SilViAlp

Silver Via Alpina Yellow Trail

Call. COS-TSUST-2014-3-15

Topic: COSME-2014-3-15 - Diversifying the EU tourism offer and products- Sustainable transnational tourism products

Dott.ssa Anna Scuttari – Dott Manuel Demetz

Institute for Regional Development and Location Management

Co-funded by the COSME programme of the European Union

Scope of the project

Custom Product Design

Holiday Package

Long Distance Hiking Via Alpina Yellow Trail

Marketing and Multi-Channel Management

Silver Agers

Co-funded by the COSME programme of the European Union

Solution?

All-in-one package designed for senior travelers

Co-funded by the COSME programme of the European Union

Via Alpina Yellow Trail

Crossing four countries: Germany, Austria, Italy and Slovenia on a historical trail

Experience of different cultures and landscapes

Adventure and health

Remote alpine areas

Co-funded by the COSME programme of the European Union

Home | Search | de | it | fr | sl | en

Via Alpina – Discover the Alps!

The Via Alpina | The trails | The tours | Partners & Press area

Home » Partners & Press area » Project presentation » A name and a logo

Project presentation

- And first, a bit of history...
- The Via Alpina in figures
- Trails with a philosophy
- **A name and a logo**
- The Via Alpina team
- The financial partners
- Beyond the Via Alpina

Support the Via Alpina!

Professional documents

A name and a logo

Like Be the first of your friends to like this. | +1 Recommend this on Google

All the Alpine regions have in common the fact that they once belonged to the Roman Empire. ***Via Alpina***, « alpine way » in Latin, expresses in two universally understandable words the essence of the project: it is a trail and it represents the Alps.

Via Alpina

For the logo we also opted for the obvious: three geometric shapes sketch the letters *V* and *A* which the walker will find painted or engraved on all the wooden, metal or composite material signposts in all shapes and forms from one end to the other of the Alpine Range.

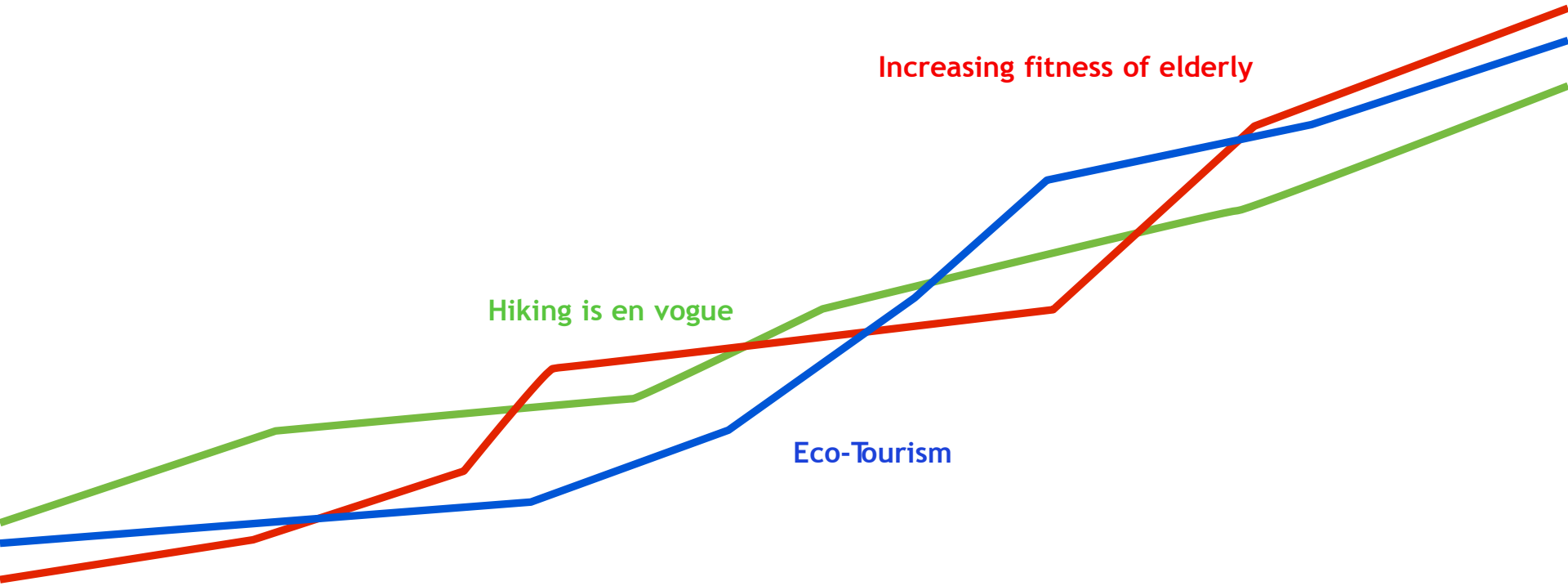
The triangle is naturally a symbol of the mountain. The right hand stroke representing the Alpine Range: extending from South-West to East and wider in its Eastern part. The left stroke is the Via Alpina that hangs on to it. On the ground its colour changes according to the trail followed: Red, Purple, Yellow, Green or Blue.

www.via-alpina.org

Credits | Legal | Contacts | Site map | Login

Co-funded by the COSME programme of the European Union

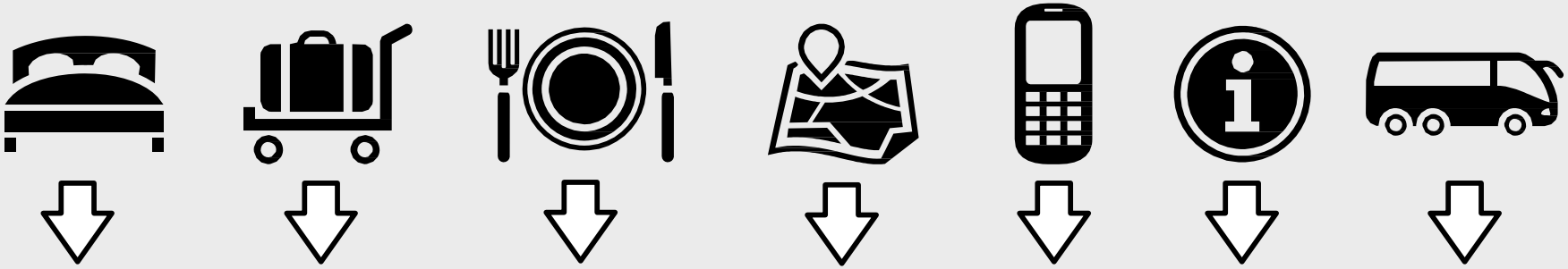
Why this product?



Co-funded by the COSME programme of the European Union

Objectives

Key success factor: accessibility



accommodation

luggage transport

food & beverage

navigation

service & emergency

guiding

mobility

all in one product

business model

- satisfaction of **needs of seniors** in terms of travel comfort, safety, security and lifestyle
- availability through innovative **digital technologies** (Apps and webportal)

Co-funded by the COSME programme of the European Union

Expected impacts

- diversify the tourism offer in the hiking sector
- face tourism challenges related to the demographic change and silver society
- increase the competitiveness of mountain tourism
- encourage deseasonalization of tourism activity
- extract a scalable business model to be transferred to similar areas

Co-funded by the COSME programme of the European Union

Partners

PP	Name	Country	Role
PP1	EURAC	ITA	Research centre
PP2	Wikinger Reisen	DE	SME (Field: intermediation - Tour operator)
PP3	Wanderhotels	AT	SME (Field: hospitality – touristic association)
PP4	Provincia di Belluno	ITA	Public regional governmental authority
PP5	Helios Srl	ITA	SME (Field: communication)
PP6	Athesia Druck GMBH	ITA	Enterprise (Field: editor, digital marketing)
PP7	Hiking and Biking Slovenia	SI	SME (Field: hospitality – touristic association)
PP8	Matej Bel University	SL	University

Co-funded by the COSME programme of the European Union

The European Academy of Bozen/Bolzano (EURAC)

Innovative centre for Research and Education

Four areas of research: Autonomies, Mountains, Health and Technologies.

Interdisciplinarity

Sustainablility issues

Diverse scientific and geographical backgrounds

5 RESEARCH DEPARTMENTS – 11 RESEARCH INSTITUTES

Implementation

Two cross cutting work packages (WP1-2) + **three operational work packages (WP3 + 4)**:

Work Packages and related activities	PP1 EURAC	PP2 WIKIN-GER	PP3 AWM	PP4 PB	PP5 HELIOS	PP6 ATHESIA DRUCK	PP7 HBS	PP8 UMB
WP1 - Project management	X	X	X	X	X	X	X	X
WP2 - Dissemination and communication	X			X	X		X	
WP3 - Product development	X	X	X	X			X	
WP14- Tour model	X			X			X	X
WP5 - Digital marketing and services	X					X		

Co-funded by the COSME programme of the European Union

Operational WPs

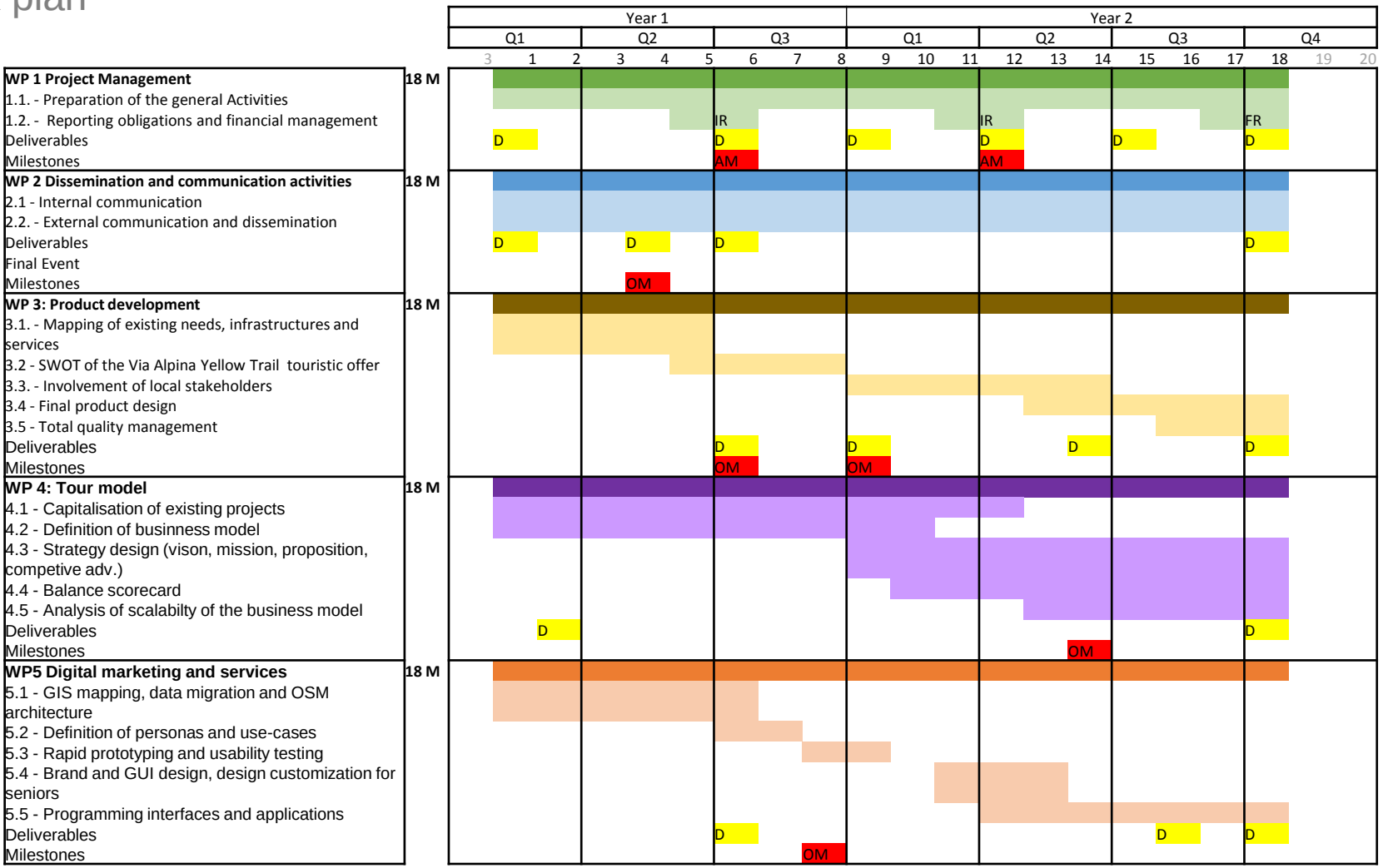
- **WP3 – Product development**
  - **Objective**: to fit the existing trail to the needs of 55+
  - **Steps**: mapping existing infrastructures&services; SWOT; Involvement of stakeholders

- **WP4 - Tour model**
  - **Objective**: to extract a tour model from the experience of the senior package
  - **Steps**: capitalisation of existing projects, business model, strategy design, balance scorecard, scalability analysis

- **WP5 – Digital marketing and service**
  - **Objective**: to develop digital tools for the product (App, website)
  - **Steps**: gps mapping, definition of personas, prototyping, GUI design, programming interfaces and application

Co-funded by the COSME programme of the European Union

Work plan



Co-funded by the COSME programme of the European Union

Budget

	PP1 EURAC	PP2 WIKIN-GER	PP3 AWM	PP4 PB	PP5 HELIOS	PP6 ATHESIA DRUCK	PP7 HBS	PP8 UMB	Total
Total costs	104,994.82	49,344.12	38,601.00	30,302.40	19,589.56	50,829.17	15,043.13	21,451.36	330,155.56
Reimbursement rate	75%	75%	75%	75%	75%	75%	75%	75%	75%
Maximum grant amount	78,746.12	37,008.09	28,950.75	22726.80	14,692.17	38,121.88	11,282.35	16,088.52	247,616.68
% of total consortium	31.8%	14.9%	11.7%	9.2%	5.9%	15.4%	4.6%	6.5%	100.0%

Co-funded by the COSME programme of the European Union

Thank you!

Project Team EURAC:
Prof. Dr. Harald Pechlaner (Head of Institute)
Dott.ssa Anna Scuttari
Dott. Manuel Demetz
Dott.ssa Elisa Innerhofer

Institute for Regional Development and Location Management
www.eurac.edu
anna.scuttari@eurac.edu

Co-funded by the COSME programme of the European Union