

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

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Co-funded by the COSME programme
of the European Union

Scope of the project

Custom Product Design

Holiday Package

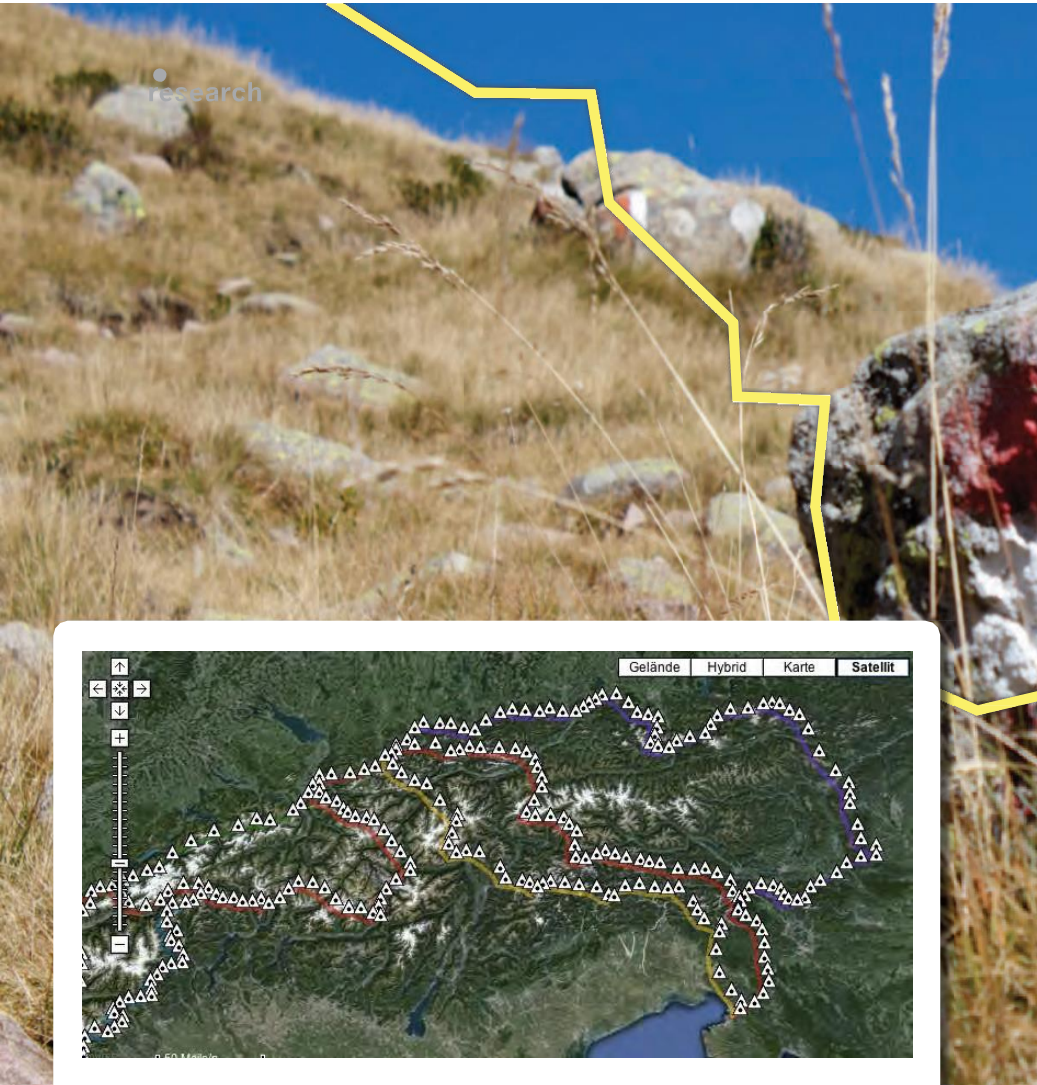
Long Distance Hiking Via Alpina Yellow Trail

Marketing and Multi-Channel Management

Silver Agers

Solution?

**All-in-one package
designed for senior
travelers**



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

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- 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

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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.

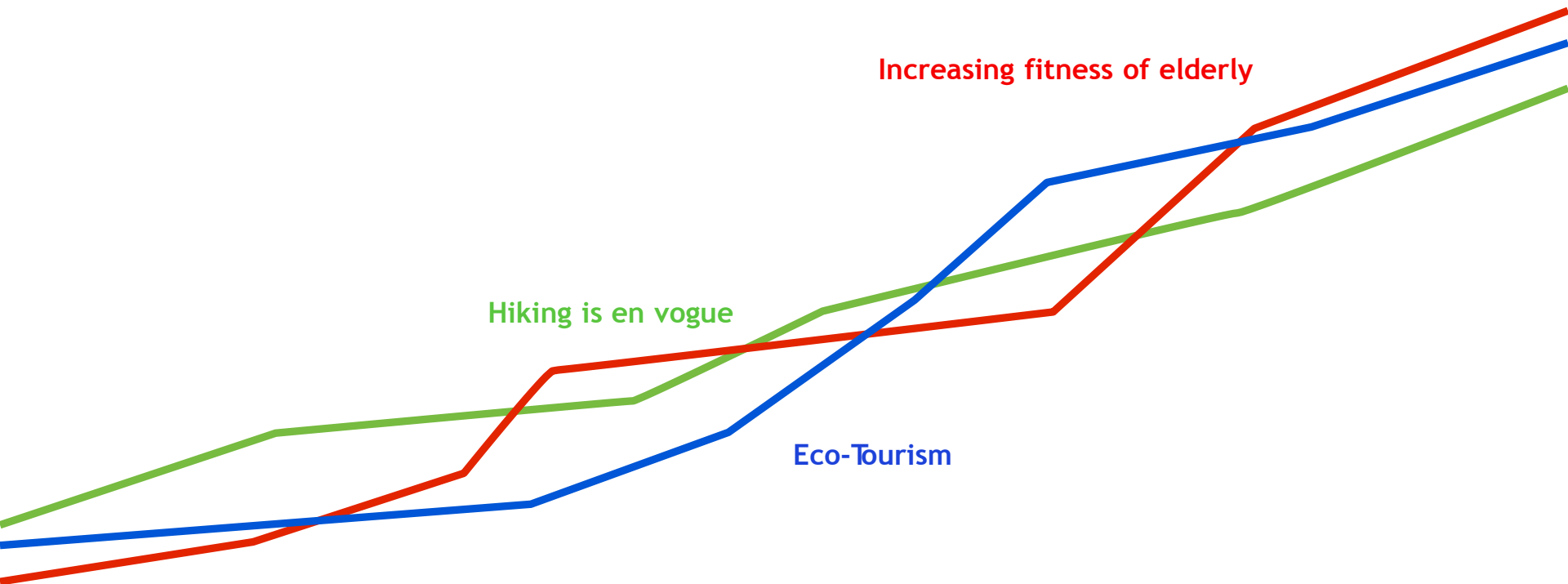


For the logo we also opted for the obvious: three geometric shapes sketch the letters V and A which the walker will find painted or engraved on all the wooden, metal or composite material signposts in all shapes and forms from one end to the other of the Alpine Range.

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.



Why this product?



Objectives

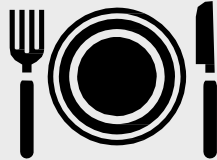
Key success factor: accessibility



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)

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

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



The European Academy of Bozen/Bolzano (EURAC)

Innovative centre for Research and Education

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

Interdisciplinarity

Sustainability 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		

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

Work plan

		Year 1								Year 2											
		Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4					
		3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
WP 1 Project Management	18 M	[Green bar across all months]																			
1.1. - Preparation of the general Activities																					
1.2. - Reporting obligations and financial management																					
Deliverables		D																			
Milestones							IR						IR							FR	
WP 2 Dissemination and communication activities	18 M	[Blue bar across all months]																			
2.1 - Internal communication																					
2.2. - External communication and dissemination																					
Deliverables		D			D			D													D
Final Event																					
Milestones																					
WP 3: Product development	18 M	[Brown bar across all months]																			
3.1. - Mapping of existing needs, infrastructures and services																					
3.2 - SWOT of the Via Alpina Yellow Trail touristic offer																					
3.3. - Involvement of local stakeholders																					
3.4 - Final product design																					
3.5 - Total quality management																					
Deliverables																					D
Milestones							OM				OM										
WP 4: Tour model	18 M	[Purple bar across all months]																			
4.1 - Capitalisation of existing projects																					
4.2 - Definition of business model																					
4.3 - Strategy design (vision, mission, proposition, competitive adv.)																					
4.4 - Balance scorecard																					
4.5 - Analysis of scalability of the business model																					
Deliverables			D																		D
Milestones																					
WP5 Digital marketing and services	18 M	[Orange bar across all months]																			
5.1 - GIS mapping, data migration and OSM architecture																					
5.2 - Definition of personas and use-cases																					
5.3 - Rapid prototyping and usability testing																					
5.4 - Brand and GUI design, design customization for seniors																					
5.5 - Programming interfaces and applications																					
Deliverables																					D
Milestones																					

■ IR Interim Report
 ■ FR Final Report
 ■ D Deliverable
 ■ AM Administrative milestone
 ■ OM Operational milestone



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	22,726.80	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%

Thank you!

Project Team EURAC:

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