Senior Tourism in Europe

Questionnaire to tourism authorities (national/regional), the industry and other stakeholders in tourism and senior-related sectors

Part I

General information on existing practices

PROFILE OF THE RESPONDENT

*Please check all appropriate boxes and, where relevant, specify your answer*

1. Country

2. Official Name

**ARE YOU RESPONDING TO THIS QUESTIONNAIRE AS:**

- Public Entity (National Administration, Regional Authority, National Tourism Office, other public organisation, - please specify)

- Private Entity (business, Association, Federation, other private organisation, – please specify)
Other (Public –Private Partnership, NGO, other - please specify)

Please complete with the details of the contact person:
Name:
Department/organization:
Function:
Address:
Country:
Telephone:
E-mail:
Web Site:

3. **Involvement in Senior Tourism-Related Initiatives**

3.1 Is or has your entity recently been implementing any initiative targeting senior tourism?

- [ ] Yes
- [ ] Not yet, but we are currently working on including senior tourism in the scope of our activities
- [ ] Not yet, but planning to include senior tourism in the scope of our activities
- [ ] No and not planning to include it either in the foreseeable future, because:
  - [ ] We don't think that senior tourism is a viable concept
  - [ ] We don't think that senior tourism is a profitable business
  - [ ] Too high investment costs
  - [ ] Too high operational costs
  - [ ] We don’t think we would be able to reach out to the target groups
Lack of human resources
Lack of political support
Lack of possibility for experience exchange
Lack of information and advice on senior opportunities
Other (please specify)

3.2 Would you consider cooperating with another public and private actor to develop and promote transnational low/medium-seasons senior travels in Europe and from third countries?

Yes, in any case
Yes, but only if we were offered financial support
Yes, but only if we were offered technical support
Yes, but only if we were offered political support
No, we are not interested
QUESTIONS

Please check all appropriate boxes and, where relevant, specify your answer

DESCRIPTION OF THE SENIOR TOURISM ACTIVITY / PROJECT

1.1. Title

1.2. Period of implementation

1.3. Geographical scope

- National implementation:

- Regional implementation – please specify territorial coverage:

- Local implementation – please specify territorial coverage:

- European level – please specify countries involved:

- International implementation – please specify countries involved:

1.4. What is the age range of the seniors targeted by the activity / project?

- Seniors citizens from age 55+
- Senior citizens from age 60+
- Senior citizens from age 65+
If your senior target group age range is different, please specify:

[ ] Yes, with

- [ ] Youth
- [ ] Families with children
- [ ] People with special needs (e.g. mobility difficulties, need of special care, etc.)
- [ ] People with disabilities (mental or physical)
- [ ] Other (please, specify)

[ ] No, it only focuses on seniors

### 1.5. Is it addressed also to other target groups?

#### 1.5. Is it addressed also to other target groups?

<table>
<thead>
<tr>
<th>Objective</th>
<th>High priority</th>
<th>Medium priority</th>
<th>Low priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving the possibility to travel and enjoy tourism for all</td>
<td></td>
<td></td>
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<tr>
<td>Extending the tourism season at the given destination</td>
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<td></td>
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<tr>
<td>Improving tourism flows at a destination</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Improving the competitiveness of the tourism local business</td>
<td></td>
<td></td>
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<tr>
<td>Improving the competitiveness of the tourism industry</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Increasing economic benefits</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Improving social inclusion</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Improving the quality of life of the target group(s)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Improving accessibility of facilities</td>
<td></td>
<td></td>
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<tr>
<td>Improving the sustainability of the tourism destination</td>
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<td></td>
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<tr>
<td>☐ Economic</td>
<td></td>
<td></td>
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<td>☐ Social</td>
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<tr>
<td>☐ Environmental</td>
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<tr>
<td>Contributing to the diversification of the tourism offer</td>
<td></td>
<td></td>
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<tr>
<td>Promotional and marketing activities</td>
<td></td>
<td></td>
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<tr>
<td>Improving innovation and increasing the use of ICT</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 1.7. Which are the responsible public and/or private entities responsible for the activity / project? Please list as many as necessary and define their role in the implementation process.

<table>
<thead>
<tr>
<th>ENTITY</th>
<th>ROLE IN THE ACTIVITY / PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Design</td>
</tr>
<tr>
<td>Entity 1: ................</td>
<td>☐ Public</td>
</tr>
<tr>
<td>Entity 2: ................</td>
<td>☐ Public</td>
</tr>
<tr>
<td>Entity 3: ................</td>
<td>☐ Public</td>
</tr>
<tr>
<td>Entity 4: ................</td>
<td>☐ Public</td>
</tr>
<tr>
<td>Entity 5: ................</td>
<td>☐ Public</td>
</tr>
</tbody>
</table>
Please, provide a short description of the cooperation between entities (max 1 page)


1.8. Which are the resources allocated to the activity / project (please check all that applies and specify where applicable):

Overall budget:

☐ Private financing (% of total budget):

☐ Possible public financing (% of total budget):

Human resources:

Other (please specify):

1.9. Please provide a short description of the activity / project, its milestones, the expected and achieved outcomes and results? (max 1 page)
1.10. In your opinion which elements of your activity / project could be useful to design a scheme to increase flows of senior tourists between EU Member States and/or from third countries? What has proved to be particularly effective? (max 1 page)

2. Informal Group of Experts

The Tourism unit foresees to gather a restricted number of experts (max. 15-20 people) to be selected based on their expertise and interest in fostering cooperation described below. Participating experts will not remunerated nor will be reimbursed of any fees related to their work in this expert group.

The main role of the experts will be to assist the Tourism unit in assessing the results of this survey exercise and in working out possible initiatives for senior tourism exchanges at EU and international level.

This group is foreseen to start working from 5th December and will assist the Tourism unit until mid-March 2014, in a first phase.

2.1 Would your organisation be interested in becoming a member of this informal group of experts?

☐ Yes, we are interested

➢ Name of the nominated expert:

➢ E-mail address:

➢ Organisation:

➢ Function:

➢ Expertise / interest in fostering cooperation (max 3000 characters):
No thank you

Date                  Signature & stamp

This part of the questionnaire should be returned by Friday, 4 October to:

Entr-tourism-policy@ec.europa.eu

Thank you for your cooperation!
Senior Tourism in Europe

Questionnaire to tourism authorities (national/regional), the industry and other stakeholders in tourism and senior-related sectors

Part II

In-depth analysis of existing practices
QUESTIONNAIRE

Please check all appropriate boxes and, where relevant, specify your answer.

THE RESPONDENT:

THE NAME OF YOUR ORGANISATION:

CONTACT PERSON:

FUNCTION:

E-MAIL ADDRESS:

WEBSITE:

1 QUESTIONS FOR PUBLIC ENTITIES

1.1. You are responding as/on behalf of:

☐ National public administration in charge of tourism

☐ National public administration not in charge of tourism

☐ Related to senior field

☐ Not related to senior field

1.2. Please specify responsibility areas

☐ Sub-national / regional public administration

➢ Is tourism administration decentralised to sub-national authorities in your country?

☐ Yes

☐ No

1.3. How long has your administration been carrying out activities in the area of senior tourism?

☐ Not yet started but it's in the planning / preparatory phase
Estimated start of activities:

- Less than a year
- 1 - 2 years
- 2 - 5 years
- More than 5 years
- We carried out activities / projects in the past.

Please specify the period of activity / project:

What was the main reason(s) to cease these senior tourism activities / projects?

- We didn't think that low season senior tourism was a viable concept
- We didn't think that low season senior tourism contributed to the competitiveness of the tourism industry
- Too high investment costs
- Too high operational costs
- We were not able to reach out to the target groups
- Lack of human resources
- Lack of political support
- Lack of support by the industry
- Lack of demand by the target groups
- Lack of possibility for experience exchange
- Lack of information and advice on senior opportunities
- Other (please specify)

What was the main reason(s) to include senior tourism in the scope of activities of your administration?

- It is foreseen in the national / regional tourism strategy (through national regulations: plans, programs, agreements, laws, etc…)
Senior tourism has proven to improve the competitiveness of the local/regional/subnational/national tourism industry

There is financial and operational capacity to sustain the activity

My locality/region/country can benefit from its multiplier effects

My administration has the support from the private sector and civil society

Other (please specify)

1.5. What type of support do you provide to your senior–related activity/project?

- Co-Financement (please specify below categories)
  - Type (financial, in kind, etc…):
  - % of co-financement:
  - % of total budget of the activity/project:

Access to credit and offering financial assistance (e.g. agreements with financial entities: reduced-interest loans, tax breaks for businesses, etc…)

Promotional activity

Facilitation (knowledge experience in studies, market research, statistics, etc…) please, specify:

Other, please specify:

1.6. Do you promote senior low-season travels as part of the social policy?

- Yes
  - Through national funding programs
  - Through the development of aid systems (e.g. national financial entities, International Organisations, multilateral financing organisations)
  - Through the organisation of cooperation structures
Through facilitating access to credit and offering financial assistance (e.g. agreements with financial entities: low interest loans, tax breaks for businesses, etc…)

Through direct aid / subsidies to target groups

Other (please specify):

No

Why?

We disagree with the public support to senior tourism

We disagree with the development of aid systems

We disagree with the access to credit and financial facilities to private investments in this field

We disagree to create cooperation structures

Other (please specify):

2. QUESTIONS FOR PRIVATE ENTITIES

2.1. You are:

Tourism enterprise

active in senior tourism

not active in senior tourism

Please specify the range of your activities:

Providing information to travellers

On-line booking

Booking (not on-line)

Transport

Accommodation
☐ Restaurant, café and/or bar
☐ Entertainment (theatre, cinema, exhibitions, concert venue…)
☐ Attractions
☐ Tour-operators
☐ Other (please, specify)

☐ Non-tourism enterprise but related to senior field (please, specify scope of activity)

☐ Non-tourism enterprise not related to senior field (please, specify scope of activity)

☐ Business consultant/adviser
☐ Other (please specify)

2.2. What size is your business? Please refer to the table below

☐ Micro-enterprise
☐ Small-enterprise
☐ Medium-sized enterprise
☐ Large enterprise

<table>
<thead>
<tr>
<th>Company category</th>
<th>Employees</th>
<th>Turnover or</th>
<th>Balance sheet total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium-sized</td>
<td>&lt; 250</td>
<td>≤ € 50 m</td>
<td>≤ € 43 m</td>
</tr>
<tr>
<td>Small</td>
<td>&lt; 50</td>
<td>≤ € 10 m</td>
<td>≤ € 10 m</td>
</tr>
<tr>
<td>Micro</td>
<td>&lt; 10</td>
<td>≤ € 2 m</td>
<td>≤ € 2 m</td>
</tr>
</tbody>
</table>

2.3. What is the geographical scope of your business?

☐ Local
☐ In your region
2.4. **Is senior tourism the only scope of activities of your business?**

- [ ] Yes
- [ ] No, we also carry out activities in other fields

> Please specify the range of your activities:

2.5. **How long have you been involved in activities related to senior tourism?**

- [ ] Less than a year
- [ ] 1-2 years
- [ ] 2-5 years
- [ ] More than 5 years
- [ ] We carried out activities/projects in the past.

> Please specify the period of activity/project:

2.6. **Why did you decide to take up senior tourism in the range of activities?**

- [ ] We found that this is a profitable area of business
- [ ] We were offered cooperation with/technical support from another (public or private) organisation for this activity.
- [ ] We had the possibility to receive public financing/grants for this activity.
- [ ] We were offered financial assistance (e.g. low/free interest loans provided by financial institutions; tax breaks; depreciation write-offs, etc…)
- [ ] Our business gains more general visibility
We can improve my competitiveness against my competitors
We benefit from more experience and knowledge exchange
Other (please specify)

2.7. If you are a tourism enterprise but not working in the senior field, do you have any plans to include this field in the scope of activities of your business?

Yes, we are planning to
And we have a clear view on how to
But we do not know how to
No, we do not have the intention to do so / No, we ceased activities in this field and do not plan to re-start them.

Why?
We don't think that low season senior tourism is a viable concept
We don't think that low season senior tourism is a profitable business
Too high investment costs
Too high operational costs
We don’t think we would be able to reach out to the target groups
Lack of human resources
Lack of political support
Lack of possibility for experience exchange
Lack of information and advice on senior opportunities
Other (please specify)

3. Questions for associations / federations or other organisations
3.1. You are a:
Professional Association / Federation
3.2. You are:

☐ An association/federation/other organisation active in the area of tourism
  ☐ Active in senior tourism
  ☐ Not active in senior tourism
  ☐ An association/organisation/federation active in an area/s other than tourism
    ☐ Related to senior field
    ☐ Not related to senior field

➤ Please specify fields of activity

3.3. How many members your association/federation/organisation has?

3.4. How long have you been operating your activities related to senior tourism?

☐ Less than a year
☐ 1-2 years
☐ 3 years or more
☐ none
We carried out activities / projects in the past.

Please specify the period of activity / project:

What was the main reason(s) to cease these senior tourism activities / projects?

- We didn't think that low season senior tourism was a viable concept
- We didn't think that low season senior tourism contributed to the competitiveness of the tourism industry
- Too high investment costs
- Too high operational costs
- We were not able to reach out to the target groups
- Lack of human resources
- Lack of political support
- Lack of support by the industry
- Lack of demand by the target groups
- Lack of possibility for experience exchange
- Lack of information and advice on senior opportunities
- Other (please specify)

3.5. Why did it decide to take up senior tourism in the range of its activities?

- We found that this is a profitable area of business
- We were offered cooperation with / technical support from another (public or private) organisation for this activity.
- We had the possibility to receive public financing / grants for this activity
- We gain more general visibility of our activities
- We can improve my competitiveness against our competitors
- We benefit from more experience and knowledge exchange
- It is foreseen in the national / regional tourism strategy (through national regulations: plan, programs, agreements, laws, etc…)
☐ Senior tourism has proven to improve the competitiveness of the local/regional/subnational / national tourism industry

☐ There is financial and operational capacity to sustain the activity

☐ Other (please specify)

☐ We are not yet active, but the action is in planning / preparatory phase.

4. **QUESTIONS FOR ANY OTHER CATEGORIES OF RESPONDENTS**

*Why is responding to this consultation important/relevant to you? (max. 300 words)*
QUESTIONS on the ACTIVITY / PROJECT

Please check all appropriate boxes and, where relevant, specify your answer.

5. DESCRIPTION OF THE SENIOR TOURISM ACTIVITY / PROJECT

5.1. Title


5.2. Are any of the following specific categories of seniors targeted by the activity / project?

☐ Seniors with low income
☐ Seniors with medium/high income
☐ Seniors with difficulties to travel (disability and mobility problems; health care needs; etc…)
☐ Seniors travelling with families
☐ Seniors sharing common interests (i.e. culture, nature, etc.)
☐ Others, please, specify:


6. ANALYSIS OF KEY ELEMENTS IN THE DEVELOPMENT AND MANAGEMENT OF THE SENIOR TOURISM ACTIVITY / PROJECT

The Tourism Unit has identified six key elements of a tourism activity / project to be analysed in detail. Information regarding these elements will provide an important source of information in the analysis of whether the main element of these activities / projects could be used for an initiative at EU or international level.

6.1. Please indicate, on a scale from 1 to 5, the degree of importance of the following key elements of the development and management of the action/project.

<table>
<thead>
<tr>
<th>Please, use the following scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Very important</td>
</tr>
<tr>
<td>2 Somewhat important</td>
</tr>
<tr>
<td>3 Neutral</td>
</tr>
<tr>
<td>4 Somewhat not important</td>
</tr>
<tr>
<td>5 Not important at all</td>
</tr>
<tr>
<td>0 Don’t know</td>
</tr>
</tbody>
</table>

- Project planning and preparation
- Cooperation between different actors
- Tourism Product Development
- Marketing and Promotion
- Monitoring and evaluation

6.2. Please rank the months of the tourism season of your activity / project along the following scale:

0 = outside the tourism season – no occupancy
1 = start of the season – low occupancy
2 = medium occupancy
3 = full occupancy
4 = overcrowded
5 = end of the season – low occupancy
6.3. Planning and implementation of the activity / project

6.3.1. What kind of preparatory work was done during the activity / project planning phase?

☐ Sociological studies (senior’s profile; senior’s needs and expectations)
☐ Analysis of impacts of low season tourism
☐ Analysis of demand and supply / market analysis
☐ Financial risk assessment
☐ Cost-benefit analysis
☐ Analysis of social impacts
☐ Analysis of environmental impacts
☐ Analysis of various business / policy options
☐ Analysis of impacts on SMEs
☐ Analysis of applicable laws
☐ Feasibility studies (please specify subject)
☐ Risk assessment (in general)
☐ Identification of potential cooperating parties
☐ Others (please, specify):
6.3.2. What considerations / actions were taken when planning and implementing the project activities?

- Definition of general and overall objectives
- Definition of more specific objectives
- Alignment with the priorities of the policy framework
- Allocation of financial and infrastructural resources
- Allocation of human resources and the definition of responsibilities
- Definition of deadlines and control mechanisms
- Training of human resources
- Other (please specify):
  - [ ] None of the above

6.4. Cooperation between different actors

6.4.1. Has the activity/project been developed and implemented on the basis of cooperation between different public and private actors?

- [ ] Yes, between private actors
  - ➢ Which type of private organisations do you cooperate with?
    - [ ] Tourism enterprises
      - [ ] Travel agents / tour operators
      - [ ] Transport providers
      - [ ] Accommodation providers
      - [ ] Transport providers
      - [ ] Booking agencies (not on-line)
Booking websites (on-line)

Restaurants, cafés and/or bars

Entertainment (theatre, cinema, exhibitions, concert venue…)

Attractions

Tourist guides

Other tourism business (please specify)

Non - tourism enterprises

Caterers

Business related to mobility issues

Providers of specialised products (please specify products)

Private healthcare service providers

Insurance companies

Other (please, specify):

Professional Associations / Federations at:

EU level

National level

Sub-national / regional level

Local level

Other private business (please specify)

Yes, between public actors

Which type of public actors do you cooperate with?

National administrations
☐ Regional administrations
☐ Local administrations
☐ National/sub-national/regional tourist board or equivalent
☐ Other public organisation (please specify)

☐ Yes, between Non-Profit Organisations/NGOs

☐ Active in the field of tourism (in general)
☐ Active in the field of senior tourism
☐ Active in the field of social affairs
☐ Other (please, specify)

☐ This is a public-private partnership (please make sure to indicate your public or private actors above)

☐ Yes, with other types of actors

☐ Civil society actors

☐ Local communities
☐ Senior organisations/associations/federations
☐ Other civil society actors related to the senior field (please specify):

☐ Others organisations/associations/federations (please specify):

☐ No, the activity/project was not developed and implemented on the basis of cooperation between different actors.

Why?

☐ Lack of financial and operational resources
☐ Lack of political support
Lack of added value
Lack of interest from either side
Lack of time
Lack of information and advice on senior cooperation opportunities
Others (please, specify):

6.4.2. Are there any legal instruments that establish this cooperation?

Local, regional, sub-national, or national laws or regulations
Legally binding contract between the entities involved
Other legal agreement signed with different entities involved
Others (please, specify):

No, it's an informal cooperation / non-binding agreement between parties

6.4.3. Which kind of funding has been used for the activity/project?

Funding from:
National/ sub-national financial funds / budgets
EU/European financial funds / budgets
Multilateral public financial institutions
International public organisations
Private organisations
Other (please, specify):
6.5. Senior Tourism Product Development

6.5.1. Which existing tourism resources / services / infrastructures has the activity / project had a positive impact on?

☐ Natural heritage
☐ Cultural and Religious Heritage
☐ Accessibility facilities
☐ Accommodation
☐ Catering
☐ Travel agencies / tour operators
☐ Transport
☐ Entertainment
☐ Provision of information to consumers
☐ Innovation and the use of ICT
☐ Facilities and infrastructure
☐ Other (please specify):

6.5.2. Has the implementation of this activity / project resulted in the development of infrastructures and services that did not exist before?

☐ Yes

☐ Natural heritage
☐ Cultural and Religious Heritage
☐ Accessibility facilities
☐ Accommodation
☐ Catering
☐ Travel agencies / tour operators
☐ Transport
☐ Entertainment
☐ Provision of information to consumers
☐ Innovation and the use of ICT
☐ Facilities and infrastructure
☐ Other (please specify):

☐ No, we are not aware of such results / development

6.5.3. Which main criteria were taken into account when designing the activity/project and developing its activities?

☐ The characteristics and needs of the target group(s)
☐ The availability of resources / facilities to meet the target group's needs
☐ Quality of the available resources / facilities at the destination(s)
☐ Sustainability of the available resources / facilities
☐ Accessibility of the available resources / facilities at the destination(s)
☐ The capacity to provide the not yet-available resources / facilities
☐ The potential medium and long-term evolution of demand
☐ The potential medium and long-term evolution of the offer
☐ Political support at local / regional / sub-national / national or EU level
☐ Cooperation possibilities with public and / or private stakeholders
☐ Possibility to carry out the action/project at a cross-border scale
☐ Feasibility / sustainability of the action / project at public level
☐ Feasibility / sustainability of the action / project by SMEs
☐ Transversal impacts on other sectors at local / regional / sub-national / national level.
☐ Overall benefits for the local / regional / sub-national / national economy
☐ Other (please, specify):
6.6. Marketing and Promotion

6.6.1. Prior to launching the activity / project, have you carried out any awareness-raising action in relation to senior needs and senior tourism market opportunities in general?

☐ Yes

☐ Traditional marketing (regular media: radio, press, TV, brochures, leaflets)

☐ Innovative marketing (Web sites, customer services on-line, social media, new device applications…)

☐ Customer services help desk, phone assistance, FAQ, etc…

☐ Distribution of communication material at the destination

☐ Other (please, specify):

☐ No specific awareness-raising is been developed prior to launching the activity / project

6.6.2. Have you developed actions related to the distribution and marketing of this specific activity / project?

☐ Yes

☐ Centralised booking system

☐ Agreement(s) with travel agencies and tour operators at the destination

☐ Agreement(s) with national/sub-national/regional/local agencies for tourism promotion

☐ Traditional marketing (regular media: radio, press, TV, brochures, leaflets)

☐ Innovative marketing (Web sites, customer services on-line, social media, new device applications…)

☐ Customer services help desk, phone assistance, FAQ, etc…

☐ Distribution of communication material at the destination

☐ Distribution of communication material to the senior target group

☐ Other (please, specify):

☐
☐ No specific distribution and marketing activities have been developed

### 6.7. Monitoring and evaluation

#### 6.7.1. Are the monitoring and evaluation of economic and non-economic results of the activity / project foreseen or carried out regularly?

- ☐ Yes, we monitor and evaluate:
  - ☐ Revenues/turnover effects (e.g. sales assessment, cost-benefit analysis, etc…)
  - ☐ Employment effects (jobs created or saved)
  - ☐ Investment induced, including IT (direct investment, especially with private sector involvement, and subsequent investment generated)
  - ☐ Transformative & spill-over effects
  - ☐ Indicators of economic impact on the region/destination
  - ☐ Other indicators of impact (social, environmental…)
  - ☐ Satisfaction of target groups
  - ☐ Change of the range of services offered at the destination(s)
  - ☐ Change of quality of services offered at the destination(s)
  - ☐ The performance of human resources
  - ☐ Other (please, specify):

- ☐ No, we do not foresee / carry out any formal monitoring or evaluation activity

#### 6.7.2. Has the activity / project shown any positive results at the destination(s)?

- ☐ Yes, by
  - ☐ Increasing of overnight stays in general
  - ☐ Increasing number of senior visitors
  - ☐ Increasing tourists' expenditure
Improvement of employment (jobs created or saved)
Creating new businesses
Increasing information and guidance for SMEs
Direct economic impact on the region/destination (increase of revenues/turnover and employment through direct investments in the tourism sector).
Indirect positive economic impacts on the region/destination (through transversal effects on other sectors)
Better trained / more professional human resources
Other (please specify):

Would you be able to provide us some figures on such positive impacts?

No such positive results have been found.

6.7.3. Have the results of the evaluation been disseminated?

Yes, to

The partners / organisations involved in the action / project
Other players of the industry at national/sub-national/regional/local level who do not (yet) participate in the activity / project
The national/sub-national/regional/local authorities,
Target groups
Media in general
Other (please specify)

No, the results have not been disseminated

6.7.4. Have you adopted improvement or innovation action plan based on the conclusions of the evaluation?

Yes
No
6.7.5. Is this activity / project sustainable in the future considering the long term direct/indirect impacts and results?

- Yes
- No

> In your opinion, why? (max. 10 lines)

6.7.6. Could this activity / project serve as a model for initiatives aiming at increasing senior tourism flows between EU Member States and/or from third countries, in particular during the medium/low seasons?

- Yes
- No

In your opinion, why? (max. 10 lines)
**TOURISM POLICY IN VIEW OF INTRA-EU OR INTERNATIONAL SENIOR TOURISM**

The tourism policies play a crucial role in the development and functioning of the senior tourism market. This part of the questionnaire aims at collecting the stakeholders' views on how EU policy making could support the development of senior tourism actions at EU and international level.

| Please indicate, on a scale from 1 to 5, the degree of importance of the following general items? |
| Please, use the following scale: |
| 1  Very important |
| 2  Somewhat important |
| 3  Neutral |
| 4  Somewhat not important |
| 5  Not important at all |
| 0  Don't know |

| - Public and private partnership to promote low/medium season senior tourism cooperation with other European countries (EU, EFTA and CIP countries) | 0  1  2  3  4  5 |
| - Public and private partnership to promote low/medium season senior tourism cooperation in the international market to attract seniors from third countries | 0  1  2  3  4  5 |
| - Exchange of good practices in the senior tourism field | 0  1  2  3  4  5 |
| - Improving a good governance in the senior tourism cooperation | 0  1  2  3  4  5 |
| - Supporting collective processes of decision-making and networking involving all public and private actors | 0  1  2  3  4  5 |
| - Support other MS/Regions in addressing challenges of cross border exchanges for seniors (e.g. language barriers; insurance; discrimination, security…) | 0  1  2  3  4  5 |
| - Improving visa policy and European regulations to facilitate senior travel | 0  1  2  3  4  5 |
- Supporting active public and private cooperation to promote senior tourism
- Public policies supporting private investment
- Public policies supporting public investment
- Supporting social policies

FINAL COMMENTS

Please let us know if you would like to add something (max. half a page)

Date: Signature & stamp

This part of the questionnaire should be returned by Friday, 31 October to:

Entr-tourism-policy@ec.europa.eu

Thank you for your cooperation!