



Escape2

Company Name

ASSOCIACIO VALENCIANA DE TURISME
RURALXUQUER

Contact Person

PURA MARTÍ

Contact web

<https://ruralxuquer.com/contacto/>

Country

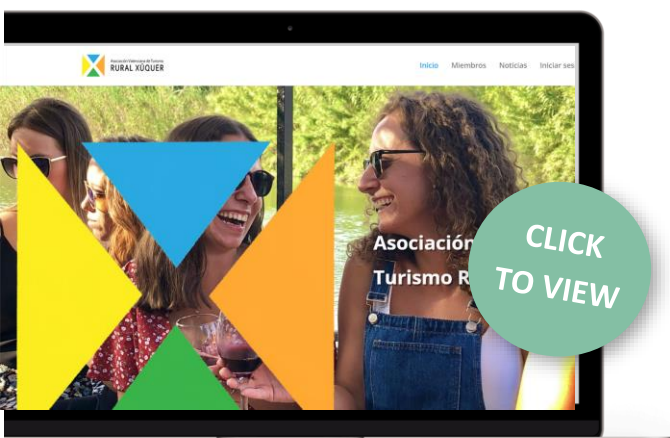
SPAIN



The **Valencian Association of Rural Tourism Xúquer** is constituted at the end of 2020 and is formed by a group of companies and agents involved in the tourism sector. Thanks to the support of the Tourism area of the Consorci de la Ribera they manage to group together as an association.

Rural Xúquer presents a **comprehensive tourist offer**. Its forty-seven municipalities offer a wide variety of attractions and extend from the coastline bathed by the Mediterranean to the interior, more rugged, ideal for alternative tourism.

The members of the association, together with the tourism area of the Consorci de la Ribera de Xúquer, offer tourist activities such as: visits to orchards, tours, visits, accommodation, restaurants, museums, catering of local products, cycling, routes through the natural areas, water activities, etc.





ASSOCIACIO VALENCIANA DE TURISME RURAL XUQUER

HOW IS YOUR PRODUCT OR SERVICE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



It is an innovative service because it covers various professionals from different sectors such as rural houses, tours and visits, restaurants and lounges as well as active tourism.

In this way, synergies are created to unify different activities with the aim of creating experiences and enjoying the singular and unique essence of the Ribera de Xúquer region.

Services and products of great tourist attraction and value such as oranges, rice, the Ribera de Xúquer greenway, the "La Festa de la Mare de Déu de la Salut" festival in Algemesí (UNESCO heritage), the international MIM festival in Sueca, international gastronomic competitions such as paella, music concerts, active tourism, the Fallas, virtual tours and much more.

Another point of interest are the cycle touring routes of the Ribera de Xúquer, which cover unique places in the Region of Valencia, cities and territories synonymous with history, culture and adventure through green and agricultural lands: a total of 11 routes cover 604.37 km of exuberant landscapes between the interior and the coast of the Region.

WHERE DID YOU SOURCE THE MAIN?



- With a lot of effort and common interests, the group of 14 entrepreneurs, concerned about the development of their companies, realised that it would not have been possible to create an association with its own financing unilaterally.
- The main support was the involvement of Ribera Turisme where, under the umbrella of the Consorci de la Ribera (a public administration entity), it provided space, ideas, advice and created a networking network among them.

HOW HAS IT BEEN?



Thanks to the partnership it has been possible to launch a website, <https://ruralxuquer.com/> to publicise all the activities and also the various activity packages to offer guests more than just a place to relax, but also a place full of local experiences.

The website also allows for various options, from booking accommodation in different rural houses, planning an excursion with different tours as well as obtaining a room for events.

Thanks to this combination of offers, there has been a slight increase in the number of tourists visiting the area for different activities and experiences.



WAS SUCCESS A RESULT OF (OR BOTH)?



The success of the **Asociación Valenciana de Turismo Rural Xúquer** is the fusion of different entrepreneurs from the private sector and the agents involved from the public sector.

This project could not have been carried out without the support and initiative of the rural tourism area of the Consorci de la Ribera. The members were given the opportunity to create a community and thus better formalise their tourism offer.

The Consorci acted as a nexus for the union and consolidation of its members.

The importance of being associated and not just being a group of businessmen allows progress in the sector and makes the tourist offer more professional so that not everything is left to the public initiative. As we know, tourists buy a destination, so we must combine complementary offers, be more competitive, go to tourism fairs to promote the region, etc., in short, promote the Ribera de Xúquer brand as a rural destination of reference and make tourists want to return because of the great offer they find.

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