



Digital Marketing
Competencies Development
for Silver Tourism Expert

EXPLOITATION PACKAGE



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Get ready to embark on an incredible journey with the eSilver Tour!



Don't miss out on the chance to ride the wave of the tourism industry's fastest-growing market segment. Let's shape the future together!

From this point forward you will find out:

- **WHY** our offer is important and useful
- To **WHOM** our offer is intended
- **WHAT** we offer

We aim to give visibility to the silver tourism market as a viable and affordable economical sector and enhance the competitiveness of seniors' organizations and tourism SMEs in this field.

With changes in demographics and an aging population, there is a remarkable opportunity to meet the needs of older travelers while promoting independence and social inclusion.

www.esilvertour.eu



WHY is our offer important and useful?



Specializing in silver tourism can be a competitive advantage for seniors' organizations and tourism businesses.



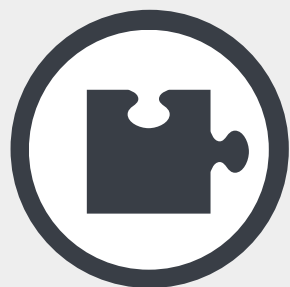
The silver tourism market is a promising economic sector that will be the fastest growing in the tourism industry soon.



The demographic changes in Europe's population make tourism for older people a business opportunity.



The use of digital marketing tools for the seniors market has great potential.



Adapting to an aging society requires change and social inclusion.



By 2020, 61% of the older generation (aged 65-74) in Europe has already used the Internet.



WHOM is our offer intended to?



Senior people organizations staff who want to develop touristic products for their users/clients as well as students active in tourism.



Tourism professionals, entrepreneurs, and those staff of tourism SMEs that want to be specialized in Silver Tourism.



Training service providers who are willing to introduce silver tourism in their training programmes.



WHAT do we offer?

Unlock the power of knowledge with our learning package! Dive into the numerous insights on the convergence of the silver economy, tourism, and digital marketing.

**Professional Profile of
the eSilver Tourism Expert**

LEARN
MORE

**eSilver Tour eLearning
platform and supporting
material**

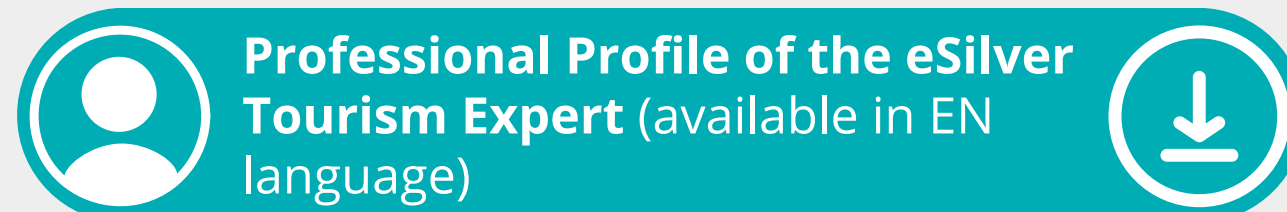
LEARN
MORE



WHAT do we offer?

The eSilver Tour team has carried out **deep research on the silver tourism market**. This research enabled us to have a close look at the current situation and find out what are the expectations for the future.

The research is divided into two blocks: **needs analysis and desk research**.



IN THIS DOCUMENT YOU WILL FIND:

- An overview of preferences of senior people organizations staff and tourism professionals referring to learning approaches, environments, and types of learning activities.
- Expectations and motivations of senior tourists regarding tourism, traveling, and leisure.
- Potential use of ICTs for the senior market.

WHAT do we offer?

eSilver Tour eLearning platform and supporting material (available in EN, FR, GR, ES, PT, and LT languages).

If you are...



FOLLOW
FOR THE
LEARNER'S
PACK



FOLLOW
FOR THE
TUTOR'S
PACK







A platform has been developed containing two types of training, which you will have to choose between (face-to-face and self-study):



- The self-study starts with a self-assessment, 8 modules, with exercises by module, good practices, and a creative lab.
- The face-to-face training has an initial self-assessment, 7 modules also with exercises and good practices, support materials for trainers, and a workbook. In this area, you can also access the creative lab of the self-study.

THE LEARNER'S PACK

WHAT do we offer?

 eSilver Tour
eLearning platform 

 Technical Guide
for Learners 



 Learning Manual –
Mode A 

Ignite your potential and
embrace the future of silver
tourism!







THE TUTOR'S PACK



WHAT do we offer?

 eSilver Tour
eLearning platform 

 Technical Guide
for Tutors 

 Course Manual –
Mode B 

 PPT presentations of
the training modules 

 Workbook 



Discover the transformative results of our Erasmus+ project, crafted to equip you with the tools to teach the potential of digital marketing for silver tourism!



SUSTAINABILITY



If you are interested in the project and you want to support us for free, we invite you to fill in this declaration and send it back to the coordination team:



THEY ALREADY TRUST US:

- CAF de Paris (France)
- MCube (France)
- Kaunas Regional development Agency (Lithuania)
- Joniskis Tourism and Business Information Centre (Lithuania)
- Portugal Confederation of Tourism (Portugal)
- Athina, Education Consultants (Greece)



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