



SENTour Connect Project

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Project Manager

Project Partners

SENTour Connect

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



Main objectives

SENTour Connect

- 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

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- **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

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- **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

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- **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

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

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- **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

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- **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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