



Case Study

Company

TEMPS D'INTERIOR

Country

SPAIN

**Spanish Example of
TOURIST PRODUCT CLUB**

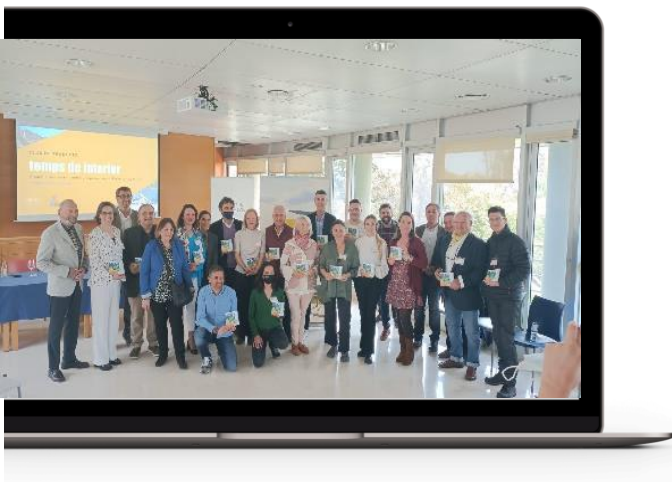
Website

<https://tempsdeinterior.com/>



Product club for inland accommodation and restaurants in the Region of Valencia, Conselleria de Turisme and the Temps business association. Valencian Community (Spain)

TEMPS brings together the best offer to enjoy the most special accommodation and the most authentic gastronomy and experiences in the inland of the Valencian Community.





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



Inland tourism is improving every year. In terms of rural tourism occupancy at a national level, according to INE data, Temps establishments have a higher average occupancy rate, reaching 30% more. Meanwhile, at regional level, Temps establishments also have a higher average occupancy rate than the rest of the establishments in the interior of the Valencian Community.

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Temps de interior, made up of a total of 65 members including accommodation, restaurants and experience companies, continues this year with new actions to continue its commitment to quality and sustainable tourism, which contributes to the guarantee of a medium occupancy all year round of inland tourism. This initiative covers a market need such as the offer of a set of tourist experiences in a rural environment in the Valencian Community.

The customer is offered a set of proposals in a rural environment in a single catalogue and website, with a homogeneous quality and with a guarantee of good service.



Temps currently has 410,000 members of the loyalty club, its establishments are 20 points above the occupancy rate of rural accommodation in the Valencian Community and the Temps brand is beginning to position itself as a consumer option for rural products in the local market.



HOW TO GET STARTED AND STEPS TO BE TAKEN



The Need

After the conceptualisation of the product club, both the Conselleria, as the owner of the brand, and the association of entrepreneurs needed to develop a plan to market the club.

The solution

A marketing plan for the club based on the conceptualisation document. This plan works on the development of communication actions, representation and marketing of the club to end customers as well as to intermediaries. Public relations actions, representation at trade fairs, commercial visits to specialised operators, agreements with collaborating entities, etc. are carried out. Management monitors the club in order to ensure that its quality levels are maintained, as well as carrying out access audits. It is a process in which collaboration agreements with sponsoring entities, collaborating companies, etc. are also sought.

Were There Any **Networks, Collaboration Or Supports** That Helped You On Your Journey?



The creation of a product club involves significant marketing work. Each company is focused on running its own business and it is difficult for any of them to be fully involved in working out a marketing plan and carrying it out.

In this case the regional government collaborates in two ways:

- With financial support
- With promotion and free publicity.

The financial support is used by the club to subcontract an expert tourism marketing agency. This company executes this plan by carrying out tasks such as updating the webpage, digital marketing content, presentation of the club at national and international fairs, etc.

The promotion and free publicity is a collaboration offered by the regional government to companies registered in tourism that comply with all current regulations. These are: Insertion in on and off line publications and presentation of the club at important tourism fairs, within the Comunitat Valenciana destination.

How **Successful** Has It Been?



The data collected by Temps on the basis of the accommodations that form part of the club indicate that inland tourism has continued to strengthen over the last year. The average occupancy rate in 2021 was 54.4%. This has meant an increase of 3% compared to the previous year and, in relation to the occupancy of rural tourism at national level according to INE data, Temps establishments have a higher average occupancy, reaching 30% more. Meanwhile, at regional level, Temps establishments also have a higher average occupancy rate than the rest of the establishments in the interior of the Valencian Community.

The average price per person reached €58 in 2021, which represents an increase of 5% compared to 2020, and compared to the average price at a national level, this represents a difference of more than €25. In terms of overnight stays, the number of overnight stays exceeded 112,000, representing 35% of the total number of overnight stays in the interior of the Valencian Community.

All these figures, together with the €6,524,000 in revenue from Temps establishments in 2021, indicate the greater positioning of inland tourism in Valencia.

