


The Senior Rail Travel Project

Project Kick-off

Brussels, 19/09/2014



- 
- **The Project**
 - The Consortium
 - Project Schedule and Work Packages

The Senior Rail Travel Project

The Project and Objectives




- The project aims at facilitating pan-European mobility of seniors by rail, developing **innovative and sustainable tourism packages** that are tailor-made to the target group and its needs
- In order to elaborate a travel package that fully addresses senior needs, a **systematic investigation** of senior requirements and potential obstacles will create an overall picture on senior mobility by rail
- Based on this, a travel package will be elaborated including all elements of the travel chain, from mobility by train all over Europe to accommodation and cultural packages
- **Each partner is specialized** in certain elements of senior travelling aiming at improving the basic travel conditions for the target group in its respective specialist field; the objective is to offer **enhanced packages for seniors** that add value to the usual offer

Methodology

Service Design Approach



- The Senior Rail Travel Project will be conducted under the customer focused “**Service Design**” approach.
- It aims to ensure that **service interfaces are useful, usable, and desirable** from the client’s point of view.
- Service Design analyses a given problem from the **customer’s perspective**, watching and interpreting their needs and behaviours, in order to transform them into potential future services.
- **Inventing totally new services or redesigning existing ones.**

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The Senior Rail Travel Project

The Consortium



Eurail Group G.I.E., Project Coordinator

- G.I.E. = Groupement d'intérêt économique
- Headquarters: Luxembourg, Luxembourg
- International organization representing 30 railways

Two Brands for Worldwide Markets



European Customer
Valid in 30 Countries



Non-European Customer
Valid in 27 Countries



European Rail Travel with Long Tradition

- Eurail introduction in 1959, InterRail 1974
- Access to more than 250,000 km interconnected railways, covering whole Europe
- More than 500,000 customers from all over the world every year

Discover Whole Europe on One Railpass



InterRail Global Pass Participating countries



Austria	Ireland
Belgium	Luxemburg
Bosnia-Herzegovina	Montenegro
Bulgaria	Netherlands
Croatia	Norway
Czech Republic	Poland
Denmark	Portugal
Finland	Romania
France	Serbia
FYR Macedonia	Slovakia
Germany	Slovenia
Great Britain	Spain
Greece	Sweden
Hungary	Switzerland
Italy	Turkey

CEOMA

- CEOMA = Confederación Española de Organizaciones de Mayores
- Headquarters: Madrid, Spain
- Senior Federation

Facts & Figures

- Founded in 1989
- Represents over 1,200 senior organisations in Spain

SEGITTUR

- Segittur = Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas
- Headquarters: Madrid, Spain
- National Governmental Authority

Facts & Figures

- Sub-Society of the Spanish Ministry of Industry, Energy and Tourism specialized in innovative tourism



Treinreiswinkel

- Headquarters: Leiden, The Netherlands
- SME

Facts & Figures

- Dutch Tour Operator specialized in rail travel
- Offers tickets to more than 85,000 train stations in Europe

Fachhochschule Eberswalde

- Hochschule für nachhaltige Entwicklung Eberswalde (FH)
- Headquarters: Eberswalde, Germany
- Public Research Entity

Facts & Figures


- Founded in 1830
- Represents over 2,000 students
- Public University specialized in sustainable tourism

The Senior Rail Travel Project

Role of the Partners



- Role of **University Eberswalde** mainly in providing comprehensive research and accompanying the conceptualisation of the product
- Role of **Treinreiswinkel** mainly in giving market-oriented input to the Think Tank, conceptualising and piloting possible products marketing and sales-wise
- Role of **CEOMA**: advice on Senior Travel needs as input to the Think Tank, offering contact to Seniors, advising during concept and pilot phase
- Role of **Segittur** providing ideas on innovative concepts, with a huge experience in comparable projects for the target group

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The Senior Rail Travel Project Workpackages and Timeline



September 2014

18 Months

March 2016

Project Organisation and Steering

WP 1) Project Management

WP 2) Steering Committee / Think Tank

Phase 1:
Exploration

Phase 2:
Creation

Phase 3:
Design

WP 3) Primary &
Secondary
Research

WP 4) Mobility Concept
WP 5) Accommodation
Concept

WP 6) Value Added
Services

WP 7) Marketing &
Distribution

WP 8) Packaging Prototypes

WP 9) Prototype Testing

WP 10) Market
Implementation
and Dissemination

Main Project Phases



The service development procedure will be explored in **three** phases:

- 1) Exploration Phase with a customer journey to discover travel needs and obstacles
- 2) Creation Phase with prototyping and testing
- 3) Pilot Phase to develop the service(s) that will finally be offered

The Senior Rail Travel Project

Project Schedule and Work Packages



Macro Phase	Work Packages	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Project Management	WP 1: Project Management	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Steering Committee	WP 2: Steering Committee	█	█	█			█		█		█		█			█		█	█
Exploration Phase	WP 3: Primary and Secondary Research	█	█	█	█														
Creation Phase	WP 4: Mobility Concept			█	█	█	█	█	█										
	WP 5: Accommodation Concept			█	█	█	█	█	█										
	WP 6: Value Adding Services			█	█	█	█	█	█										
	WP 7: Marketing and Distribution			█	█	█	█	█	█										
	WP 8: Packaging Prototypes									█	█								
	WP 9: Prototype Testing											█	█						
Pilot Phase	WP 10: Market Implementation & Dissemination												█	█	█	█	█	█	█

Consortium Organisation

Work Packages and Leading Parties



Work package No.	Co-ordinator: Eurail	University Eberswalde	Segittur	CEOMA	Treinreiswinkel	Total
WP 1: Project Management	92		15			107
WP 2: Steering Committee	35	15	15	15	10	90
WP 3: Primary and Secondary Research	35	85	30	95	10	255
WP 4: Mobility Concept	30			10		40
WP 5: Accommodation Concept				10	40	50
WP 6: Value Adding Services	40		45	10	10	105
WP 7: Marketing and Distribution	60		30	10	20	120
WP 8: Packaging Prototypes					30	30
WP 9: Prototype Testing		40		69	10	119
WP 10: Market Implementatio & Dissemination	50			37	10	97
Total	342	140	135	256	140	1013
Lead						

Contact



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