

TOURage

Every age is tour age



Developing Senior Tourism in Remote Regions

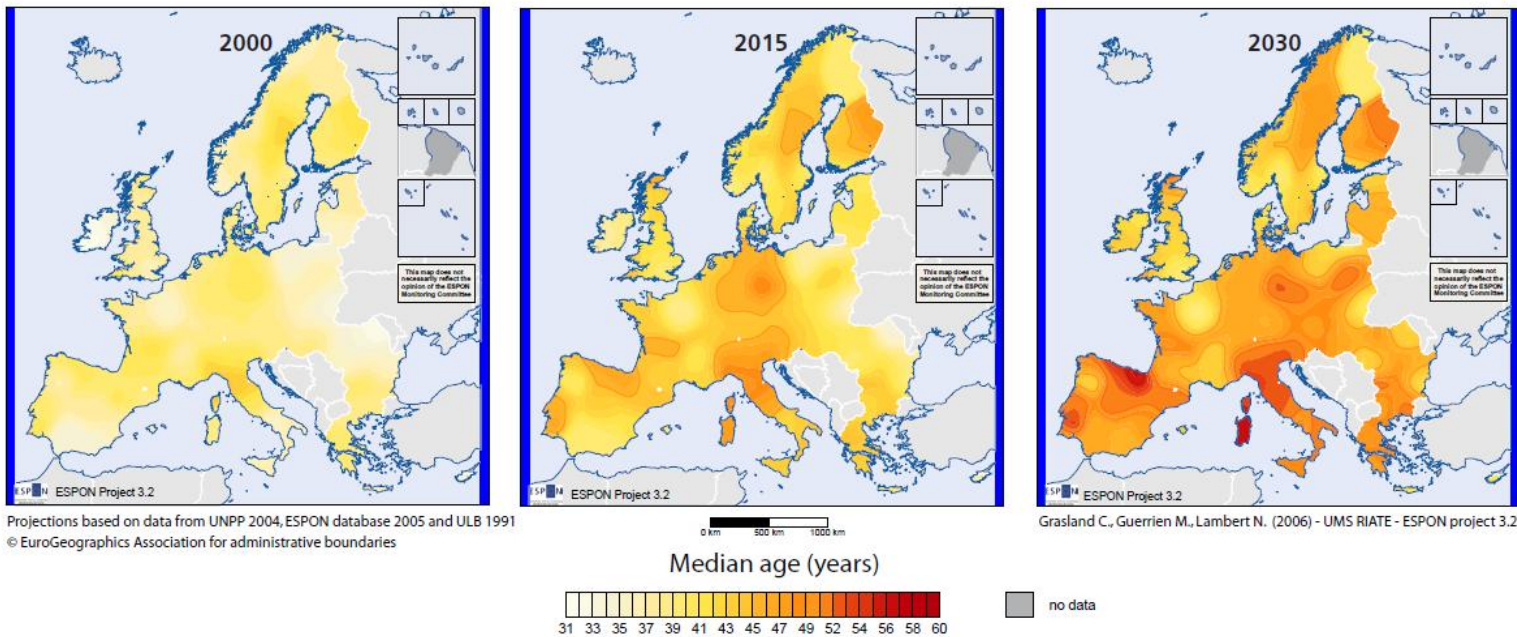
Introduction



European Union
European Regional Development Fund

Content

1. Why project on the Senior Tourism?
2. About the Project
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There are around 100 million people between the ages 55 and 75 in Europe. About every fifth European!

- Only 41% of them travel for leisure.
- Out of that 70 % travel only in their home country.
- This means that around 12 million European senior citizens travel abroad.

(European Commission)

During the recession between 2006 and 2011, the number of tourists dropped in all age groups except for the 65+, where 10 % more persons participated in tourism in 2011 than in 2006.

(Eurostat)



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Demographic challenges...changing needs

- Wealthy, healthy, active, has time, spends on services, quality conscious
- But not one segment: from healthy and active to ageing with disabilities, health problems and disadvantages
- Individuals! Studies on needs and expectations important in many fields to promote development of services and products



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The overall objective of the project is to enhance sustainable regional economy by the means of senior tourism development and to support active and healthy ageing.

The results gained in this collaboration will be disseminated to whole Europe and they will enhance and promote the creation of the “Senior Tourism Model” and tools to improve Regional (Senior) Tourism Policies.



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Tasks and objectives

- Regional studies to develop clear understanding of central possibilities and challenges of senior tourism in the regions
- Feedback survey for the seniors to get information on the needs and challenges
- Interregional study visits, meetings and dissemination events to exchange experiences on senior tourism
- Identifying and exchanging good practices
- Developing joint policy recommendations and regional implementation plans
- Increasing networking capacity and synergies with other European regions and silver economy networks and projects

Partners

LEAD PARTNER

Regional Council of North Karelia FINLAND

COMMUNICATION AND DISSEMINATION

Vidzeme Planning Region LATVIA

EXCHANGE OF EXPERIENCES

Szabolcs-Szatmár-Bereg County Regional Development and Environment Agency Non-Profit Ltd HUNGARY

Association of Polish Communes of Euroregion Baltic POLAND

Bourgas Regional Tourist Association BULGARIA

County Council of Granada SPAIN

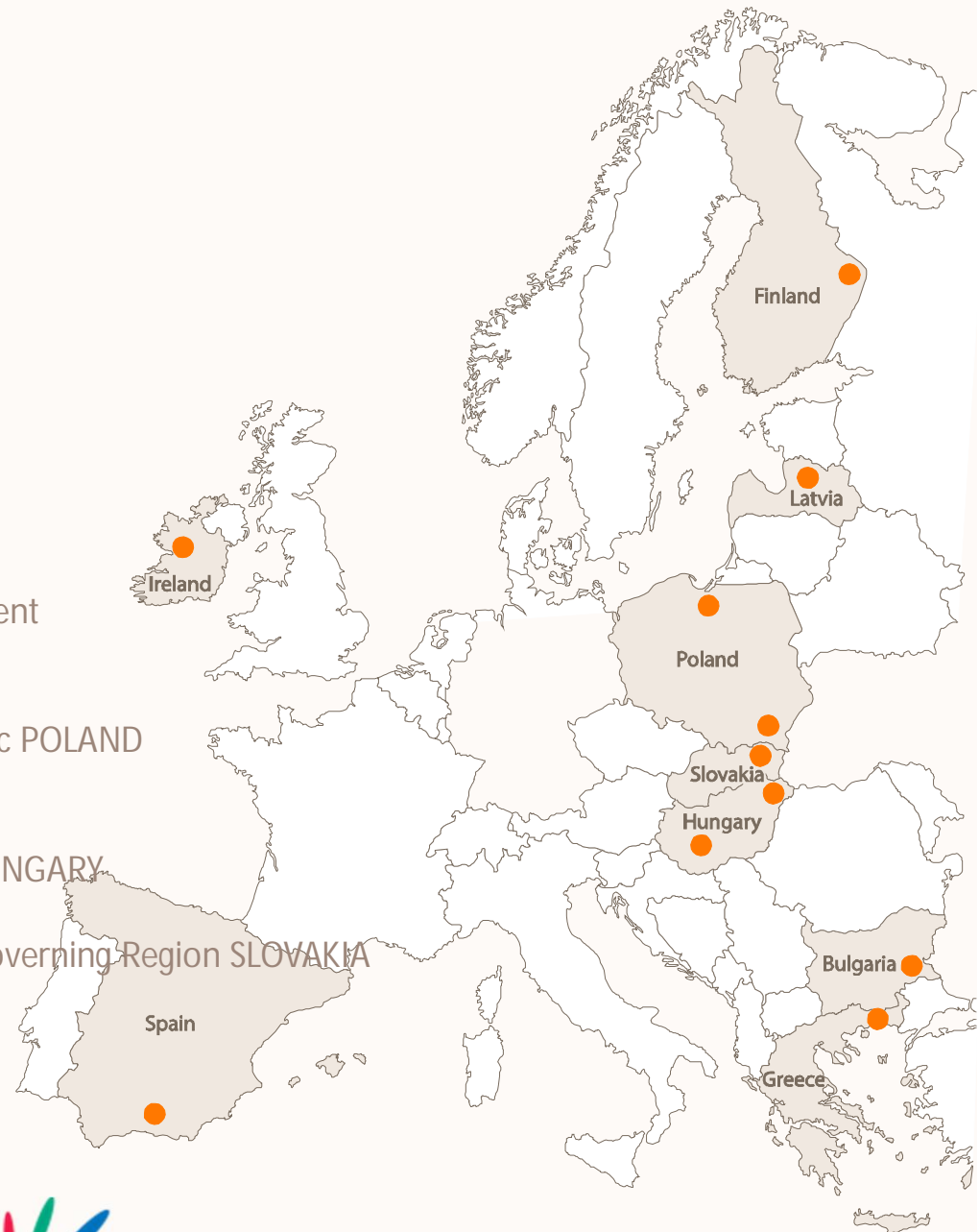
Lake Balaton Development Coordination Agency HUNGARY

Podkarpackie Region POLAND

Regional Development Agency of the Prešov Self-Governing Region SLOVAKIA

Region of East Macedonia & Thrace GREECE

West Regional Authority IRELAND



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Basic information

- Timescale: 1.1.2012 – 31.12.2014
- Financing: 1 674 198 €, ERDF funding 1 361 507 €
- Co-financed by the European Regional Development Fund and made possible by the INTERREG IVC Programme
- INTERREG IVC Programme's aim is to improve the effectiveness of the regional development policies and instruments by the means of exchanging experiences and transfer of good practices



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What has been done?

- Feed-back survey for the local pensioners and over 55-year-old international tourists
- Regional analyses
- 11 Study visits, 55 identified Good practices
- 3 Annual Conferences, 1 Final Conference
- Partners are compiling implementation plans including regional policy improvements and good practice transfers



Thank you!

www.tourage.eu

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