

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

Rural tourism perfectly suits the trend of European travellers seeking authentic, unique experiences and local lifestyles. European rural travellers want to experience natural, unspoiled landscapes and stay in authentic accommodation. Rural communities in developing countries often have great resources to offer such experiences. Cultural experiences and interaction with locals are increasingly popular, as well as agritourism and farm stays.



- The European Federation of Rural Tourism (EuroGites) is a professional tourism trade organization representing a tourism sector with an estimate of 500.000 micro-enterprises and about 5-6,5 million bed places.
- EuroGites offers an authentic rural holiday experience. 31 professional organisations from 25 countries give the choice between more than 100.000 establishments.



 Bed&Breakfast or self-catering in private homes and farms, small family-run rural hotels and guesthouses, home-made products and traditional gastronomy, or active tourism: all stand for the authentic rural, country, and farm tourism experience in Europe under the quality label of EuroGites.

• As a whole, this sector stands for about 15% of the European tourism capacity.



- Rural Tourism comprises micro-enterprises, self-employed, and services, including family to family
- EuroGites provides linkage with other EU tourism industry structures such as Rural Tourism Newtwork (NET), European Network of Outdoor Sports (ENOS) and Adventure Travel Trade Association (ATTA), has good contacts with the private sector representing the "Collaborative Economy" (AirBnB, HomeAway), and is actively involved in EU structures for Rural Development (Civil Dialogue Group on Rural Development and ENRD).

Advocating for rural tourism

- Knowledge exchange, marketing and lobbying
- Promoting employment and better working conditions in rural areas
- Summer Schools
- Strategic Alliances for Sustainable tourism

- European Congress of Rural Tourism since 2003/yearly
- Innovations & skills enhancement
- Looking at emerging markets in China, India and the Americas











GERMANY



























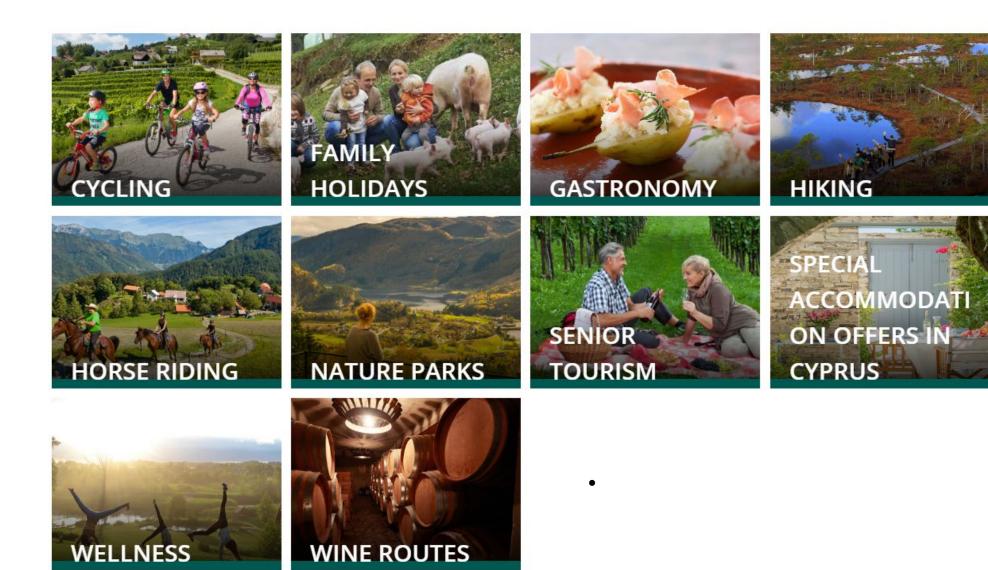


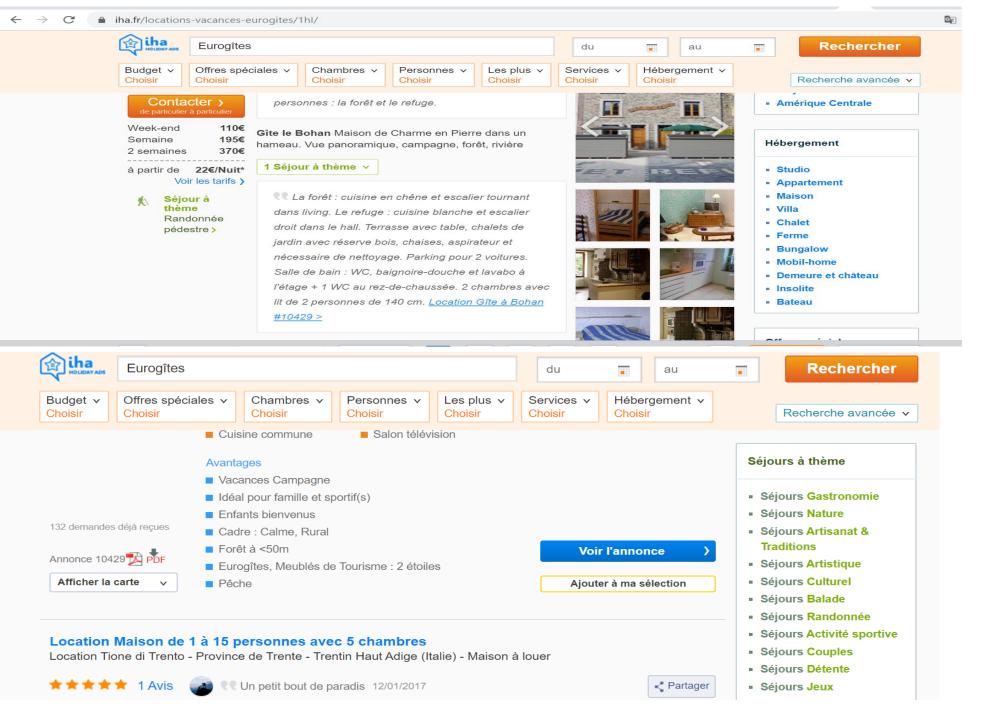






PRODUCTS





Région touristique

- Mer Méditerranée
- Mer Tyrrhénienne
- Mer Adriatique
- Côte d'Azur
- Mer Ionienne
- Côte Sarde
- Salento
- Île de beauté
- Côte sicilienne orientale
- Gallura
- Algarve côte ouest
- Ria Formosa
- Mer Noire
- Golfe du Mexique
- Costa Blanca