



**ECA Morning Session June 29th**  
**Cluster of Rural Tourism in Asturias**



**Asturias**  
paraíso natural

# CLUSTER RURAL TOURISM IN ASTURIAS

**58 PARTNERS**



**ACCOMODATION**



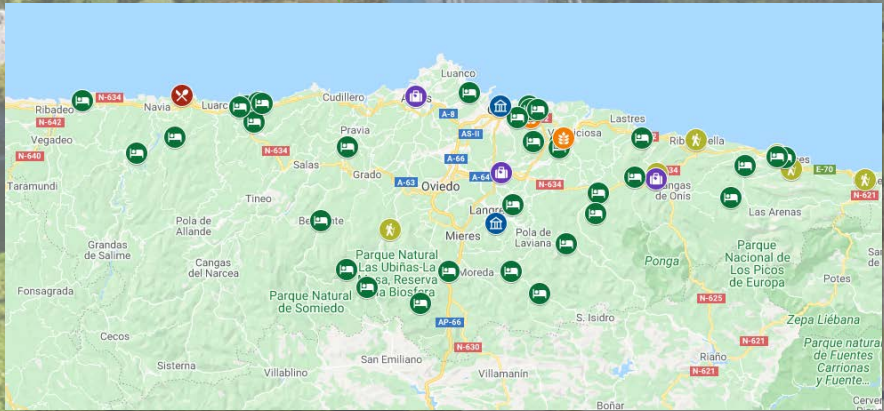
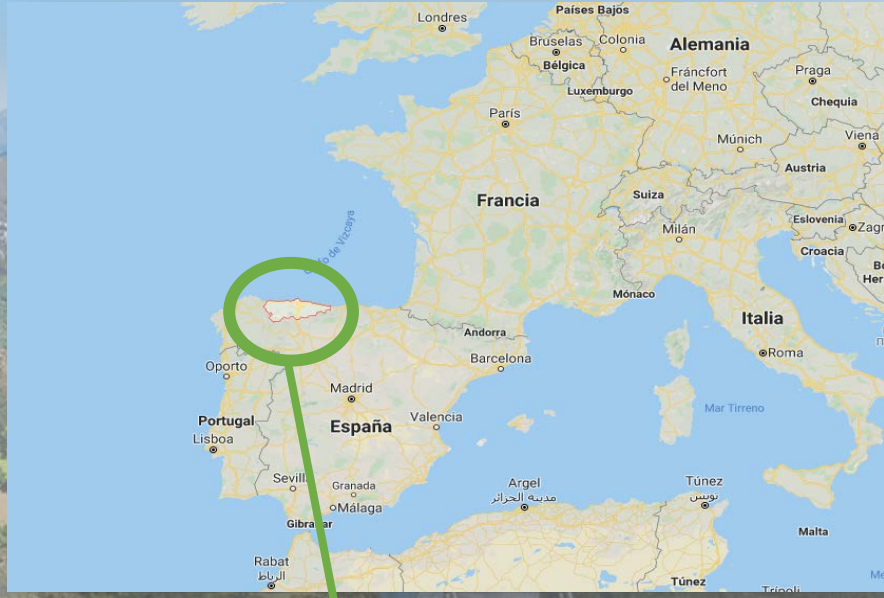
**ACTIVE and ADVENTURE TOURISM**



**TRAVEL AGENCIES**



**COMPLEMENTARY SERVICES**



# MAIN GOALS (up to March 2020)



**“If you want to walk fast, walk alone. But if you want to walk far, walk together.”**

# NEW GOALS

## FIRST STEP CHALLENGES: Information and Joint Purchasing



### PROVIDE UPDATED INFORMATION:

- Legal and safety regulation
- Cleaning protocol
- Security distance
- Use of common areas



### INFORMATIVE MATERIAL:

- Informative posters regarding preventive and health measure
- Ensure the maximum level of health condition and protocol respect



### JOINT PURCHASING

- PPE (personal protective equipment)
- Other hygienic material



**MEDIDAS DE PREVENCIÓN E HIGIENE EN NUESTRO ESTABLECIMIENTO**

<p><b>LAVA TUS MANOS FRECUENTEMENTE</b></p> <p>Tenemos a tu disposición gel hidroalcohólico para la desinfección de manos</p>	<p><b>MANTÉN LA DISTANCIA DE SEGURIDAD</b></p> <p>Mantén al menos 1,5 metros de distancia con otros clientes y trabajadores y utiliza mascarilla.</p>
<p><b>DESINFECTAMOS NUESTRAS INSTALACIONES DE ACUERDO A LAS NORMATIVAS</b></p> <p>Todo los procesos de limpieza están controlados y documentados</p>	<p><b>RECUERDA EL USO DE MASCARILLAS ES OBLIGATORIO</b></p> <p>La actual normativa del Pdo. de Asturias obliga a su uso independientemente de la distancia de seguridad</p>

No dudes en contactar con nuestro personal si necesitas cualquier otra información o necesitas ayuda

<b>EMERGENCIAS</b> 112		<b>INFO COVID-19 ASTURIAS</b> 984 100 400
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CLUSTER TURISMO RURAL ASTURIAS www.asturas.com

TURISMO RURAL www.asturiasparaisorural.com

Muchas gracias por tu colaboración

# NEW GOALS

## COMPLETE TRAINING PROGRAM (Weekly basis)



### DIGITAL LITERACY

Image Edition / Graphic Design

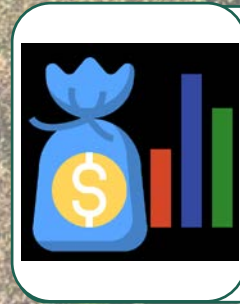
Wordpress

Online MAPS edition



### LANGUAGE

Professional ENGLISH

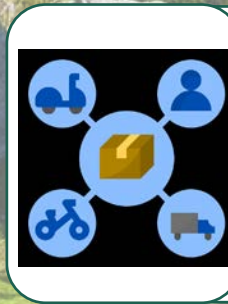


### BUSINESS STRATEGY

Revenue Mangement

Whatspapp business

Email Marketing



### CHANNEL MANAGER

RuralGest

# NEW GOALS

## UNDERSTANDING CHANGES ON TRAVELLERS BEHAVIOUR

- Increased demand of **nature based and rural destinations**.
- Higher volumen of **national tourism** instead of international.

### DESTINATIONS



- Preference for **individual accomodation**:
  - Rural HOUSES & COTTAGE
  - Entire Homes

### ACCOMODATION



- **FREE of charge cancellation policy**
- **Last minute Bookings**

### BOOKING PROCESS



- **Hygienic material and cleaning protocol**
- Pool and WiFi availability (remote workers)
- No common spaces

### AMENITIES & FACILITIES



# NEW GOALS

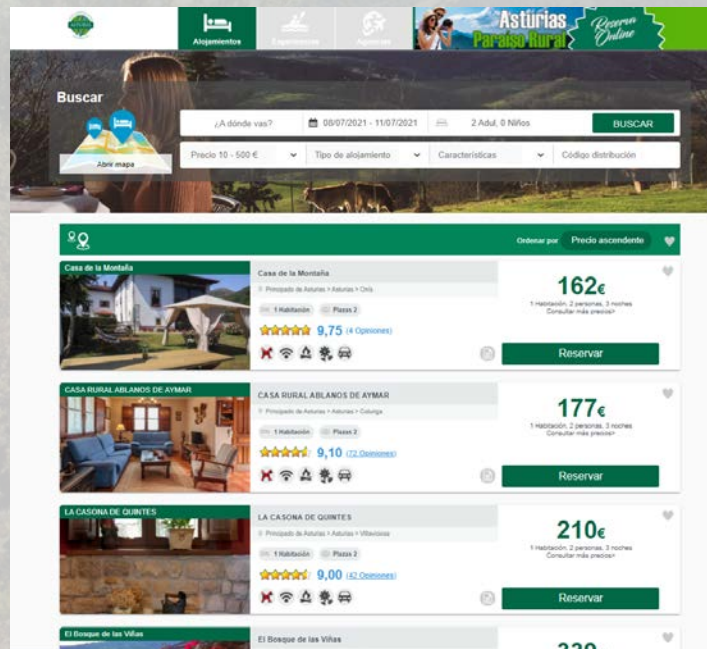
## DEVELOPMENT OF NEW SALES CHANNELS

### ONLINE BOOKING PLATFORM

Competitiveness & Visibility

Direct Booking / Real-time availability

B2B & B2C



### RURAL BREAK online Marketplace

100% "ASTURAS made"

Seamless experience

Innovative products



# NEW GOALS

## DEVELOPMENT OF NEW TOURISM PRODUCTS



### “SIDRATURISMO” Cider Product Club

Partnership with “PDO Asturias natural cider”

Collaboration between cider producers and tourism companies

Promotion of Rural and Gastronomic resources





# INTERESTING LINKS:



- **Protocols AGAINST COVID - Institute for Spanish Tourism Quality (ICTE) :**  
[www.asturiasparaisorural.com/protocolos-covid-icte/](http://www.asturiasparaisorural.com/protocolos-covid-icte/)
- **ASTURAS online booking platform.**  
<http://colaboradores.asturiasparaisorural.com/>
- **Rural-break Marketplace – “Escapadas Asturias”**  
<https://escapadasasturias.com/>
- **“SidraTurismo” Cider Product Club**  
<https://www.sidraturismoasturias.es/>

# THANK YOU!



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[www.asturiasparaisorural.com](http://www.asturiasparaisorural.com)



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