

## Geneva Tourism launches "*Forever Young*", a bespoke offer aimed at senior travellers

Geneva, 31 May 2016 – In response to sector undergoing constant growth, Geneva Tourism presents "*Forever Young*", a comprehensive and bespoke offer geared to short breaks for the over 55s.

As part of its launch of targeted campaigns, Geneva Tourism is extending its offering to senior customers. The "baby boomer" generation are active travellers. They are demanding, environmentally conscious customers with a keen interest in culture, art and gastronomy who are sensitive to journey distances. These customers have more time available to travel and generally do so without children. They tend to head off with friends on discovery holidays looking for unique experiences\*.

After two back-to-back victories at the World Travel Awards, Geneva Tourism is working to promote the region's attractions to its target audiences. Riding high on the wave of its "1,000 free nights" summer campaign, Geneva Tourism is now targeting seniors with the launch of "*Forever Young*".

The "*Forever Young*" offer is delivered via the "Easy Pass" which gives visitors convenient and flexible access to a range of activities on offer at the destination, such as a guided tour by mini-train, entry to museums and a cruise, as well as a free walking tour of the Old Town led by a professional guide (available all year round, Saturdays 10am to noon).



*"Forever Young" is an initiative that forms part of our strategy of boosting weekend leisure activity - a sector with high growth potential*", comments Vincent Dubi, Marketing Director of Geneva Tourism. *"Geneva offers a wide array of activities that cater to senior adults. Our aim is to promote the region and get the message out there."*

As part of this strategy, a [dedicated](#) page on the Geneva Tourism website offers various recommendations of places to visit, a host of gastronomic experiences and, most notably, the "*Easy Package*", a special range of 3\*, 4\*, and 5\* accommodation together with the "*Easy Pass*" and the "*Geneva Transport Card*" (free public transport), valid throughout the visitor's stay.

- The comprehensive "[Forever Young](#)" offer is available from now on
- Special accommodation [offer](#)
- Price of the "*Easy Pass*" 29 CHF (valid for 2 days)

For more information:

>> [Media Kit](#) (Press release, visuals, video)

\*Source: WTO – World Tourism Organisation – *Visions for Global Tourism Industry – Creating and Sustaining Competitive Strategies, 2016*

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**Notes for editors**

**About the Geneva Tourism & Conventions Foundation**

*Geneva Tourism has as its mission to promote Geneva as a dynamic tourist destination for business and leisure travellers, to welcome and inform visitors, and to organise tourism events. For more information, visit [www.geneve.com](http://www.geneve.com) #VisitGeneva*

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