



EDENplus55NW
Slow down to feel the life in EDEN destinations



Co-funded by the COSME programme
of the European Union

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EDEN55PLUSNW „SLOW DOWN TO FEEL THE LIFE OF EDEN DESTINATIONS“ www.eden55plus-network.eu

“Developing the network of tourism products for seniors – building a cooperation along the tourism value chain for EDEN destinations in partner countries for more competitive and sustainable growth”

EDEN55PLUSNW – THE CONTENT

The Tourism Product Transnational Mobility Model for Seniors in pilot EDEN Destinations with the Slogan “Slow down to feel the life in EDEN destinations” connects four neighboring countries and five pilot EDEN destinations in Austria, Slovenia, Croatia and targets seniors 55+ (women and couples) from Italy. The overall goal is on the one hand to enhance a sustainable tourism development and tourism flows and on the other hand to strengthen the whole EDEN network and transnational cooperation. The main focus is to design suitable cross-border tourism products for the target group to increase tourism flow in low/medium seasons in the project regions.

Furthermore the focus is also on **facilitating the internationalization of tourism businesses** – mainly SMEs - **senior organizations and their introduction into the senior tourism market**. The thematic focus concentrates on the **natural and cultural and intangible heritage and increase the awareness** about it in each EDEN destination.



The project period is from 03/01/2016 – 07/31/2017 and is supported by the EU COSME program.





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TOURISM PRODUCT TRANSNATIONAL MOBILITY MODEL

In the project period, four in-depth tourism products for two sub-target groups of seniors 55+ will be developed and tested by women and couples from Italy in the project regions.

Before testing these products our project partners will do project analyses and talk to seniors to match the specific seniors's needs and expectations. These results will be the basis in developing the cross-border senior-friendly tourism model.

Women aged 55+ from Italy (organized by AUSER) will travel for 5 days around Slovenia and Austria and will be active in 3 pilot EDEN destinations: Vulkanland (EDEN destination 2008, Austria), Solcavsko (EDEN destination 2009, Slovenia) and Idrija (EDEN destination 2011, Slovenia). Couples aged 55+ from Italy will travel for 5 days around Slovenia and Croatia and will be active in 3 EDEN destinations: Idrija, The Kolpa River (EDEN destination 2010, Slovenia) and Sjeverni Velebit (EDEN destination 2009, Croatia).

The test results will be measured and evaluated by participating seniors, the evaluation group and representatives of involved SMEs, and the findings incorporated into the upgraded tourism products so that it is ready for the senior tourism market.



PROJECT PARTNERS

Idrija

Mining. Lace-making. Wild waters. Action-packed trails. Luxurious flavors. After exploring the world renowned mine and its technical heritage allow your delicate side to take over. The town might soon be on the UNESCO World Heritage list.

Northern Velebit National Park

Warm, sultry seaside weather combined with mountains raising into the sky make the Park a truly extraordinary region. The park attracts visitors with its sinkholes, caves, hiking, cycling and cross country skiing trails through the mountain.

River Kolpa

The River Kolpa is a destination in the far south-eastern part of Slovenia. The river is considered the longest Slovenian “coastline” and one of the warmest and intact rivers in Slovenia.





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Solcavsko

Three valleys in harmony, Alpine peaks, a nature park, the hospitality of the people, the profusion of traditional crafts and dishes: these are just fragments of the big picture of the coexistence of unspoilt nature and human creativity.

Steirisches Vulkanland with Feldbach

People are in close communion with nature at Styrian volcano land which is characterized by stunning volcanic formations, thermal water resources, architectural monuments, traditional culinary, folk art and publicly accessible glass factories.

Five EDEN-Destinations have a common goal:

“Increasing tourism flows in low/medium seasons for seniors target groups.”

AUSER

The organization AUSER in Trieste deals with mutual solidarity assistance help the aged on a voluntary basis. They seek to deals for the target group 55+. They know the needs of the target group well and will test the pilot program.

Agencija M

is a small tourist operator and specialize in organizing and realizing travel tours for groups of any kind. It is with great pleasure that we prepare and organize sightseeing tours of beautiful, interesting and more “hidden” places of our country on the sunny side of the Alps.

ProVital

The vision is focused on high-quality range of consulting, education and project-based services in areas establishment, management and transformation of host companies, tourist destinations and protected areas.

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