



SENINTER Project

COS-TOUR-2015-3-04-1

Project number : 699497

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PARTNERS



SENTINTER project



The project aims to answer to the theme 1 of the Commission call creating a slow and sustainable tourism product targeted and adapted to the **seniors travelling with their grandchildren** during the **low and medium season** in Europe. The children are preferably **less than 6 years old**, which means that they are quite free to travel. The seniors are preferably retired in order to travel out of the high tourism season which means that they are **from 55 years old** and more.

In that sense, the tourism product will be based on the discovery of the **local heritage (tangible and intangible)**, culture and on **meetings with the local community**, especially with other seniors and their grandchildren.



SENINTER pilot

In Europe and in the partners' countries: Italy, Spain, Slovenia and Belgium.

The pilot phase involved **21 seniors** with their grandchildren from Slovenia who will spend **6 days and 5 nights** in the Emilia Romagna Region (Rimini coast), **discovering the Italian culture** and a **transnational aspect**.





TRAVEL NOTEBOOK

A pilot experience in Emilia-Romagna
Rimini, 26th – 31st March 2017



PROGRAMME

The programme of the "pilot trip" that has been devised and put together for the Seninter project is aimed at senior tourists seeking an authentic experience that can boost their cultural baggage... and more besides. And our tourists will have their grandchildren with them, the new generations to transmit their knowledge to.

It is a journey that steps outside the standard classic tourist package. It is inspired by the principles of solidaristic and responsible tourism (there is a section on this in this notebook). Its goals are to discover a region, meet the local communities and exchange experiences.

Day 1 Sunday 26 March 2017

- Arrival in Rimini in the late afternoon - Accommodation at Hotel Spiaggia Marconi*** (Viale Regina Elena, 100 - Rimini) with full board
 - Welcome drink -
- Dinner and overnightstay in the hotel

Day 2 Monday 27 March 2017

Breakfast in the hotel

- Departure for the port of Rimini
- Guided tour of Borgo San Giuliano, the picturesque old fishing district with its alleyways and colourful houses. Not to be missed: the adjacent imposing ancient Bridge of Tiberius (1st century AD).
- Lunch in the hotel

- In the afternoon, transfer to the north of Rimini, to the "Viserba 2000" social centre, to meet the local community of grandparents and their grandchildren. Here there will be a lively storytelling session during which the grandparents will take turns to tell stories about the ir childhoods, involving the grandchildren, and comparing the customs and traditions of the two different countries. Snack for everyone at the end.

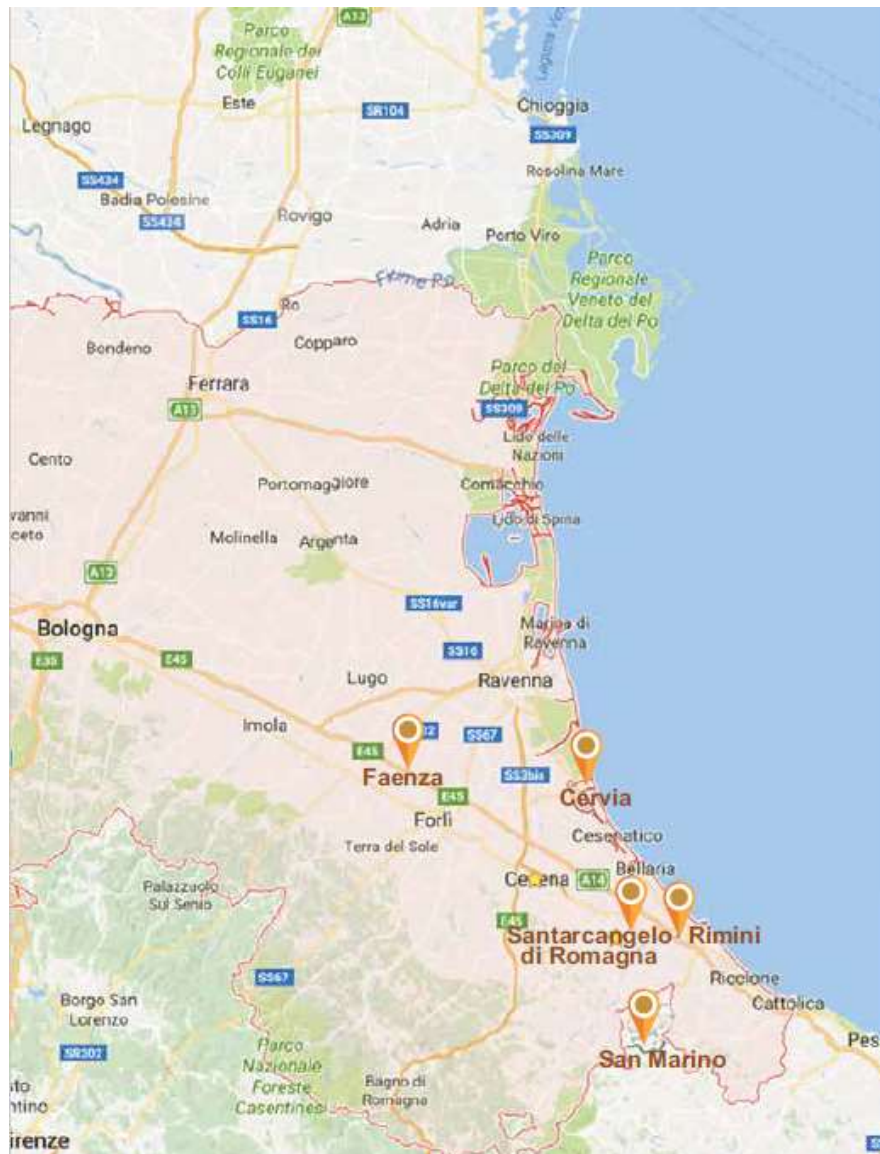
Dinner and overnight stay in the hotel

Day 3 Tuesday 28 March 2017

Breakfast and lunch in the hotel

- Morning off, those interested can visit the nearby Republic of San Marino, the smallest republic in the world.

Lunch in the hotel



- After lunch, transfer to the historical centre of Rimini on the road train (or by bus if bad weather).

Guided tour of the main Roman-era monuments, including the Surgeon's House, the City Museum, and, for the kids, participation in the "The Book of Orpheus" workshop (the children will visit the archaeological section of the City Museum and colour in prints to make their own book inspired by Orpheus' fairy tales).

Dinner and overnight stay in the hotel

Day 4

Wednesday 29 March 2017

Breakfast in the hotel

- Morning off to visit the weekly market held in Rimini's old town centre on Wednesday and Saturday mornings.

Lunch in the hotel

- In the afternoon, departure for Faenza – town famous for its majolica pottery – to visit the MIC International Museum of Ceramics. With a special programme for the kids: the "Earth Surprises" workshop with a short introduction to the art of pottery-making and then a clay handling session to learn the basic pottery techniques through play.

Dinner in the hotel

- Special dance evening with the local community at the "I Sempre Giovani" social centre in Rimini with a show by young local dancers, orchestra and...

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dance lessons open to all, young and old alike.

Overnight stay in the hotel

Day 5

Thursday 30 March 2017

Breakfast in the hotel

- Transfer to Santarcangelo di Romagna, to the "A. Franchini" social centre for show cooking by local "azdore", the ladies of the house.

At the end a guided tour of the characteristic historic village with stops at the traditional Marchi rust printing workshop and tufa caves.

Lunch will be with the local community at the "A. Franchini" social centre and will be based on local specialities prepared during the show cooking.

- The afternoon visit is to the Cervia Nature Park for interactive educational activities on the topic of "Old McDonald's Farm" – the children will be able to go in with the animals, take care of the baby animals, and find out what farm animals eat and how they live on the farm from some fun stories.

Dinner and overnight stay in the hotel

Day 6

Friday 31 March 2017

Breakfast in the hotel

Departure



Rimini - Tempio Malatestiano



Liscio dance



handmade pasta



Santarcangelo - Malatesta Castle



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Co-funded by the ERDF programme of the European Union



3 Reasons



Why SENINTER will improve your destination's tourism model

We are providing mature and rural destinations in Europe a new tool to target seasonality, and make their tourism model thrive throughout the year.

How? By attracting senior travellers and their grandchildren in a new and innovative way

Tours are designed to work during low and mid season

Senior travellers have full flexibility all year round. Therefore, SENINTER offers cultural activities and tours specially designed for senior travellers and their grandchildren. This will boost your local businesses during the low and mid season



You'll target visitors who value local heritage and traditions.

Besides tourism businesses, you will now be able to get local residents and cultural centres involved in the tourism activity of your destination. They will become ambassadors of their culture and creators of unforgettable experiences for the visitors.

The product is focused on intergenerational exchange and responsible tourism

SENINTER allows you to prove your efforts towards a better tourism. You will be using the power of travel to enhance the relationship between grandparents and grandchildren, whilst promoting cultural exchange between EU countries.



Would you like to be a SENINTER tour operator?

We are very excited to share the news with you:
SENINTER is now a reality in Europe!



Thanks to 3 European tour operators, grandparents and grandchildren across Europe under this innovative model of responsible and intergenerational tourism.

Our key destinations at the moment are: **Rimini** (Italy), **Marseille** (France) and **Koper** (Slovenia). Would you like to add value to your tourism portfolio and jump in the wagon with us?

We are still looking for more tour operators that would love to help SENINTER reach a wider audience.



We believe the key to offering unique experiences is to create a bond with our travelling mates, through intergenerational exchange.

SENINTER makes it possible.

Because SENINTER is not just a product.

For updates and other information about our side events, follow us on Facebook. Do not hesitate to contact us at: comunicacion@koanconsulting.com

SENINTER destinations



SENINTER AWARD

Winner 2017 for responsible tourism and Tourism Culture Unesco



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SENINTER spot





Thank you for your attention

Alessia SEBILLO

alessia.sebillo@diesis.coop

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