SENTour
Connect Project

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Project Manager
Project Partners

- International Social Tourism Organisation (ISTO) – Coördinator
- Instituto de Turismo de la Región de Murcia (Spain)
- Urbanisticni Institut Republike Slovenije (Slovenia)
- Fundaçao INATEL (Portugal)
- HAPPY AGE SRL (Italy)
- Agence Nationale pour les Chèques-Vacances (ANCV)
- ThinkCamp gem. eG (Germany)
- Joie et Vacances asbl. (Belgium)
Main objectives

• Study and develop mechanisms supporting transnational stakeholder cooperation
• Improve tourism seasonality patterns across Europe
• Create innovative and sustainable transnational tourism packages for seniors
• Strengthen public-private partnerships (PPPs)

Facilitate transnational tourism exchanges for seniors in the low season within Europe domestic market
Working Package 1: Investigate and exchange knowledge and product development

- **Actions (core = investigate senior market + establish cooperation's)**
  - Identify relevant actors
  - Establish a working consortium of stakeholders
  - Support the development of cross-border synergies
  - Establish cooperation with other on-going EU tourism projects
  - Promote the creation of interregional networks

- **Output**
  - Study of existing senior associations in Europe
  - Study of Senior travel approach through associations
  - Establish a MoU (Memorandum of Understanding) and Working Protocol
  - Establish network of offer and demand (integrate in eCalypso)
Working Package 2: Package development and eCalypso integration and training

**Actions (core = create packages and integrate in eCalypso)**
- Identify sites, services, themes of relevance to target group
- Identify & establish synergies among stakeholders (public & private) => establish thematic methodology for packages
- Develop packages with particular theme for seniors (promoted through eCalypso platform!) => call on experience of consortium members
- Train partners in using eCalypso

**Output**
- Specialized packages for Seniors (related to themes such as EDEN destinations)
- Offer and demand stakeholders trained in eCalypso platform use
- Working accord between eCalypso and senior partners
- Integration of packages in eCalypso
Working Package 3: package/pilot exchange tests and assessment

**Actions (core = set up 3 pilot exchanges to evaluate packages)**
- Coordinate 3 pilot exchanges (one nation groups or multi-nation groups)
- Follow-up study
  - Identify opportunities and challenges
  - Review and evaluate access to senior market
  - Access of seniors to travel products?
  - Identify logistic requirements and barriers
  - Level of interest among senior target group
  - Evaluate quality (reflection WP2) and the experience of participants
  - Recommend improvements

**Output**
- Realization of min. 4-6 pilots
- Evaluation process of reservation system
- Survey on partner results
- Establishment of working methodology
- Integration reservation system in eCalypso

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Working Package 4: Promotion and dissemination of European Tourism as an asset to European citizen participation

**Actions (core = set up communication strategy)**
- Develop communication strategy (also reach seniors without internet!)
- Communicate project synergy with other senior projects + support other projects
- Provide promotion of other programs for potential cooperation
- Go to events to promote the project
- Prepare promotion material

**Output**
- Multilingual information pamphlets
- Promotional video
- 3 monthly newsletter
- Organise 1 major event
- Design a virtual and paper catalogue of Senior product offers
- Design special senior travel section within eCalypso
- Build a network with SME service providers
- Set up virtual communication platform ‘Yammer’ for partners
Working Package 5: Project administration

• **Actions (core = administration)**
  • Direct liaison with EC
  • Regularly inform partners
  • Organise Steering Committees
  • Investigate financial activity + guide and support partners
  • Analyse and document all the efforts for WP
  • Support and ensure sustainability of the actions

• **Output**
  • 4 Steering Committees
  • 3 interim reports
  • 1 final report
  • Periodic financial reports
  • Meeting minutes
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