a sister organisation of VAB with a focus on quality journeys in group, [www.vtb-reizen.be](http://www.vtb-reizen.be)
- Davidsfonds Cultuurreizen: is a part of Davidsfonds, the largest cultural organisation in Flanders with a focus on quality cultural journeys in group, <http://www.davidsfonds.be/excursion/index.phtml>

#### **4.2.4. WEBSITES IN BELGIUM**

- [www.seniorennet.be](http://www.seniorennet.be): a website for active 50+ about health(care), lifestyle, leisure and travel
- [www.logereninvlaanderenvakantieland.be](http://www.logereninvlaanderenvakantieland.be): advertising 600 accommodations in Flanders with an online reservation tool + inspirational brochure + campaign

### **4.3. Italy**

#### **4.3.1. FAIRS IN ITALY**

In Italy there aren't specific events or fairs dedicated to older people, but in the main fair of tourism there are sections for Social Tourism and older people. The most important are:

- BIT - Borsa internazionale del turismo - Fiera Milano. The BIT – Milan is an international event that gathers around him tour operators worldwide. [www.bit.fieramilano.it](http://www.bit.fieramilano.it)
- TTG Incontri | La fiera internazionale B2B del turismo and Travel organisation in Italy (B2B International Fair of Tourism)
- TTG Incontri is an international B2B tourism sector in Italy. Held annually in October in Rimini. - [www.ttgincontri.it/](http://www.ttgincontri.it/)

#### **4.3.2. MAGAZINES IN ITALY**

- Anziani & Società – The monthly magazine from ANCESCAO (National Association of Social Centres Committee Elderly and Gardens).
- 50&PIU' - A monthly magazine dedicated to the public of the third age published by ENASCO
- Club3 A monthly magazine published by the bank group San Paolo, dedicated to the public of the third age. The magazine can be read on the website: [www.stpau-lus.it/club3](http://www.stpau-lus.it/club3).



### 4.3.3. TRAVEL ORGANIZATIONS IN ITALY:

○ <http://www.50epiuturismo.it/>

- 50epiuturismo is a tour operator specialized in elder tourism all over the world. The tour operator is a part of Enasco, an important Italian patronage association that protects the rights of workers, especially the self-employed in trade, tourism and services.
- Hotel reservation and package holidays and excursions
- Enjoyment Traveling (inflight food and bus transfer, welcome dinner, 1 excursion per week, theme evening with local food and cultural performances, social environment and friendly community, extensive activity program.)



○ <http://www.happyage.it/>

- Happy Age is a tour operator specialized in social tourism, particularly in organizing tours and holidays in Italy and abroad for seniors. The tour operator is at the center of an important network of partnerships with thousands of government agencies, associations and private clients, and touched the roof of the 4 million visitors.
- Hotel reservation and package holidays and excursions
- Enjoyment Traveling (inflight food and bus transfer, welcome dinner, 1 excursion per week, theme evening with local food and cultural performances, social environment and friendly community, extensive activity program.)



○ <http://www.montanaritour.it/>

- Long and short vacations, the tour operator is most specialized in Emilia – Romagna region and all over Italy. The Unique concept with friendly prices and a variety of activities, included in the price in destination (senior dance, morning exercise, walking, dancing and entertainment, guided excursions). Tour leader services for groups. For individuals, daily contacts with company representatives available, if needed. For Cyprus, one and two weeks





traveling from September to November - an opportunity to get a foretaste of long-term holiday.

- Hotel reservations. Package holidays and excursions (assistance with luggage available and company representatives can be contacted if help or information needed during the whole trip, starting from the airport of departure. Accommodations centrally located, tour leaders organize activities both day and night. Excursions, hiking, relaxation).
- Enjoyment Traveling (inflight food and bus transfer, welcome dinner, 1 excursion per week, theme evening with local food and cultural performances, social environment and friendly community, extensive activity program.)

○ <http://www.sugarviaggi.it/>

- Marine, mountain and spa week-long holidays are booked directly with the responsible tourism in each community center on the territory of the province of Bologna affiliate Ancescao. To register simply the membership at the center itself. The agency is active in the area of Bologna and finalizes to the social tourism and to booking individual travel and ticketing services.
- Hotel reservation and package holidays and excursions
- Enjoyment Traveling (inflight food and bus transfer, welcome dinner, 1 excursion per week, theme evening with local food and cultural performances, social environment and friendly community, extensive activity program.)



#### 4.3.4. WEB-SITES IN ITALY

○ <http://www.vivaglianziani.it/>

- A website by the Community of Sant'Egidio dedicated to the elderly: news, documents, rights, initiatives.



- <http://www.terzaeta.com/>
  - A website dedicated to seniors with health information, documents, and travels.



## 5. EXPO DATABASE – INTERNATIONAL TRADE SHOWS SENIOR CITIZENS:

- Sweden: <http://www.expodatabase.com/international-trade-shows/leisure-hobby-entertainment/senior-citizens/sweden/2015/>
- Belgium: <http://www.expodatabase.com/international-trade-shows/leisure-hobby-entertainment/senior-citizens/belgium/2014/>
- UK: <http://www.expodatabase.com/tradeshow/50-show-49931.html>

## 6. PRODUCT CRITERIA DRAFT FOR RURAL TOURISM OFF-SEASON PRODUCTS FOR ACTIVE SENIORS 50+

The criteria are drawn from the above quoted sources – description of the needs by NEF and ANCESCAO, and given product examples. Some criteria would be relevant for group tours, some applies also to individual travellers. Partner comments/improvements are required at this stage as well as input from senior market surveys.

CRITERIA	REMARKS
<b>Information and bookings</b>	<ul style="list-style-type: none"> <li>○ Information has to be available from the Internet, papers, magazines, radio, television and fairs. References – experiences from others are important as well.</li> <li>○ Precise description of services included.</li> <li>○ Precise and updated information throughout whole journey (about transport, location, foods, services, facilities and amenities, prices, sights of interest, excursions, etc.)</li> <li>○ Accessibility information marked with special pictograms or described in text.</li> </ul>
<b>Price</b>	<ul style="list-style-type: none"> <li>○ Good value for money</li> <li>○ Off-season discounts, actions</li> </ul>

	<ul style="list-style-type: none"> <li>○ Special offers (e.g., week-days price, etc.)</li> </ul>
<b>Organization</b>	<ul style="list-style-type: none"> <li>○ Events and venues are precise during the tour.</li> </ul>
<b>Transport</b>	<ul style="list-style-type: none"> <li>○ Transfers, shuttles, etc. Any specific criteria for vehicles?</li> </ul>
<b>Assistance</b>	
- <i>Company assistance</i>	<ul style="list-style-type: none"> <li>○ Daily contacts with company representatives available, if needed.</li> </ul>
- <i>Luggage</i>	<ul style="list-style-type: none"> <li>○ Assistance with luggage handling (e.g., bus/airport, bus/accommodation)</li> <li>○ Luggage transfers</li> </ul>
- <i>Language</i>	<ul style="list-style-type: none"> <li>○ Assistance in native language (information in destination/accommodation, tour leader, accommodation staff, medical services in hotels, SPAs, etc.)</li> </ul>
- <i>Medical assistance</i>	<ul style="list-style-type: none"> <li>○ First aid, emergencies, assistance to address frequent problems in this age group, like blood pressure, etc.</li> <li>○ Easy access to a medical facility with translation is a plus.</li> <li>○ Medical assistance on premises or close to accommodation.</li> <li>○ Doctor consultation for SPA treatments.</li> </ul>
<b>Location</b>	
- <i>Accessibility</i>	<ul style="list-style-type: none"> <li>○ Easy to get to</li> </ul>
- <i>Safety</i>	<ul style="list-style-type: none"> <li>○ Safe destination</li> </ul>
- <i>Surrounding scenery</i>	<ul style="list-style-type: none"> <li>○ Pleasant, beautiful, well maintained landscapes, beautiful surroundings</li> </ul>
- <i>Local community</i>	<ul style="list-style-type: none"> <li>○ Visitor friendly, local community based attractions like wineries, bakeries, open farms, craft shops, local music groups, etc.</li> </ul>
<b>Accommodation</b>	
- <i>Accessibility</i>	<ul style="list-style-type: none"> <li>○ Stairs- easy, few steps, comfortable, no steep, handrails, etc. Ground floor if elevator not available.</li> </ul>
- <i>Standard</i>	<ul style="list-style-type: none"> <li>○ Varies between 3star standard accommodations to luxury. Coincides with standards of other services (quality of food, entertainment, environment etc.)</li> </ul>
- <i>Clean and well maintained</i>	
<b>Food</b>	<ul style="list-style-type: none"> <li>○ Good quality, well presented and served, opportunity to taste traditional dishes, local specialties, welcome drinks, etc.</li> </ul>
- <i>Food quality</i>	<ul style="list-style-type: none"> <li>○ Fresh, possibly locally grown/produced, biological, traditional recipes, etc. Attention to special dietary needs.</li> </ul>
- <i>Good quality drinks</i>	

- <i>Skilled service</i>	○ Friendly manners, personal attitude, communication with clients, good knowledge of meals and products on the menu.
- <i>Good presentation</i>	○ Good quality tableware, matched with the style of the meal, local tradition, etc. Specific menu items clearly explained, traditional or national foods marked.
<b><i>Services and activities</i></b>	
- <i>Hosts</i>	○ Meet&greet, local host, local guide, etc.
- <i>Programs</i>	○ Programs can include a number of activities and services. The criteria here can be diversity, quality of attractions, local excursions and activities included, etc.
- <i>Events</i>	○ E.g., event evenings with traditional meals, tasting of local wines and other specialties, animation: morning exercise, evenings of music and dance, karaoke, entertainment, fun and games in general, other social events.
- <i>SPA and beauty treatment</i>	
- <i>Fitness and wellbeing</i>	○ E.g., water aerobics, yoga, pilates, gym, sauna, swimming pool
- <i>Hiking/walking/Nordic walking</i>	○ Length and type of route, terrain, route marking, maps, information, guide or escort services, etc.
- <i>Cycling</i>	○ Length and type of route, terrain, route marking, maps, information, guide or escort services, bicycles for rent, etc.
<b><i>Comfort</i></b>	
- <i>Conveniences</i>	○ Toilet and bathroom facilities with attention to senior audience (e.g., hand rails, non-slip mats, etc.)
- <i>Beds and mattresses</i>	○ Details of all kind to make life easier and more comfortable, e.g., quality of beds and mattresses for good sleep.
- <i>Environment</i>	○ Quiet and peace
<b><i>Extras and special attention</i></b>	○ Welcome drink

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## 7. SENGOR WP1+2 – “OPERATIVE SYSTEMS”

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Summary report for 2nd project meeting 16/17-March

### 7.1. Rationale

The rationale is based on the general outline of the project SenGoR:

- 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 reason for including such operative systems lies in the following:
  - Any agreed specific benefit (discounts, third-party subvention, complementary services free of charge, etc. ) for seniors can be built into the system in a transparent way, while remaining at the same time neutral to free market and competition.
  - The need to allow for individual booking decision and holiday planning, avoiding commitment to big allotments neither from the side of Senior organisations, nor service providers.
  - The backing of such systems by the relevant transnational organisation for Seniors and for Rural Tourism generates confidence on both sides which increases their uptake: consumers (seniors), and micro-SMEs

These systems will again have the support and guarantee of the two only EU-wide representative organisations from Senior clients (AGE Platform) and Rural Tourism providers (EuroGites), both of which participate in the project. 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.

And

- Operative systems that are capable to promote and incentive the travel of seniors in off-season to rural tourism services across Europe. Envisaged basic concepts are the “cheque vacances” or a “Club Card”, amongst others. Each of the Operative Systems will be defined through a framework agreement template between senior organisations and tourist services. These framework agreements always are transnational, and formulated in such a way that they can be replicated to all countries. They will also include elements that allow for a reliable measurement of their use and impact (number of vouchers, cards, visitors that use discount agreements, etc.) for monitoring.

### 7.2. Methodology

Based on the project content, research and recopilation about several possible alternatives for Operative Models was conducted starting from October 2014 until date:

- Cheques Vacances model (France)
- Vouchers and Gift Vouchers / Tokens
- Pre-paid cards
- Guest cards
  - with included clearing of consumed services
  - accumulating credits through regular consumption
- ID cards where benefits are applied in the moment of consumption

**These systems were analysed following a common structure of criteria:**

- Responsible entity (DMO etc.)
- Services that are covered
- Objectives of the system
- Who participates on the side of the tourism services, and how (voluntary / mandatory / ... )
- Benefits for the visitor / tourist (in generic sense, ie. "discounts" / "extra services without charge" / "easy access to information" / ... )
- Benefits for the participating services
- Cost of the system and how this is covered ("Business model" of the system).

A list of studied reference cases is attached in the Annex

## 7.3. Results of research

### **Responsible entity**

For the B2C concept that is applied in SenGoR, a general matrix of possible combinations of responsible entities or agents was set up:

<i>Business Consumer</i>	<i>Individual client</i>	<i>Association</i>	<i>European</i>
Individual service	1 <sup>1</sup>	4	7
DMO / prof. entity	2	5	8
European	3	6	9

SenGoR will require solutions to be either of the existing types except type 1, with preference for types 2, 4 to 9, and main focus on 2, 4 and 5.

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<sup>1</sup> These cases are normally offered and managed by a commercial third-party company

Most existing examples belong to the type 1 and 2. Only the French Cheques de Vacances model covers type 4 and 5. Types 3, 6, 7-9 do not yet exist

### **Services covered**

No clear picture.

- Solutions type 1 are by definition a clear relation between client and service.
- Solutions type 2 tend to cover all services in a specific territory.
- Solutions type 4 and 5 normally refer to individual services or packages with one responsible business unit.

### **Objectives of the systems**

All except the Cheques Vacances model are purely commercial, based on the direct interest of businesses and consumers, mediated by the responsible intermediate managing entity (DMO, association, private clearing company, etc.).

The general objective is to increase occupancy of services through direct measures (discounts, courtesy services for free) or indirect effects (visibility, access to specific market segments).

Only Cheques Vacances has a clearly consumer-based focus. This does, however, not indicate that social or assistential benefits cannot be included in commercial systems: this simply is not yet the case because their business model did not consider such aspects.

### **Participation from the side of service providers:**

Regarding the scope of services, see above “Services covered”

Where DMOs or professional entities are involved (types 2 and 5), the participation depends on the associated services to this entity. Some DMO have obligatory affiliation in their territory, in this case the coverage is complete; but mostly – even in the case of DMOs or professional association – participation in such schemes is voluntary or by subscription.

This is by definition the case of type 1, where the selection is brokered by an external third-party company or entity that establishes individual contracts with providers.

### **Benefits for the visitor / client and his representative organisations:**

Benefits for the client can be visible or transparent. The following are frequent, both stand-alone or combined amongst each other:

- Discount in the price
- Additional courtesy service included in regular price (either in the service consumed, or in handling / booking / organisation / ... )

- External support (subvention / grant or equivalent)
- Ease of order and use
- Others (trust, reliability, segmentation according to needs, ... )

**Benefits for representative organisations of clients are of two kinds:**

- Compliance with the statutory aims (ie. social, assistential, beneficency, .... )
- Corporate sustainability - generating advantages that are a motivation for affiliation to this entity

**Benefits for the participating tourism service:**

Expected or real benefits are purely commercial. In the case of type 2 (where obligatory) they are integral part of their affiliation to a DMO or RT association. We could not detect any case of altruistic or non-commercial motivations.

**More specific, the following apply in order of priority:**

- Attract occupancy, specially in low and medium season
- Access to difficult or complex target markets
- Visibility (the fact to appear in a list for specific target of clients – even if not booked – generates publicity)
- Transparent additional services that externalise individual company efforts (clearing, security of payment, assessment and consultation, market access, ... )

**Business model of the systems**

“Business model” in this context refers to how the systems are made economically sustainable in time. This varies depending on the responsible entity, general lines are as follows:

- Social entities (trade unions) - part of their social and political objectives, the related systems are managed and financed within their corporate structures. It was not possible to obtain information about internal rules (such as “profit center” concepts);
- DMOs / professional orgs - similar to above, financed either through contribution of members or (alternative / complementary) additional fees;
- Private companies - pure business concept – either through fixed annual or periodical fees of affiliates, or by commission on bookings or other transactions. Special case: gift tokens (see below).

Frequently a two- or three-step model applies, with various intermediate entities involved. For example, in the cases of:

- Guest cards: ownership (DMO or corporation); managing entity; clearing (bank)
- Gift vouchers: ownership; commercial distributors; clearing
- Pre-paid cards: managing entity; financial institution for clearing;



### **Operating costs .....**

It was not possible to obtain information about cost-profit relations that could define a minimum margin or amount that any operating entity would need to charge from services or clients to run its system in a sustainable way. However, comparing several private systems and their conditions to adhere, the following orientative values seem realistic for individual services in the scope of rural tourism micro-SMEs:

- Full cost coverage on commission: <10% of price / cost of service
- Variable cost coverage on commission: 5-7% of idem
- Full cost “all included”: 3-500 EUR flat rate
- Basic cost on fixed fee plus commission: 150 p.a. flat + 5% commission
- Only clearing service (pre-paid cards etc): 3-5% electronical / 7+% manual

These values need to be calculated as operating cost to be covered, regardless the moment(s) of the value chain where they are generated.

No case could be found where consumers pay for this service / operating cost on top of the regular price of the service they receive. Furthermore, to be attractive for a consumer, there must be visible or perceived benefits (or added values) compared with a “normal” booking process outside such a system.

Therefore and as a rule, costs must be covered either by price reduction / discount at the side of service providers, through ordinary budget of the intermediate organisation, or through external contribution (subventions). A special case seem to be Gift Vouchers and some prepaid guest cards: their redemption (cash-in) rate is only 75-85% of the sold volume.

### **.... and how to cover them**

For a provider, in case no external contribution (subvention) is available, the resulting calculation is as follows (example):

- Ordinary tariff to publicē: 100
- Visible discount, or complementary services up to -20
- Contribution to the system: -5 to -10
- Net result to be expected: 70-80

It is important to keep in mind that the initial “100” refers to the rate / tariff that is available to the wide general public as a reference. If a service sells e.g. through channels such as Booking.COM, the rates published at this site, NOT the official “rack rates” (which use to be higher), are this reference for consumers.

If no externalisation of the costs is available, services need to count – in one way or the other – with a difference of at least 20% between their lowest published rate to the public and real income received from the system.

This can be lowered to as little as 5-7% through

- Externalisation of costs (e.g. clearing of Cheques Vacances) at the side of consumer organisations or through subventions
- Fully electronic process of booking and clearing (doubtful to be feasible with our target market of seniors)

## 7.4. Recommendations for application in SenGoR

In line with the project application, TWO alternative systems should be selected and implemented along the alternative lines of

- Vouchers where visitors pay the service with this voucher, plus posterior clearing with the services used. This can be done in different sub-models:
  - Cheques Vacances model
  - Voucher as used by travel agents / tour operators for a closed set of services
  - Pre-paid Gift Vouchers at nominal value instead of money, OR for closed services (tbd)
- Guest ID Cards with direct application of the benefit at the moment of payment or use of services by the client (ie. no clearing process)

However, with view to the future development it is strongly suggested to intend – if possible – a test with half- or fully electronic solutions. While not yet mainstream for the target of seniors, this situation is likely to change in very short time span especially for individual travellers at the beginning of the age group 50+ that already belong to the “digital generation”

Sales arguments for the target to use our SenGoR systems and products instead of free market channels, should be focussed around the following:

- Offered products and services take explicit care of the needs and expectations of the target
- Easy and reliable because it is guaranteed by senior and trade orgs
- Community feeling and shared philosophy (“we as members of the Senior Associations X travel with our people”)

## 7.5. Annex

### **List of analysed systems**

#### **7.5.1. GUEST CARDS**

<http://welovecitycards.com/>

<http://www.up-group.coop/en.html>

<http://www.paris.es/paris-pass>

<http://www.londres.es/travel-card>

<http://www.visitberlin.de/es/welcomecard>

<http://www.madridcard.com/>

<http://alpbachtal.at/card> with QR

### **7.5.2. CHEQUES VACANCES**

[www.ancv.com](http://www.ancv.com)

<http://www.up-group.coop/en/our-areas-of-expertise/our-expertises-in-france/employee-benefits/cheque-vacances.html>

### **7.5.3. GIFT TOKENS**

<http://www.farmstay.co.uk/About/GiftTokens>

<http://vlaanderen vakantiecheque.be/nl>

### **7.5.4. PRE-PAID ELECTRONIC CARD**

<https://www.wirecard.com>

### **7.5.5. MIXED**

<http://6local.it> generate credits (fidelization) and offer discounts

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## 8. USEFUL LINKS

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- Tourage: <http://www.tourage.eu/>

The project seeks to identify good practices on developing tourism possibilities for growing segment of elderly travelers. The website includes usefull “Good practises” section.

- Age Platform: <http://www.age-platform.eu/>

AGE Platform Europe is a European network of more than 150 organisations of and for people aged 50+ representing directly over 40 million older people in Europe.

The purpose of their work is to voice and promote the interests of the 190 million inhabitants aged 50+ in the European Union and to raise awareness of the issues that concern them most.

The website includes latest news, samples of good prectices, publications and useful links.

- Escape

European Senior Citizens’ Actions to Promote Exchange in Tourism

Report on Senior tourists needs and demands:

[http://afeinnovnet.eu/sites/default/files/ESCAPE\\_Needs%20and%20expectations\\_FINAL.pdf](http://afeinnovnet.eu/sites/default/files/ESCAPE_Needs%20and%20expectations_FINAL.pdf)

- ANEC, ANEC European cross-border travel and tourism research project 2013:  
<http://www.anec.eu/attachments/ANEC-RT-2014-SERV-001.pdf>
- European Commission, “Europe, the best destination for seniors. Facilitating cooperation mechanisms to increase senior tourists’ travels, within Europe and from Third Countries, in the low and medium seasons” report: <http://www.slideshare.net/domenicosarleti/2014-09-30-seniors-final-report-revised-version>
- 50+ Hotels: Senior friendly hotels concept. <http://www.50plushotels.com/en/home.html>
- British National Accessible Scheme: <http://www.visitbritain.com/en/Accommodation/Disabled-and-elderly/National-Accessible-Scheme-symbols.html>

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## 9. ANNEX 1

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**What is your gender?** Male / Female

**What is your age?** .....

**In which city do you live?**.....

**How is your mobile health? I use a(n):**

- ☐ Wheelchair
- ☐ Walker
- ☐ Walking stick
- ☐ Electric wheelchair
- ☐ Nothing

**What is your marital status?**

- ☐ Married
- ☐ Divorced
- ☐ Single
- ☐ Widow / widower

### Question 1

**Mark the words that enter your mind when thinking of rural tourism.**

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Rest         | <input type="checkbox"/> Space      |
| <input type="checkbox"/> Green        | <input type="checkbox"/> Nature     |
| <input type="checkbox"/> Agriculture  | <input type="checkbox"/> Relaxation |
| <input type="checkbox"/> Animals      | <input type="checkbox"/> Farms      |
| <input type="checkbox"/> Other, ..... |                                     |

### Question 2

**The average gross monthly income is € 1080, - for singles and € 1550 , - for couples. Is your monthly income:**

- ☐ Far below this average
- ☐ Below this average
- ☐ Same
- ☐ Above this average
- ☐ Far above this average

**Question 3****How much would you spend on a holiday?**

- ☐ € 0  
☐ € 0 - € 250 per person  
☐ € 250 - € 500 per person  
☐ € 500 - € 750 per person  
☐ € 750 - € 1000 per person

**Question 4****What's the desired duration of your holiday?**

- ☐ 3-4 days  
☐ 4-5 days  
☐ 7 days  
☐ 8-10 days

**Question 5****With whom would you like to travel?**

- ☐ Alone  
☐ Children up to 18 years  
☐ Friends  
☐ With partner  
☐ Other relatives  
☐ Unknowns ( a trip made by the tour operator )

**Question 6****If you consider to go on a holiday, what do you think is important?**

	Not important at all	Not important	Important	Very important
Tasting unknown food and drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover another culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting historical places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting a big city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning something new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spending time with friends and family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sight seeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being active/sportive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoy the nature, peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Question 7

**Which traits describe you best? Multiple answers possible**

- ☐ Ambitious ( hardworking )
- ☐ Capable ( can something really good )
- ☐ Excited
- ☐ Clean ( neat & tidy )
- ☐ Encourage ( stand up for beliefs)
- ☐ Helpfull
- ☐ Sincere
- ☐ Imaginative (creative)
- ☐ Logical ( rational)

- ☐ Lovingly
- ☐ Obey (duty & respect )
- ☐ Polite
- ☐ Responsible (reliable)

#### **Question 8**

**What values do you consider as important in life? Multiple answers possible**

- ☐ A comfortable life
- ☐ The feeling to have something accomplished
- ☐ Peace in the world
- ☐ Beauty ( Nature & Art)
- ☐ Equality
- ☐ True friendship
- ☐ Security for the family
- ☐ Freedom (independence )
- ☐ Happiness (satisfaction )
- ☐ Inner harmony
- ☐ Fun
- ☐ Redemption ( eternal life )
- ☐ Social recognition ( respect & admiration )

#### **Question 9**

**Which of these values will grow after a holiday? Multiple answers possible**

- ☐ A comfortable life
- ☐ The feeling to have something accomplished
- ☐ Peace in the world
- ☐ Beauty (Nature & Art)
- ☐ Equality
- ☐ True friendship
- ☐ Security for the family
- ☐ Freedom (independence )
- ☐ Happiness (satisfaction )
- ☐ Inner harmony
- ☐ Fun
- ☐ Redemption ( eternal life )
- ☐ Social recognition ( respect & admiration )



**Question 10****What kind of transport do you prefer to reach your destination?**

- |                                                      |                                            |
|------------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Public transport(train/bus) | <input type="checkbox"/> Private transport |
| <input type="checkbox"/> Plane                       | <input type="checkbox"/> Tour bus          |

**Question 11****What kind of transport do you prefer during your holiday?**

- |                                                      |                                                         |
|------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Public transport(train/bus) | <input type="checkbox"/> Private transport (rental car) |
| <input type="checkbox"/> Bike                        | <input type="checkbox"/> Own car                        |
| <input type="checkbox"/> Walking                     |                                                         |

**Question 12****What kind of accommodation appeals to you more?**

- |                                              |                                                       |
|----------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Private residence   | <input type="checkbox"/> On a farm                    |
| <input type="checkbox"/> Hotel               | <input type="checkbox"/> Guesthouse / Bed & Breakfast |
| <input type="checkbox"/> Apartment           | <input type="checkbox"/> Caravan / tent on the farm   |
| <input type="checkbox"/> Boat                | <input type="checkbox"/> Chic hotel                   |
| <input type="checkbox"/> Castle              | <input type="checkbox"/> Spa resort                   |
| <input type="checkbox"/> Other, namely ..... |                                                       |

**Question 13****Which classification at a location is important to you?**

- |                                          |                                                                         |
|------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Simple fittings | <input type="checkbox"/> Luxury fittings (dishwasher / washing machine) |
|------------------------------------------|-------------------------------------------------------------------------|

**Question 14****What care is important to you at a hotel?**

- |                                       |                                             |
|---------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Full pension | <input type="checkbox"/> Breakfast included |
| <input type="checkbox"/> Half pension | <input type="checkbox"/> All inclusive      |

**Question 15****What other items are important for you? (Multiple answers possible)**

- |                                                                           |                                                 |
|---------------------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Easy connections in terms of transport available | <input type="checkbox"/> Disabled               |
| <input type="checkbox"/> Good accessibility of services and activities    | <input type="checkbox"/> Dogs allowed           |
| <input type="checkbox"/> Dutch staff                                      | <input type="checkbox"/> English speaking staff |
| <input type="checkbox"/> Other .....                                      |                                                 |

**Question 16****What activities would you like to do during a holiday? (Multiple answers possible)**

- |                                                                                  |                                                       |
|----------------------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Often go out to dinner (local products and restaurants) | <input type="checkbox"/> Workshops / tastings         |
| <input type="checkbox"/> Visit a specific event (exhibition / market)            | <input type="checkbox"/> Shopping                     |
| <input type="checkbox"/> Visit historical sites                                  | <input type="checkbox"/> Creative activities          |
| <input type="checkbox"/> Visit cultural sights                                   | <input type="checkbox"/> Moderate physical activities |
| <input type="checkbox"/> Heavy physical activities ( walking and biking)         | <input type="checkbox"/> Learning new things          |
| <input type="checkbox"/> Other.....                                              |                                                       |

**Question 17****How would you undertake these activities?**

- ☐ Independent
- ☐ With a tour guide

**Question 18****How would you like to be informed by the offer?**

- |                                          |                                                     |
|------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Internet        | <input type="checkbox"/> Social Media               |
| <input type="checkbox"/> Travel brochure | <input type="checkbox"/> Media (newspaper/radio/tv) |
| <input type="checkbox"/> Telephonic      |                                                     |
| <input type="checkbox"/> Other.....      |                                                     |