

Senior Train

Project duration and start date: 1.9.2014, 18 months

The project is about fostering Senior travel throughout Europe by train, offering innovative dynamic tourism packages that include all transportation related services as well as necessary information, accommodation and value added services

- **Main objectives:**

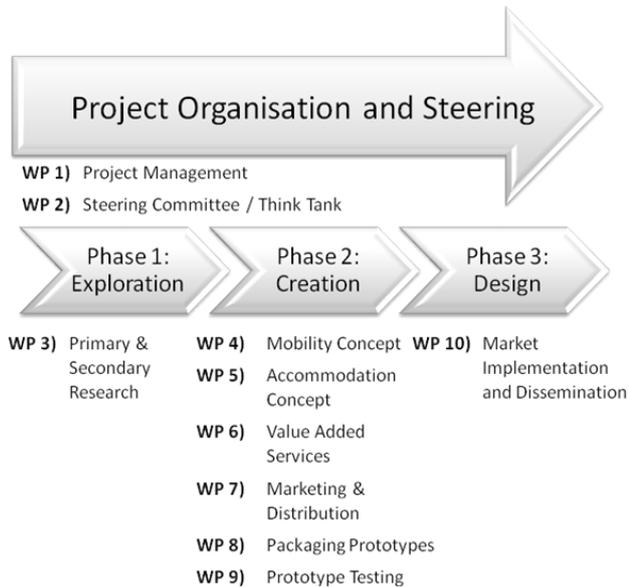
The **European Senior Rail Travel Project** aims at facilitating pan-European mobility of seniors by rail, developing **innovative tourism packages** that are tailor-made to the target group and its needs.

Transportation by train will be included via the **InterRail Pass**, a well established and well known European travel brand, based on a cooperation of railway companies in **30 different European countries**. By adding extra services and systematically removing obstacles, the interesting segments of the senior target group, from a tourism point of view, shall be addressed.

The final offer should contain all relevant elements that are needed to configure their personal perfect European holiday by rail in an easily accessible and modular way. These segments are supposedly the active seniors from 55+ that are interested in travelling for diverse reasons and in diverse constellations – alone, in groups, with their families etc. The development of thematic packages which can modularly be composed seems to be an ideal way to facilitate senior travel.

The potential of the European Senior Rail Travel Project is not only to foster transnational tourism encompassing the whole of Europe, but also to include a particularly sustainable mode of transport that is easily accessible. As the pass has not yet been provided in touristic thematic packages, such a development would be an innovation, making rail pass travel available for tour operators all over Europe.

Working Packages



- **Main outcomes:**

Outcome will be targeted tourism offer for Seniors. This will be based on a **Senior rail mobility card** concept that encompasses all services that are supportive to facilitate senior's travel. This means having a Premium Interrail Pass including reservations, luggage service, information, accommodation close by rail stations etc, accessible via communication and distribution channels that are relevant to the target group.

Further needs of the target groups will be identified by the extensive research project that follows the Service Design Approach. It is aimed at including all relevant elements that can help facilitate Senior's mobility when travelling throughout Europe.

Lead partner/coordinator: Eurail Group GIE (Luxemburg)

Partners:

- CEOMA (Spain)
- Segittur (Spain)
- University of Eberswalde, Faculty of Sustainable Tourism, (Germany)
- Treinreiswinkel (Netherlands)

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