

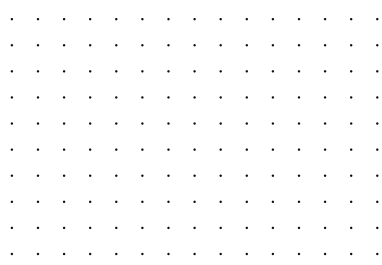


Spain Experience in Flowering Dossier

AN OPPORTUNITY FOR THE ECONOMIC
DEVELOPMENT OF RURAL AREAS



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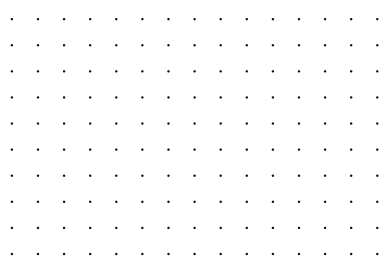
WHAT IS IT?

The Spain Blooming Experience project is an initiative that has been selected by the Ministry of Industry, Commerce and Tourism as one of the 45 most innovative tourism experiences in the country in accordance with the call provided for by Order ICT/1524/2021, of 30 December, within the framework of the Recovery, Transformation and Resilience Plan.

The project, which has an execution period of 18 months, aims to create a network with the different actors who participate in the organization and promotion of tourist activities on the occasion of the unique blooms of each of the respective territories of the 17 autonomous communities.

The objective is to develop synergies between them with the development of innovative ICT tools to promote flowering tourism in Spain and to be able to efficiently channel flows of visitors throughout the year.





ABOUT US?

Agromarketing España (Soluciones Agromarketing S.L, with CIF B-73907842) is a communication and marketing company specialized in the agricultural world and tourism founded in 2015. On its website www.agromarketing.es some of the different projects and cases of success that the company has developed in different lines of business.

Agromarketing has its headquarters in Cieza (Murcia) operating nationwide through the trademark "Tourist Experiences", registered in the registry of tourism companies of the Region of Murcia with registration TA.MU.111. It has been operating since March 2017, although since 2012, with the creation of the national La Floración Cultural Association, its founders were already promoting activities related to La Floración and its linked tourism.

We were pioneers in the enhancement and promotion of Floración de Cieza a decade ago through the website www.floraciondecieza.com, generating a significant flow of visitors and media impact. Now the objective is to join forces to promote all the flowerings of Spain as an innovative and differentiated tourist product.

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CULTIVANDO SOLUCIONES



PROJECT BENEFITS

01

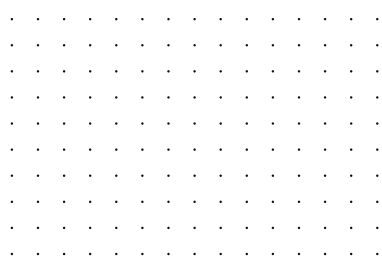
Club Spain in Bloom

A website will be created that will serve as a meeting point for all relevant actors who have to do with the different flowerings of Spain.

1. Travel agencies and active tourism companies from each of the territories
2. Hospitality, hotels and rural accommodation, and local commerce
3. Associations of hoteliers, hoteliers and merchants
4. Town councils and other public regional tourism institutions
5. Farmer associations and groups
6. Agricultural Cooperatives
7. Neighborhood associations

This club will have a central intranet where a database of all entities, associations and companies will be created. The Club España en Floración portal aims to become a meeting point for all of them, ranging from training in the main aspects to offer a better service related to tourism in floración, to the possibility of sharing experiences through specific webinars (for example with restaurants and the preparation of menus, tourist companies and types of routes they offer, etc.).





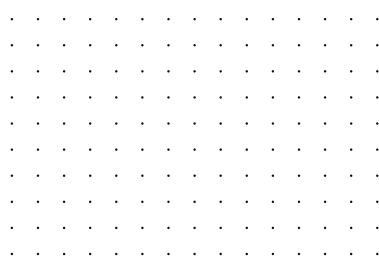
PROJECT BENEFITS

02

Communication and social media campaign in different territories to highlight the importance of Flowering Tourism for rural development

Members of the Club España en Floración will benefit at no cost from a powerful communication campaign in the media and social networks to highlight the importance of flowering tourism for rural development.





Creation of the Spain in Bloom Platform



We are already developing the Spain in Bloom platform to give the greatest possible dissemination to flowering tourism. From this platform the visitor will be able to book any experience of all the available blooms; Book a rural house, a restaurant or a guided tour.

The platform will bring together all the services and experiences offered by the different operators in each location. In this way, any tourist will be able to organize their visit to the different destinations by consulting the activity programs, reserving a night in a rural house or a dinner in a restaurant that offers a special flowering menu or directly booking a guided tour with one of the active companies attached to the platform.

In addition, the platform will have a social network of professionals and neo-rural entrepreneurs made up of those who are already living in the area as well as those who are not and who want to start a business in the territory. With a functioning similar to the LinkedIn professional network, it is a network specialized in this booming professional profile in an innovative social network. Users will be able to create their profiles with their training, experience, success stories and municipalities will be able to advertise their offers to attract these neo-rural residents to reside in the area.

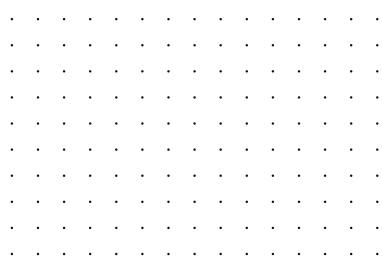


Training courses

Members of the Club España en Floración will also be able to access different training courses throughout the development of the project that will cover the following subjects:

- a) Training of Floración tourist guides
- b) Training on marketing in tourism aimed at merchants
- c) Training on parallel activities to La Floración
- d) Training for restaurant professionals
- e) Entrepreneurship course for young people and neorurals
- f) Training course women for positions of responsibility in tourism companies. Entrepreneurship and leadership



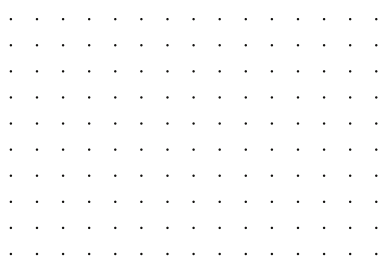


Access to a documentary collection of all the flowerings of Spain and Itinerant Interpretation Center

Members of the Spain in Flowering Club will be able to access a documentary collection of all the flowerings in Spain. We need Club members to provide us with videos, photographs and other documentary material to create a documentary fund that we can use to promote flowering tourism.

With part of this material, a Traveling Interpretation Center will be created that will travel to different municipalities when its flowering takes place so that visitors can learn about the different flowerings in Spain.





Creation of a tourist brand 'Spain in Bloom'

Actors who want to be part of the Club España en Floración will benefit from the use of the tourist brand 'Spain in Floración', which will try to influence the messages that will focus on tourism, nature and care for the environment.

This mark will be granted to establishments, companies and other active agents that meet a series of requirements that will be determined by the "Club España en Floración" and that will focus on the knowledge of the flowering tourist, excellence in service and other similar factors. .

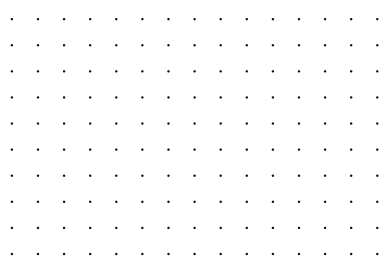


Creation of Mobile Application 'Spain in Bloom'

Agromarketing will develop a mobile application that allows visitors to access all the tourist resources of the territories. In the application you can find:

- Flowering Routes so as not to miss details
- Tourism and hospitality resources
- Gifts for consuming during flowering season
- Agrotourism experiences

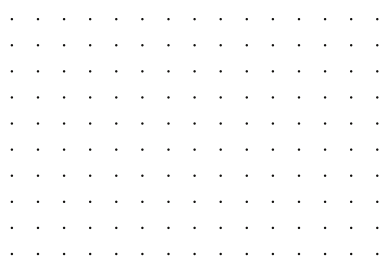




Value propositions and creation of tools for the organization of multi-territorial events

The 'Spain in Bloom' project aims to propose a series of interrelated sports, musical or cultural activities that provide content to each of the blooms but at the same time find common points, and that will have a place in the proposal of value through the España en Floración mobile application.





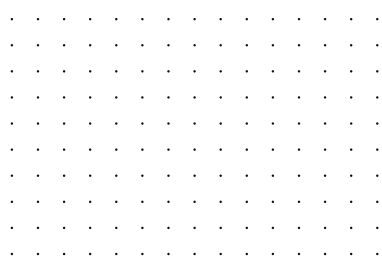
'Accessible' Flowering

The project proposes the 'Accessible Flowering' initiative as an accessible tourism project with the aim of facilitating the enjoyment of nature by people with some physical limitations, facilitating their access to areas where they can contemplate the flowering landscapes, giving them a media impact that raises awareness among the rest of the population about this problem.

The tools and means to launch the 'Accessible Flowering' project are the following:

- Mobile app
- Web page
- Scheduled "Accessible Flowering" routes
- Installation of transportable walkways to flowering places
- Marketing actions
- Bloom Metaverse
- Accessible Tourism Stamp





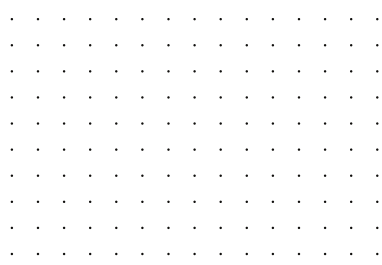
Compilation of information and resources on flowering in the different territories of Spain and creation of content of interest

The municipalities adhering to the 'Spain in Bloom' initiative will provide information and resources from the different territories in order to highlight them as destinations on the platform and app, and also use them to create content of interest for the website and social networks.

In addition, data related to the phenological stages of flowering at all times will be disseminated through the media at our disposal (web pages, applications, social networks), and do so in real time, so that interested parties can make decisions as quickly as possible. most accurate information possible about your visit to flowering in each territory.

Videos will also be recorded in Virtual Reality format of the different blooms, which once edited will be made available to the public through the YouTube 360 virtual reality platform.





Production of videos and promotional material on tourism and potential for the female group

Agromarketing will publish various video materials and promotional material in which the role of women in flowering tourism can be highlighted as an engine of employability and development. Material provided by the municipalities participating in the initiative will be used as well as material provided by the company.





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