

# European Senior Citizens' Actions to Promote Exchange in Tourism - ESCAPE

**Project duration and start date: 18 months / 1<sup>st</sup> September 2014-28<sup>th</sup> 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/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**

**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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