

Rural Pact Conference

15-16 June 2022



“Social Economy as a catalyst to resilience and the twin transition in rural areas”

Rural Tourism in Europe

A sector contributing to form stronger, more resilient,
connected and prosperous rural areas.



The History of Rural Tourism

Where do we come from?

“pre-history”

Spontaneous phenomenon after WW 1st

Agro- / Farm Tourism

Tourism service on a working farm

Diversification of income from **agriculture**

1960

Farm Tourism
DE, AT, IT



1952
Sommergäste

<https://www.jakobbauer.at/urlaub-romantik/>

Turnau,
Steiermark
Österreich

The History of Rural Tourism

Where do we come from?

Rural Tourism

Small-scale, mostly complementary tourism activity in rural areas
Diversification of **rural economy**

1985

LEADER approach
Cork Declaration
New countries in East Europe

Sustainable Tourism in Rural Areas

Integrated part of tourism industry
International and worldwide demand

200x

Internet – analogue to digital
Low-cost travel
Value change
COVID-19



Gastronomy and Food



Hiking and walking



Family holidays



Nature Parks



Farm Experience



Cycling



Live like a local



Adventure



Culture, Heritage, UNESCO sites



Events





RURALTOUR
EUROPEAN FEDERATION OF RURAL TOURISM



RURALTOUR, founded in 1991, is the professional tourism trade organisation representing the rural tourism sector at the European level.

Pact for skills

Expert Group
European Commission

Professional defence and advocacy

European networking

Knowledge exchange

Training, congresses and events

Product development

Promotion



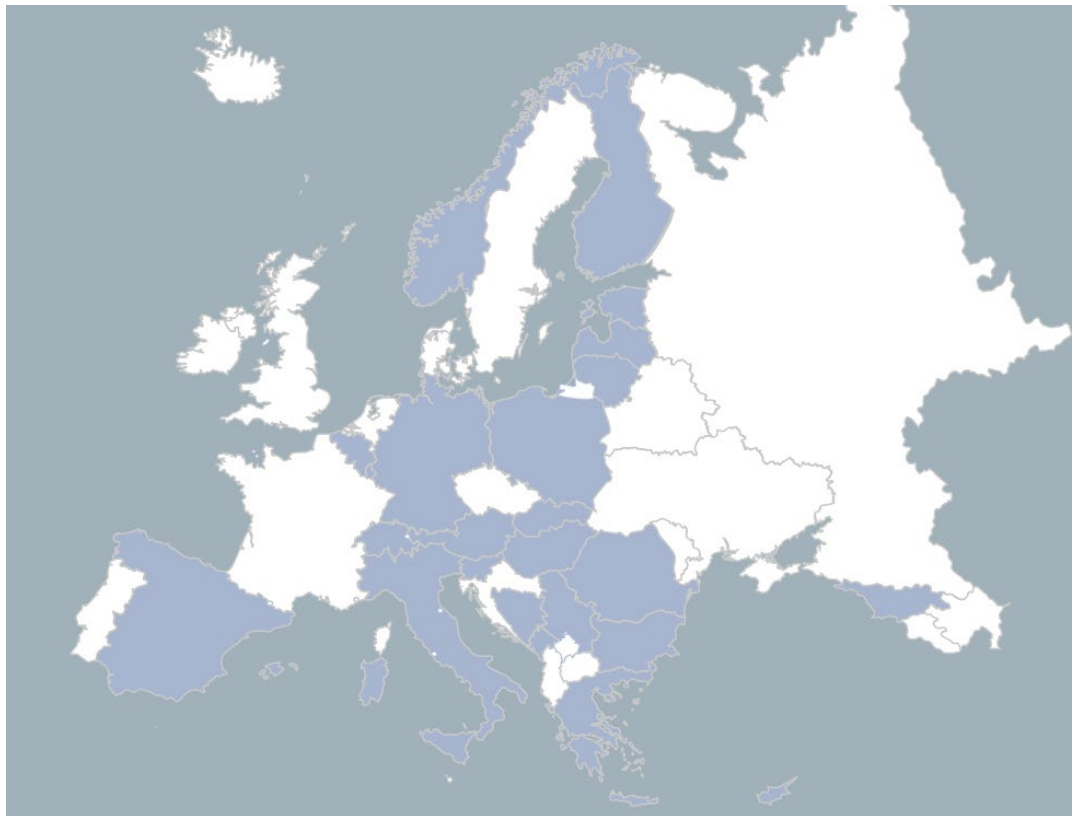
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RURALTOUR

EUROPEAN FEDERATION OF RURAL TOURISM



RURALTOUR is formed
by 30 national and
regional provider
organisations from 26
countries of geographical
Europe.



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The Importance of Rural Tourism

In Europe in 2022

- More than 600.000 accommodation units
- More than 6 million beds (*2x the capacity of Spain as second most important tourism destination in Europe*)
- 15% of hosting capacity in Europe
- 1.000.000+ direct or indirect jobs
- Generates more than 200.000 million EUR income in rural areas



STRENGTH

- Positive Image
- Diversity of products and service
- Human touch
- Authenticity
- Value for money

WEAKNESS

- Perception of reliability
- Connectivity
- Level of skills for mid-high level demand
- Professional USP image marketing
- Institutional backing / advocacy power

OPPORTUNITY

- Value Change in population
- Market trends
- COVID-19 impact on priorities
- Digitalization
- Policy priorities

THREAT

- Rural “Over-Tourism”
- Inadequate “professionalism” demand
- Conservative structures do not adapt
- Generation change
- Usurpation by commercial groups

SECRETARIAT

RURALTOUR

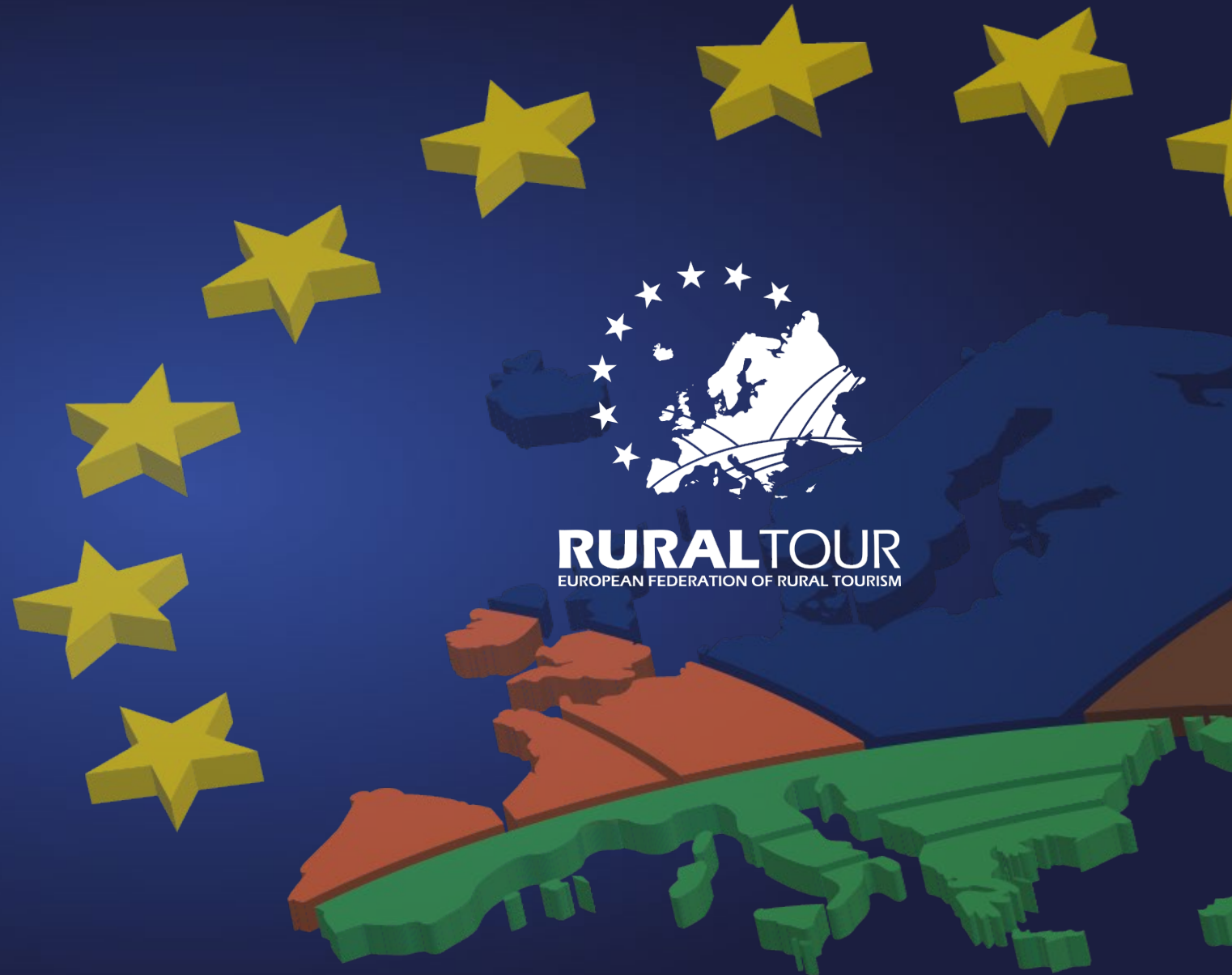
Sagunto, 8. 10 – 3
E-04004 Almería

CONTACT PERSON

Klaus Ehrlich

General Secretary
+34 656 900 371
general.secretary@ruraltour.eu

www.ruraltour.eu



Thank you

