„Slow down to feel the life in EDEN destinations“
EDEN55plusNW

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European Destinations of Excellence (EDEN) an initiative promoting sustainable tourism development models across the European Union.
5 EDEN Destinations:

Solčavsko, Idrija, Kolpa river, Vulkanland, Northern Velebit

From 4 neighbouring countries:
SLOVENIA, CROATIA, AUSTRIA, ITALY
SOLČAVSKO (Slovenia)

EDEN destination 2009

• Idyllic beauty of three glacial valleys below Alpine peaks
• More than 80% of the area is protected
• Tourism in close cooperation with agriculture, forestry and craftsmanship („filcanje“, mountain wood festival, wool festival, storytelling, ethno animation,...)
IDRIJA (Slovenia)

EDEN destination 2011

- World second biggest mercury mine
- Unique handicraft product „Idrija lace“
- Culinary speciality „idrijski žlikrofi“
KOLPA RIVER (Slovenia)

EDEN destination 2010

• Bela Krajina region
• One of the warmest and intact rivers in Slovenia (113 km)
• River bank for sports and recreational activities, (boating, canoeing, kayaking, rafting)
• Green, clean, preserved, peaceful
VULKANLAND (Austria)

EDEN destination 2008

• Styrian volcano land (volcanic formations, thermal water resources)
• Seasonal events: handicraft summer, culinary autumn, silent advent
National Park NORTHERN VELEBIT (Croatia)

EDEN destination 1999

• Northern section of Velebit mountains (largest mountain range in Croatia)
• Extreme diversity of carst phenomena, animal and plant species, great woodland, local culinary (cheese)
• Protection, education, recreation, encouraging local community
Common challenge: All involved EDEN destinations wish to extend the short tourism season. Tourism providers are paying too little attention to the target group of seniors aged 55+. The main focus was to design suitable cross-border tourism products in pilot EDEN destinations for seniors 55+ (women and couples) to increase tourism flows in low/medium seasons.

RESULT: Developed 4 cross-border tourism products for seniors 55+ (women and couples), tested by groups of seniors from Italy in April & May 2017 (two 5-days testing programmes), evaluation by participating seniors, evaluation group and SMEs representatives – upgrade of the model and products.
How to ensure Sustainability & Transferability?

Established networks:

- **Network of EDEN destinations**: Idrija, Northern Velebit, Vulkanland, Kolpa, Solčavsko
- **Network of senior organisations**
- **Network of tourism related SMEs** – for long-term provision of quality services (over 50 members)
- **Network of Incoming tourism agencies and TICs** – in-depth experience marketing of selected niche groups of seniors 55+ after project end (13 members)
EDEN 55plusNW: Developing the network of tourism products for seniors – building a cooperation along the tourism value chain for EDEN destinations in partner countries for more competitive and sustainable growth

Project duration: March 2016 – July 2017

Website: www.eden55plus-network.eu

8 project partners: Razvojni center Srca Slovenije (SI), Verein zur Förderung des Steierischen Vulkanlandes (AUT), Stadtgemeinde Feldbach (AUT), Center za Idrijsko dediščino (SI), Javna ustanova „Nacionalni park Sjeverni Velebit“ (CRO), Universita delle LiberEta Auser di Trieste (IT), Provital (SI), Agencija M (SI)