

CLUB DE PRODUCTO ECOTURISMO EN ESPAÑA

ACCIONES DE PROMOCIÓN EXTERIOR CON TURESPAÑA



Geoparque de Sobrarbe

**4º Seminario Permanente del
Club Ecoturismo en España**
Septiembre 2016

Amanda Guzmán
Gerente

www.turebe.org

www.soyecoturista.com

Incluidas en su “Plan de Acciones 2016 del producto Ecoturismo y Turismo Rural”

Acciones aceptadas por Turespaña y las OET

- **2 viajes de prensa** (Sierra Nevada y Fuentes del Narcea)
- **4 viajes de operadores turísticos** (La Garrotxa, Sierra Espuña, Geoparque de Sobrarbe, Red de Centros de Educación Ambiental de Andalucía).
- **Presentación del Club** de Ecoturismo de España organizado por la OET y dirigido a Agentes de Viaje y medios de comunicación en Finlandia, Suecia Y Holanda.
- **Acciones on-line y Marketing directo** del Club de producto Ecoturismo (Reino Unido, Bélgica, Holanda, Suecia, Finlandia).
- **Mesa de contratación y Fam-trip** en el marco del I Congreso de Ecoturismo en España.

PROMOCIÓN EXTERIOR CON TURESPAÑA



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FAM TRIP SIERRA ESPUÑA

Sierra Espuña (2 Reino Unido y 2 Noruega) 8-10 abril

- Posibilidades reales de programar
- Altísima satisfacción de los participantes



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Did the trip fulfill your expectations and interests?

- The best travel and visit I ever done
- The trip not only met, but exceeded our expectations.
- Yes and more
- It exceeded my expectations

Would you be interested in other destinations and activities offered by the Ecotourism Club?

- Yes. Our company offer the same values as Ecotourist Club Spain does. It is very interesting to visit and see other destinations and activities offered by the Ecotourism Club in Spain.
- We have had the pleasure of similar trips in the past, but our excursions in Sierra Espuña were outstanding and fits our profile especially well.
- Yes
- Yes Please



PROMOCIÓN Y APOYO A LA COMERCIALIZACIÓN

Acciones de promoción exterior con Turespaña

Incluidas en su “Plan de Acciones 2016 del producto Ecoturismo y Turismo Rural”

ÉXITO DEL 1^{ER} PRESS TRIP

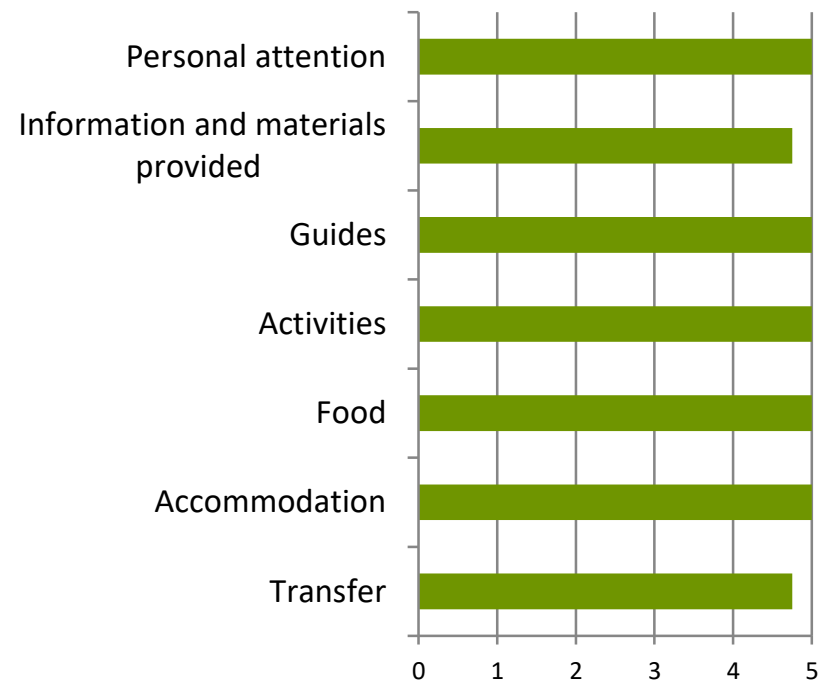
Sierra Espuña (2 Reino Unido y 2 Noruega) 8-10 abril



Does your company value the guarantee of sustainability offered by the destinations and companies of the Ecotourism Club?

- Yes. We think this is the future tourism and we like the values your organization. We represent the same values in Our Company.
- Absolutely. This is a popular segment amongst our clients, who are often looking for outdoor experiences in new locations that bring them in touch with local initiatives and traditions. The bespoke quality that is often inherent in the sustainable, local programs on offer is what ultimately makes the overall experience unique.
- Yes
- Yes 100%

Grado de satisfacción



PROMOCIÓN Y APOYO A LA COMERCIALIZACIÓN

Acciones de promoción exterior con Turesspaña

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(2 Reino Unido
y 2 Noruega)
8-10 abril

<http://mollydoo.com/holidays/espubike-mountain-bike-package-sierra-espuna>



Espubike Mountain Bike Package, Sierra Espuña

Summary

Mollydoo was invited by the Spanish Tourist Board back in March to explore the amazing Sierra Espuña National Park and we were not disappointed. Situated just over an hours drive from the busy resorts of Costa Blanca and easy access by the main airports of Alicante and Murcia, lies an almost undiscovered area of natural beauty, just waiting to be explored on two wheels.

If your passion is mountain biking and you enjoy a challenge, then this package is for you. It promises beautiful scenery, technical trails, single tracks and thrilling descents amongst green pine forests and the spectacular mountains of the Sierra Espuña National Park.

Apart from having four amazing days mountain biking, with some epic climbs and technical descents, we have included some of the best hotels and guest houses in the area, providing a traditional but luxury authentic Spanish experience. We have included a free day at the end of the trip also to continue the cycling or do something else, totally up to you.

If you already have a good level of fitness and are looking to improve your endurance and riding skills, and above all, want to experience some of the best mountain biking in Spain, then this package is for you.

PRICE FROM

£769pp

*This tour will run with a max of 8 riders.
A refundable deposit will be required until the tour is guaranteed.

Price includes:

- Return UK Flights
- 5 Nights Accommodation
- Return Private Transfers (including bikes)
- Low Deposits Available on certain dates
- Single supplements apply

*Upgrade to full board for just £128 per person

PROMOCIÓN EXTERIOR CON TURESPAÑA



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FAM TRIP ONDAS 9-12 JUNIO 2016

OOTT: viajes para **grupos de estudiantes** con español como segunda lengua, combinando **actividades en la naturaleza y aprendizaje del español.**

Participantes: 1 Alemania 2 Holanda



Are you interested in including the destination/product of the trip in your programs?

- Yes (100%)

Would you be interested in other destinations and activities offered by the Ecotourism Club?

- Yes (100%)

Does your company value the guarantee of sustainability offered by the destinations and companies of the Ecotourism Club?

- Yes (66%)



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Participantes: 1 Alemania 2 Holanda



Are you interested in including the destination/product of the trip in your programs?

- Yes (3de 3)

Would you be interested in other destinations and activities offered by the Ecotourism Club?

- Yes (3 de 3)

Does your company value the guarantee of sustainability offered by the destinations and companies of the Ecotourism Club?

- Yes (2 de 3, 1 no contesta)



PROMOCIÓN EXTERIOR CON TURESPAÑA



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FAM TRIP SOBRARBE 16-19 JUNIO 2016

Participantes: 2 Noruega 2 Bélgica

Are you interested in including the destination/product of the trip in your programs?

- Yes (2 de 2)

Did the trip fulfil your expectations and interests?

- Absolutely! IT was a trip with a focus on ecology, respect for people and nature, full of knowledge, the area is not "touristified"
- Yes

Does your company value the guarantee of sustainability offered by the destinations and companies of the Ecotourism Club?

- Sustainability is important (1 respuesta)



COMARCA
de
SOBRARBE



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PRESS TRIP SIERRA NEVADA 15-18 JUNIO 2016

Participantes: 1 Suecia 1 Alemania 1 Francia 1 Reino Unido



Do you think that this destination will arouse interest among your readers?

- Yes
- Definitenaly
- Yes

Andalucía



Do your readers value the guarantee of sustainability offered by the destinations and companies of the Ecotourism Club?

- I think yes but it needs lots of explanation.
- Yes
- They are sensitive about all forms of sustainable tourism





¡MUCHAS GRACIAS!

Para más información:

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