



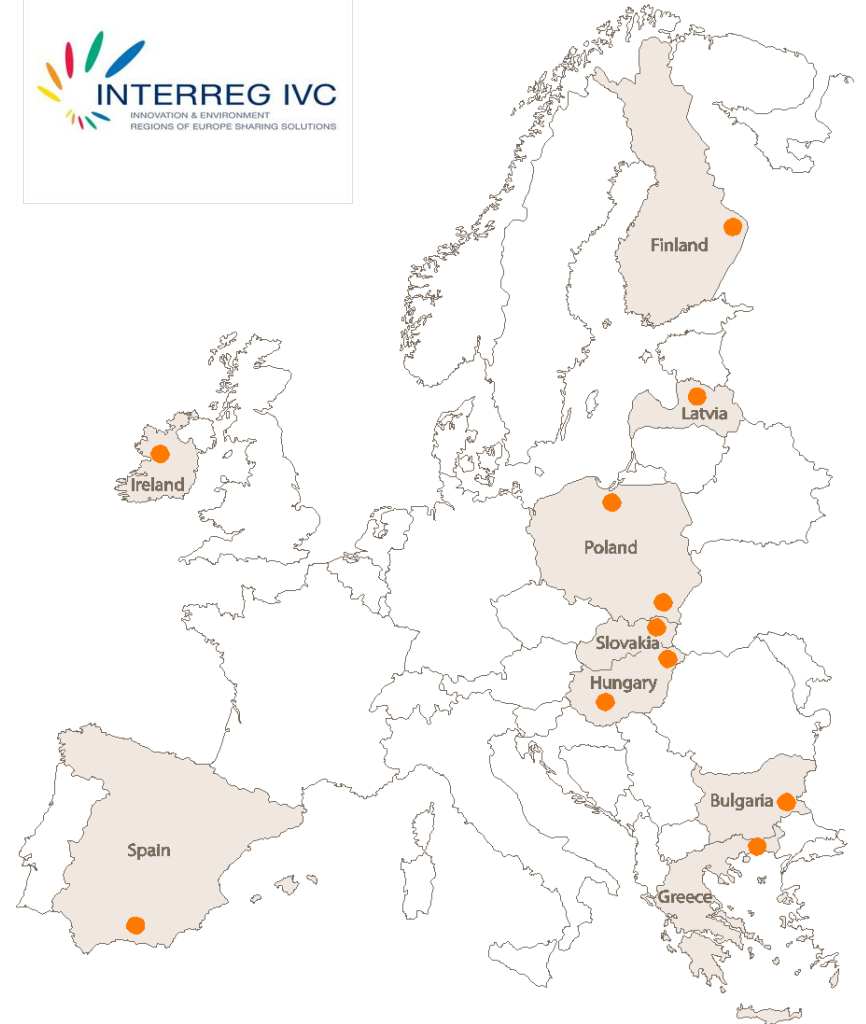
DEVELOPING SENIOR TOURISM IN REMOTE REGIONS

Silver Tourism, Final Conference, Brussels,
19 October 2017



Lienīte Priedāja-Klepere
Tourism expert

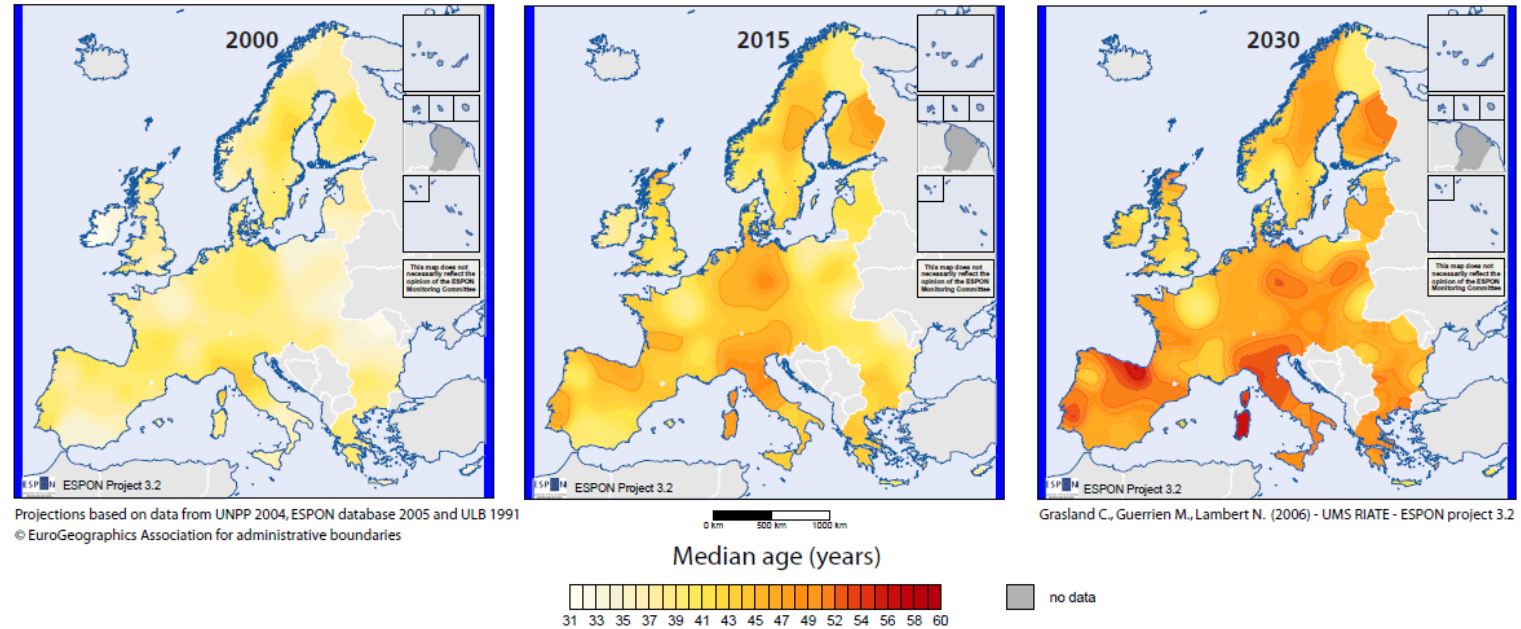
Vidzeme Planning Region (Latvia)



DEMOGRAPHIC CHALLENGES...

TRAVELERS AGED 55+

Map 7. Baseline scenario: Demographic perspectives. Median age (years)



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.

Changes in the demographic situation and the rise of the middle age should be seen not only as barriers, but also as new opportunities for developing tourism in the regions.

WHAT HAS BEEN DONE?

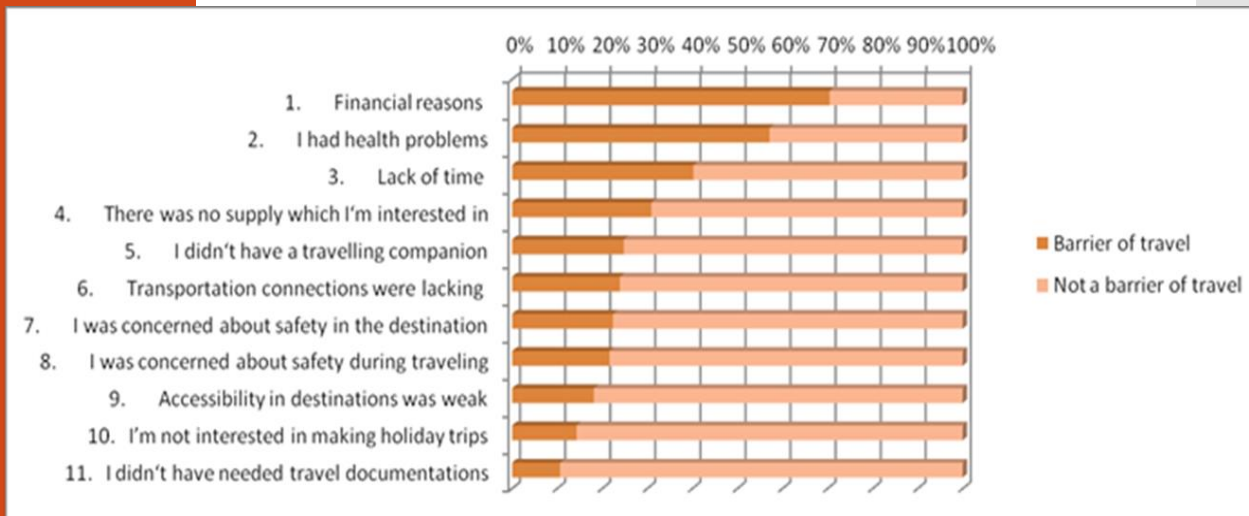
Feed-back survey for the local pensioners and over 55-year-old international tourists

Regional analyses

11 Study visits, 55 identified Good practices which successfully reveals how it is possible to promote the development of tourism services suitable for seniors

3 Annual Conferences, 1 Final Conference

Action plans including regional policy improvements and good practice transfers created



Barriers of Not Travelling During Retirement Pension

BUSINESS DRIVEN APPROACH

Founded in 2009, in recognition of the growing number of over 55's using the internet

Unique travel website and brochure, exclusively for over 55's

Discounts on Hotel's 'Golden Year' Breaks; Visitor Attractions; Guesthouses and other Irish Tourism Providers

Features travel items; reviews and competitions

Midweek and Weekend Offers on Activities such as Golf, Bridge and Cultural Domestic Holidays



GOLDEN IRELAND

SENIORS AS PRIORITY TARGET SEGMENT

SPECIALLY DESIGNED PRODUCT GROUPS

www.goldenireland.ie



Irish Travel Offers for The Over 55's

Home Where to Stay What to Do Special Offers Golden Moments About Us

Search...



Over 50s Holidays Abroad

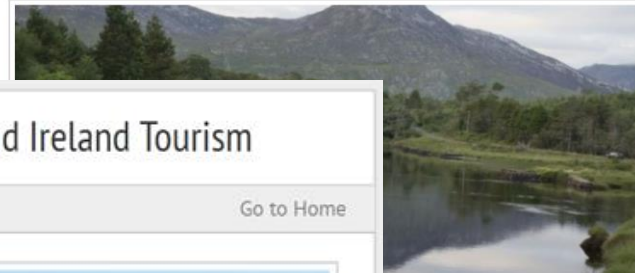
EXCLUSIVE PARTNER WITH CLICK & GO



Galway City and County: Top Experiences for over 55s

Date: October 2017

Go to Home



Active Retirement Itineraries from Mid Ireland Tourism

Date: September 2017

Go to Home



Mid Ireland Tourism promotes tourism in the regions of North Tipperary, Laois, Offaly, Westmeath and East Galway.



FLEXIBLE
ADJUSTMENTS
FOR ADDITIONAL
INCOME

ACCESSIBLE NATURE TOURISM (NORTH KARELIA, FINLAND)

SENIORS AS ONE OF TARGET
SEGMENT GROUPS AMONG
OTHERS

SPECIAL ADJUSTMENTS FOR
EXPERIENCE IMPROVEMENT

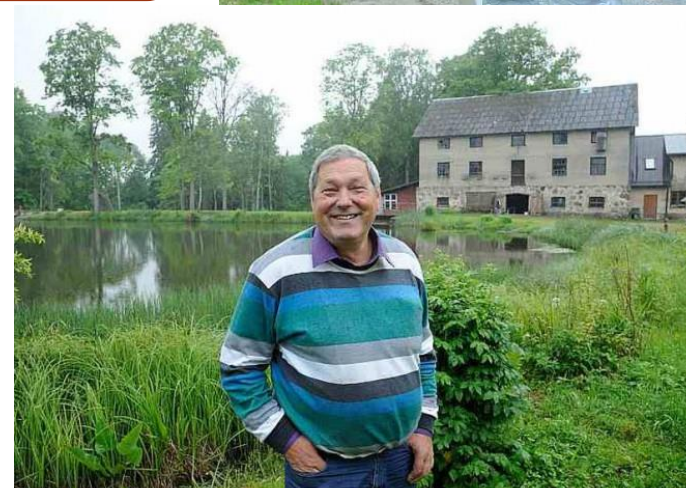
ADDITIONAL ECONOMICAL INCOME



TRAINING COURSES FOR SENIORS TO BE TRAINED AS LOCAL TOURIST GUIDES IN AMATA MUNICIPALITY / GAUJA NP

LIFESTYLE SOCIAL
ENTREPRENEURSHIP

- Great knowledge of local stories and personal experiences
- Actuality of growing tourism demand in the popular tourism destination – Gauja NP / lack of well trained and available tourist guides
- Traveling senior groups – clear segments / understanding their needs



Training courses for seniors to be trained as local tourist guides in Amata Municipality / Gauja NP

BENEFITS – even beyond tourism industry:

- * Socializing & growing respect, admiration from society (media attention)
- * Erudition: facts & narratives as motivation to enhance local history investigations
- * Sharpening of identity stories and sense of belonging between different local communities
- * Tradition of sharing stories, visiting each other more frequently
- * Real work with local senior groups, additional income



CONCLUSIONS



- Efficient use of resources (people / time / knowledge)
- Social entrepreneurship & lifestyle works
- Connecting of interests / socializing
- Additional income/volunteering work and contribution to quality of life
- Brand asset of destination as socially responsible
- Better knowledge of senior age customer journey and service design
- Business driven approach → Flexible adjustments for additional income → Lifestyle social entrepreneurship

