

**EuroCluster  
Rural  
Tourism**

# The Role of the Eurocluster Rural Tourism

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Rural  
Tourism**



Co-funded  
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This project has indirectly received funding from the European Innovation Council and SMEs Executive Agency (EISMEA), entrusted by the European Commission, via an Open Call issued and executed under project SMP-COSME-2021-CLUSTER EU RURAL TOURISM (ECRT) co-funded under the COSME Programme of the European Union



# Core data of Rural Tourism in Europe 2024



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- More than 600.000 accommodation units
- Capacity between 6-20 beds
- Micro- and nano enterprises
- More than 6-7.5 million beds (*2x the capacity of Spain*)
- 15% of hosting capacity in Europe
- 1.100.000+ direct or indirect jobs
- Generates more than 200.000 million EUR income in rural areas

# (Rural) Tourism SMEs in EU policy



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## Framework

- Tourism post-COVID19
- Recognition and increased relevance
- One of 13 core economy ecosystems
- Active stakeholder network

## Issues

- >92% of services are SME
- high proportion of micro- and nano size
- not adequately represented
- needs not understood nor covered
- competition issues

## Support lines

- Policy framework (TTP / T4T)
- Special consideration in EU programs
- COSME / Interreg / EAFRD / Erasmus+
- **Cluster policy**



# What is an "EuroCluster"

Transfers the Cluster concept

*A cluster brings together relevant players of the value chain in a specific sector, which are geographically concentrated and share common strategic challenges.*

to European level.

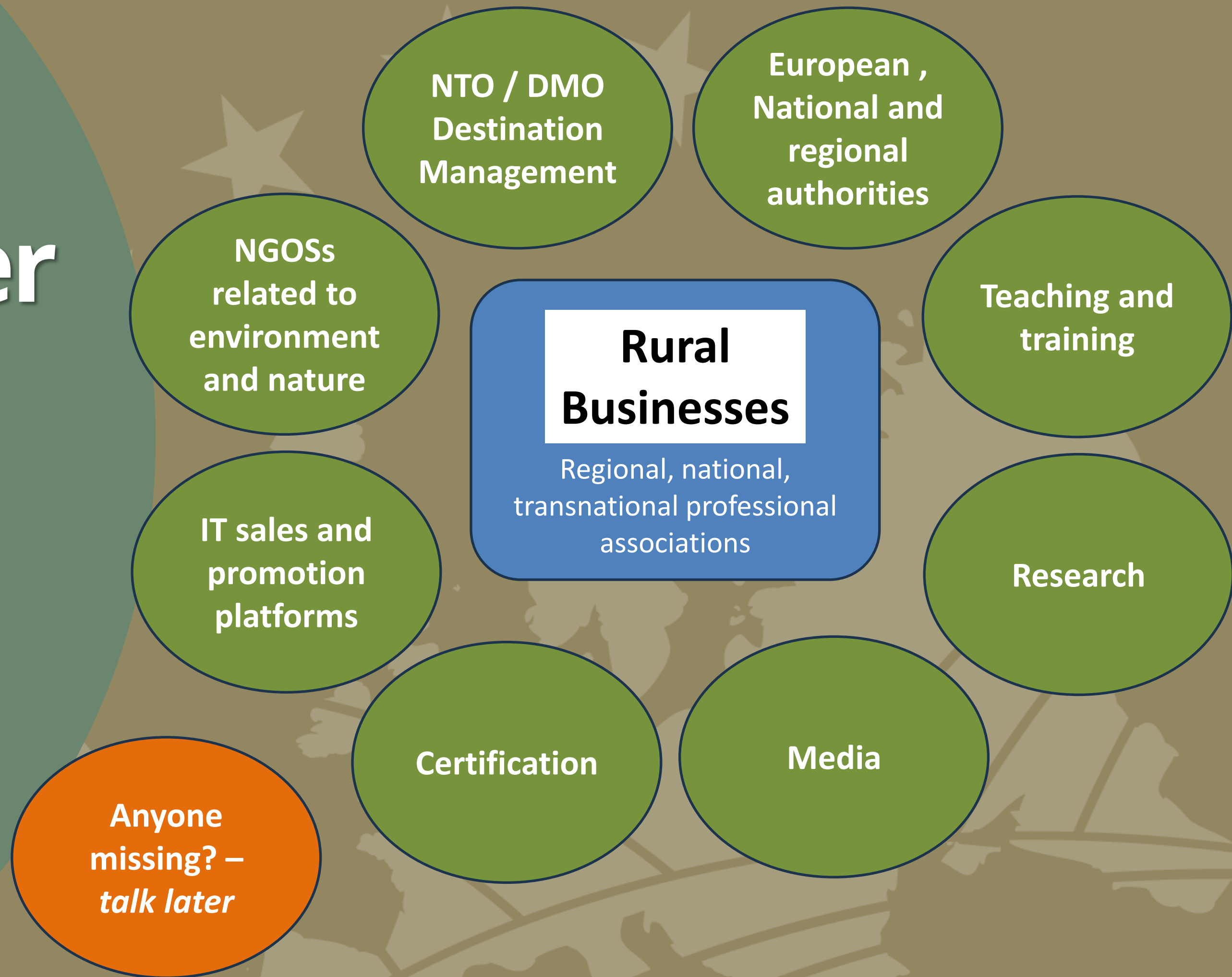


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# The EuroCluster Rural Tourism



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# Our next steps



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## Constitution of the EuroCluster Rural Tourism will take place in February 2025

- Current partners in the EuroCluster Project
- Outreach to European and national entities from the areas as previous
- Open invite

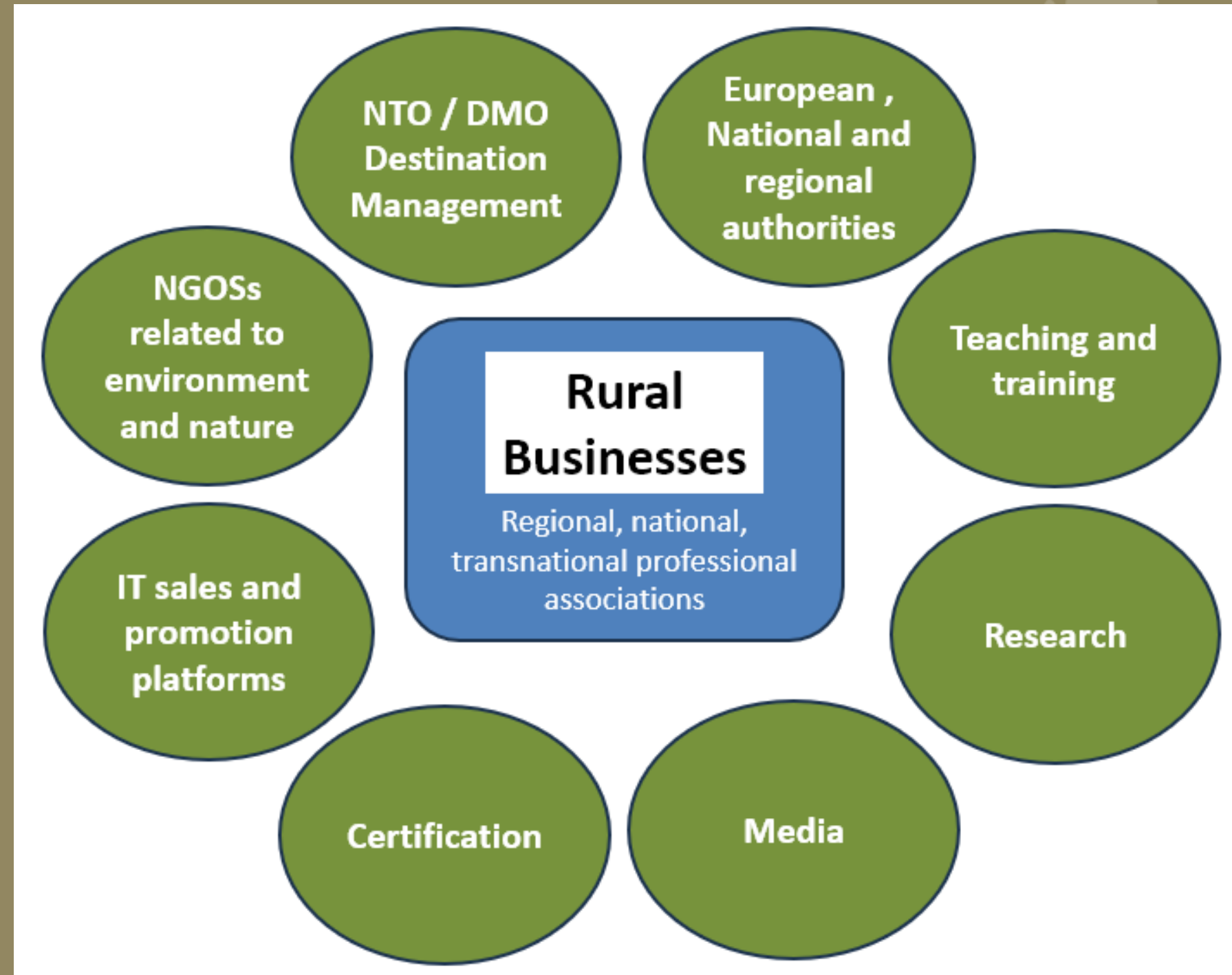
### Challenges

- Avoid duplicity with existing structures
- Define objectives that are complementary to areas that are already covered
- Synergies instead of competition



# YOUR views

Possible objectives  
Synergies between entities  
Who should be member?



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# For more information

[https://www.euroclusterruraltourism.eu/  
info@euroclusterruraltourism.eu](https://www.euroclusterruraltourism.eu/info@euroclusterruraltourism.eu)



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