



## DEVELOPING SENIOR TOURISM IN REMOTE REGIONS JOINT POLICY RECOMMENDATIONS

### 1. TARGETING SENIORS IN TOURISM

- **Increasing the knowledge on possibilities of senior tourism** among public and private sector such as national and regional tourism organizations, ministries, regional authorities and municipalities, journalists, active seniors groups and individuals. Campaigns for the possibilities of senior tourism for the regional economy and senior wellbeing.
- Enhancing knowledge and know-how (capacity building) of tourism service providers and entrepreneurs on **how to work with senior groups and customers**.
- **Acknowledging different senior groups in Europe** for example healthy and wealthy seniors, seniors who need financial support, seniors who prefer group travel, travelling in smaller groups or individually and those who have health problems.

### 2. ORGANISING SENIOR TOURISM DEVELOPMENT

- **Improving cooperation between senior organizations within Europe** for example establishing senior exchange programmes and drawing up partnership agreements between senior citizen organizations for exchange visits.
- **Utilising existing voluntary networks** (senior clubs, association of seniors) for creating affordable and comprehensive tourist offers.
- Developing a **Quality Senior Tourism Charter**.
- Promoting **entrepreneurial partnerships** focusing on creation of integrated senior friendly tourist services, involving representatives of senior communities in the process of drafting such services and offers.
- **Mobilization of public-private initiatives**.

### 3. DEVELOPING TOURISM PRODUCTS FOR SENIORS

- Product development should take into account **senior needs and interest**. Seniors should be involved in the product development process for example as test groups.
- **Involving wide range of actors** from senior

organizations to tourism service providers to develop diverse supply and targeted marketing.

- **Adaptation of the existing tourist infrastructure and products to the needs and interests of seniors**, tailoring tourism offer to all generations developing intergenerational and inclusive offer such as intergenerational shared sites. Creating senior friendly products based on the existing offer.
- **Thematic product** development based on the demand for example health, nature and active tourism, religion, gastronomy, culture and history. Development of products and offers for **low and off-season** as well as for silent days in high season in order to reduce seasonality and stimulate economic growth and jobs in the regions.
- Providing **affordable tourist products** for seniors with average or below- average income.

### 4. MARKETING SENIOR TOURISM PRODUCTS

- **Direct marketing** for seniors and senior organizations.
- Organising European, national, regional and local **events promoting active lifestyle** among seniors. **Special offers** by tour-operators and travel agencies for seniors.
- **Easy access to information**.

### 5. OPENING FOR SENIOR TOURISM

- **Visa freedom** to develop cross border tourism products and to increase senior tourism flows.
- **Transportation and accessibility** of tourism infrastructure and products tailored to the needs of seniors with disabilities.

### 6. FINANCING SENIOR TOURISM

- **EU funds:** European Structural and Investment Funds (especially European Territorial Cooperation), Rural Development Fund, COSME etc.
- **International funds:** Visegrad Fund, Open Society Institute etc.
- **Private funds and private sector:** FDI, local private investors.
- **Health and social insurance funds**.