



EuroGîtes

European Federation of Rural Tourism



Countryside Tourism in Europe

EuroGîtes Presentation 2014





What is “EuroGites”?

*European Federation of
representative provider
organisations of Farm-,
Countryside- and Village Tourism
in geographical Europe*





Member organisations from:



- Austria
- Belarus
- Belgium (Wallonie + Flanders)
- Bosnia-Herzegovina
- Bulgaria
- Cyprus
- Czech Republic
- Estonia
- France
- Georgia
- Germany
- Greece
- Hungary
- Israel
- Italy
- Latvia
- Lithuania
- Norway
- Poland
- Portugal
- Romania
- Russian Federation
- Serbia
- Slovenia
- Slovakia
- Spain
- Switzerland
- United Kingdom





What do we represent ?

“Rural Tourism” =

- **Farm-Accommodation**
- **Accommodation in private homes in rural areas**
- **Either B&B or Self-Catering units**
- **Traditional Rural Gastronomy**
- **Activities related to the accommodation**
- **Special and thematic tourism based on rural assets**
- **Active and nature tourism**





Importance of Rural Tourism in Europe

- **> 500.000** accommodation units
- **> 5-6.500.000** bedplaces *(2,5-3x the total capacity of Spain as second most important tourism destination in Europe)*
- **> 100.000** other directly related services
- **> 1.300.000** direct or indirect jobs
- Generates **> 100.000 million EUR** spending in rural areas





Status quo

- **Domestic market** strong (> 85-90%) – build on this!
- However, long-term **high growth potential** for international demand
- Changes of consumer behaviour due to crisis are meant to remain in the future: **core services, price sensitive**
- Individual packaging with security and quality guarantee *versus* “All-Inclusive”
- **Virtual Trust** – Social Media substitute mouth-to-ear
- **Internet** shifts the power from travel trade to the client
- Experience Economy: **“tell a story”**

Google AdWords

facebook

foursquare

twitter





Our Structure

- **Annual General Assembly**
(one vote per member organisation)

✂ → elects for three years the **Executive Committee** – seven members:

- * **President** *Mr. Andrew Woodward* (UK)
- * **Vice-Presidents** *Mr. Hans Embacher* (AT)
- Mr. Patrick Farjas* (FR) + **Treasurer**
- Mr. Panos Poulos* (GR)
- Mr. Jan Tjosaas* (NO)
- Mr. Linas Zabaliunas* (LT)
- Ms. Asnate Ziemele* (LV)
- + **General Secretary:** *Mr. Klaus Ehrlich* (ES)





Our activities -1

• Professional Coverage

- Recognized European trade organisation for Country and Farm Tourism
 - *Member of Ad-hoc work groups on tourism matters (DG Enterprise)*
 - *Member of the Advisory Committee on Rural Development (DG Agriculture)*
- Professional exchange and pool of experts
- Training and practice exchange
- Transnational tools and documents (*legal framework, safety/security, ...*)
- Long-haul discussion processes (*branding, quality standards, ...*)

• Information Networks

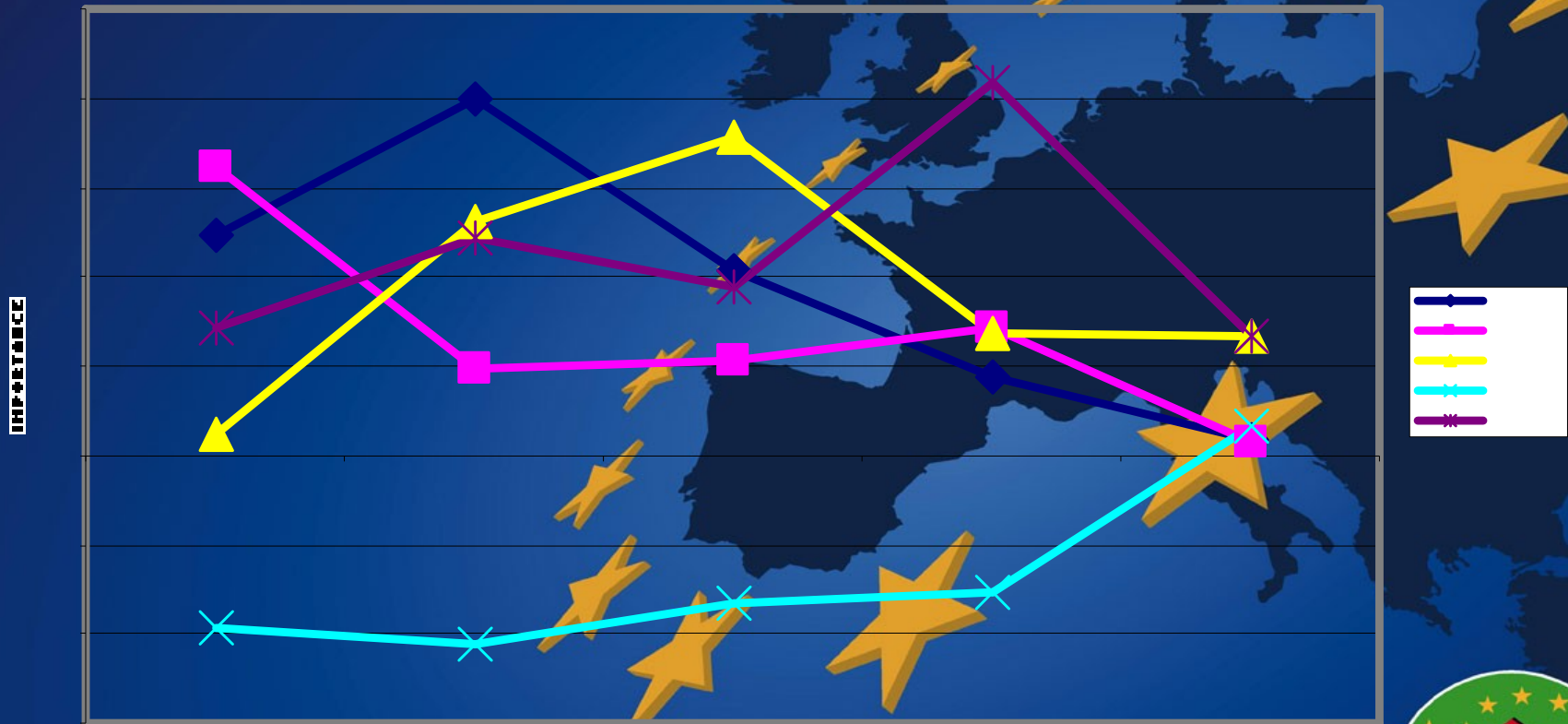
- Distribution of Newsletters from European and International Organisations (*ETAG, MER, ETC, DGs at EU / EC, UNWTO, ...*)
- Internal Roundletters and pinboard about relevant events
- 4-monthly market evaluation and projection
- Data about Market Trends, customer's behaviour and demand





Example: Research

** Client expectation profiles **





Our activities -2

- **Promotion and Product Development**
 - Common promotional webpage at www.eurogites.org that links to individual member sites
 - Link exchange amongst members (*improves position in search engines*)
 - Flyer “image brochure” for distribution at fairs 
 - International quality assessment & benchmarking <http://quality.eurogites.org>
 - Media communication and campaigns at national & international level
- **Cooperation between members**
 - Expert and speaker exchange at events
 - Members receive special conditions at professional events
 - Visit colleagues in other countries
 - Worldwide cooperation outside Europe





Promotion -1

www.eurogites.org

EuroGites :: Country Holidays in Europe :: About Us - Mozilla Firefox

English

ABOUT US

A wonderful story: going back to your roots

Live again village celebrations, discover the perfumes of your childhood, enjoy the quietness and the silence provided by the nature, meet and appreciate the men and the women who live and make the countryside of today!

Thanks to EuroGites, the European Federation for Farm and Village Tourism, you have already made half the way leading you to the dream offered by all good stories. It is now up to you to make a choice among 24 countries of Europe.

Through its structuring of 28 professional associations of rural tourism, EuroGites' particular aim is to guide you in the steps and make your choice secure. Make good use of the great number of information and practical advice that you will find about the different countries and offers through the web-links to our members. And then, be ready to experience your dream holidays!

What a chance to live Europe!

INTERESTED TO KNOW MORE ABOUT US
Here you will find further documents about EuroGites, its objectives, activities, statutes,

[Eurogites Public Documentation](#)

Welcome Bienvenido
Willkommen Bienvenue

Stats: 380002

W3C XHTML 1.0 W3C CSS

European travel information
www.visit-europe.com

EuroGites :: Country Holidays in Europe :: Members - Mozilla Firefox

English

MEMBERS

Take part in the first international survey on Rural Tourism

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- France
- Georgia
- Greece
- Hungary
- Israel
- Italy
- Latvia
- Lithuania
- Luxembourg
- Norway
- Poland
- Portugal
- Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Switzerland
- Ukraine
- United Kingdom

Stats: 438753

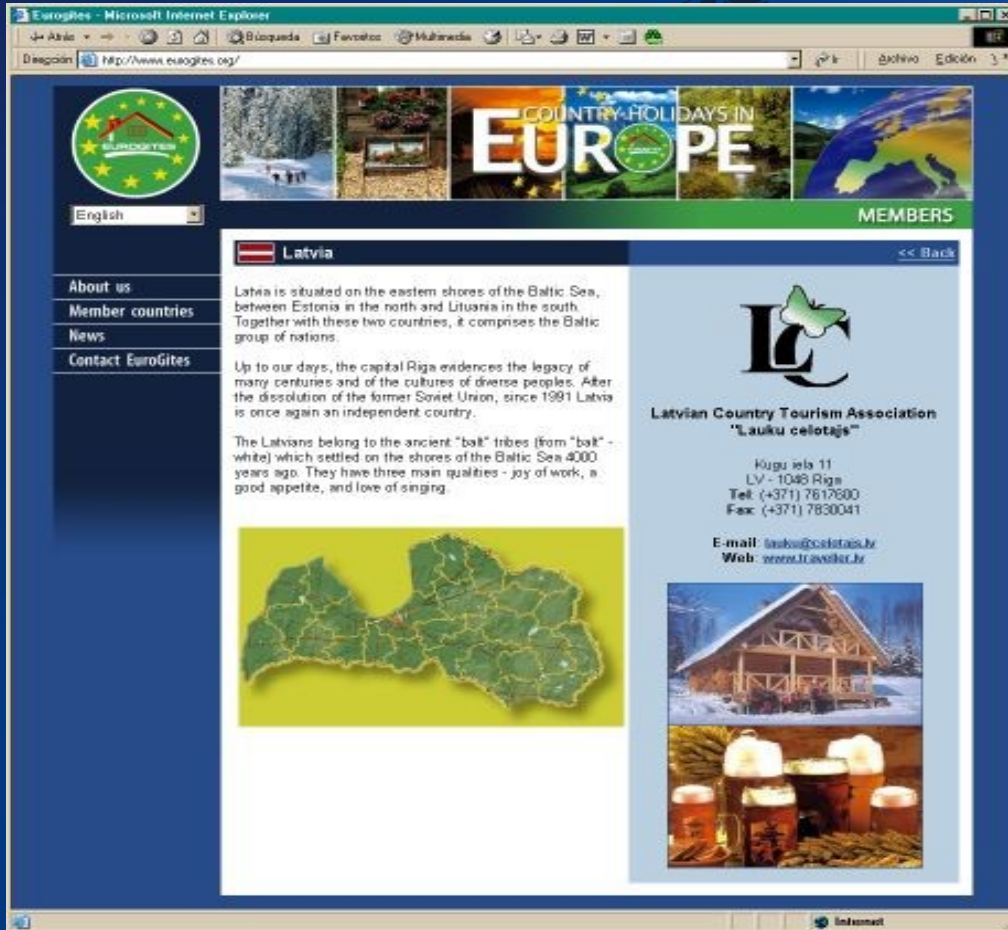
W3C XHTML 1.0 W3C CSS

European travel information
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Promotion -2

www.eurogites.org






Promotion – flyer





Experience the diversity of Rural Europe! Traditional village celebrations, space and open air, childhood memories. Enjoy the peace and tranquility afforded by nature. Meet the people, who live and work in today's countryside.

EuroGites - the European Federation for Farm and Village Tourism, can draw on a network of 24 professional countryside tourism organisations in 22 European countries, and will meet any of your requirements. Please access our members' websites for practical advice and detailed information. And then... enjoy a dream holiday in the countryside!



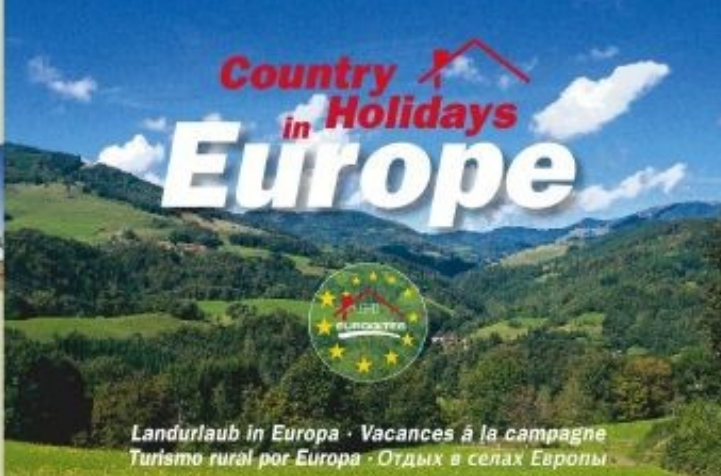
INFORMATION ABOUT COUNTRY HOLIDAY ORGANISATIONS IN EUROPE:

www.eurogites.org





or contact directly the members of the Federation EUROGITES listed inside

EUROGITES
Fax (+34) 952 270 431
Email: info@eurogites.org
www.eurogites.org



Country in Holidays Europe



**Landurlaub in Europa · Vacances à la campagne
Turismo rural por Europa · Отдых в селах Европы**

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<p>2 BELGIUM Bureau de l'Élevage Tel: +32 51 31 18 00 Email: info@bureau-elevage.be www.bureau-elevage.be</p>	<p>7 FRANCE Fédération Nationale des Offices de Tourisme Tel: +33 1 48 11 70 70 Email: info@office-tourisme.fr www.office-tourisme.fr</p>	<p>7 LUXEMBURG Association pour la Promotion de Tourisme Rural en Grand-Duché de Luxembourg Tel: +352 48 81 81 Email: info@pdr.lu www.pdr.lu</p>	<p>11 SLOVAKIA Skokovský zväz vidieckej turistiky a agroturizmu Tel: +421 2 56630600 Email: skovskizs@skovskizs.sk www.skovskizs.sk</p>	<p>11 UKRAINE Union for Promotion of Rural Green Tourism Development in Ukraine Tel: +380 44 521 5943 Email: upgd@ukr.com.ua www.upgd.com.ua</p>	<p>11 GERMANY Union for the Development of the Rural and Green Tourism in the German Tel: +49 (0) 270 475 Email: info@rural-tourism.de</p>
<p>3 BULGARIA BAAT - Bulgarian Association for Alternative Tourism Tel: +359 2 990 7060 Email: baat@baat.net www.baat.net</p>	<p>5 GEORGIA APRO - Association of Rural Tourism Operators Tel: +995 32 177707 Email: apro@apro.ge</p>	<p>11 POLAND Polish Federation of Country Tourism Email: info@pftc.pl www.pftc.pl</p>	<p>11 SLOVENIA Association of Tourist Farms of Slovenia Tel: +386 3 991 0280 Tel: +386 3 991 0481 Email: info@afz.si www.afz.si</p>	<p>11 SPAIN ACTUR Tel: +34 952 107 972 Email: info@actur.com www.actur.com</p>	<p>11 ROMANIA ARTREC - Asociația Națională de Turism Rural, Ecoturism și Turism Cultural Tel: +40 21 222 9001 Email: info@artrec.ro www.artrec.ro</p>
<p>4 CROATIA Info Country Travel Association Tel: +385 21 225709 Email: info@info.hr www.info.hr</p>	<p>11 HUNGARY Hungarian Federation of Rural and Agriculture Tel: +36 (0) 20 84 04 Email: info@hrtf.hu www.hrtf.hu</p>	<p>3 CYPRUS Cyprus Agricultural Company Tel: +357 22 940 073 Email: info@agros.com.cy www.agros.com.cy</p>			





Actions 2003 - 13

- 1st, 2nd, 3rd + 4th European Congress on Rural Tourism (2003/2005/2007/2012)
- Intern. Workshop on Quality, Training, IT, and Environment (LV, June 2004)
- *Ágora Tierra Adentro 2004 – International Seminar on Common Product Criteria and Quality Standards* (Jaén, October 2004)
- *Round-Table “Administrative and Tax Regulation for Rural Tourism in Europe”* (Grüne Woche Berlin, Jan. 2005)
- *European Action-Weeks “Live Europe”* 2005, 2006, 2008
- **QUALITOOL** – international online quality benchmarking
- Workshop on international branding in Rural Tourism (UK, November 2009)
- International Workshop on New Trends in Quality (LV, June 2010)
- Strategy Seminar “Rural Tourism 2020” (UK, November 2010)
- International Workshop on ICT “What really works” (LT, November 2011)
- Workshop on OTAs “Join them, or beat them?” (UK, November 2013)





Actions 2013/2015

- **Greenways4Tour**
- **Image Flyer 2014**
- **Training on Safety and Security "Safetur"**
- **European Research Program on Rural Tourism in Europe**
- **Seniors Go Rural** – anticipate and adapt the RT product for 50+
- **Development through Rural Tourism** – presentation to new EP and EC
- **5th European Congress on Rural Tourism**
Alpbach/Tyrol, 6th-8th/October/2014
- **3rd World Forum on Rural and Agri-Tourism**
Zakopane (PL), autumn 2015





How to contact us

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- WEB www.eurogites.org

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