DEVELOPING SENIOR TOURISM IN REMOTE REGIONS

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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.

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
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
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

ADITIONAL ECONOMICAL INCOME

TOURage
Every age is tour age

VIDZEME
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
FOCUSS OF PRIORITY TARGET GROUPS
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