

Rural Tourism in Europe

State of Art and challenges

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34 organisations from 28 countries:



www.eurogites.org

Austria
Belgium (3)
Bosnia-Herzegovina
Bulgaria
Cyprus
Czech Republic
Estonia
Finland
France
Georgia
Germany
Greece (2)
Hungary
Iceland
Italy
Latvia
Lithuania
Norway
Poland
Portugal
Romania
Russia
Serbia (2)
Slovenia
Slovakia
Spain (2)
Switzerland
United Kingdom





Lithuania



Austria







England



"Rural Tourism"

- Accommodation in farms **and** private homes in rural areas
- Small commercial hospitality services (< 40-50 beds)
- Either **B&B** or **Self-Catering** units

\+ *Traditional* ***Rural Gastronomy***

\+ ***Activities***

\+ ***External services & assets*** *(active tourism, heritage sites, ...)*



Rural Tourism Europe 2015

- total offer above **500.000 units**
- **5-6,5 million beds**
- **20%** “Agro”-tourism (working farms)
- **< 20%** “B&B style”, **> 80%** self-catering
- **15%** of bed capacity in Europe

IMPORTANT FOR SUCCESS:

- **Diversification** of target markets
- **Valorization of** **rural assets**
- **Visibility of destination**









Iceland











Cyprus



State of Art

Organisations in Rural Tourism

Quality and Branding

Benefits for members

Challenges and Chances



Our organisations

- Exist in all European countries
- Representation: 20-35% of total
- From 50 – 55.000 members
- Professional support, marketing, training, and political representation
- “getting old” (most are 20 years +)
- Strong where united and with clear image (France, Austria, …)





Quality and branding

- Classification in private ownership
- Official systems co-exist, not relevant
- Questioned by Client Evaluations



URLAUB AM BAUERNHOF



tripadvisor®

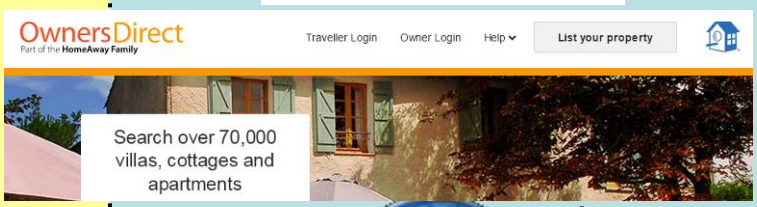
- Some strong and recognized brands
- Reflect client's needs and add value
- Relevant in times of internet ?
- Market intelligence



Services for members

- Technical and political support
- Branding – visibility – image
- Knowledge and training
- Corporate benefits (discounts)
- Sales / reservations

airbnb





Usually only part of the above is covered

Competition from private initiatives


Associations
?
What is left
for us?



Belarus


COUNTRY-HOLIDAYS IN
EUROPE
Spain



A visitor is first attracted by





… but then:





Rural Territory is the **reference.** But it needs to be filled with **services and attractions.**



Context in the future:

Sustainable Tourism
in Rural Territory

Rural Tourism

AgroTourism
*"**only** active farm"*

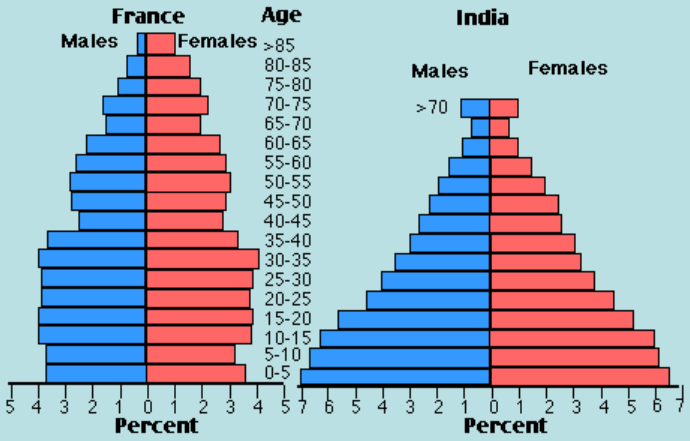
Destination Management

Gastronomy
Accommodation
Active Tourism
Landscape
Heritage
Culture
Events
...



Challenges and chances

- Generation change of owners and clients
- Digitilazation of communication and sales
- Product definition, development, and visibility
- Several doing the same



- Values and expectations in favour
- New markets – seniors, nature, worldwide “with a personal touch”
- “Slow & Small is beautiful”
- “Big data” available also for us


COUNTRY-HOLIDAYS IN
EUROPE
EUROGITES

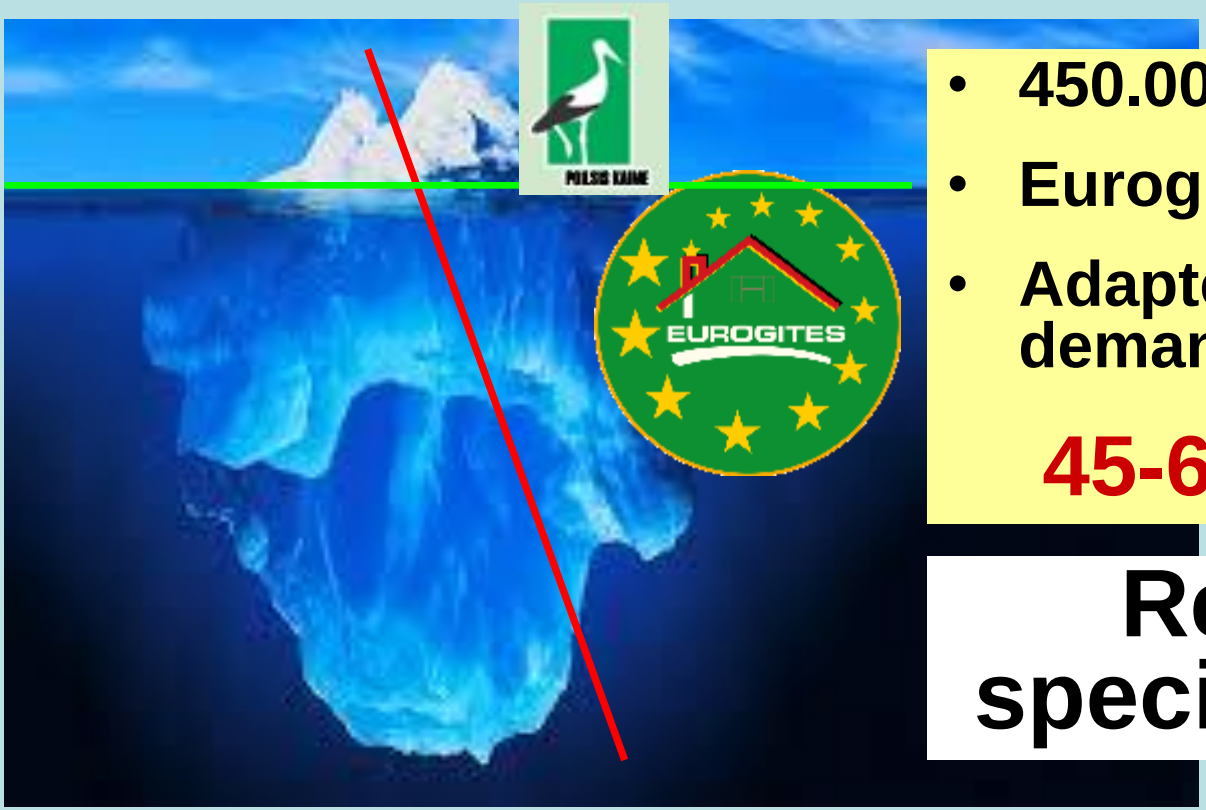


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The Rural Iceberg



- **450.000 units in total**
- **Eurogites: ~ 100.000**
- **Adapted for international demand, about 10-15%**

45-65.000 units

Requires a special approach



Demand patterns

DOMESTIC

- Short stay except main holiday period (seasonal)
- Leisure and fun
- Absolute Price sensitive
- Several niches
- In general, not very demanding
- Direct sales

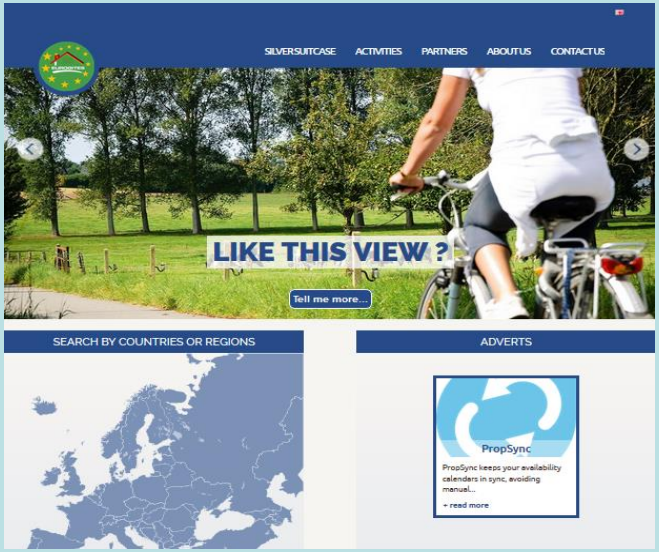
INTERNATIONAL

- Long stay
- Authentic identity **OR**
- Special interest
- Medium-high equipment
- Price – value relation
- Distributed along the year
- Experienced traveller
- Languages



Common Priorities

Lobbying at EU level
Knowledge exchange





VISIBILITY
Product development
Brand and criteria
International markets
Specific segments







France



Norway



Romania

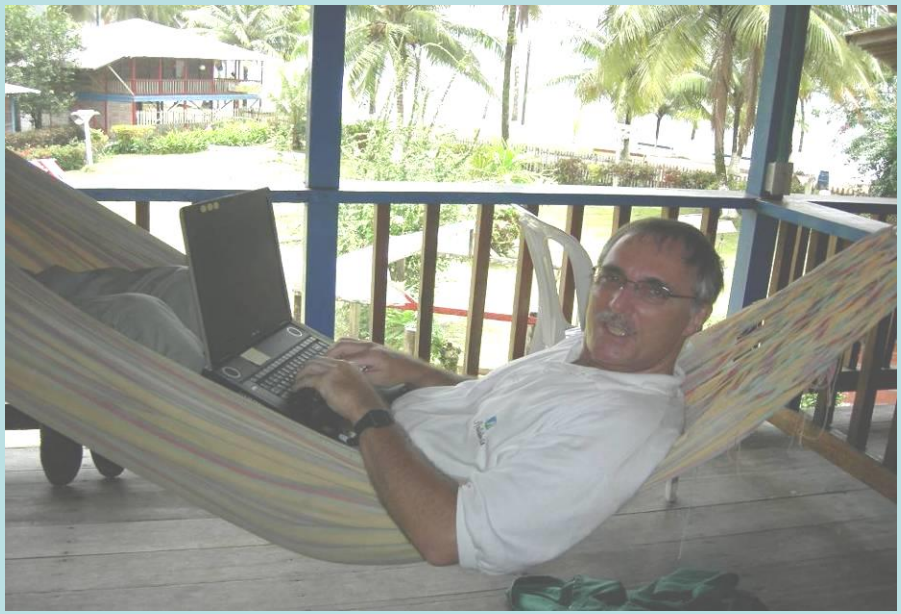




Colombia



Ačiū ! - Thank you



for your attention