



SenGoR - Seniors Go Rural

A bottom-up, stakeholder-driven product for individual senior off-season travel using rural micro- and SMEs, established and managed through corporate agreements



What works

- Criteria list for providers -> knowledge
 - Silver Suitcase - Logo for branding -> visibility
 - ID-card -> operational
- ... at **NATIONAL** levels



Silver Suitcase card

- Distributed via organisations representing seniors
- Agreement between a seniors' organisation and a marketing / rural tourism organisation
- Agreement between a marketing/rural tourism organisation and service provider



What is the Silver Suitcase card?

The Silver Suitcase card provides all senior citizens with access to a wide range of services and facilities. It is distributed to all senior citizens living in the Netherlands and is valid in all participating countries.

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What can you expect from the Silver Suitcase?

The Silver Suitcase card provides all senior citizens with access to a wide range of services and facilities. It is distributed to all senior citizens living in the Netherlands and is valid in all participating countries.

How and where to obtain the Silver Suitcase card

The Silver Suitcase card is a joint effort of rural tourism providers and organizations that represent the senior citizens. It is valid in all participating countries.

Enjoying the Countryside for the Silver Age

Are you 55 or over and like to stay in the countryside?

Seniors Rural Go

SILVER SUITCASE

national ouderen fonds

VLAAMS-BRABANT

HANEN

Seniors Rural Go

national ouderen fonds

VLAAMS-BRABANT

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VLAAMS-BRABANT

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What NOT (yet) works

- Senior-specific products
-> *“don’t call them
‘senior’”*
- International markets ->
takes time
- Critical mass to be
sustainable



Replicable? – YES !

- **Criteria** – merge with other projects to define one common CORE set, plus segment-specific plug-ins
- **“Silver Suitcase” Brand** – for those who want (both internal and public use)
- **ID-Card** – concept to be further developed, with direct link to booking and clearing facilities.

DO NOT INVENT THE WHEEL AGAIN !



Synergies

- **Criteria** – results of different projects are similar or complement each other
- **Research** results and experience: idem
- **Transform** knowledge into practice: training, joint promotion, repository and exchange platform, ...



Future needs

- The demographic evolution generates adequate products by itself – **DOUBT** about the need of specific senior products
- Work on **frameworks**: knowledge repository and dissemination, training, awareness raising amongst destinations and service providers
- **Pilot cases** for destinations and global market segments: individual/ mass tourism; health / rural / city / active / etc tourism; etc.





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