

# Company Presentation



UTE  
*mundo* SENIOR

# Contents

**Mundosenior** was founded in 1991 to run the IMSERSO Holiday Programme for Older People concession which was awarded through a Ministry of Health and Social Policy. Mundosenior is a UTE (a temporary joint venture between companies), formed by four of the principal Spanish travel agents specialising in holiday tourism: Viajes Marsans, Viajes Iberia, Viajes Barceló and Viajes Halcón.

## Objectives

- To improve the quality of life of older people by promoting social interrelations with leisure activities.
- To contribute to overcoming the dependence on seasonal tourism in tourist zones.
- To create and maintain jobs in the low season.

	Page	
Presentation	03	■
Brand	04	■
Origins	05	■
Tourist Destinations	06	■
Collaborators: Travel Agent	07	■
Collaborators: Airlines	08	■
Collaborators: Transport	09	■
Hotels	10	■
Products	11	■
Organisation chart	12	■
Figures of interest	13	■
Head Office and Local Offices	14	■
Points of Sale	15	■



# Presentation

**“We are a Touropetator that specialises in providing tourist services for Older People.”**

We are a Touroperator that specialises in providing tourist services for Older People.

Amongst our many projects, one of the main activities we are involved in is running the IMSERSO Holiday Program for Older People.

MUNDOSENIOR actively participates in drawing up Holiday Plans for Older People and the Maintenance of Employment in Tourist Zones, generating economic activity, occupation and employment in the destinations where it operates.

# Brand



- Tour operator that runs the Domestic Tourism Programme for Senior Citizens in the Balearics Islands.



- Tour operator that runs the IMSERSO Holiday Programme for Older People.



- Inbound Tour operator and complementary offer.



- Reservation system for professionals.



- Reservation portal for the end user.

# Orígens

Mundosocial was created in 1991 to run the IMSERSO Holiday Programme for Older People concession and for the Maintenance of Employment in Tourist Zones.

The objective of the programme is to improve the quality of life of older people and promote the interrelation between persons from different regions whilst simultaneously reducing the dependence on seasonal tourism in tourist zones. This is the reason why trips are offered during the low season.

Since its creation, more than 9 million people have traveled with the IMSERSO Holiday Programme for Older People, and more than 8 million of these trips have been organised and marketed by Mundosenior. The brand name used by the UTE is Mundosenior.

**Mundosenior is formed by:**





# Tourist Destinations

## Canaries:

Tenerife  
Lanzarote  
Gran Canaria

## Cultural Trips and Nature

### Tourism:

Andalusia  
Aragon  
Asturias  
Cantabria  
Castile - La Mancha  
Castile and Leon  
Catalonia  
Valencia Region  
Extremadura  
Galicia  
La Rioja  
Madrid  
Navarre  
Basque Country

## Catalonia:

El Vendrell  
Lloret de Mar  
Salou  
San Carles  
Santa Susana  
La Pineda  
Pineda de Mar  
Calella

## Valencia Region:

Altea  
Benidorm  
Calpe  
Cala Finestrat  
Gandia  
Jávea  
Peñíscola  
Santa Pola  
Vinarós

## Balearics:

Majorca  
Minorca  
Ibiza

## Murcia:

La Manga  
Mazarrón

## Andalusia:

Aguadulce  
Almuñécar  
Benalmádena  
Costa Ballena  
Fuengirola  
Isla Canela  
Isla Cristina  
Marbella  
Matalascañas  
Mazagón  
Mojácar  
Nerja  
Roquetas de Mar  
Torre del Mar  
Torremolinos

## Andorra and Portugal



## Colaborators: Travel Agents

To achieve our objectives, we are members of the FEA AV (Spanish Federation of Travel Agent Association), which includes all the travel agents in Spain, with more than 9,300 points of sale.





## Colaborators: Airlines





## Colaborators: Transports





## Hotels

The hotel offer is formed primarily by hotels located in coastal zones which are the most popular qith older people and those residing island, owing their exceptional setting and complementary offer.



# Products

## Types

Coasts and Balearic Island and  
Canaries

Cultural Trips

Nature tourism

Exchanges with other countries

## Stays

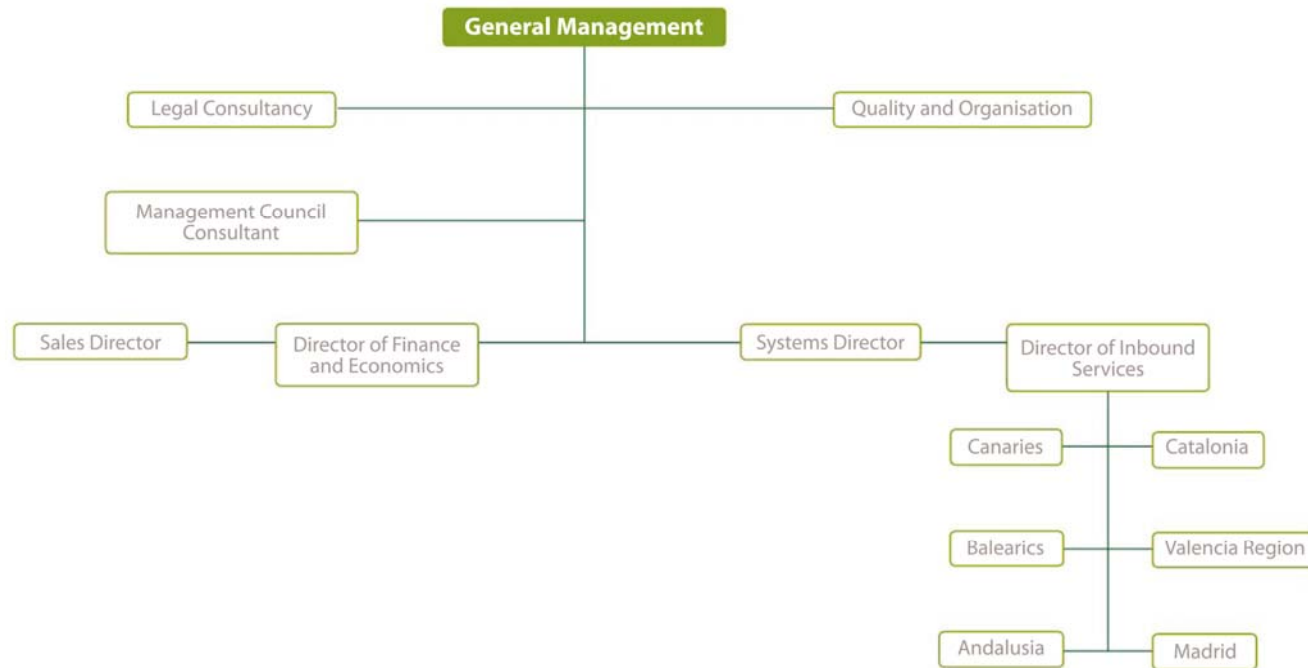
8, 10, 15, 29 days, Combined stays and Stays  
without transport

6 days

5 days

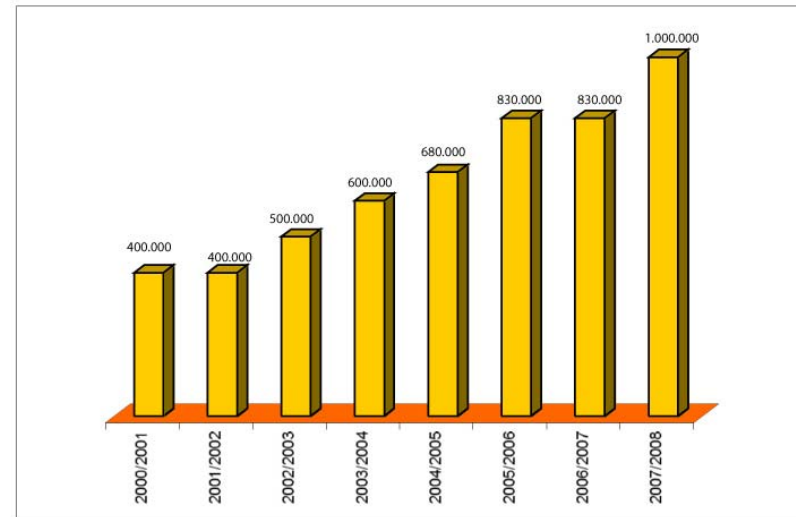
8 days

# Organization chart



# Figures of interest and the evolution of the Holiday Programme for Older People

Total numbers of hotels	337
Stays	10.243.732
Journeys by coach	17.500
Km. Travelled over land	8.590.100
Journeys by plane	12.596
Hours Flown	15.620
Tourist entertainers	270
Guides in route	300
Hotel Guides	290
Doctors + medical personnel	525





## Head Office and Local Offices

### Head office:

Palma de Mallorca

### Local offices in the Valencia Region:

Benidorm

Gandía

Jávea

Santa Pola

La Manga

### Local offices in Catalonia:

Lloret de Mar

Salou

Peñíscola

### Local offices in the Balearics:

Palma de Mallorca

Mahón

Ibiza

### Local offices in Madrid:

Madrid

### Local offices in Andalucía:

Almuñécar

Benalmádena

Costa Ballena

Matalascañas

Mojácar

Roquetas

Isla Cristina

Isla Canela

### Local offices in the Canaries:

Puerto de la Cruz

Los Realejos

Caletillas

Los Cristianos

Las Américas

Adeje

Puerto del Carmen

Playa Blanca

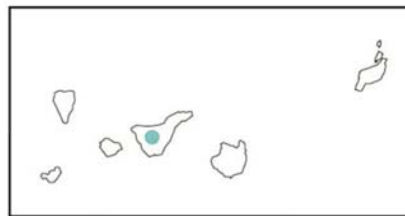
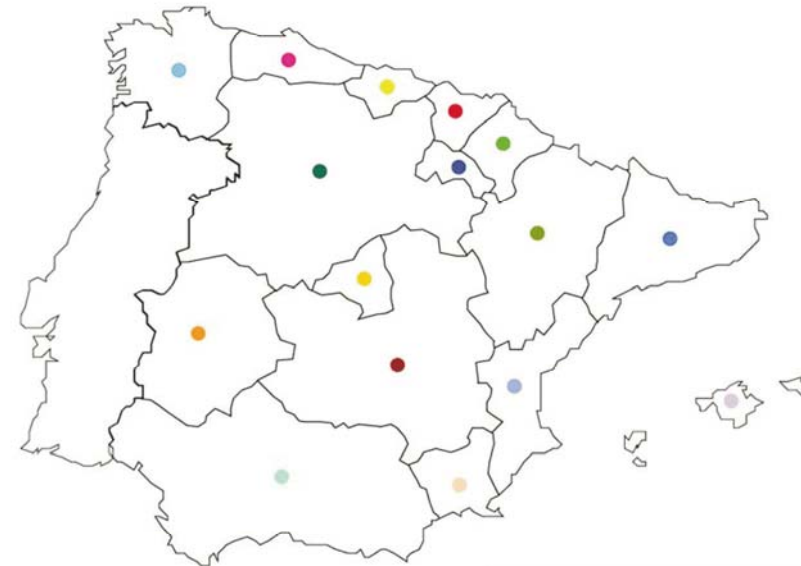
Costa Teguisse

Playa del Inglés

Patalavaca

# Points of Sale

• Travel Agents Partners who sell the programme



Galicia	440
Asturias	287
Cantabria	115
Basque Country	505
Navarre	116
Castile and León	517
Aragon	70
Catalonia	266
Extremadura	1.499
Madrid Region	189
Castile-La Mancha	1.359
Valencia Region	352
Andalusia	1.187
Murcia Region	1.704
Ceuta and Melilla	233
Canary Islands	22
Balearics	278
total:	9.453



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[www.mundosenior.es](http://www.mundosenior.es)