



Rural Tourism in Europe

*State of Art, Possibilities,
and Challenges*

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General Secretary
EuroGites



34 organisations from 28 countries:



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

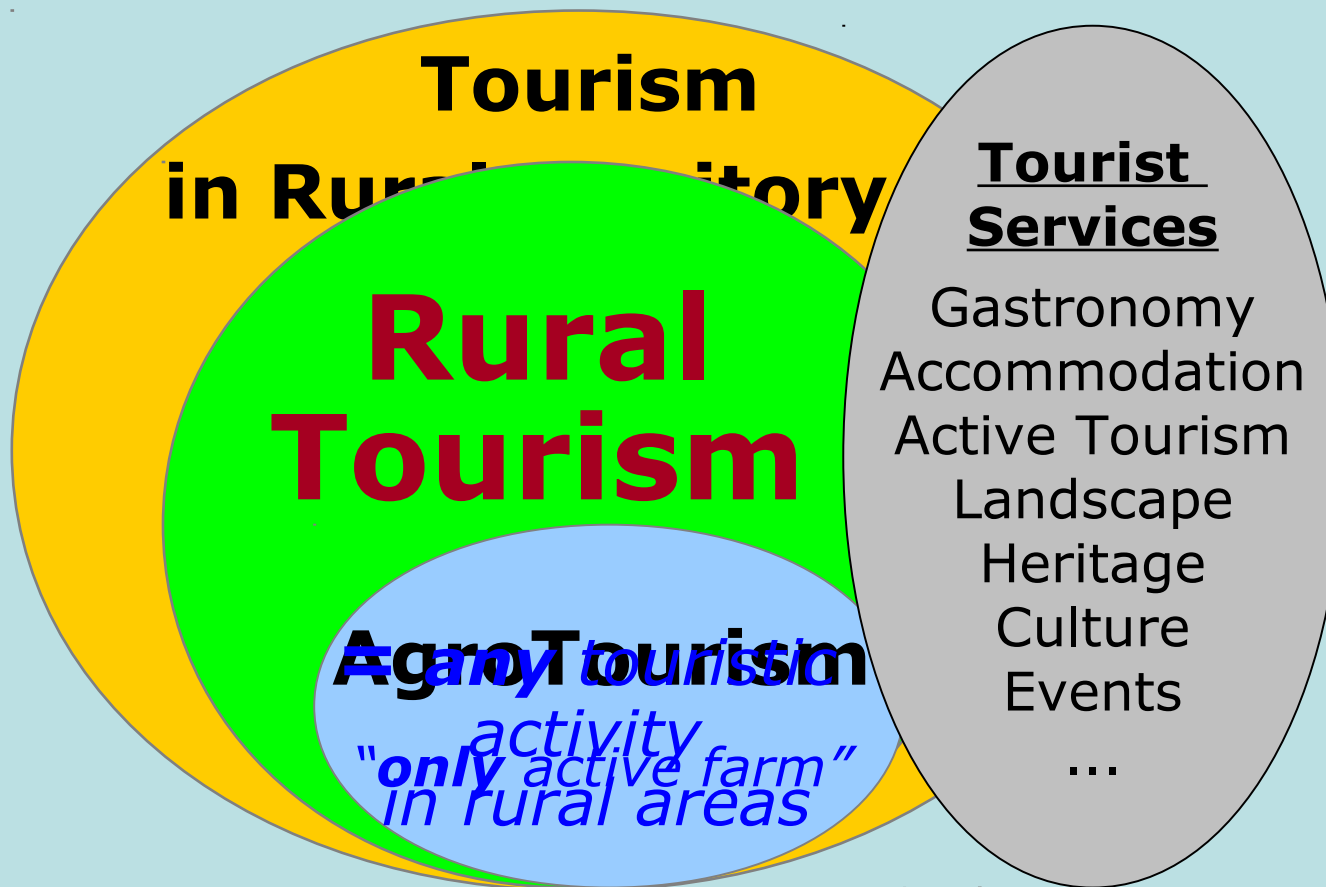
www.eurogites.org



Romania



What we (still) speak about





"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 2016

- 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





Cyprus



Belarus



Spain

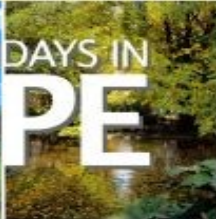


Top Tourist
Stairway to Heaven

Booking.com



36 Reviews | #1 of 4 Specialty Lodging



Context in the future:

**Sustainable
Leisure
in Rural Territory**

**"Old"
Rural Tourism**

AgroTourism
"only active farm"

Destination Management

Gastronomy
Accommodation
Active Tourism
MICE
Landscape
Heritage
Culture
Events

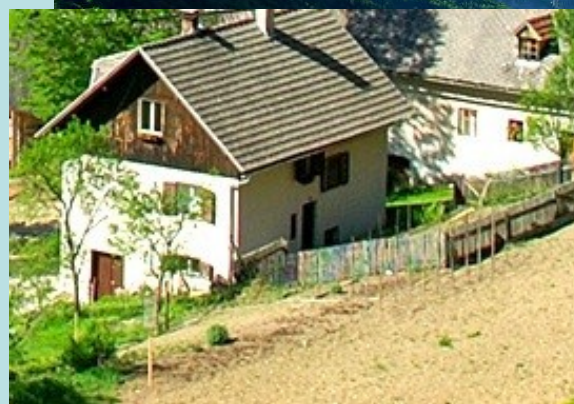
...



A visitor is
first
attracted by



*... but
then:*



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



There are clients for (m)any rural assets



- Nature / Eco-tourism
- Food and drink
- Families with kids / mono-parental
- Activities: walking, biking, boating, ...
- Monuments, culture, history
- Events and festivities

- “55+”
- *Romantic escape*
- *Agro-Tourism*
- *Travellers with pets*
- *LGTB*
- *Health and well-being (“wellness”)*
- *Family meetings or events*
- *MICE*
- *Sensations and experiences*

Common characteristics

Stable / resilient demand

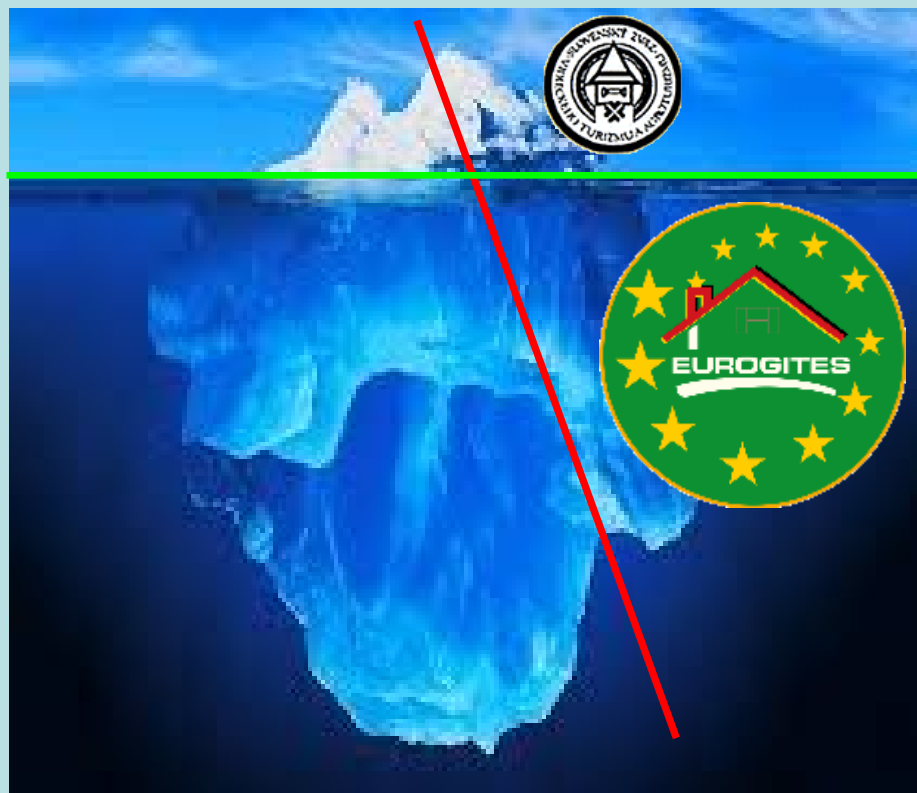
High and specific motivation

Know what they are looking for

Less seasonal



The Rural Tourism Iceberg



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

45-65.000 units

Require 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

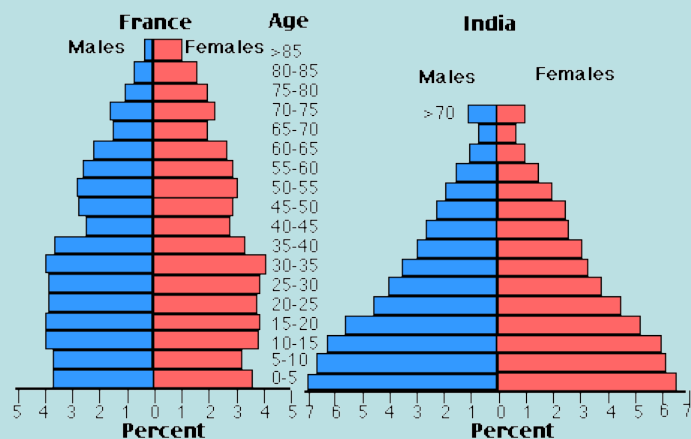
INTERNATIONAL

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



Challenges and chances

- Generation change of owners and clients
- Digitilazation of communication and sales
- Product definition, development, and visibility
- Many doing the same – “inventing the wheel again”



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



Address Common Priorities

Lobbying at EU level
Knowledge exchange
Website

The screenshot shows the Eurogites website interface. On the left is a navigation menu with links: Home, Quality self check, Inspection manual, and Virtual training. The main content area is titled 'Eurogites quality assessment standards for rural tourism accommodations (international level)'. It includes a list of five clusters: 1. Equipment, 2. Surroundings, 3. Services at the accommodation and in surroundings, 4. Intangible aspects such as personal attention, privacy, or ambience, and 5. Security and safety. Below this list, it states that the standards were defined based on a 2009-2010 customer survey and provides a link to the survey results: quality.eurogites.org/files/Customer_survey_results_en.pdf. The top of the page features a banner with the 'COUNTRY-HOLIDAYS IN EUROPE' logo and a 'Login Register' button.

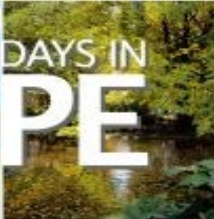
The screenshot shows the Silver Suitcase website. The top navigation bar includes links: SILVERSUITCASE, ACTIVITIES, PARTNERS, ABOUTUS, and CONTACTUS. The main banner features a person riding a bicycle on a path with trees, with the text 'LIKE THIS VIEW?' and a 'Tell me more...' button. Below the banner is a search section with a map of Europe and a search bar. To the right of the map is an 'ADVERTS' section with a 'PropSync' logo and a 'read more' link.

Product development
Brand and criteria
International markets
Specific segments





Colombia



How to contact us

- **Office Address**

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Sagunto, 8-10-3

E – 04004 Almería

- **Email** requests@eurogites.org

- **WEB** www.eurogites.org

- **Contact person**

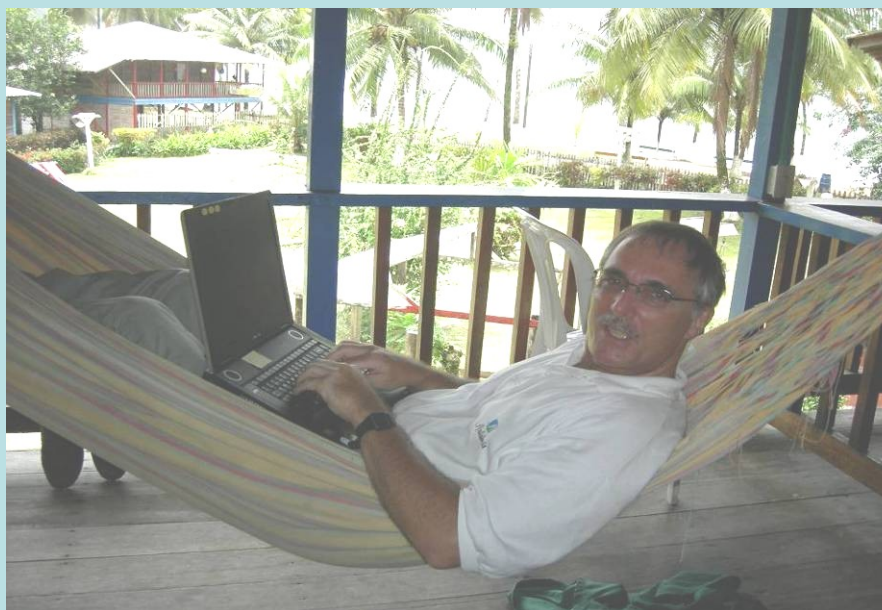
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Dakujem ! - Thank you



for your attention