

let's ESCAPE...

Kick-Off Meeting with
Commission - Brussels
19 September 2014

Presentation by



**CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY**

basic facts

- Grant Agreement No. SI2.686645
- 2013 call for proposals “Facilitating transnational low season tourism exchanges in Europe encouraging Senior Citizens to travel”
75/G/ENT/CIP/13/B/N03S01
- Duration: 18 months
 - 1st Sept 2014 – 28th Feb 2016

who will implement it

- PP1/Leader: Cyprus Chamber of Commerce & Industry (Cyprus)
- PP2: AGE Platform Europe (Belgium)
- PP3: Azienda Speciale della Camera di Commercio di Firenze (Italy)
- PP4: Cyprus Tourism Organisation (Cyprus)
- PP5: Top Kinisis Travel Public Ltd (Cyprus)
- PP6: Gers Chamber of Commerce & Industry (France)
- PP7: Cluster for Accessible Tourism (Bulgaria)
- PP8: +Passeio Ltd (Portugal)

what is all about

- **Brief description:**

- ESCAPE project brings together 8 partners who have joined forces with the view to work on the enhancement of the existing tourist infrastructure and staff in the low season, facilitating as such transnational exchanges off-season by concentrating on the senior citizens market.

- **Main action:**

- A total of 5 ESCAPE tourism packages will be developed targeting senior citizens during the low-season period; in Bulgaria, Cyprus, France, Italy and Portugal

- **Target groups:**

- 55+ seniors (individuals, groups, couples)
- Tourism SMEs (travel agents, accommodation, catering & transport businesses)
- Tourism authorities/boards and Chambers of Commerce

what is all about

- Main **objectives** of ESCAPE project
 - Identify the **needs and preferences of senior tourists** and produce a combined all-inclusive report on the characteristics of the seniors market in the tourism/travel sector
 - Attempt to meet the needs of senior citizens when travelling through the **development of tourism packages**
 - **Assess** the transnational low-season tourism packages for senior citizens through focus groups of seniors and improve the developed tourism packages
 - Set up **National/Regional Advisory Committees** in each of the partner countries to discuss, advise and overview the development and promotion of transnational tourism packages for seniors off-season
 - Create a **database** of senior tourists, senior organisations, SMEs and Local/National authorities in charge of tourism
 - Create **synergies** with other projects and initiatives dealing with senior tourism

what is all about

- Main **outcomes**
 - Set up of National/Regional Advisory Committees in each partner country for the development and promotion of transnational tourism packages for senior citizens during the low-season
 - Report on senior tourists' needs and demands
 - ESCAPE Charter – a framework of guidelines, as well as a quality standard specifically relating to what senior citizens need, expect and demand from the tourism industry
 - ESCAPE Club – a group of seniors-friendly/focused tourism businesses/SMEs in the partner countries (e.g. travel agents, restaurants, hotels, transport companies, leisure and sport activities) – serving as a label
 - Development of 5 low-season tourism packages for the seniors market under the logo “ESCAPE... to Bulgaria/Cyprus/France/Italy/Portugal”
 - Report on the pilot test / focus group results and recommendations for improvement of the 5 tourism packages
 - Development of the iESCAPE mobile application
 - Development of the ESCAPE Club on-line platform

WPs & leaders

- **WP1** Management, Coordination & Reporting
 - WP1 leader: **CCCI**
- **WP2** Identifying needs of senior tourists
 - WP2 leader: **AGE**
- **WP3** Meetings needs of senior tourists: ESCAPE packages
 - WP3 leader: **TOP KINISIS**
- **WP4** Assessing transnational low-season tourism packages for seniors
 - WP4 leader: **PROMOFIRENZE**
- **WP5** Promoting & Communicating ESCAPE products
 - WP5 leader: **CCCI**

plan of action...

| Month → | Sep '14 | Oct '14 | Nov '14 | Dec '14 | Jan '15 | Feb '15 | Mar '15 | Apr '15 | May '15 | Jun '15 | Jul '15 | Aug '15 | Sep '15 | Oct '15 | Nov '15 | Dec '15 | Jan '16 | Feb '16 | Mar '16 | Apr '16 | May '16 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| WP1 Management, Coordination & Reporting | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x* | x* | x* |
| WP2 Identifying the Needs of Senior Tourists | x | x | x | x | x | x | | | | | | | | | | | | | | | |
| WP3 Meeting the Needs of Senior Tourists – ESCAPE Packages | | | | | | | x | x | x | x | x | x | x | x | | | | | | | |
| WP4 Assessing the Transnational Low-Season Tourism Packages for Seniors | | | | | | | x | x | x | x | x | x | x | | | | | | | | |
| WP5 Promotional & Communication Activities | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | | | |

Thank you

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