

Tourism for All

LEOFOO SENIOR TRAVEL SERVICE

 **Leofoo Tourism Group**
LEOFOO
六福旅遊集團
TOURISM GROUP



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SHORT SYNOPSIS

Previously, the ageing issue mostly gives the impression that the elderly need only physical care and medical assistance. Services for seniors also aim for the discount or reimbursement when it comes to tourism. However, Lefoo Tourism Group considers that the stereotype for seniors must be transformed thoroughly to **promote a healthy and sustainable lifestyle by providing "Senior Travel Service"**.

Lefoo supports ageing healthily by providing the unique travel service enhancing seniors' sustainable lifestyle. Therefore, we integrate different industries to create the **senior tourism chain for the "Senior Travel Service"**. **The service takes 2 core features, 'animal' and 'amusement' from Lefoo's tangible or intangible assets to design a series of services for the elderly, including transportation, itinerary, nursing aide and leisure events.** Total 9 partners are cooperated to execute the tailor-made flexible travel program for families with the elderly.

Lefoo expects the society to take the dignified ageing life for the elderly seriously, so we invent a business model, regarding the travel as the core social remedy for the ageing society. We tailor the **tourism for all regardless of ages and incapability.**

We served 3,936 people with 1,000 rooms sold after launching the senior travel service. Meanwhile, we also actively participated in 5 social innovation exhibitions and international conferences to advocate social welfare in a global ageing society.



“**Leofoo Resort Guanshi**” is adjacent to the Leofoo Village Wildlife Zoo and Theme Park. It is Asia’s first Resort that employs natural habitat as design inspirations.

»» [visit the web](#)

ABOUT LEOFOO TOURISM GROUP

»» [visit the web](#)

Chinese has the saying of the Five Blessings: Wealth, Longevity, Health, Good Virtue and Perfect Life Ending. The original intention of Leofoo was to let customers come to experience all kinds of tourism and hospitality, such as comfortable accommodation, fun theme park or gourmet food, etc., in order to create "travel" as the sixth blessing in contemporary days, and this is the origin of the name "Leofoo".

Leofoo Tourism Group is the only enterprise possessing hotel & resort, theme park & wildlife zoo, F&B, retail, e-commerce, property management business in Taiwan.



OBJECTIVES/SDGS

Ageing Healthily

- **Travel facilitates seniors' social engagement**
- **Transforms Stereotypes for Seniors**

Leofoo Tourism Group firmly believes that no matter what stage of life they are in, the sixth blessing, “sustainable tourism”, is a blessing that everyone should enjoy, especially when we are old. When the average life expectancy of Chinese people will increase to over 80 years old in the future, what we want to create not just let the elderly enjoy leisure, they also need to prepare for their own life after the retirement, and recreate the values of maturity that are different from traditional impressions for the elderly.

SDGs



Ensure healthy lives and promote well-being for all at all ages.



Promote universal social, economic and political inclusion.



About Project

[video: Senior Travel Service](#)

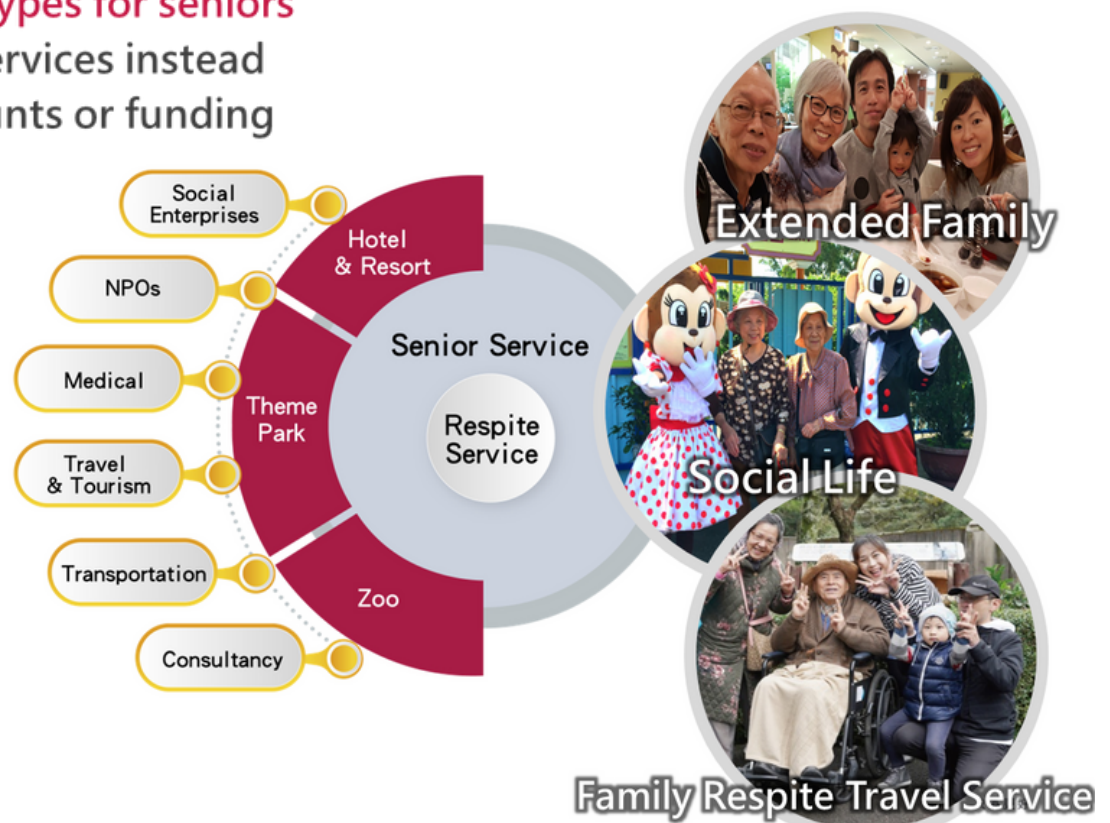
Special Travel Design with Lefoo Features

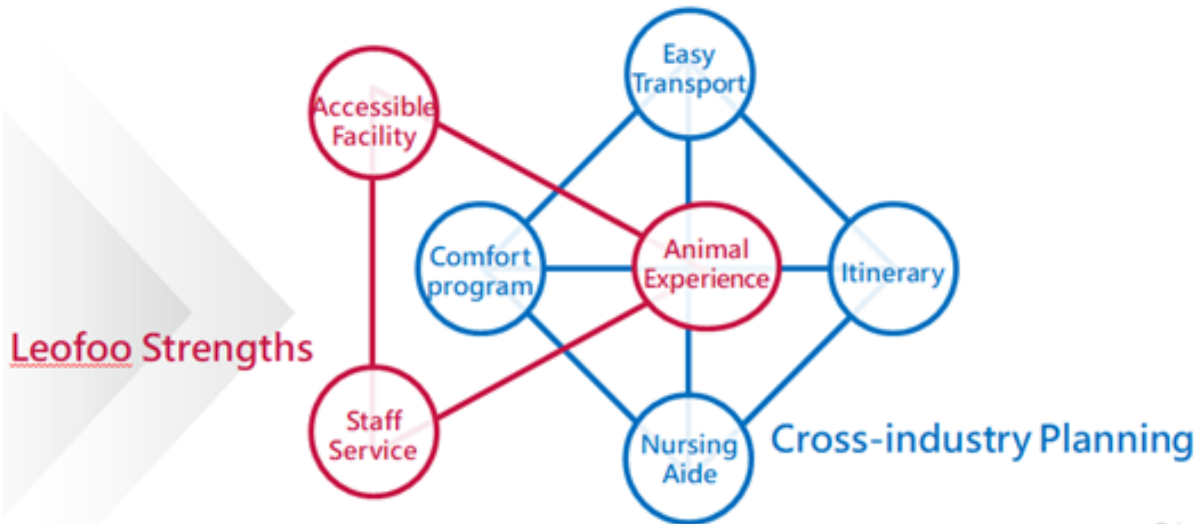
Lefoo Tourism Group provides "tourism for healthy aging life" to enhance the elderly's life in a happy and elegant way. It initiates a business model of the senior tourism industry chain, integrates different industries, and promotes services for the elderly: "Senior Travel Service". The project features Lefoo's unique core values, "animals" and "amusement", and provides "transportation", "travel planning", "healing program" and "nursing aide" for the elderly. The "Senior Travel Service" integrates 9 units to create a flexible and exclusive travel experience for the whole family, including the elderly.

Integrate the Senior Service by Cross-industry Cooperation



Lefoo works with 5% Design Action to investigate the elderly's normal performance, and then to co-plan the itinerary suitable for their physical rehabilitation. By collaborating with Chunghwa Senior Care and Ren Shin Wellness Park, they help put efforts into the nursing care extended to outdoor travel. As for Animal-Assisted Therapy Association of Taiwan, New and Alive Art Service and Dr. Golden, they are consulted for their therapeutic expertise when we plan workshops.

- Core elements from **zoo, theme park, and Resort** to design the travel
- Transform **stereotypes for seniors**
Provide tailored services instead of common discounts or funding









3 Features: Interactive Animal Experience, Service, Accessible Facility

<p>Interactive Animal Experience (one-day zookeeper event)</p>	<p>Leofoo's unique wildlife zoo and recreation resources are valuable assets to provide authentic experiences for customers, particularly the popular one-day zookeeper events are best sellers for years.</p> 	
<p>Services</p>	<p>(1) Travel Planner</p> <p>Travel planner will suggest the suitable itinerary and events for customers especially when they have incapable elderly.</p>	<p>(2) Butler Service</p> <p>Leofoo arranges the butler service for customers to familiarize them with services or friendly facilities provided in the zoo and the theme park.</p>
<p>Accessible Facility</p>	<p>Segregate senior customers in need from normal customers. Plan the itinerary in a more friendly way to reduce the walking distance between each event venue, or provide assistive equipment to the elderly when necessary.</p> 	

4 Inventions: Transportation, Itinerary, Workshops, Nursing Aide

Transportation	Lower Difficulties of Travel for the Elderly	
	<ul style="list-style-type: none"> • Provide point to point transportation for the elderly in order to strengthen the willingness for the them to travel • Experienced drivers understand the necessity of the elderly and their moving demands 	
Itinerary	Tailor Programs Suitable for Caregivers and the Elderly	
	<ul style="list-style-type: none"> • Plan some rests and relaxing programs in the itinerary, such as the family gathering time or caregivers' personal time. The idea is to tailor a more slow-paced travel for the elerly and care for their individual needs to really enjoy the travel. 	
Workshops	(1) Interactive Animal Experience (one-day zookeeper)	
	<ul style="list-style-type: none"> • Time: 1.5 hour • Tutorial materials are specifically designed by zoo staffs, featuring animals' natural behaviors and physical characteristics to guide the elderly's learning and stimulate their brain activity. 	
	(2) Hands-on Workshop	
	<ul style="list-style-type: none"> • Time: 1 hour • Lecturers initiate dialogues between the elderly and their family to connect their personal stories with the travel and share them openly. Finally, the oral story will result in a collective artwork made by them all together for an unforgettable experience. 	
	(3) Music Workshop	
	<ul style="list-style-type: none"> • Time: 1 hour • Lecturers play the instrument inspired by sounds of parrot, gibbon, etc. to stimulate the elderly's memory. Also, lecturers lead some body stretches with the melody to compose an improvised performance together with the elderly. 	

4 Inventions: Transportation, Itinerary, Workshops, Nursing Aide

Workshops	(4) Agriculture Workshop	
	<ul style="list-style-type: none">• Time: 40 min.• Lefoo Suburban Hill is the organic farm recycling animal manure as well as food waste to produce organic fertilizer and plant edible vegetables through the use of vermicompost eco-boxes or composter. <p>The elderly may participate in agriculture workshops to learn eco-friendly farming, take fresh local produce, and enjoy them from farm-to-table at Lefoo Resort Guanshi restaurant.</p>	
Nursing Aide	Share family caregivers' burden to temporarily look after the elderly	
	Hire nursing professionals to accompany the elderly during the travel; their temporary service is to lessen family caregivers' burden and let them respite for a while.	





INNOVATION

Create New Travel Values

The project centers on 'animals' to design the itinerary, art workshops, music workshops, and zookeeper experiences, etc. Especially Lefoo's zookeeper experiences incorporate animal-assisted therapy (Eden Alternative Program) to initiate the only travel project aiming for the effective elderly care in Taiwan tourism industry.

The other significance of the project is that Lefoo and partnered social enterprises form the business network to keep their senior products/services growing and even elevating to create more business opportunities.

New Solution to the Elderly-Inclusion and diversification

It is difficult to bring the elderly for outing, not to mention people with dementia or other chronic diseases. Even for the whole family to enjoy travel together is most difficult. Thus, this project provides new solutions to them, and attempts to benefit both the enterprise itself and partnered social enterprises to elevate the accessibility for more undervalued groups.

PERFORMANCE/IMPACT

"Senior travel service" has 3,936 customers served with 1,000 room sold since initiated in 2019. It is encouraging that our tailored project targeting at senior residents indeed meets the goal of "Tourism for All".

Impact: Transform and Reshape Social Values for the Elderly

Individual

- Encourage the elderly to accept self-rehabilitation by travels
- Provide the travel as social remedy to promote a healthy life for the elderly

Family

- Design elderly-friendly travel environment and experiences
- Care service provided to lessen family caregivers' burden during the travel

Society

- Tear off the negative or weak label from the elderly
- Facilitate seniors' social engagement and sustainable life

Industry Impact: Business Units Jointed to Create Senior Tourism Chain

Leofoo uses well of the resort, amusement park, wildlife zoo, food & beverage businesses to create a unique senior tourism chain. The business model tailors local in-depth travel for the elderly and their family, such as slow travel, ecological learning and trips for seniors. Besides, we build a platform to partner with social enterprises from medical, consultancy, art and music, hotel and transportation industries to combine internal and external resources and create the differentiation from other tourism enterprises.

serve **3,936**
Customers

Social Impact: Transform and Reshape Social Values for the Elderly

Not only the elderly themselves may enhance their wellness after the travel, but also their familial connections.

No matter youths or adults from the family will also seriously value the worth of the elderly. Starting from individual families to facilitate social engagement for the elderly, and then further increases the influence to the society so that the stereotype for seniors will gradually reduce.

1,000
Rooms