European Senior Citizens’ Actions to Promote Exchange in Tourism - ESCAPE

Project duration and start date: 18 months / 1st September 2014-28th February 2016

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. A total of 5 ESCAPE tourism packages will be developed targeting senior citizens during the low-season period.

- 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

- Working Packages
  1. “Management, Coordination & Reporting”
  2. “Identifying the Needs of Senior Tourists”
  3. “Meeting the Needs of Senior Tourists – ESCAPE Packages”
  4. “Assessing the Transnational Low-Season Tourism Packages for Seniors”
  5. “Promotional & Communication Activities”

- 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)

- Development of 5 low-season tourism packages for the seniors market under the logo “ESCAPE to ….Bulgaria/Cyprus/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

**Lead partner/coordinator: Cyprus Chamber of Commerce & Industry - CCCI (Cyprus)**

**Partners:**

- AGE Platform Europe AISBL – AGE (Belgium)

- Azienda Speciale della Camera di Commercio di Firenze – PROMOFIRENZE (Italy)

- Cyprus Tourism Organisation - CTO (Cyprus)

- Top Kinisis Travel Public Ltd - TOP KINISIS (Cyprus)

- Chambre de Commerce et d’ Industrie du Gers - GERS CCI (France)

- Cluster for Accessible Tourism – CAT (Bulgaria)

- Passeio Lda - +PASSEIO (Portugal)

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