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“Health in Tourism: the post-Covid landscape between restrictions and opportunities: the seaside setting”

WEBINAR 10 JUNE 2020



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Presentation of a good practice:



Andalucía Junta sesentaycinco Card



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Agency for Social Services and Dependency of Andalusia (ASSDA)

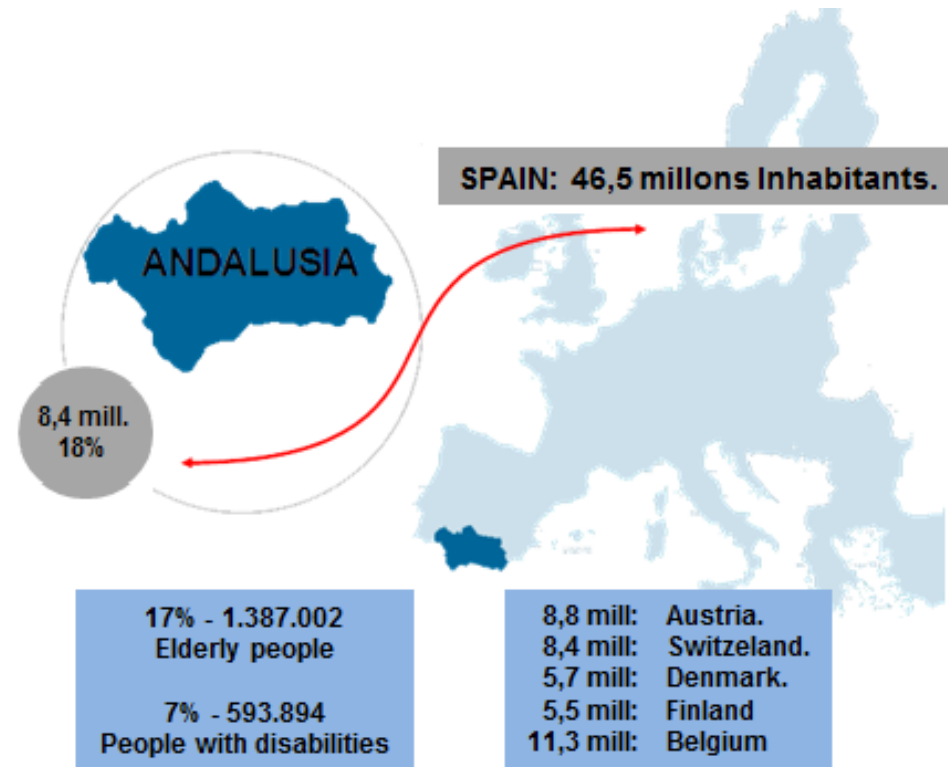


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Andalusia is the **most populated spanish region** with over 8 million inhabitants. This represents a significant number of elderly and dependent people.

ASSDA is a nonprofit agency that **works** an **instrumental entity** for the Ministry for Equality and Social Policies in Andalusia.



Fuente: Ine a 1/1/2019

Fuente: Eurostat a 1/1/2019



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Beneficiaries



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→ Until December 2019, of a total population of 1,410,945 over 65 years, 1,036,714 people (73%) have the "Andalucía Junta 65" card:

→ 42% men.

→ 58% women.



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Description



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¡CONSÍGALAS!

Generación +65 Activa

**Tarjeta Andalucía Junta
sesentaycinco**



INFORMACIÓN

Para más información llame al teléfono gratuito:

900 2001 65

The Card **Andalucía Junta sixty-five** is a free of charge document designed for supporting the elderly people.

Main Objective: Promote active ageing, personal autonomy and quality of life for elderly people in Andalucía.

Pioneer: Andalucía was the first autonomous region implementing such social measures for people over 65 years old.



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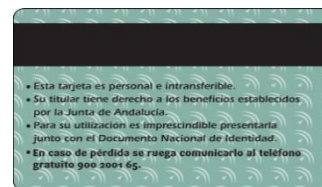
Characteristics



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Equipped with an electronic chip and a magnetic strip, it brings along social advantages for owners in a clear, simple and understandable way.



Involved in the promotion of the economic development and competitiveness of Andalusia: Over **1.500** associated establishments.



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Agile management and strict control



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Andalucía Junta 65 Card allows its holders an **easy and direct access to social benefits and services**: discounts, direct access to social programs.

Simple application process: just by sending a picture and filling in an application form.

Home delivery within 15 working days.

Two modalities of card (green and gold) based upon income (IRPF).



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Utilities and Benefits Card “Andalucía Junta 65”



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TAJ65: Establish a “single desk” by connecting these services to the card holders:

Safety and Healthcare services

- ❑ Access to Andalusian Telecare Service.
- ❑ Discounts on optical and hearing aid products (30% to 55%).
- ❑ Discounts on meal menu at public Active Participation Center for elderly people.
- ❑ Free legal advice.

Mobility and Well Being (Tourism)

- ❑ 50% Discounts on bus tickets.
- ❑ Collaborating companies offering their services/products under advantageous conditions.



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Bus travel bonification



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- 50% discount on the purchase of bus tickets (just for trips along Andalucía).
- Over 308.000 beneficiaries per year.
- Main reasons for traveling: 39,46% Health – 30,56% Family – 29,98% Leisure/Tourism
- Over 5,4 million per year interurban travels around Andalusia



9,28
Satisfaction

8,98
Attention



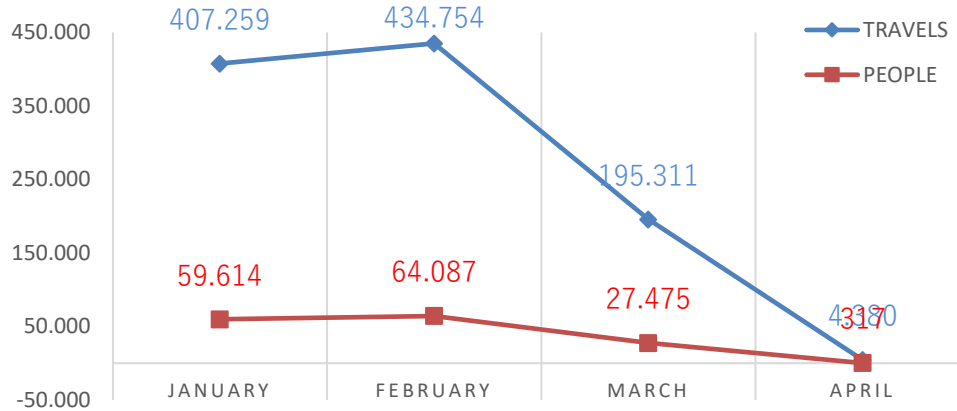
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Covid 19 impact on elderly people transportation service of TAJ65

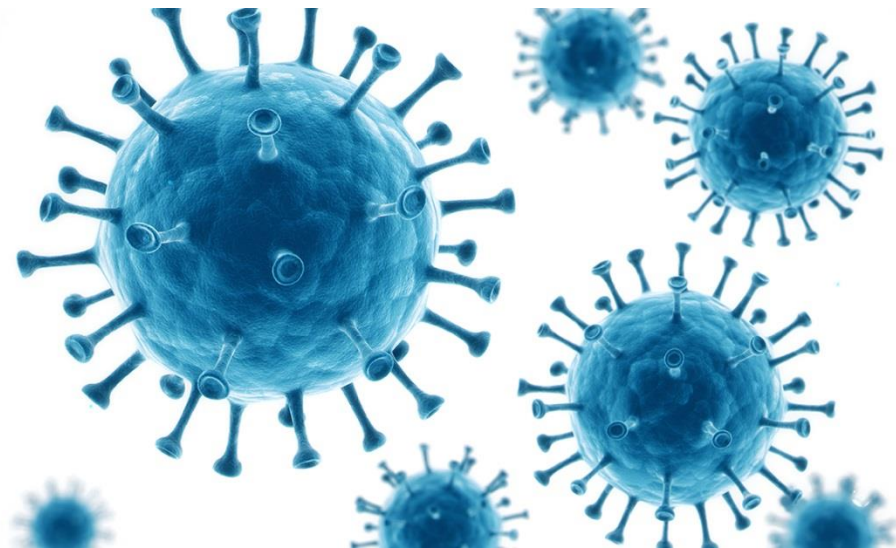


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2020	TRAVELS	PEOPLE
January	407.259	59.614
February	434.754	64.087
March	195.311	27.475
April	4.380	317
Total	1.041.704	151.493

Only 0.5% of cardholders traveled in April compared to a month before the pandemic due to mobility restrictions



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Sustainable Agreements



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Agreements with more than 1500 entities from different sectors: tourism, culture, leisure, health, etc.

Win-win agreements between Junta de Andalucía and private companies.

- Companies: Earn more than one million potential customers
- Elderly people: receive benefits in more advantageous conditions.
- Junta de Andalucía: Offers advantages and services to the elderly and business opportunities for companies.

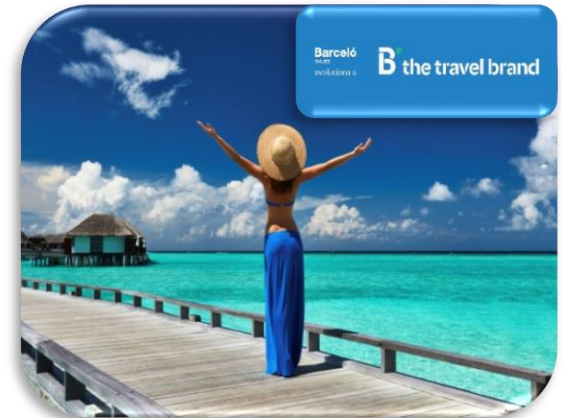


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TAJ65 agreements: Travel Agency



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TAJ65 agreements: Hotels Examples



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HAMMAM
AL ANDALUS



Hospedería
**Reina de los
Ángeles**

HOTEL SPA
SENATOR
CÁDIZ
★★★★



TUGASA
Hoteles y Casas Rurales



HACIENDA MINERVA
ZUHEROS



HOTEL
PALACIO DE LOS SALCEDO
BAEZA



Hospedería Rural
Palacio Guzmanes
★★★★



Baños de la encina, Jaén



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TAJ65 agreements: Leisure



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Guía
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Miles de
ventajas
para ti

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Thanks

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