The Senior Rail Travel Project

Project Kick-off
Brussels, 19/09/2014
Outline

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.
The Senior Rail Travel Project
The Consortium
Eurail Group G.I.E.

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

Eurail Group G.I.E. 19/09/2014
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 conceptionalisation 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.
Outline

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

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## Consortium Organisation

### Work Packages and Leading Parties

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**Lead**
Contact

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