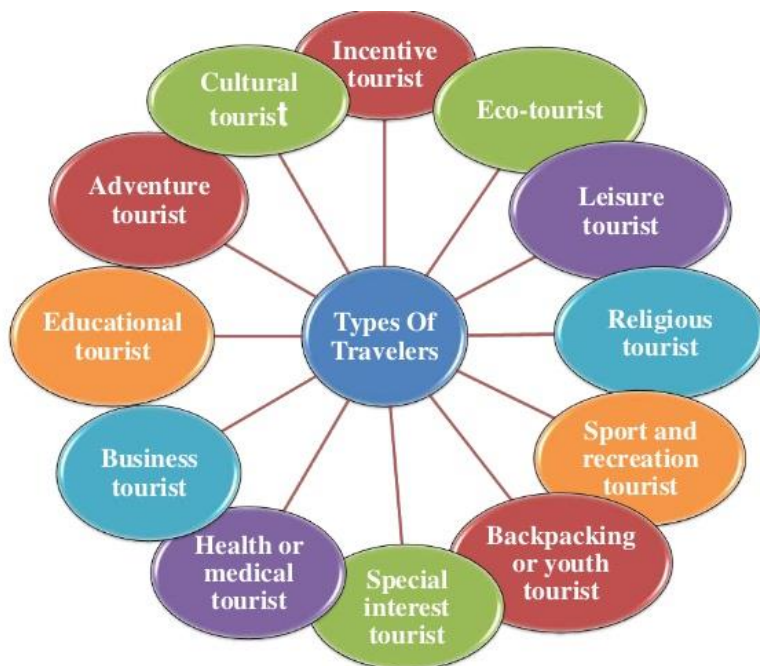




LIFE16-CCA IT 000011

# Commercial plan: Tourism (Spain)

Appendix to the Action C7-3



DESERT ADAPT, LIFE16-CCA IT 000011

2022



**LIFE Project Number:** LIFE16-CCA IT 000011

**LIFE Project name:** DESERT ADAPT

**Data Project**

<b>Project location:</b>	Italy, Portugal and Spain
<b>Project start date:</b>	01/09/2017
<b>Project end date:</b>	01/09/2022 <b>Extension date:</b> : 01/09/2023
<b>Total budget:</b>	€ 4.075.040
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<b>(%) of eligible costs:</b>	60%

**Data Beneficiary**

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**Report information**

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<b>Related action</b>	C7-3
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*This commercial plan is one in a range of similar documents. List of commercial plans available:*

Spain	Italy	Portugal
L5/L6*: <b>Aromatics, Jara</b> (all uses, including oil), <b>Honey</b> .  L7: Nuts ( <b>Pistachio</b> ), <b>Turism</b> (Bulls & cows)	L1: <b>Aromatics</b>  L2/11: <b>Honey + beekeeping</b> in general (selling/buying bee colonies & queens), <b>Wild asperges, Pistachio</b>  L4: <b>Sumac</b> ( <i>Rhus Coriaria</i> ), <b>Prickly pear</b> (all products like Fibre, (frozen) juice, fruits etc).	L8: <b>Tourism</b> .  L9: <b>Carob tree</b> . (maybe <b>Organic sheep meat</b> , first check on general market outlook before full study).  L10: <b>Strawberry tree. Hunting</b> (link with national hunting orgs, photo hunting options).

\* L numbers are the landowners in Life Desert-Adapt project that sell these products.

## 1 Type of product or service

There can be many types of tourism. For this commercial plan we narrow it down to eco-tourism or tourism in rural and remote places. Besides that this plan is written for landowners, which can be private companies, or municipalities. In such a case there is always a limit in what they can organize or do. They can organize excursions or start a bed & breakfast, but probably not investing in a large hotel (as an example).

For the complete picture we refer to Niche Marketing And Tourism ([Ayşe Nevin SERT, 2018](#)). Which study gives a good summary of all types of tourism separated by main reason of travel or visit.

Types Based on Nature	Types Based on Culture	Types Based on Education	Types Based on a Hobbies
<ul style="list-style-type: none"><li>• Botanical Tourism</li><li>• Farm Tourism</li><li>• Mountain Tourism</li><li>• Nature Tourism</li><li>• Air Sports Tourism</li><li>• Winter / Ski Tourism</li><li>• Village Tourism</li><li>• Bird Watching</li><li>• Water sports Tourism</li><li>• Agricultural Tourism</li><li>• Highland Tourism</li></ul>	<ul style="list-style-type: none"><li>• Dark Tourism</li><li>• Ethnic Tourism</li><li>• Festival Tourist</li><li>• Silk Road Tourism</li><li>• Faith Tourism</li><li>• Cultural Tourism</li><li>• Third Age Tourism</li><li>• Cultural Heritage Tourism</li></ul>	<ul style="list-style-type: none"><li>• Educational Tourism</li><li>• Youth Tourism</li><li>• Congress tourism</li></ul>	<ul style="list-style-type: none"><li>• Shopping Tourism</li><li>• Hunting Tourism</li><li>• Golf Tourism</li><li>• Gambling Tourism</li><li>• Adventure Tourism</li><li>• Cave Tourism</li><li>• Rafting Tourism</li><li>• Wine Tourism</li><li>• Yacht Tourism</li></ul>

Source: Kozak and Bahçe, 2006:137.

**Within these limits (see above) we can identify the following 9 types of Tourism.**

1. Excursions, guided hikes and photo hunting.
2. Farm shop.
3. Farm café with terrace.
4. Pick yourself garden or orchard.
5. Hike and Biking routes.
6. Open days, festivals, seasonal fairs.
7. Bed & Breakfast & Tiny houses.
8. Mobile home campground (and campground in general).
9. Working holidays ('assist the farmer').



## 2 Potential uses of the product or service, and prices.

Tourism is not limited to boundaries. People like to travel for nice holidays in which the travel itself is already an adventure or part of the holiday. With the 9 different types of tourism above you can attract both people from out of the country as well as people from the nearby village.

The difference is made by your own marketing and what you can offer. If you promote your farm or municipality on [www.booking.com](http://www.booking.com) you will receive international visitors if your farm, and the facilities around, are attractive enough. If you prefer to keep things local you could promote your business only with the regional tourist information office.

Therefore, in the chapters below, we address international and national visitors at the same time.

### International & national market

Type of use	Explain what it means
<b>1. Excursions, guided hikes and photo hunting.</b>	<p>If there is enough to see in and around your lands then this is a good option for alternative income. Certainly when you are good is communication and like to talk, teach and explain things to groups of people. With this activity your farm or municipality becomes well known for its well organized and high quality excursions. Think about an annual program where there is an excursion almost every week.</p> <p>Photo hunting is growing in popularity, also caused by the modern phones with camera. More and more people are exploring nature and are making pictures. But most people do not know when, how and where to look. That's where you come in. Offer special guided hikes with photo hunting.</p> <p><b>Opportunities.</b> For an average guided hike you can ask 10-15 Euro. If you can organise a group of 20 people every weekend this can become interesting. You can have a different 'topic' each weekend and a website to publish the schedule.</p> <p><b>Points of attention.</b> Make sure to think about your target groups and what to offer. Families with small children ask for a different (children program) approach as true nature lovers. Combine this with a café or small terrace to earn something extra. Maybe ask some experts to help you with some topics.</p>
<b>2. Farm shop.</b>	<p>In Europe there is a clear consumer trend going on about buying (and consuming) locally produced products. Know what you eat, and what is the story behind? People like to visit farms and see where their food and drinks are coming from. Because of this, small rural farm shops are popping up everywhere. In Northern Europe you will now find several such shops in even the smallest municipalities. Some farms have complete shops, others only have a small booth with vending machines to collect your own milk, meat, breed or fruits. Some shops are open 6 days a week, others only on the Saturday.</p>





Vending machines at the farm

**Opportunities.** A real shop will only work if you have a good assortment to offer. Then people will come back. That means you will fill your shop with your own product but also with products from farm shops from the next village. Visitors are not the average people from the big cities. Your visitors are already interested in buying your local products. They don't waiting a bit, have a good talk, or comply with your limited opening hours.

**Points of attention.** Think carefully about your prices. In principle visitors expect lower prices as the nearby supermarket because it '*comes directly from the producer*'. We all know that it doesn't work that way, but your products can never be more expensive as the supermarket. Make your shop as attractive as possible. Look at the picture below for inspiration. And yes, this is just a small farm store, but now after a few year with around 100 visitors per day. About 20% of the shop inventory is from their own, the rest from other farm shops.




[Pluktuin het Platte land, Netherlands.](#)

### 3. Farm café with terrace.

If you like to start a farm café with terrace there are the following considerations to be taken into account:

	<p>Unless you are willing to start and grow into a full scale restaurant your café will remain small and will be an <u>extra 'service'</u>. People will not come specially for your café. There can only be 2 reasons why people will come to your café:</p> <ol style="list-style-type: none"> <li>1) They already visiting your farm because you have a shop, excursion or any other activity. The café is complimentary to this.</li> <li>2) People are passing by your farm anyway because it is along a popular hiking or biking route (or scenic car road).</li> </ol> <p><b><u>Opportunities.</u></b> Visitors to your farm should spend as much money as possible. Not because your products are expensive, but there are simply many interesting things to spend your money on. If people come to your farm shop and there is a cosy café almost 100% of the people will also drink something. If you offer self-made cake, they will also take that. If there is a small playground for children (nature like, not only plastic and metal) their parents will take a 2<sup>nd</sup> cup of coffee and stay longer.</p> <p><b><u>Points of attention.</u></b> The following points are important:</p> <ul style="list-style-type: none"> <li>• You could need special licenses because you will sell food and drinks.</li> <li>• Think carefully about a clean and new bathroom building/location. People expect these things to be new, comfortable and clean.</li> <li>• When it rains or the sun is too hot people need to have a roof or shadow to sit.</li> <li>• Buy comfortable and nice looking furniture for the terrace. The terrace should invite people to sit, and order another drink.</li> <li>• Entrance and parking space. This is the first contact moment. People enter your farm and park their bike or car. All should be clean, inviting, cosy and with lots of space.</li> <li>• Playground for children is important. The more adventures there is for children the longer the family stays on your terrace.</li> </ul> <p>Below an example of Belgium where <a href="#">farmer Bart</a> took this to the limit. The playground includes loads of these small adventures where children will test themselves. But there is also an area with many animals where children can go inside fences and pick up the animals etc. He calculates with an average playing time of 90 minutes for children in which their parents take at least 2 drinks, something to eat and buy something in the farm shop. He receives about 200 visitors per day, and he is not even in a touristic area. Farmer Bart himself does guided hikes every Saturday, just showing people around the farm.</p>
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<b>4. Pick yourself garden or orchard.</b>	<p>You offer the service that consumers can pick products themselves from the field. This can be vegetables, flowers, fruits, berries etc. They either pay per KG or simply an entrance fee with some restriction in volumes. For many people and families with children this is a nice travel or a day out.</p> <p><b>Opportunities.</b> Such can be organized on a daily basis with opening hours. But you can also have general 'open days' when people visit the farm and are allowed to harvest. Such can be profitable when combined with other services.</p> <p><b>Points of attention.</b> Pick yourself is not enough on its own. Combine it with a small cafe/restaurant/terrace function. Or combine it with paid excursions. And what about a small farm shop where people can buy your products?</p>
<b>5. Hike and Biking routes.</b>	<p>The idea with hiking &amp; biking trails is to include such a trail on your land and then sell (annual?) permits to hike, make pictures, study wildlife etc. It is also possible to organize 'guided hikes', where you provide the expert leading the hike. This works great with an café/ small terrace setting for the afterparty. Make a deal with the local MTB club for trail maintenance as this can be specialized work.</p> <p><b>Opportunities.</b> Maybe this is not that profitable, but if there is a lot to see, and at the moment access is prohibited, this can be an opportunity. Compare it with an entrance fee for a national park.</p> <p><b>Points of attention.</b> Visitors require services. Parking space, trail markers, maybe an App/ QR code with info, some picknick sets and benches etc. And it's your land, thus everything should be safe (bridges, falling trees etc).</p>
<b>6. Open days, festivals, seasonal fairs.</b>	<p>By nature people are curious. They like to look at places where they normally cannot come or are not allowed to go. Open days, special festivals or seasonal fairs will bring a lot of new experiences together in one place. Therefore they are always busy when marketed and promoted in a proper way.</p>



	<p><b>Opportunities.</b> If you open up your farm 4 days per year and promote it well you will receive many visitors. But you need to think about the underlying business model too. You want to attract new customers and increase your network? You will offer your current customers the opportunity to look at the complete farm? Or the open day is actually a large sales instruments to sell your products? You can schedule open days around the nut harvesting season. Or the olive pressing season, grape harvest, birth of young animals, cultural reasons, flowering seasons, Christmas and other special holidays ect etc. In Portugal there is a <a href="#">mushroom festival</a> in the municipality (freguesia) of <a href="#">Cabeça Gorda</a> that attracts visitors from over the whole of Europe. This is very lucrative for the whole municipality <a href="#">and well organized</a>.</p> <p><b>Points of attention.</b> Make sure you register your visitors properly. In this way you can send them a special attention afterwards (a link to a video, pictures etc) and add them to your network.</p>
<b>7. Bed &amp; Breakfast &amp; Tiny houses.</b>	<p>There is fast growing trends of landowners offer B&amp;B services or placing tiny houses, in often beautiful locations, in the fields. Needless to say that this is very profitable.</p> <p><b>Opportunities.</b> This is not for nothing a fast growing trend. Tiny houses are not that expensive. And many people love to stay in a B&amp;B at the farm. And pay for it.</p> <p><b>Points of attention.</b> A mistake often made is to forget that any visitor likes to see the same luxury as they have at home. Thus things should be clean, good coffee is in place etc. And visitors always have some request...or complain. You as a person should be able to deal with that. Otherwise don't do it.</p>
<b>8. Mobile home campground (and campground in general).</b>	<p>There is fast growing trends of landowners turning their land into small campgrounds in often beautiful locations, in the fields. Needless to say that this is very profitable.</p> <p><b>Opportunities.</b> This is not for nothing a fast growing trend. A campground is not difficult to make.</p> <p><b>Points of attention.</b> Permits maybe required. You have to think about bathroom and washing facilities and good system of waste collecting. You might invest in electricity to the sites. And visitors always have some request...or complain. You as a person should be able to deal with that. Otherwise don't do it.</p>
<b>9. Working holidays ('assist the farmer').</b>	<p>Many young people and children have lost the connection with nature. There is a growing demand with families or young people from urban areas to work at the farm in a 'working-holiday' setting.</p> <p><b>Opportunities.</b> This remains a holiday or B&amp;B setting. Thus people will pay for the stay and are allowed to help on the farm. Not only feeding the animals, but also pick their own ingredients for dinner. You offer the B&amp;B plus various activities. Be creative!</p> <p><b>Points of attention.</b> In general your job is to guide these people in their 'jobs'. Do not think that this is free labour. Is doesn't work like that. During</p>



	these hours there will be not much else you can do yourself. Some people will do some real work, others are not that 'handy" 😊.
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### Used literature:

[The European market potential for nature and ecotourism](#), CBI. (crucial report).

Niche Marketing And Tourism ([Ayşe Nevin SERT, 2018](#)).

Sustainable Travel: [What do Consumers want?](#)

### 3 Target customers, markets and competitors

#### International & national market

##### Market types

Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international.	Include basic information about the competitors. How big are they? Where are they located?
<b>All tourism actions</b>	<p><b>Tourists as direct customers</b> As explained in the introduction to this document tourists are not limited by boundaries. In this case your target group could be visitors from any country in the EU, as long as they are interested in eco-tourism or tourism in rural and remote places. That is your target group.</p> <p><b>Travel agencies.</b> There is also an option to work with travel agencies (who charge you a fee for their services). Nevertheless we do not advise this because nowadays its very easy to promote yourself on social media platforms like booking.com.</p>	<p>There is no limit here. In theory you could say that 'open days' and one-day excursions should not be pointed at customers from out of the country.....but why not if they happen to be on holiday nearby anyway? If there are some rural hotels or holiday resorts nearby its perfectly possible that you promote your services there. In exchange you will promote the hotel off course.</p>	<p>There are many competitors around Europe. But tourism is all about the travel, adventure and local experience. It is this complete package that convince tourist to go somewhere. If the complete package is attractive enough they will select you as a place to visit.</p> <p>It means you should not worry about competition but tell your own story in your own location. And offer this in a professional way.</p>

#### Used literature:

[Nature based economies](#). Rewilding Europe  
[Global Ecotourism Network](#).  
 The [International Ecotourism Society](#).

## 4 Market forecast

A [2022 Sustainable Travel Report](#) by Booking.com shows that 81% of global travelers think sustainable travel is important, with 70% saying they would be more likely to book sustainable accommodation. Travelers who stayed in a sustainable accommodation within the last year reported wanting to reduce their impact on the environment (41%), have a more local experience (33%), and treat the surrounding community better (31%). On the other hand, among travelers who did not stay at sustainable accommodations, 31% reported that they didn't even know sustainable accommodations existed. This is down from 36% the year prior, and while it reflects increase awareness and demand for sustainable properties, it also shows a big gap left to fill.

There are several reasons for the rise of interest in ecotourism, or sustainable, green, soft or responsible tourism. According to [Booking.com](#) tourists report:

- being impressed by natural sights during their own travels (60%);
- noticing a visible impact of tourism at the destinations they have visited (54%);
- seeing the positive effect that sustainable tourism can have on locals (47%);
- seeing the unsustainable effects of tourism in their home country (42%);
- feeling guilty about the impact their vacation has had on the environment (32%).

[Responsible Travel](#) reports that travellers are increasingly seeking opportunities to reconnect with nature, other people, and seeking their own individual meaning, which may be caused by an increasingly digitally connected, work-centric, and material world.

### International & national market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
All tourism actions	The current market for eco-tourism or tourism in rural and remote places is growing fast (certainly after the stand still during Covid). Figures are impossible to say but in general the market is growing.	The demand will continue to grow in the years to come as there is a clear trend with young people to travel to rural places (or cultural important) instead of mass tourism to traditional places.	Sales prices are not easy to give as they all depend on what is offered and what services are included.  In general it is a good sales tool to include as many services as possible (where a good coffee machine in the room in the B&B is already a service). Some of them are very easy to organize. Why not include a quick tour around the farm (max 30 minutes) with every new



			B&B customer? The more services and facilities the higher the price. But do not price yourself out of the market.
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### Used literature:

[Climate, Community and Choice: Booking.com](#) Reveals the Trends Shaping Sustainable Travel in 2022.  
[Sustainable Tourism: From Trend to Transformative Movement](#). Virtuoso.

## 5 Your opportunities & threats, and how to sell it.

### International & national market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
<b>All tourism actions</b>	There are opportunities because there is demand in the market. Opportunities for each of the 9 tourism types are already explained above.	<p>Direct sales. You best promote yourself and your services directly. Options available:</p> <ol style="list-style-type: none"> <li>1) Online like booking.com (see below)</li> <li>2) Local/regional / national Tourist information offices.</li> <li>3) Local hotels/ resorts.</li> <li>4) Website municipality / province when possible.</li> <li>5) Products for your farm shop → cooperate with all farm shops in the area.</li> <li>6) Your very professional website with loads of pictures and YouTube video material.</li> <li>7) Facebook for the latest news about your farm.</li> <li>8) Build your network of customers. Send them regular newsletters or raise WhatsApp group for weekly info. People do not mind to stay informed.</li> </ol>	<p>The only threat is related to yourself.</p> <p><b>Organize</b> things professionally. Make sure any <b>first impression</b> (either when visiting your farm, or you writing a polite email after a complain) is the most important part. <b>Stay positive</b> and communicate 100%. <b>Communication</b> is often where things go wrong.</p>

### Used literature:

[The European market potential for nature and ecotourism](#), CBI. (crucial report).

## 6 Potential customers.

List the potential customers for each products. List at least 5 potential customers for each product or service.

### International market

Customers			
Name of solution, product or service	Name and location	website	Why?
<b>B&amp;B, tiny houses etc</b>	International	<a href="http://www.booking.com">www.booking.com</a>	Leading platform for selling night at B&B, tiny houses etc
	International	<a href="https://www.trivago.com">https://www.trivago.com</a>	Similar
	Positive Travel, Swiss	<a href="https://positive.travel/">https://positive.travel/</a>	is a Swiss non-profit social enterprise founded in 2018. Their goal is to make travel more ethical and sustainable.
	Holiable, France	<a href="https://www.holiable.com/">https://www.holiable.com/</a>	Is a startup launched in France in 2018. About sustainable travel. Works like a travel agency, but still a good option.
	Bookdifferent.com, Netherlands	<a href="https://www.bookdifferent.com/en/">https://www.bookdifferent.com/en/</a>	Bookdifferent.com was founded in 2012 in the Netherlands with the desire to help people choose better travel options.
	The Natural Adventure, UK	<a href="https://www.thenaturaladventure.com/">https://www.thenaturaladventure.com/</a>	Dedicated to offering unforgettable adventure holidays that place our customers at the heart of a diverse selection of outstanding natural environments, and in providing them with the opportunities to soak up the culture and history.
	Eco BnB, international	<a href="https://ecobnb.com/">https://ecobnb.com/</a>	Find your Sustainable Accommodation
<b>Campgrounds</b>	Allcamps	<a href="https://www.allcamps.ie/">https://www.allcamps.ie/</a>	One of the larger campground sites with many locations.
	Camp Space	<a href="https://campspace.com">https://campspace.com</a>	One of the larger campground sites with many locations.
<b>Farm shops</b> (No central site, you have to check in each country)	Netherlands Zoek de Boer (search the farm)	<a href="https://zoekdeboer.nl/boerderijwinkels/">https://zoekdeboer.nl/boerderijwinkels/</a>	With most of the Farm shops in NL.
	Belgium. Recht van bij de boer (straight from the farm)	<a href="https://www.rechtvanbijdeboer.be/">https://www.rechtvanbijdeboer.be/</a>	With already 1700 shops listed!



## Local, national or regional market

Customers			
Name of solution, product or service	Name and location	website	Why?
<b>Tourism in cattle farm brava</b>	Tourism Victorino Martín. Finca Monteviejo", located in Moraleja (Cáceres)	<a href="https://www.turismovictorinomartin.com/">https://www.turismovictorinomartin.com/</a>	Enjoy a day among Victorinos. Feel part of the tradition, of the passion, of the legend of Victorino. And share a part of your time and learn a lifetime of experiences based on Love, Respect and Surrender to the Bull. He also knows the Dehesas de Extremadura.
<b>Las Cañadas Tourist Complex</b>	Las Cañadas. Baños de Montemayor (Cáceres)	<a href="https://www.lascañadas.es/">https://www.lascañadas.es/</a>	Tourist complex to live a great experience knowing the landscapes, culture, history and traditions.
<b>Valle del Jerte Adventure Park</b>	Adventure Park. The Jerte Valle. El Torno (Cáceres)	<a href="https://www.valledeljerte-parqueaventura.com/">https://www.valledeljerte-parqueaventura.com/</a>	Active tourism and nature activities in the Jerte Valley. Enjoy the programs that perfectly combine accommodation, gastronomy and activities. You can also enjoy cherry.
<b>Farm</b>	El Enebral Farm. Segovia	<a href="https://www.granjaenebral.com/">https://www.granjaenebral.com/</a>	-Family experience of real connection with nature. -A place to enjoy together with the animals of our farm. -The opportunity to re-taste the real flavors.
<b>Farm shops</b>	Dehesa el Milagro. Alcañizo (Toledo)	<a href="https://dehesaelmilagro.com/">https://dehesaelmilagro.com/</a>	Production and logistics center, where its organic production is handled and transformed. Store your products online and understand physical.
	Cooperativa Actyva. (Cáceres)	<a href="https://www.cooperactyva.org">https://www.cooperactyva.org</a> <a href="https://www.caceresparacomerselo.es/">https://www.caceresparacomerselo.es/</a>	Collective, self-managed and non-profit project of the Actyva Cooperative, with which it is intended to make accessible the agroecological and local production itself.