

# Silver Via Alpina (SilViAlp)

**Project Number:** 666243

**Duration:** June 2015 – November 2016

**Total planned expenditure:** 16 088,52 €

**Type of the Project:** EU - COSME

**Implemented by:** Faculty of Economics / Department of Tourism and  
Hospitality

*SilViAlp intends to develop and promote a sustainable transnational tourism product consisting in a hiking package on the long-haul Via Alpina Yellow Trail, tailored on 55+ needs in terms of travel comfort, safety, security and lifestyle. The hiking package includes long haul hiking routes, accommodation, different activities, emergency support, luggage service and public transport connection. By focussing on the senior target group, this project not only diversifies the tourism offer in the hiking sector facing challenges related to the demographic change, but it also increases the competitiveness of mountain tourism through the development of a unique tourism product and the de-seasonalization of tourism activity. Based on the development of the hiking package, SilViAlp will extract a scalable business model to be transferred to similar areas in the Alpine bow and elsewhere (such as the Carpathian mountains). The project benefits from the support of destination management organisations/umbrella brands, tour operators, public authorities, hiking associations and other mountain-related stakeholders. During the project, specific innovative technologies supporting the individual activities during the trip and allowing the participants to share the hiking experience with a community of senior hikers will be developed, taking into account 55+ needs in terms of friendliness and usability.*