

Principality of Asturias 2020 Sustainable Tourism Programme

Agreement for the Economic Competitiveness and Social Sustainability of Asturias

POSITIONING AND COMMERCIALISATION PLAN

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1

Presentation of the Principality
of Asturias 2020 Sustainable
Tourism Programme

1. PRESENTATION OF THE ASTURIAS 2020 SUSTAINABLE TOURISM PROGRAMME

The Principality of Asturias presents the **Principality of Asturias 2020 Sustainable Tourism Programme** (hereinafter, the “**PASTP 2020**”), which consists of a roadmap that will lay the foundations for a new tourism model leading up to 2020.

The Principality of Asturias is committed to region-wide development, with a focus on sustainability, regional balance, internationalisation and deseasonalisation as the **overarching principles** of the PASTP 2020. Tourism must be consolidated in Asturias as a powerful **driving force for socio-economic and cultural development** with a capacity to **diversify the economy, generate wealth, create new jobs**, foster **population maintenance** in rural environments, **increase the sense of pride in belonging**, contribute towards the **conservation and placement of value on natural and cultural heritage**, and, in short, improve the **quality of life** for both the inhabitants of Asturias and those people who choose Asturias as their holiday destination.

In order to draw up the PASTP 2020, the Principality of Asturias has adopted a method that involves a high percentage of participatory action so as to encourage **involvement by the entire tourism sector in Asturias, both public and private**. The process has enjoyed **active collaboration from regional, national and international tourism stakeholders** that have offered their professional assessments and suggestions through various channels opened up by the regional government throughout Asturias: in-depth interviews, round-table discussions, online surveys, virtual meetings, etc.

The **PASTP 2020** is consolidated via the **Round-Tables on Social Issues of the Principality of Asturias**. These meetings are used to highlight the **needs of the sector in terms of training, tourism statistics and connectivity technology**, with a firm commitment being sought from all parties involved in launching the improvement measures contained in the programme.

The **Principality of Asturias 2020 Sustainable Tourism Programme** advocates a common tourism policy that is conducive to regional convergence and balance between the various parts of the region. In this regard, regional convergence is understood to exist when the levels of development or well-being in the various areas within the region become more or less the same. The actions contemplated in this programme aim to distribute tourism flows in an even manner throughout all areas and throughout the year, as well as to share the return from tourism activity throughout the region in an even and balanced fashion.

Furthermore, the programme is based on a philosophy that is focused on meeting the needs of current and potential tourists by protecting and fostering future tourism opportunities in the destination and applying a comprehensive approach to all three aspects of sustainable development: economic, social and environmental.

The choice of priority products and the actions that seek to develop and consolidate them therefore contribute towards environmental conservation by highlighting the value of cultural and natural resources in the region to encourage a rational and responsible use of those resources. Furthermore, efforts are made to foster social cohesion, diversification and strengthening of the economy in Asturias through tourism. The results from implementing the Principality of Asturias 2020 Sustainable Tourism Programme will contribute towards slowing depopulation, improving quality of life for residents and encouraging cultural exchange.

In addition, products will be developed that foster the deseasonalisation of tourism demand - a phenomenon that is common to almost all destinations - and thereby contribute to job creation throughout the year. In short, fully aware of the importance of tourism for the Principality of Asturias, this programme is committed to responsible tourism that is economically viable, socially just and environmentally friendly in order to foster balanced, sustainable and inclusive development.

The Principality of Asturias 2020 Sustainable Tourism Programme consists of two base documents:

- a** The **Strategic Framework of the Programme**, in which an exhaustive analysis and diagnosis is provided of the current situation in the destination and a key methodology is developed for assessing and prioritising both the **tourism products** and **target segments** of the highest strategic value for achieving the greatest tourism growth in Asturias for the coming period. Furthermore, the **General Framework** defines the **five main challenges for the programme and the corresponding strategic lines of action**:
- Model for social, economic and environmental **sustainable tourism development** based on the criteria of excellence, innovation and regional balance.
 - **Cohesive vision**, awareness and positioning of the **essential values** of the destination.
 - Portfolio of **strategic tourism products** capable of strengthening the “**Asturias, Natural Paradise**” tourism brand.
 - **Competitiveness and specialisation** of priority tourism products, with a **focus on the value chain** and attracting new tourism flows **throughout the year**.
 - **Giving structure** to the tourism model, targeting its **promotion and commercialisation** at priority segments and emitting markets.

b The **Promotion and Commercialisation Plan**, in which **three major strategic lines of action** are developed for improving the position of Asturias based on its fundamental brand values:

- **Strengthening, specialisation and consolidation of the leading tourism brand products:** in which specific action plans are proposed for nine tourism products in order to achieve greater competitiveness, distinctiveness and positioning.
- **Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets:** in which two complementary online and offline plans are developed with marketing actions aimed at attracting internal, national and international tourism flows throughout the year.
- **Optimisation of commercialisation channels for attracting the target audience:** which will consist of support for the commercialisation of companies operating in the tourism sector of Asturias.



2

Challenges for the PASTP 2020
and Key Factors for Success

2. CHALLENGES FOR THE PASTP 2020 AND KEY FACTORS FOR SUCCESS

The PASTP 2020 defines **five main challenges** to be overcome by the tourism sector in Asturias vis-à-vis 2020:

1

MODEL FOR SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABLE TOURISM DEVELOPMENT, BASED ON THE CRITERIA OF EXCELLENCE, INNOVATION AND REGIONAL BALANCE

2

COHESIVE VISION, AWARENESS AND POSITIONING OF THE ESSENTIAL VALUES OF THE DESTINATION

3

PORTFOLIO OF STRATEGIC TOURISM PRODUCTS CAPABLE OF STRENGTHENING THE ASTURIAS TOURISM BRAND

4

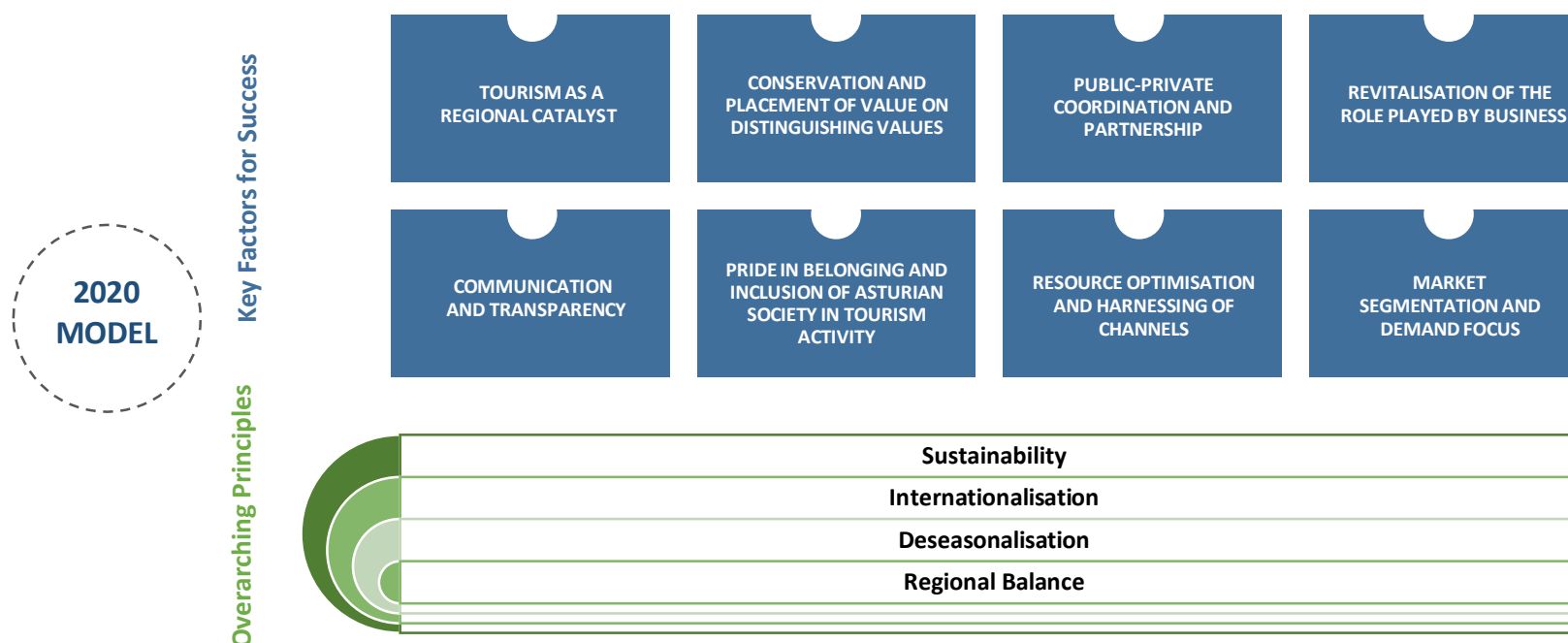
COMPETITIVENESS AND SPECIALISATION OF PRIORITY TOURISM PRODUCTS, WITH A FOCUS ON THE VALUE CHAIN AND ATTRACTING NEW TOURISM FLOWS

5

GIVING STRUCTURE TO THE TOURISM MODEL, TARGETING ITS PROMOTION AND COMMERCIALISATION AT PRIORITY SEGMENTS AND EMITTING MARKETS

The Principality of Asturias 2020 Sustainable Tourism Programme is committed to a new management model based on the overarching principles of **SUSTAINABILITY**, **INTERNATIONALISATION**, **DESEASONALISATION** and **REGIONAL BALANCE**.

Furthermore, the **2020 Model** is based on other factors that will be key to ensuring that development of the programme achieves the desired success and overcomes the challenges defined for this period:



2020 MODEL KEY FACTORS FOR SUCCESS

TOURISM AS A REGIONAL CATALYST

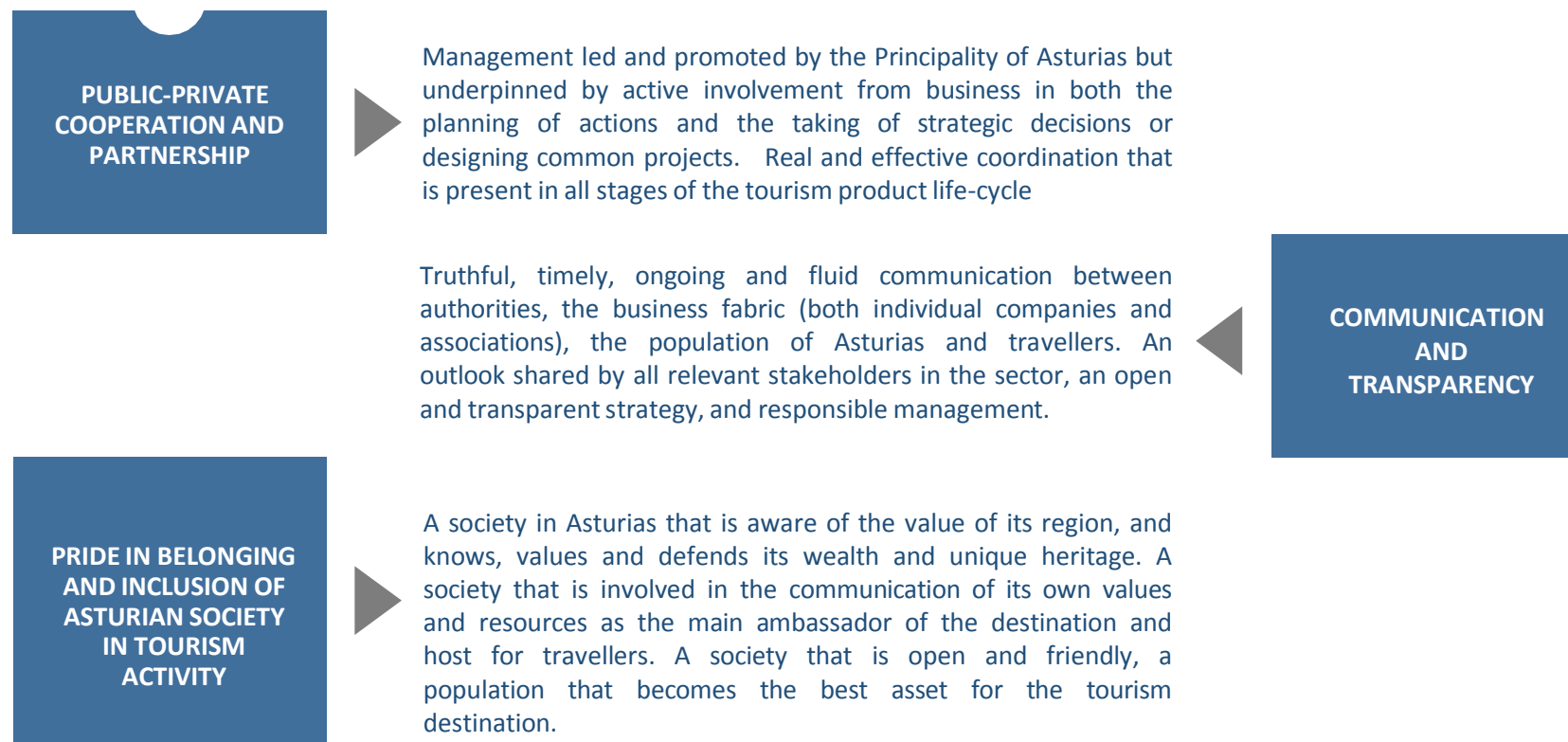
A sector converted into a driving force for sustainable development at social, economic and environmental levels. A standardised awareness of Asturias as a tourism destination in the local population, the private sector and local authorities. A society that is aware of and focused on the potential of tourism to boost regional development, create jobs and foster new opportunities for the people of Asturias.

A tourism model based on rich, varied and well-conserved natural and cultural heritage. Real and well-positioned brand values that are recognised by the people of Asturias and travellers alike. Endogenous values that strengthen the identity and authenticity of the region, which are the subject of conservation and communication. A sector that contributes to its own improvement and durability for future generations.

CONSERVATION AND PLACEMENT OF VALUE ON DISTINGUISHING VALUES

REVITALISATION OF THE ROLE PLAYED BY BUSINESS

A competitive, professional, specialised, trained, organised, coordinated and united business fabric with a comprehensive destination-focused outlook. A committed tourism sector that is actively involved in management, the placement of value on heritage values, the creation of experiences, and the promotion and commercialisation of the destination. A sector that represents Asturias and that identifies with the values of its brand image.



**RESOURCE
OPTIMISATION AND
HARNESSING OF
CHANNELS**

Effective and efficient management, with a roadmap that is in line with State and European strategies. Fair, balanced and prioritised resource allocation based on the importance of tourism as a driving force and catalyst for the economy in Asturias. Optimisation of resources, infrastructures and channels for communication and commercialisation capable of maximising sustainable development in the region and achieving the best position for Asturias as a tourism destination at regional, national and international levels.

A multi-experience and well-structured tourism offer adapted to offer solutions to the new needs and motivations expressed by travellers, as well as the latest global trends in tourism. A model capable of adapting to the constant changes in the tourism market based on knowledge and strategic selection of target audiences and a focus on promotion and commercialisation with priority segments and markets.

**MARKET
SEGMENTATION AND
DEMAND FOCUS**



3

Priority Markets

3. PRIORITY MARKETS

As stated in the **General Framework of the Principality of Asturias 2020 Sustainable Tourism Programme** and according to the criteria set by Turespaña, a dual segmentation model is proposed to determine a series of traveller and tourist categories based on both their reasons for travelling (**Motivation Segments**) and their consumption preferences once in the destination (**Experience Segments**).

On the one hand, **motivation segments** are key for defining the **target audience and positioning**, with information on which **factors should be highlighted in the brand image and promotion strategies in order to attract these segments of interest**. On the other hand, **experience segments** are important for **configuring the most appropriate portfolio of products for each market**, as well as for deciding on the design of marketing activities to attract the experience-seeking tourists of greatest interest to Asturias as a tourist destination.

Based on the characteristics of each one of these segment groups and by analysing the product assessment matrix (which assesses the tourism products that already exist and/or with the greatest potential for successful development in the destination), it is determined that the **priority segments for Asturias as a tourist destination** are the following:

Priority Segments for Asturias as a Tourist Destination

Priority Segments	High Priority	Medium-High Priority (in certain areas / products)	Low Priority
Motivation	Discovery	Life - Purely active	Holiday
	General	Family and ethnic	
	Holiday - Cultural		
Experiences	Rural-Nature	Cosmopolitan	Beach-Gastronomy and Shopping
	Peace		
	Sports		
	Cultural		
	Open to anything		

The table below shows the priority of each geographic area and international market type for Spain as a tourist destination and the country-brand strategy defined in the Strategic Marketing Plan of Turespaña, as well as the predominant motivation and experience segments for each type. Analysis of this information leads to the definition of **priority levels for each one of the international markets for Asturias as a destination.**

Characterisation and Classification of Priority Market Types at an International Level for Spain and Asturias as Tourist Destinations

Market Type	Group	Countries	General Characteristics	Country Strategy	Motivation Segments	Experience Segments	Priority for Asturias
Potential Markets (strategic opportunity)	Group 1: Prosperous distant markets indifferent to Spain as a destination	China	(+) Major emitting market at global level, highly dynamic, high spending power. (-) Geographic distance, lack of air links and travel barriers (visa requirements)	Spanish Strategy: strengthen the positioning of Spain as a tourism market and contribute to offer diversification.	Life	Open to anything (especially India) China: Rural-Nature	Low
		India					
		South Korea					
		Saudi Arabia					
		United Arab Emirates					
		Qatar					
		Singapore					
		Indonesia					
		Malaysia					
		Thailand					
	Group 2: Prosperous distant markets sensitive to Spain as a destination	Japan	(+) Major emitting market at a global level, variable dynamic nature, high spending power. Historic and cultural ties, and promotional presence by Spain	Spanish Strategy: strengthen the positioning of Spain as a tourism market and contribute to offer diversification.	Asia-Pacific (Japan, New Zealand, Australia): Life Turkey: Discovery, general Canada: General Ibero-America: Discovery (especially Brazil), General, Family-ethnic	Asia-Pacific (Japan, New Zealand, Australia): Open to anything, Sports, Cosmopolitan (especially Japan) Turkey: Open to anything Canada: Peace, Cultural Ibero-America: Open to anything (especially Mexico), Cosmopolitan (especially Brazil)	Low, except Mexico (medium)
		New Zealand					
		Australia					
		Turkey					
		Canada					
		Argentina					
		Brazil					
		Colombia					
		Venezuela					
		Mexico					
Current Markets (contributing at present)	Group 3: Average-sized emerging powers in Eastern	Poland	(+) Geographic vicinity to Spain (-) Average-sized emitting markets at a global level	Spanish Strategy: strengthen the positioning of Spain as a tourism market and contribute to offer diversification.	Holiday-Cultural, Family-Ethnic	Rural-Nature (especially Poland), Cosmopolitan	Low
		Ukraine					
		Czech Republic					
	Group 4: Prosperous distant markets sensitive to Spain as a destination	Russia	(+) Highly dynamic, high spending power. Consolidated position of Spain.	Spanish Strategy: strengthen the positioning of Spain as a tourism market and contribute to offer diversification.	Russia: Holiday-Culture, Family-Ethnic United States: General	Russia: Rural-Nature, Cosmopolitan United States: Peace-Culture	Low, except United States (medium)
		United States					
	Group 5: Large stable emitting markets in Europe	United Kingdom	(+) Major emitting markets at a global level and main emitting markets for Spain. Mature markets with very stable growth.	Spanish Strategy: maintain promotional investment, implementing a product diversification strategy.	Discovery (especially France), General (less so Germany), Holiday-Cultural	United Kingdom: Cultural, Peace Germany: Rural-Nature, Cosmopolitan France, Italy: Cultural, Peace (especially Italy)	High
		Germany					
		France					
		Italy					
	Group 6: Medium-sized emitting markets in Europe	Denmark	(+) Medium-sized emitting markets at a global level for tourism but with a large volume for Spain. Average spending power.	Spanish Strategy: maintain promotional investment, implementing a product diversification strategy.	Northern Europe (Denmark, Norway, Sweden, Finland, Ireland) and Central Europe (the Netherlands, Belgium, Austria, Switzerland): Discovery Portugal: Discovery, General	Rural-Nature, Peace, Cultural (especially Belgium) Portugal: Peace (especially this country), Cultural	Medium
		Norway					
		Sweden					
		Finland					
		Netherlands					
		Belgium					
		Austria					
		Switzerland					
		Ireland					
		Portugal					

Own research based on data from the "Framework Document of the Strategic Marketing Plan 2014-2015", drafted by the Spanish Tourism Institute for Turespaña in 2013.

Based on an analysis of this set of variables, a relationship can be established between the **countries comprising the priority markets at an international level for Asturias as a tourist destination**, as well as the general strategy for **positioning and brand image**, and the **portfolio of products to be promoted** depending on the predominant motivation and experience segments in each one:

Priority Markets at an International Level for Asturias, General Strategy and Products to be Promoted

	International Markets - Priority Countries	Motivation Segments	Experience Segments	General Strategy*	Product to be Promoted
High Priority	United Kingdom	Discovery, General, Holiday-Culture	Culture, Rural-Nature, Peace	Image of diversity in the destination, with a combination of discovery and relaxation (unique local culture and people, diversity of landscapes and environments, nature and culture, relax and adventure, etc.) Varied catalogue of products and experiences, specialisation, distinctiveness and uniqueness in cultural products.	All priorities and cruise tourism
	France	Discovery (strong), General, Holiday-Culture	Culture, Rural-Nature, Peace		All priorities
	Germany	Discovery, Holiday-Culture	Rural-Nature		All priorities and cruise tourism
	Italy	Discovery, General, Holiday-Culture	Peace (strong), Culture		All priorities, especially highlighting relaxation and average-activity products (urban and gastronomy tourism, art, routes and trails, etc.)
Medium Priority	Mexico	Discovery, General	Open to anything		All priorities, especially highlighting destination safety.
	United States	General	Peace-Culture		All priorities, especially highlighting relaxation and average activity products, art and cultural events, urban tourism, routes and natural spaces. Also cruise tourism.
	Belgium	Discovery	Culture (strong), Rural-Nature, Peace		All priorities, especially highlighting art and cultural events, urban tourism, routes and natural spaces.
	Portugal	Discovery, General	Peace (strong), Culture		All priorities, especially highlighting relaxation and average-activity products
Medium-Low Priority	Ireland	Discovery	Rural-Nature, Peace, Culture		All priorities and, in the case of Norway, also cruise tourism.
	Finland				
	Netherlands				
	Switzerland				
	Denmark				
	Norway				
	Sweden				
	Austria				

Own research based on data from the "Public Opinion Survey in Emitting Markets", drafted by the Spanish Tourism Institute in 2013.

(*) The factors of greatest importance for these motivation and experience segments can be consulted in greater detail in Section 9.2 of the Framework Strategy of the Principality of Asturias Sustainable Tourism Programme, and the most-consumed activities in each market can be consulted in greater detail in the "Emitting Market Executive Files" published by Turespaña each month.

Furthermore, it is necessary to identify the **priority markets at a domestic level for Asturias as a tourist destination**. To do so, the analysis of two key variables is combined: distance in travel time to the Principality of Asturias from the emitting autonomous region; and per capita income. Based on compliance with these two variables, each autonomous region in Spain is categorised into: Very High Priority (neighbouring markets); High Priority (markets that meet the two variables); Medium Priority (markets that meet one of the variables); and Low Priority (markets that meet neither of the two key variables). Analysis of these factors also enables the definition of a **promotion strategy to be followed in order to strengthen each tourist season and the products to be promoted in each one**.

Priority Markets at a Domestic Level for Asturias, Season Strategy and Products to be Promoted

Domestic Markets – Priority Autonomous Regions	Priority	Strategy-Season	Product to be Promoted
Asturias	Very high	Pre-holiday (summer and Easter) Strengthen at long weekends and in low season.	All high and medium priorities. In autumn, focus on winter sports, rural tourism and urban tourism.
Madrid	Very high		
Madrid	Very high		
Galicia	Very High		
Cantabria	Very High		
Basque Country	Very High		
Catalonia	Very High	Pre-holiday (summer and Easter).	All high and medium priorities.
Region of Valencia	High		
Andalusia	High		
Balearic Islands	High		
La Rioja	High		
Navarre	High		
Aragon	High	Global promotion strategy at a domestic level	All high and medium priorities.
Canary Islands	Medium Low		
Castile-La Mancha	Low		
Extremadura	Low		
Region of Murcia	Low		

Own research based on data from the “Activities Report 2015” and “Marketing Plan 2016” by the SPGPTC of the Principality of Asturias.

For those markets of **medium or low priority**, it is considered that the **global promotional strategies should be applied at a domestic level**. Meanwhile, for those markets of **very high and/or high priority**, these strategies should be enhanced with **specific promotional strategies either per product, at a global level and/or per season**.



4

Brand Values and Positioning

4. BRAND VALUES AND POSITIONING

One of the positive features of Asturias is the close relationship between the values it projects as a destination and the values perceived by travellers when they arrive. An analysis conducted in the **Strategic Framework of the Programme** reveals the following to be the most essential values of the “*Asturias, Natural Paradise*” tourism brand in the collective imagination of society in Asturias and visitors to the region. These are the values that will be used to configure the tourism offer and create the marketing campaigns for this new period:

Tradition	Culture	Nature	Peace
Gastronomy	Authenticity	Villages and Country Folk	Hospitality
Heritage	Identity	Diversity	Myths and Legends

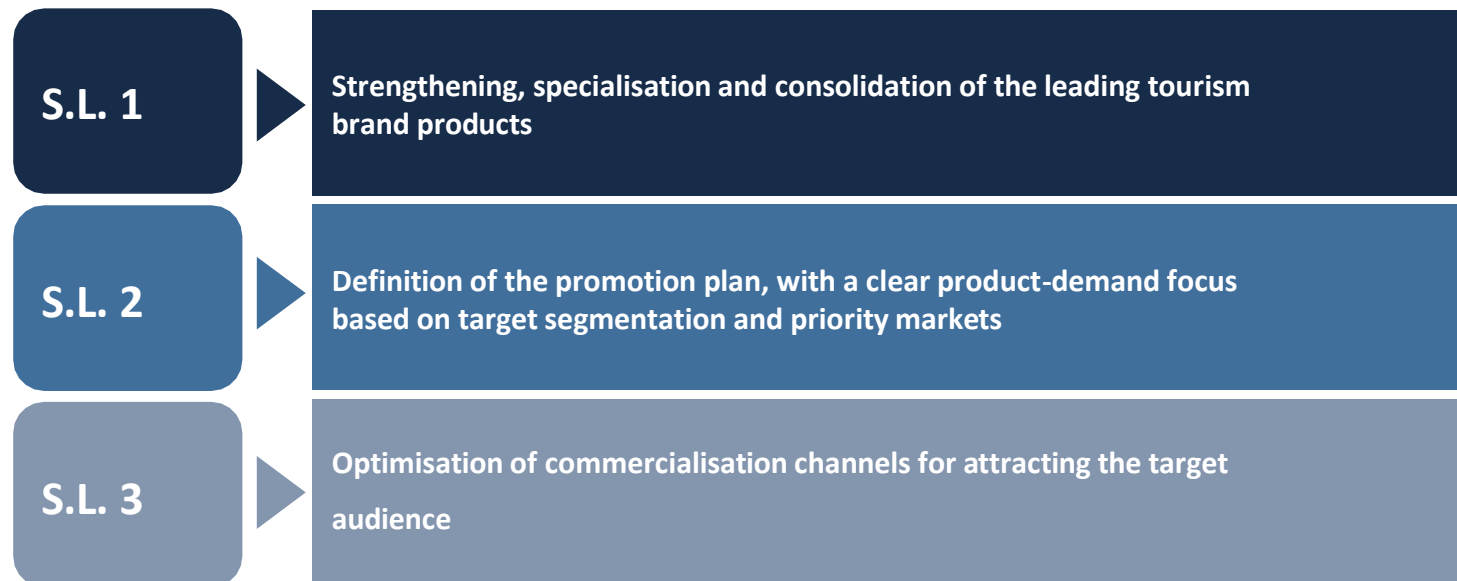


5

Strategic Lines of Action in the
PASTP 2020

5. STRATEGIC LINES OF ACTION IN THE PASTP 2020

In order to overcome the challenges posed by the PASTP 2020, the action plans will be based on **three key strategic lines of action**:



S.L. 1. Strengthening, specialisation and consolidation of the leading tourism brand products

Asturias will commit to the complete **development and consolidation** of strategic and priority tourism products. To do so, a **specific action plan per product** will be developed, involving all the **stakeholders** and defining actions that can contribute to **public-private specialisation** and the **positioning and differentiation** of the destination in the market.

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

Asturias will have a **positioning and promotion plan** that will enable it to effectively **connect** the leading brand **products** with their corresponding **strategic markets**. Online and offline actions will be carried out that will contribute to the **positioning of the essential values** of the destination and the brand image, which will be aimed at **generating new tourism flows throughout the year**.

S.L. 3. Optimisation of commercialisation channels for attracting the target audience

Asturias will support the private tourism fabric in the region on **establishing, maintaining and/or streamlining the most effective commercialisation channels for each tourism product** based on the **target audience** and current **trends** in a tourism sector that is increasingly more **global and accessible** to all.



6

Action Plans 2016-2020

6. ACTION PLANS 2016-2020

CORE ASPECTS OF STRATEGIC LINE OF ACTION 1: STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

Within the framework of **S.L. 1. Strengthening, specialisation and consolidation of the leading tourism brand products**, actions are proposed with a focus on **four core areas** that are all necessary and inter-connected for achieving success in the results: **MANAGEMENT, PLACEMENT OF VALUE, SPECIALISATION and SUPPORT FOR PROMOTION AND COMMERCIALISATION:**

KEY AREA 1 Management (M)

The actions included within this key area are aimed at **guaranteeing a transparent, legal, participatory and up- to-date framework** for tourism development in the Principality of Asturias. Actions will be carried out in connection to this key area that refer to the efficiency and/or optimisation of resources in Asturias, public-public and public-private partnership, tourism regulations, the roles of the tourism stakeholders involved in the development of specific products and the design of common projects, etc.

KEY AREA 2 Placement of Value (PV)

The key area relating to the placement of value focuses on actions aimed at promoting **the conservation, communication and sustainable use of heritage resources for tourism purposes**, both cultural and natural, in the Principality of Asturias.

These actions **will help to create attractive tourism experiences** based on the endogenous values and resources most strongly identified with the region, as well as on the latest trends and demands in the global tourism market.

KEY AREA 3

Specialisation (S)

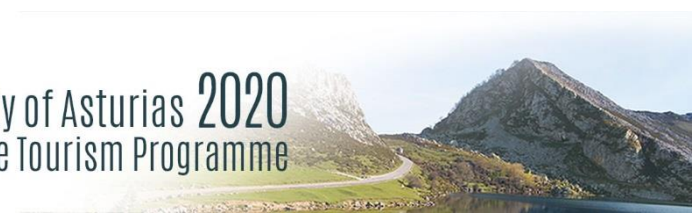
The actions included within this key area will contribute to **improving competitiveness and training in the tourism sector of Asturias**, both public and private, especially in those **fields related to the priority tourism products**.

These actions will be aimed at **strengthening the tourism stakeholders in Asturias** involved in each one of the leading tourism brand products, the goal being to achieve **specialisation** in the services offered. This will raise quality and excellence in the tourism destination, enhancing its **competitive advantages and distinctiveness vis-a-vis other similar destinations**.

KEY AREA 4

Support for Promotion and Commercialisation (PC)

The actions included within this key area will be aimed at complementing strategic lines of action 2 and 3 while focusing on promotion and commercialisation in a manner that rapidly identifies those **specific actions in these areas that will help to strengthen the leading tourism brand products**.



S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.1. SPECIFIC TOURISM PRODUCT PLAN: CITIES OF ASTURIAS

BRIEF DESCRIPTION

Urban tourism mainly stems from a desire to visit cities. In this activity, particular importance is given to the practice of activities related to art and culture, theatre performances, shopping (especially that related to small specialised regional retailers and traditional crafts in Asturias), sports events, visits to historical heritage sites and typical gastronomy, **among other things. Other products of interest also fit into this category, such as business tourism (MICE), cruise tourism, cultural tourism** and the **major events** that take place in cities. Business tourism, or MICE (Meetings, Incentives, Conferences and Events), encompasses all travel relating to professional activities aimed at attending work-related events. Asturias has an organised business network and various Convention Bureaus with experience in the region's three main cities (Oviedo, Gijon and Aviles), which offers a sound basis for promoting this type of tourism. **Cruise tourism** is a consolidated sector at a global level that has not been affected by the crisis and that continues to develop on the Atlantic-Cantabrian coastline. Asturias has two cruise-scale ports - in Gijon and Aviles - with a significant area of associated tourism influence. This area represents the first contact with Asturias for many visitors.

MAIN TOURISM RESOURCES

- The most important urban settlements in Asturias are Oviedo, Gijon and Aviles. Oviedo is the administrative capital, while Gijon and Aviles are the centres of commerce and trade exchange due to their ports. These three cities all combine historic city centres with more modern urban areas. Furthermore, it should be noted that these three cities are located relatively close to one another and have good links. This is an outstanding feature for the region when building up a competitive urban tourism offer and provides strong potential with interesting possibilities for fostering this type of tourism.
- Good equipment, distinctive buildings and a suitable organisational structure for undertaking conference or business activities in the three main cities:
 - Oviedo: *Oficina Municipal de Congresos de Oviedo* (Oviedo Convention Bureau); the *Auditorio-Palacio de Congresos Príncipe Felipe* (Prince Felipe Conference Centre-Auditorium); and the *Palacio de Exposiciones y Congresos de Oviedo* (Oviedo Exhibition and Conference Centre).
 - Gijon: Gijon Convention Bureau; the *La Laboral, Ciudad de la Cultura* (La Laboral, City of Culture); the *Recinto Ferial Luis Adaro* (Luis Adaro Trade Fair Complex); and the *Palacio de Congresos de Gijon* (Gijon Conference Centre).
 - Aviles: Aviles Convention Bureau; the *Centro Niemeyer* (Niemeyer Centre); and the *Recinto Ferial y Congresos de la Magdalena* (La Magdalena Trade Fair Complex and Conference Centre).
- Highly professionalised business fabric (hotels, event organization, etc.) in the three cities, which are also near and well connected to each other.

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.1. SPECIFIC TOURISM PRODUCT PLAN: CITIES OF ASTURIAS

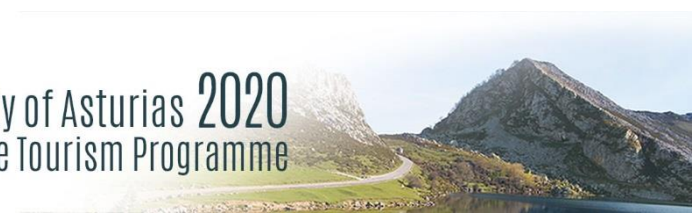
MAIN TOURISM RESOURCES

- Natural spaces close to the three cities, providing the possibility for an attractive offer in terms of complementary activities.
- Extensive offer of close-by small-scale trade Asturian handicraft establishments.
- Cultural and recreational events, such as:
 - The Oviedo Opera House, music concerts, theatre performances, etc.
 - The Princess of Asturias Awards.
 - The Gijon International Film Festival (FICX).
 - Black Week (Gijon).
 - The European Performance Arts Fair for Children (FETEN).
 - Festivals of National Tourism Interest: Americas Day in Asturias (Oviedo), Asturias Day (Gijon), etc.
- Located in the city of Gijon, and due to its strategic position and deep waters, the El Musel Port has become one of the main gateways via the Cantabrian Sea for all sorts of heavy ships, such as cruise ships, and recreational vessels that moor at the Muelle de la Osa.
- The Port of Aviles also has a pier dedicated to cruise ship moorings and passenger disembarkation, which is also receiving a growing number of cruise ships.
- It also forms part of the Green Coast Cruise initiative, which promotes the arrival of cruise ships to various ports of the Green Spain region.
- Furthermore, the arrival of cruise ships is being promoted in Gijon by creating a specific offer for this segment through a Cruise Ship Working Group made up by the Port Authority, *Turismo de Gijón*, the shipping agents, *Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias* (the State Company for Tourism and Culture Management and Promotion in the Principality of Asturias), the Spanish National Police Force, the Spanish *Guardia Civil* and the Hotel and Retailer Associations of Gijon.

ACTIONS TO PROMOTE

1.1.1. Support for the promotion of services, products, experiences, activities and equipment that are focused on the communication of art and culture in the cities, especially those that foster the deseasonalisation of demand.

ACTION	2016	2017	2018	2019	2020



S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.1. SPECIFIC TOURISM PRODUCT PLAN: CITIES OF ASTURIAS**

ACTIONS TO PROMOTE	ACTION	2016	2017	2018	2019	2020
	1.1.2. Support for the promotion of shopping tourism, especially that relating to small regional specialised retailers and handicrafts.					
	1.1.3. Support for the placement of value on and promotion of tourism products based on local gastronomy in Asturias, as well as conferences and events of this nature capable of attracting new tourism flows, especially during low season.					
	1.1.4. Support for the promotion of services, products, activities and equipment, especially that aimed at the organisation of meetings, incentives, conferences and other events forming part of the business tourism segment.					
	1.1.5. Support for the promotion of new services, products and innovative activities that encourage visits of a sustainable nature to cities, such as guided tours on foot or bicycle.					
	1.1.6. Support for the promotion of complementary and organised tourism activities aimed at travellers coming from cruise ships or mainly resulting from business or events, especially those that foster increased spending, a longer average length of stay and regional convergence.					
	1.1.7. Promotion of major events of a cultural nature held in the cities of Asturias with special tourism interest and a capacity to attract new demand flows at regional, national and international levels.					

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.1. SPECIFIC TOURISM PRODUCT PLAN: CITIES OF ASTURIAS

TRACKING INDICATORS

Nº of actions to promote services/products for the communication of art and culture; Nº of actions to promote services/products for the communication of art and culture during low season; Nº of actions to promote shopping tourism; Nº of actions to promote gastronomy tourism; Nº of actions to promote business tourism services/products; Nº of actions to promote innovative sustainable urban tourism products; Nº of actions to promote the complementary tourism offer for business tourism; Nº of actions to promote the complementary tourism offer for cruise tourism; Nº of actions to promote the complementary tourism offer for events tourism; Nº of actions to promote major events.

EVALUATION INDICATORS

% of places visited in Asturias; profitability indicators (ADR) in the hotel sector in Asturias per city; RevPAR Indicator (Revenue per Available Room) in the hotel sector in Asturias per city; % origin per province to various cities in Asturias; % increase in business tourism in the cities; Nº of major events; and % related people flow with a focus on the cities, perception and assessment of sustainable urban tourism.



S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.2. SPECIFIC TOURISM PRODUCT PLAN: COAST AND SEASIDE TOWNS

BRIEF
DESCRIPTION

This product encompasses those activities that enable travellers to enjoy experiences linked to the seaside culture in the Principality of Asturias, as well as the landscapes and natural resources associated with the coast and all those **sailing and water sports** that can be enjoyed there. Of particular significance within this product are the traditional trades related to the sea and fishing, as well as all the equipment and civil heritage associated with this sector, such as lighthouses, fish markets, ports, factories, etc. The natural charm of the seaside towns in Asturias should also be noted, with their traditional architecture, seaside promenades and beaches. Another essential factor within this product is the gastronomy culture with ties to the sea, both the typical recipes and all the fish and shellfish produced by traditional coastal fishing.

MAIN
TOURISM
RESOURCES

- Seaside towns: Bustio, Candás, Castropol, Cudillero, Lastres, Llanes, Figueras, Gijón, Ortiguera, Navia, Luanco, Lueca, San Juan de la Arena, San Esteban de Pravia, Puerto de Vega, Ribadesella, Tazones, Viavélez and Tapia de Casariego.
- Marinas: Avilés, Bustio, Candás, Castropol, Cudillero, el Puntal, Figueras, Gijón, Lastres, Llanes, Luanco, Lueca, Navia, Puerto de Vega, Ribadesella, San Esteban de Pravia, San Juan de la Arena, Tapia de Casariego, Tazones and Viavélez.
- Fish markets, lighthouses, wholesale markets, traditional shipyards, riverside carpentries, museums of the sea, visitors centres, shellfishing, fishing net activities.
- Sailing Clubs with links to the federation.
- Sailing and water sports federations: Fishing federation, subaquatic activities federation, canoeing federation, rowing federation, power boating federation, surfing federation, sailing federation.
- The beaches along the coast of Asturias.

ACTIONS TO
PROMOTE

ACTION		2016		2017		2018		2019		2020	
1.2.1. Support for the placement of value on and promotion of seaside towns in the Principality of Asturias, both at an individual level and as a whole.											
1.2.2. Support for the placement of value on and promotion of services, products, experiences, activities and equipment that foster the communication of seaside culture in the Principality of Asturias, especially museums and visitors centres and the themed trails for discovering the towns, seaside trades, traditional boats and civil heritage associated with the fishing and seaside sector (lighthouses, fish markets, markets, etc.).											

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.2. SPECIFIC TOURISM PRODUCT PLAN: COAST AND SEASIDE TOWNS**

ACTIONS TO PROMOTE	ACTION	2016		2017		2018		2019		2020	
	1.2.3. Support for the placement of value on and promotion of gastronomy tourism products and events associated with coastal fish and shellfish produced by traditional and sustainable fishing activities.										
	1.2.4. Promotion of events and traditional festivals of tourism interest in seaside towns, especially those that help to attract new tourism flows and foster the deseasonalisation of demand.										
	1.2.5. Support for the promotion of industrial tourism activities associated with the living heritage and industry of the fishing sector in Asturias, especially those linked to visiting canneries, fish markets and traditional shipyards.										
	1.2.6. Support for the promotion of recreational sailing services, products and/or activities that respect the natural environment (sea kayaking excursions, surfing courses, sailing activities, etc.).										
	1.2.7. Support for the promotion of water sports events capable of attracting new tourism flows.										
	1.2.8. Support for the promotion of sustainable tourism and sport products and activities that highlight the value of beaches throughout the year.										
	1.2.9. Support for the promotion of coastal walks and points of natural beauty with views of the sea, especially those that are signposted and explained to visitors correctly, which enable value to be placed on the coast and seaside towns in the Principality of Asturias throughout the year.										

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.2. SPECIFIC TOURISM PRODUCT PLAN: COAST AND SEASIDE TOWNS****TRACKING
INDICATORS**

Nº of actions to place value on and promote seaside towns at an individual level; Nº of actions to place value on and promote seaside towns as a whole; Nº of actions to place value on and promote cultural seaside heritage through museums and visitors centres; Nº of actions to place value on and promote cultural seaside heritage through themed trails; Nº of actions to promote seaside gastronomy tourism products; Nº of actions to promote seaside gastronomy events; Nº of actions to promote traditional fishing events and festivals; Nº of actions to promote sustainable recreational sailing activities; Nº of actions to promote sustainable tourism and sports products and activities on the beaches of Asturias; Nº of actions to promote sustainable tourism and sports products and activities on the beaches of Asturias during low season; Nº of actions to promote coastal walks and points of natural beauty with sea views; Nº of actions to promote coastal walks and points of natural beauty with sea views during low season.

**EVALUATION
INDICATORS**

Increase and flows of visitors at places close to seaside towns; % of spending on sea products and seaside culture; evaluation of seaside products and sustainable activities at the coast; profitability indicators (ADR) in the sustainable hotel sector on the coast; RevPAR Indicator (Revenue per Available Room) in the sustainable hotel sector on the coast; Nº of visitors to visitors centres and museums on seaside culture; evaluation (1-10) of the cultural and natural heritage associated with the sea; Nº of active companies in fishing development groups; Nº of actions to promote diversification in the sector through ERDF funds; % of European operational programmes dedicated to promoting the coast and seaside towns.

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.3. SPECIFIC TOURISM PRODUCT PLAN: THE PILGRIMAGE ROUTES TO SANTIAGO****BRIEF DESCRIPTION**

The Way of St James is a unique and therefore characteristic product with strong potential for positioning the region at both national and international levels due to its attractive nature for pilgrims throughout the year. The main motivations for travellers who decide to follow the Way of St James revolve around religion and spiritualism, contact with nature, cultural knowledge and exchange, sport, etc. The Way of St James is a highly popular choice for travelling on foot, with part of the route passing through Asturias. Some of the pilgrims who travel the Way of St James in Asturias are heading for Galicia, but many others decide to complete just one section of the route as a complementary activity while on holiday in the region.

MAIN TOURISM RESOURCES

- Asturias has five trails associated with the Way of St James: the Original Way of St James, the Coastal Branch of the Way of St James, two connections between these two declared World Heritage Sites by UNESCO and the connection between the Camino Francés and Oviedo via the San Salvador Route.
- Numerous accommodation options exist throughout Asturias to suit all requirements and motivations.

	ACTION	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	1.3.1. Support for coordination with other regional stakeholders, other regions through which the Way of St James passes (especially Galicia) and other national entities, such as the Consejo Jacobeo, for highlighting the value and promoting the Pilgrimage Routes to Santiago in Asturias at both national and international levels.					
	1.3.2. Support for the promotion of inter-regional collaboration and cross-border cooperation projects aimed at creating products based on the Way of St James with a presence in Asturias, as well as highlighting their value in order to achieve the greatest possible international positioning for the Pilgrimage Routes to Santiago in Asturias.					
	1.3.3. Support for tourism establishments linked to the Pilgrimage Routes.					

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS										
1.3. SPECIFIC TOURISM PRODUCT PLAN: THE PILGRIMAGE ROUTES TO SANTIAGO										
ACTIONS TO PROMOTE	1.3.4. Support for the promotion of tourism services, products, experiences and activities specialising in serving tourists and pilgrims travelling the Pilgrimage Routes to Santiago, as well as innovative and sustainable tourism experiences based on this tourism product.									
	1.3.5. Support for the placement of value on and promotion of the natural and cultural resources to be found along the Pilgrimage Routes to Santiago, as well as the complementary tourism offer for tourists and pilgrims that helps lengthen their stay and increase their average spend. A focus should be placed on gastronomy, natural and rural-ethnographic tourism.									
	1.3.6. Support for the promotion of events that can help attract more tourists and pilgrims to the Pilgrimage Routes to Santiago in Asturias.									
TRACKING INDICATORS	Nº of actions to coordinate with other regional stakeholders; Nº of actions to coordinate with other regional governments; Nº of actions to coordinate with Galicia; Nº of actions to coordinate with national entities; Nº of actions to coordinate with the Consejo Jacobeo; Nº of actions to promote inter-regional partnership projects; Nº of actions to promote cross-border cooperation projects; Nº of actions to promote tourist and pilgrim hostels; Nº of actions to promote other tourist accommodation establishments; Nº of actions to promote restaurants; Nº of actions to promote services, products and activities specialising in serving the tourists / pilgrims who travel the Pilgrimage Routes to Santiago; Nº of actions to promote innovative and sustainable tourism experiences based on the product; Nº of actions to promote natural resources to be found along the Pilgrimage Routes; Nº of actions to promote cultural resources to be found along the Pilgrimage Routes; Nº of actions to promote gastronomy along the Pilgrimage Routes; Nº of actions to promote events that can help attract more tourists and pilgrims; Nº of actions to promote the Pilgrimage Routes to Santiago due to the Año Santo Jacobeo (Holy Year of St James) in 2021.									
EVALUATION INDICATORS	% of the Way of St James in the activities enjoyed by tourists; assessment by tourists of the services present in activities associated with the Camino de Santiago (1-10, SITA); increases in accommodation and catering prices linked to the Pilgrimage Routes; % of places most interesting to tourists for shared accommodation along the Pilgrimage Routes; Nº of visits linked to cultural activities and walking the Pilgrimage Routes; % of sales associated with Pilgrimage Route products.									

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.4. SPECIFIC TOURISM PRODUCT PLAN: ADVENTURE AND SPORT TOURISM.

BRIEF DESCRIPTION

Adventure tourism encompasses all those trips that include at least two of the three following aspects: physical activity, enjoyment of the natural environment and exploration of the culture in the place visited (Adventure Travel Trade Association - ATTA). Asturias boasts a privileged natural environment with an abundant diversity of natural resources (sea, rivers, mountains, valleys, woodland, etc.) offering infinite possibilities for the **practice of active sports and adventures in nature**. The region also has an extensive offer of activities suitable for various target segments, giving this product strategic and priority importance. Furthermore, the landscape enables numerous different sports to be enjoyed and becomes the ideal backdrop for the organisation of major sports events, such as the International Descent of the River Sella, the Cycling Tour of Spain or the International Horse-riding Competitions, which are highly consolidated and contribute to the position of Asturias at both national and international levels.

Winter sports, which are also included in this category, are those related to the snow and ice. Asturias has two ski resorts located less than one hour from the main urban population centres in the region, as well as countless locations for the enjoyment of snow sports off-piste and companies engaged in sports activities of this nature that offer such services as snowshoeing, cross-country, etc. These resources are of great importance and give high priority to this tourism product.

Although there are many sports that can be enjoyed by all sorts of people in Asturias, particular significance should be given to the importance and potential of **cycling**, with activities aimed at road cycling and mountain biking. Active, adventure and sports tourism should be undertaken and developed within the framework of the corresponding regulations governing the protected spaces where these activities are enjoyed. Nonetheless, it may be possible for some of them to be authorised or prohibited according to the legislation in force governing the land. It may also be necessary for a study to be conducted on their correct development to highlight the associated effects, damage or environmental approvals.

MAIN TOURISM RESOURCES

- Consolidated and extensive offer of sports or activities in natural environments on land, air and river: hiking, climbing, descents, speleology, multi-adventure park with activities involving Tibetan bridge, zip wires, etc., horse-riding trails, 4x4, quads, motorcycling, buggies, ballooning, paragliding, ultralight aircraft, helicopters, kayaking activities, river canoeing, rafting, river sledging, canyoning, etc.
- Consolidated and important sports events, such as the International Descent of the River Sella (strongly positioned at an international level and considered to be a very important event for canoeists around the world), the Cycling Tour of Spain or the International Horse-riding Competitions.
- Two important ski resorts - the Valgrande Pajares Ski Resort and the Fuentes de Invierno Ski Resort - with facilities offering an extensive range of services and activities during the snow season and at other times of year.
- Availability of equipment and companies offering various winter sport disciplines: snowboard, Alpine skiing, cross-country skiing, snowshoeing, etc.



S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.4. SPECIFIC TOURISM PRODUCT PLAN: ADVENTURE AND SPORT TOURISM.****MAIN
TOURISM
RESOURCES**

- Special offers for specific target audiences, such as White Week aimed at fostering snow sports among schoolchildren in the Principality of Asturias and bringing young people closer to the mountains and natural environment regardless of where they live.
- Major road cycling events at both regional and national levels: Cycling Tour of Spain, Cycling Tour of Asturias, Mountain Biking Marathons, Mountain Biking Championship of Asturias, Mountain Biking Challenges.
- Mountain biking trails: Alto la Colladiella – La Peña, Bueño, Cabañaquinta, La Peral, Santibáñez de Murias, Villapará, La Peña – Vegalencia, Sotiello – Santibáñez de Murias, Tapia de Casariego – Vegadeo, Arenal de Morís – Playa de la Griega, Llanes – Celorio, Luanco – Nieva, La Ñora – Gijón, Pendueles – Llanes, Bustio – Pendueles, Celorio – San Antolín, Senda del Oso, San Esteban de Pravia – Playa del Aguilar, Viavélez – Tapia de Casariego, el Anillo Ciclista, etc.
- Mountain Biking Centres in Asturias: Polideportivo de Bueño, Polideportivo de Cabañaquinta, Albergue Mirador del Angliru, etc.
- Natural Trails: in natural parks, coastal walks, Oscos – Eo, Valles Mineros, Senda del Oso, Fluviales, Periurbanas, with spectacular views, accessible, cycling ring of the central mountains of Asturias, GR 109: Inland Asturias.
- Mountain passes and roads: Angliru, Bermiego, Casielles, Cobertoria, Colladiella, El Cordal, Cruz de Linares, La Cubilla, Jitu de Escarandi, La Farrapona, El Fito, Gamoniteiro, Lagos de Covadonga, Leitariegos, Llueves, Maravio, Melendreras, Pajares, Peñas del Viento, San Lorenzo, Siero, Somiedo, Valle de Lago.
- Branches of the Way of St James: Coastal Way of St James, Original Way of St James, connections between the Coastal Way of St James and the San Salvador Route.
- The Silver Route: Gijón, Llanera, Ribera de Arriba, Morcín, Riosa, Mieres, Aller, Lena.

**ACTIONS TO
PROMOTE**

ACTION	2016	2017	2018	2019	2020
1.4.1. Promotion of active and adventure tourism activities in the natural environment of Asturias, with sustainability and environmentally-friendly criteria.					
1.4.2. Support for the promotion of new innovative active and adventure tourism products, experiences and activities aimed at specific target audiences with a particular effect on the deseasonalisation of demand.					

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.4. SPECIFIC TOURISM PRODUCT PLAN: ADVENTURE AND SPORT TOURISM.**

ACTIONS TO PROMOTE	ACTION	2016		2017		2018		2019		2020	
	1.4.3. Placement of value on and promotion of products and experiences that encompass rural tourism, nature tourism (hiking, eco-tourism, observation of flora and fauna) and active and sports tourism (active and adventure sports, winter sports, road cycling, etc.).										
	1.4.4. Promotion of sport and mountain activities undertaken at mountain installations in Asturias, both in terms of winter sports during the snow season and other tourism uses at other times of the year (especially road cycling and mountain biking).										
	1.4.5. Support for the promotion of the complementary tourism offer associated with mountain installations in Asturias with a view to generating alternative forms of recreation, lengthening stays and increasing the average spend by travellers.										
	1.4.6. Support for the organisation and promotion of sports events and competitions of tourism interest in the Principality of Asturias, especially those that help boost the position of the destination at both national and international levels, attract new tourism flows, and increase the deseasonalisation of demand and regional balance.										
	1.4.7. Promotion of complementary tourism products aimed at athletes, spectators and their companions who visit Asturias to take part in sports events or competitions that help to enhance the tourism aspects of those events and competitions.										

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.4. SPECIFIC TOURISM PRODUCT PLAN: ADVENTURE AND SPORT TOURISM.**

	ACTION	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	1.4.8. Placement of value on and promotion of sustainable road cycling and mountain biking routes, equipment and activities, especially those that help place value on the natural and cultural heritage in the Principality of Asturias (cities, natural spaces, Way of St James, coast, etc.).					
TRACKING INDICATORS	Nº of actions to promote active and adventure tourism activities; Nº of actions to promote new innovative activities aimed at specific target segments to enhance the deseasonalisation of demand; Nº of actions to promote active and sports tourism activities aimed at an audience of functional diversity; Nº of actions to promote activities at mountain installations during the snow season; Nº of actions to promote activities at mountain installations outside of the snow season; Nº of actions to promote mountain biking activities around mountain installations in Asturias; Nº of actions to promote the complementary offer around mountain installations; Nº of actions to promote sports events and competitions; Nº of actions to promote complementary products for athletes, spectators and their companions attending sports events; Nº of actions to promote sustainable road cycling routes, equipment and activities in cities and the natural and rural environment; Nº of actions to promote sustainable mountain biking routes, equipment and activities specific to the Pilgrimage Routes to Santiago.					
EVALUATION INDICATORS	% growth in annual active and sports tourism activities; Nº of alternative routes with a significant flow increase; % of spending by visitors associated with sports package material and shopping; profitability indicators (ADR) at key accommodation establishments at locations in Asturias associated with this demand; Nº of overnight stays at locations associated with this demand.					

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.5. SPECIFIC TOURISM PRODUCT PLAN: CULTURE TOURISM

BRIEF
DESCRIPTION

Culture tourism is a form of tourism in which people travel in search of cultural products that lead to tourism experiences of an aesthetic, emotional, authentic and exclusive nature. In the case of those tourists who consume **art products and unique cultural resources**, the motivation is a desire to further develop artistic and historico-heritage knowledge, which is highly significant and of an outstanding nature in Asturias. This category also includes **cultural activities and events** that attract tourists motivated by this type of offer and with a specific interest in going to the opera, music concerts, the theatre, cultural exhibitions, etc. On many occasions, these events are used as an excuse to enjoy the tourist destination itself and its offer in general. Finally, in terms of culture tourism, Asturias has an important **religious tourism** offer due to its important and unique resources of this nature and its ability to attract visitors motivated by faith, a desire to enjoy experiences associated with pilgrimages, visiting shrines and churches, holy relics, etc.

MAIN TOURISM
RESOURCES

- UNESCO World Heritage Sites: Pre-Romanesque Art resources, five Prehistoric Caves with Cave Paintings and the Pilgrimage Routes to Santiago.
- A series of civil constructions and religious buildings from Pre-Romanesque Art in Asturias.
- International benchmark in terms of resources associated with Cave Paintings, with sites, caves and shelters containing prehistoric art.
- Other cultural constructions and resources, unique constructions of Indianan architecture, industrial heritage, Historico-Artistic sites, ethnographic sites, etc.
- Extensive offer of museums and cultural spaces throughout the region: settlements and archaeological spaces, monuments, culture centres, visitors centres, ethnographic sites and other cultural spaces.
- Asturias has important installations, such as the Old Jovellanos Institute [Antiguo Instituto Jovellanos], the La Laboral, City of Culture [*Laboral Ciudad de la Cultura*] in Gijón, the Campoamor Theatre in Oviedo, the Niemeyer Centre in Avilés, the Oviedo Exhibition and Conference Centre, the birthplaces of numerous important people, museum-houses, mansions, castles, etc.
- Unique events of international importance: The Gijón International Film Festival, the Princess of Asturias Awards, etc.
- A varied offer of cultural activities and events, both rural and urban: music, cinema, performances, folklore, sport, etc.
- Religious heritage of significant interest, such as the Holy Chamber of Oviedo housing the Holy Ark and the Holy Shroud, the Sanctuary of Our Lady of Covadonga, Oviedo Cathedral and the Basilica of the Sacred Heart in Gijón (the latter three as the only shrines in Asturias where the Jubilee can be received) and the Pilgrimage Routes to Santiago, the latter with such unique characteristics that it is a priority product unto itself.

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.5. SPECIFIC TOURISM PRODUCT PLAN: CULTURE TOURISM**

ACTIONS TO PROMOTE	ACTION	2016	2017	2018	2019	2020
	1.5.1. Placement of value on and promotion of the most unique and representative cultural heritage of the Principality of Asturias, as well as combined or thematic tourist trails to be enjoyed either by foot, by car or by bicycle as a sustainable means of transport.					
	1.5.2. Support for the promotion of tourism services, experiences and activities capable of stimulating cultural heritage in Asturias, especially those that contribute to the deseasonalisation of demand and regional convergence.					
	1.5.3. Support for the placement of value on and promotion of spaces and equipment engaged in cultural communication, such as: museums, museum-houses, art galleries, etc.					
	1.5.4. Support for the promotion of major cultural events of high relevance and with a strong ability to attract tourism flows and position the Asturias brand at national and international levels, and the promotion of complementary leisure activities around these events.					
	1.5.5. Promotion of local festivals of tourism interest with ties to cultural aspects of the Principality of Asturias.					
	1.5.6. Placement of value on and promotion of tangible and intangible religious heritage in Asturias, especially the Holy Chamber of Oviedo (Holy Ark and Holy Shroud), the Cathedral of Oviedo, the Sanctuary of Our Lady of Covadonga, the Basilica of the Sacred Heart in Gijón and the Pilgrimage Routes to Santiago, as well as the activities and rituals associated with them.					
	1.5.7. Promotion of events and celebrations of a religious nature and special tourism interest or potential.					

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.5. SPECIFIC TOURISM PRODUCT PLAN: CULTURE TOURISM

TRACKING INDICATORS

Nº of actions to promote cultural heritage in Asturias; Nº of actions to promote culture tourism routes enjoyed on foot; Nº of actions to promote culture tourism routes enjoyed by car; Nº of actions to promote culture tourism routes enjoyed by bicycle; Nº of actions to promote services and activities that stimulate cultural heritage in high season; Nº of actions to promote services and activities to stimulate cultural heritage in low season; Nº of actions to promote services and activities that stimulate cultural heritage in the Cities of Asturias; Nº of actions to promote services and activities that stimulate cultural heritage in the rural environment; Nº of actions to promote festivals of tourism interest in the Cities of Asturias; Nº of actions to promote festivals of tourism interest in the rural environment; Nº of actions to promote the Culture Club of the Principality of Asturias; Nº of actions to promote tangible religious heritage; Nº of actions to promote intangible religious heritage; Nº of actions to promote events and celebrations of religious origin and special tourism interest.

EVALUATION INDICATORS

Nº of visitors to festivals and cultural activities in Asturias; increases in visits to the cultural heritage of Asturias; % ratings in Asturias related to culture; increases in assessment of cultural heritage above 10 points (SITA); % of tastes related to Asturias in terms of culture; % of religious motivation when visiting Asturias; Nº of tourists staying for cultural or religious regions.



S.I. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.6. SPECIFIC TOURISM PRODUCT PLAN: GASTRONOMY TOURISM****BRIEF DESCRIPTION**

Gastronomy tourism consists of those journeys that are planned for the purpose of enjoying the gastronomy of a destination. Gastronomy is an intrinsic value of Asturias. Its food products and the manner in which they are produced form part of the cultural and landscape identity in the region through its traditions and customs, as well as the particular way in which the environment has been modelled. For this reason, gastronomy tourism is one of the strategic and priority tourism products of Asturias that is based on activities and experiences that consider and distinguish the entire value chain for gastronomy in Asturias.

MAIN TOURISM RESOURCES

- Tourism experiences, gastronomy trails and specific tourism programmes.
- Wide culinary diversity and high gastronomic quality in the region, based on the use of first rate raw materials, a commitment to tradition in the products and innovation in food preparation.
- Regional products with Designation of Origin Certificates and Protected Geographic Indications, unique and high-value products, such as cheeses and cider, as well as both traditional dishes and nouvelle cuisine.
- Brands of quality and guarantee (Round Tables of Asturias, Gastronomy Excellence and Cider Houses of Asturias, Natural Quality).
- Gastronomy festivals and trade fairs, especially those declared as Festivals of National Tourism Interest, Festivals of Tourism Interest in the Principality of Asturias or Festivals of Tourism Interest.
- Gastronomy conferences, events and competitions with deep roots in the region and a strong ability to motivate travel.

ACTIONS TO PROMOTE

ACTION		2016		2017		2018		2019		2020	
1.6.1. Stimulation and promotion of gastronomy brands of quality and guarantee (Round Tables of Asturias, Gastronomy Excellence and Cider Houses of Asturias, Natural Quality).											
1.6.2. Support for the promotion and implementation of actions that help foster, place value on and develop gastronomy tourism.											
1.6.3. Support for the promotion of establishments of recognised prestige, tradition and/or quality that help improve the position of Asturias as a gastronomy tourism destination.											

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS										
1.6. SPECIFIC TOURISM PRODUCT PLAN: GASTRONOMY TOURISM										
	ACTION				2016		2017		2018	
ACTIONS TO PROMOTE	1.6.4. Placement of value on traditional products from Asturias, especially those with a Denomination of Origin, Protected Geographical Indication or similar, and/or manufactured using traditional techniques and/or eco-friendly criteria.									
	1.6.5. Promotion of and placement of value on industrial and traditional tourism associated with the world of gastronomy in Asturias.									
	1.6.6. Support for the promotion of events that place value on gastronomy tourism.									
TRACKING INDICATORS	Nº of actions to boost the brands of quality and guarantee; Nº of actions to foster, place value on and develop gastronomy tourism; Nº of actions to promote other establishments; Nº of actions to place value on local products; Nº of actions to place value on industrial and craftwork tourism associated with gastronomy; Nº of actions to promote gastronomy events.									
EVALUATION INDICATORS	% of ratings on Asturias related to gastronomy; % of activities by visitors in bars and restaurants; evolution on social media networks by the most popular restaurants; % consumption of the most iconic products.									

S.I. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS**1.7. SPECIFIC TOURISM PRODUCT PLAN: INDUSTRIAL TOURISM****BRIEF DESCRIPTION**

Industrial tourism is a form of culture tourism based on a desire to discover aspects related to production processes. This motivation includes architectural and technological aspects, as well as other aspects linked to the production context, whether social, landscape or environmental, because industrial tourism activity includes both industrial archaeology resources and living industry resources, the latter referring to visits made to active industries. It is undeniable that industrial tourism products are closely tied to Asturias in a broad sense, which is leading to the start of conservation, enrichment and conversion of industrial heritage into tourist attractions that, given their characteristics, could also offer a benchmark for sustainable tourism.

MAIN TOURISM RESOURCES

- Industrial Heritage is a hallmark of Asturias and includes such important international assets as the Real Compañía Asturiana de Minas in Arnao and San Juan de Nieva, the Fábricas de Armas in La Vega and Trubia (Oviedo) and the various mine shafts and installations of the State company Hunosa. Asturias is also home to the La Malva, Salime, Proaza and Arbón hydroelectric power stations, the El Gaitero cider distillery and their industrial museums: the Mining Museum in El Entrego, the Railway Museum in Gijón, the Cider Museum in Nava; the Asturias Maritime Museum in Luanco, the Asturias Cider Industry Museum (MUSI) and the Eco-Museum in El Valle de Samuño.
- Such mining landscapes as the Arnao Historic Industry Site, the Valle del Nalon and the Valle del Caudal, the industrial heritage of Mieres and Aller (Casa de los Gatos, former headquarters of SHE, Sovilla warehouse, the workers' town of Bustiello, San Jorge shaft, Santiago shaft, San Antonio shaft, La Esperanza de Boo mining operation, the river Caudal, the river Aller, the river Negro, etc.).
- Living industries related to marine industry and the sea, such as the open fish markets of Aviles and Llanes, museums of the sea, fishing cooperatives, ports, etc., as well as the important resources and experiences with ties to agro-industry (visits to cheese factories, cider mills, etc.)

ACTIONS TO PROMOTE

ACTION		2016	2017	2018	2019	2020
1.7.1. Support for the placement of value on and promotion of heritage resources in Asturias linked to the history of its most iconic industries, especially that related to mining, the iron and steel industry, gastronomy, cider, fishing and activities of a certain traditional, eco-friendly and/or sustainable nature.						

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS										
1.7. SPECIFIC TOURISM PRODUCT PLAN: INDUSTRIAL TOURISM										
	ACTION				2016	2017	2018	2019	2020	
ACTIONS TO PROMOTE	1.7.2. Support for the placement of value on and promotion of spaces and equipment dedicated to ethnography and the communication of industrial heritage and to living industry in the Principality of Asturias, such as museums, visitors centres, etc.									
	1.7.3. Support for the placement of value on and promotion of activities, experiences and products that help to communicate intangible industrial heritage, such as the most representative traditional trades and traditional production techniques in the Principality of Asturias.									
	1.7.4. Support for the placement of value on and promotion of activities that enable travellers to enjoy tourism experiences linked to knowledge of the workings of the most representative living industry in Asturias, especially those linked to traditional and environmentally-friendly techniques.									
TRACKING INDICATORS	Nº of actions to place value on and promote the most representative tangible industrial heritage of Asturias; Nº of actions to place value on and promote spaces and equipment tied to ethnography and the communication of industrial heritage and active industry in Asturias; Nº of actions to promote activities and products for communicating intangible industrial heritage; Nº of actions to place value on and promote activities to communicate active industry in Asturias; Nº of actions to place value on and promote activities to communicate active industry in Asturias with ties to traditional and environmentally-friendly techniques.									
EVALUATION INDICATORS	% visits to museums and locations tied to mining and industry; % importance of the interest in industrial activities; effect of tourism (thousands of euros) on the mining industry in Asturias; effect of tourism (thousands of euros) on the manufacturing industry in Asturias; effect of tourism (thousands of euros) on metallurgy and metal products in Asturias; effect of tourism (thousands of euros) on the metal processing industry; effect of tourism (thousands of euros) on the electricity, gas and water industry in Asturias									

S.I. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.8. SPECIFIC TOURISM PRODUCT PLAN: NATURE TOURISM

BRIEF
DESCRIPTION

Nature tourism is that which takes place in the natural environment and is aimed at conservation while considering the well-being of the local population. Nature tourism is closely tied to the interpretation of natural heritage, contact with nature, the enjoyment of outdoor activities, knowledge and observation of flora and fauna, etc.

There are many categories within nature tourism that can nowadays be considered as unique tourism products with their own identity. Asturias can boast **hiking**, **eco-tourism** and the **observation of flora** as its most representative products in this regard. These categories respond to the same philosophy, albeit with specific and distinctive experiences associated to each one.

Nature tourism should be undertaken and developed within the framework of the corresponding regulations governing the protected spaces where these activities are enjoyed. Nonetheless, it may be possible for some of them to be authorised or prohibited according to the legislation in force governing the land. It may also be necessary for a study to be conducted on their correct development to highlight the associated effects, damage or environmental approvals.

MAIN TOURISM
RESOURCES

- Asturias is the second region with the most protected natural areas in Europe (over 30%). The Regional Network of Protected Natural Areas of Asturias (RRENPA) includes: 1 National Park, 5 Nature Parks and 6 Biosphere Reserves. Other protected areas: Protected Landscapes, Partial Nature Reserves, Natural Monuments, Special Protection Areas (SPA), Special Areas of Conservation (SAC), Natura 2000 Network, Wetlands on the RAMSAR List, etc.
- Natural spaces certified with the European Charter for Sustainable Tourism, members of the Eco-Tourism Product Club of Turespaña: Redes Nature Park, Somiedo Nature Park, Muniellos Biosphere Reserve and Picos de Europa National Park.
- Species of wildlife: bear, bearded vulture, fox, golden eagle, ibex, fallow deer, otter, hedgehog, salamander, snake, etc.; and species of wild flower: oak forests, beech forests, chestnut forests, holm oak forests, gallery forest, ferns, ash trees, daffodils, etc. contained in the Natural Resource Management Plan (Spanish acronym: PORNA).
- Hundreds of hiking trails throughout the region of Asturias, such as: Llanes-Celorio, Luanco-Nieva, the Monte Camba Trail, the Foces Trail along the River Pino and River Aller, the San Antolín–Playa de Guadamía Trail, the Tapia de Casariego-Vegadeo Trail, Arenal de Morís-Playa de la Griega, Barayo-Navia, Celorio-San Antolín, Bustio-Pendueles, Cordal de la Carisa, La Ñora-Gijón, Pendueles-Llanes, Navia-Vilavélez, the Tabayón Waterfall Trail, Playa de Arnao-San Juan de la Arena, the Cueto de Arbás Trail, the Mirador de Ordiales Trail, the Los Molinos Trail, the Pico Pienzu Trail, the Lagos de Salencia Trail, the Bosque de Moal Trail, the Seimeira Waterfall Trail, the El Cares Trail, the Pico Pierzu Trail, San Esteban de Pravia-Playa del Aguilar, the El Alba Trail, the La Regueirina Trail, the Oso Trail, Vía Verde de Turón, etc.

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS										
1.8. SPECIFIC TOURISM PRODUCT PLAN: NATURE TOURISM										
ACTIONS TO PROMOTE	ACTION		2016	2017	2018	2019	2020			
	1.8.1. Support for the placement of value on and promotion of protected natural areas in the Principality of Asturias, especially those forming part of the European Charter for Sustainable Tourism.									
	1.8.2. Promotion of establishments that are recognised for their social responsibility actions, eco-tourism nature and commitment to sustainability and the environment.									
	1.8.3. Support for raising awareness about best practices in eco-tourism at establishments in Asturias.									
	1.8.4. Promotion of tourism activities and experiences linked to the observation of the most representative local species of flora and fauna.									
	1.8.5. Placement of value on and support for the promotion of hiking trails and equipment aimed at the communication of natural values and the observation of flora and fauna (bird-watching installations, nature classrooms, natural heritage visitors centres, etc.).									
	1.8.6. Support for the placement of value on and promotion of hiking routes that link places of special interest and attraction for tourists on the coast and inland (seaside towns, ethnographic heritage, charming rural villages, waterfalls, lakes, etc.).									
TRACKING INDICATORS	Nº of actions to promote protected natural areas; Nº of actions to promote establishments recognised for their SR/sustainability/eco-tourism activity; Nº of actions to promote resources through specialised channels; Nº of actions to promote tourism activities linked to flora and fauna; Nº of actions to place value on and promote hiking trails and equipment used to communicate natural values and observe flora and fauna; Nº of actions to place value on and promote hiking trails of special tourism interest.									
EVALUATION INDICATORS	Annual increase in visitors to natural spaces; % of ratings on Asturias related to nature; % of activities by visitors in nature; increase in sales by businesses with ties to nature and outdoor tourism; profitability indicators (ADR) at rural accommodation establishments; increase in the number of visitors to rural cottages and accommodation establishments in natural spaces of Asturias.									

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS

1.9. SPECIFIC TOURISM PRODUCT PLAN: RURAL TOURISM

BRIEF
DESCRIPTION

Rural tourism encompasses all those activities carried out in the rural environment for the purpose of exploring traditions, ways of life and attractions of this nature. It is intrinsically linked to **nature tourism and agro-tourism**, and has many cross-cutting features with gastronomy, hiking, the observation of flora and fauna, and other activities that are often carried out in the rural environment. Rural tourism in Asturias is a national benchmark, with numerous inherent brands of quality and guarantee, and is based on a significant number of places and a consolidated network of establishments that make this a strategic and priority product in the tourism offer from Asturias. Furthermore, **ethnographic tourism** is of particular importance within the rural tourism category. This is focused on visitors who wish to explore traditional ways of life, people, their customs, tangible and intangible heritage, and, in general, the legacy of a culture passed down from previous generations. The interests of tourists who consume ethnographic tourism products are mainly related to people, their traditions and their ways of life, all aspects in Asturias that are unique, traditional and deeply-rooted.

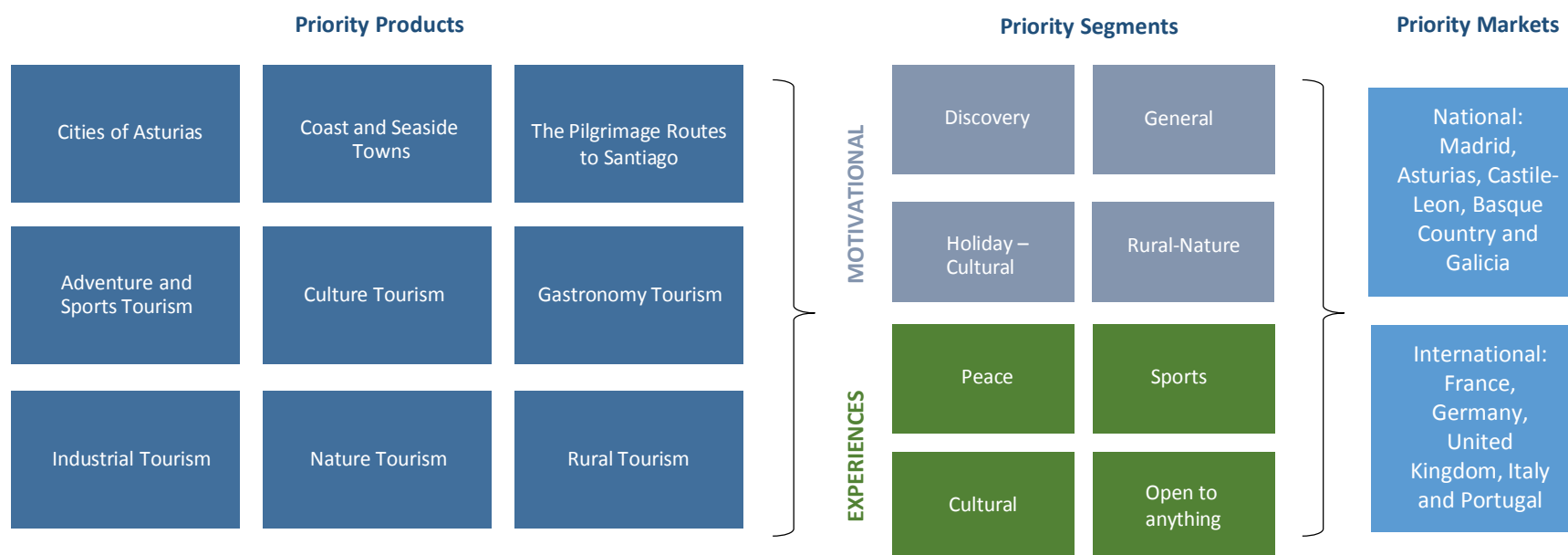
MAIN TOURISM
RESOURCES

- Asturias is a rural tourism pioneer and a national benchmark, with the first rural hotel in Spain - the Rectoral de Taramundi, which was opened in 1986.
- A great offer of rural tourism establishments and places, both in terms of quantity and quality.
- “Manor Houses of Asturias” seal of quality at rural accommodation establishments in Asturias and the “Villages, Rural Quality in Asturias” brand of guarantee, which enhance the quality of rural accommodation establishments in Asturias and foster a more competitive offer in the region.
- Availability of unique resources and experiences - such as agro-tourism, in which visitors interact with countryside life - or unique accommodation establishments for enjoying a different experience.
- Extensive network of ethnography museums throughout the region aimed at communicating the activities and customs of local people in Asturias since times gone by.
- Unique heritage and cultural resources throughout the region with their own identity (raised granaries, bread baskets, etc.).
- Important intangible cultural heritage, reflected in deeply-rooted traditions of interest to this type of tourism (shepherding, farming and livestock practices, folklore, etc.), as well as local festivals, gastronomy festivals, etc.

S.L. 1. STRENGTHENING, SPECIALISATION AND CONSOLIDATION OF THE LEADING TOURISM BRAND PRODUCTS										
1.9. SPECIFIC TOURISM PRODUCT PLAN: RURAL TOURISM										
	ACTION	2016	2017	2018	2019	2020				
ACTIONS TO PROMOTE	1.9.1. Stimulation and promotion of quality guaranteed brands linked to rural tourism, "Manor Houses of Asturias" and "Villages, Rural Quality in Asturias".									
	1.9.2. Promotion of rural and agro-tourism accommodation, and placement of value on their sustainable nature.									
	1.9.3. Placement of value on and promotion of products and experiences that encompass rural tourism, ethnographic tourism, nature tourism (eco-tourism, observation of flora and fauna) and active and sports tourism.									
	1.9.4. Placement of value on and promotion of innovative rural tourism products capable of maintaining and highlighting the leadership of Asturias and fostering deseasonalisation.									
	1.9.5. Support for the placement of value on and promotion of ethnographic heritage resources in Asturias.									
	1.9.6. Promotion of a calendar of ethnographic events of tourism interest (festivals, fairs and markets, street markets, traditional crafts, traditional folklore, etc.).									
	1.9.7. Promotion of equipment aimed at communicating the traditional values of Asturias (museums, visitors centres, hiking, etc.).									
TRACKING INDICATORS	Nº of actions to promote the "Manor Houses of Asturias" brand; Nº of actions to promote the "Villages, Rural Quality in Asturias" brand of guarantee; Nº of actions to promote rural tourism establishments; Nº of actions to promote combined rural tourism products; Nº of actions to promote innovative products of a desasonalising nature; Nº of actions to place value on and promote ethnographic resources; Nº of actions to promote tourism events of an ethnographic nature; Nº of actions to promote equipment aimed at communicating the traditional values of Asturias.									
EVALUATION INDICATORS	Annual increase in visitors and overnight stays in rural tourism areas; % occupancy of rural houses and accommodation establishments; increase in spending by visitors associated with rural activities; % of new entrepreneurial activities and rural and nature tourism companies; Nº of actions effectively launched to promote tourism products; Nº of new establishments issued with rural tourism brand certificates; increase in quality-related actions by key businesses in the region; and trends in the number of audits and quality oversight programmes in rural tourism.									

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

The strategies for positioning and commercialising the Principality of Asturias will focus on both strategic and priority tourism products and selected markets given priority status within the Strategic Framework of the Programme.



S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

BRIEF DESCRIPTION

Offline promotion and communication is one of the strategies contained in the Marketing Plan. This activity encompasses all those actions based on traditional promotion media, with a focus on tactics and tools inherent to conventional marketing. Within the offline promotion strategy, the proposed actions are divided into the following types of instrument: **advertising, promotional actions, sponsorships, information carriers and other marketing actions.**

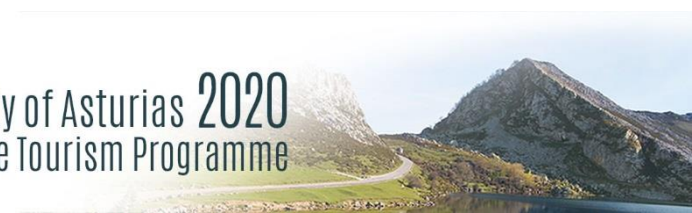
1. Advertising: This category encompasses all those communication actions focused on persuading or convincing priority tourist segments to visit the destination, increasing the consumption of tourism products, inserting the brand into new consumption markets, improving the brand image, repositioning it and/or maintaining it at the forefront of people's minds. This is mainly carried out using advertising campaigns that are communicated via various media according to a pre-established communication plan.

2. Promotional Actions: This encompasses activity by the destination at professional tourism forums (trade fairs and other such actions as roadshows or technical presentations focused on the network of consumer motivators), as well as those aimed at the target audience, such as direct actions in public spaces, events, shopping centres, etc.

3. Sponsorships: This encompasses partnerships by the destination with sports, cultural and gastronomy events through branding and advertising actions. A priority is placed on presence by the Asturias, Natural Paradise brand in actions capable of attracting national and international tourists.

4. Tourism Information Carriers: Generally-speaking, this encompasses the design of audio-visual media such as videos, apps, guidebooks and leaflets.

2.1.5. Other Marketing Actions: Public Relations: This is understood as all the activities focused on generating notoriety, empathy, engagement and memory of the brand and the destination. Besides the traditional media, special attention must be paid to consumer motivators on the social media networks; in both cases seeking consistency and specialisation in both the channels and the messages conveyed.



S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

ACTIONS TO PROMOTE	SCHEDULE	2016	2017	2018	2019	2020
	<p>2.1.1. Launch of advertising campaigns focused on achieving the desired position for the brand.</p> <p>As the first step to campaign planning, the study and assessment of the most appropriate specialised media for each segment/market is proposed, with a view to inserting advertising and content on the specific tourism product campaigns.</p> <ul style="list-style-type: none"> - Development of multi-carrier advertising campaigns based on brand values and focused on priority segments and products. 					
	<p>A) Commitment to tendering new advertising campaigns associated with the “Asturias, Natural Paradise” brand values.</p> <p>B) Incorporation of new advertising design and communication trends, including (as and when the budget allows) experience marketing actions, street marketing activities or guerrilla marketing activities.</p> <p>C) Redesign of advertising actions on means of transport. Use of existing agreements with transport companies to boost cross marketing with their supports and channels in order to underpin the branding, as well as the publication of content in specialised magazines, websites, etc.</p>					

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

ACTIONS TO PROMOTE	SCHEDULE	2016		2017		2018		2019		2020	
	<p>D) Design and execution of campaigns and/or special mini-campaigns for unique products (special Way of St James campaign for 2021, etc.)</p> <p>E) Use of traditional supports with creative messages and campaigns: use of original elements in campaigns via QR codes, augmented reality, OOH, etc.</p> <ul style="list-style-type: none"> - Joint promotion with other brands (hybridisation) - Audience generation through branded content: advertising that is contextualised in stories (literature, cinema, series, etc.). - Continuity with advertising in mass media 										
	<p>2.1.2. Promotional actions</p> <p>A) Organisation of familiarisation trips for intermediaries and consumer motivators:</p> <ul style="list-style-type: none"> - Fam trips for regional, national and international travel agencies and/or tour operators that could commercialise Asturias as a destination. - Fam trips for consumer motivators: media editors and photographers, bloggers, representatives from associations and federations of relevance per product type and representing producers in order to encourage Asturias to be used as a backdrop for film and TV, etc. 										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

ACTIONS TO PROMOTE	SCHEDULE	2016	2017	2018	2019	2020
	<p>B) Continued organisation and management of attendance at trade fairs and commercial missions:</p> <ul style="list-style-type: none"> - Study and organisation of a schedule of the main tourism trade fairs at national and international levels, with a focus on the main emitting markets and on priority segments and leading brand products. - Evaluation of attendance with an independent stand, in conjunction with other entities or brands (such as Green Spain) or simply with people for meetings and market research, depending on the available budget. - Coordination with the private sector, via round table meetings, for attending trade fairs and commercial missions: <ul style="list-style-type: none"> - Private sector delegation at trade fairs based on leaders from the sector in certain products. - Publication of specific promotional material for commercial missions. <p>C) Collaboration and joint promotion with product brands or cross-border brands, such as Green Spain, the Camino de Santiago, the Silver Route.</p>					

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

ACTIONS TO PROMOTE	SCHEDULE	2016		2017		2018		2019		2020	
	<p>D) Actions focused on the domestic market with the installation of Tourist Information Points at the events held in Asturias with the greatest tourism repercussions and scope, such as conferences, cultural events and sports events of a national or international nature.</p> <p>E) Management of destination contacts/consumer motivators with the greatest tourism repercussions and scope, such as conferences, cultural events and sports events of a national or international nature.</p> <p>-Research and expansion of databases with people and media for regional, national and international promotion, commercialisation and consumer motivation most suitable for the development of offline promotion of the destination targeted at priority market segments and products.</p> <p>-Databases of mass media relevant to each market: television channels, radio stations, press, magazines, audio-visual producers, programmes of tourism interest, cinema, etc.</p> <p>-Creation of a database of tourism trade fairs and commercial missions and events per market and product.</p>										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

	SCHEDULE	2016		2017		2018		2019		2020	
ACTIONS TO PROMOTE	<ul style="list-style-type: none"> - Specialised media per priority tourism product: magazines, publications, radio, blogs, newsletters and online media, etc. 										
	<p>2.1.3 Public relations</p> <p>Definition of a Public Relations Plan for the management of communications with the chosen agents: consumer motivators, professional associations, agencies, etc.</p> <p>-Brand ambassadors: identification and creation of a database of relevant people, companies and institutions that act as ambassadors for the Asturias brand.</p> <p>-Management of communication actions with “brand ambassadors” of the destination:</p> <ul style="list-style-type: none"> -Contact with these brand ambassadors. -Study of possible promotional actions in partnership with the ambassadors. <p>-Contact with the international tourist offices, travel agency associations, interested in Asturias as a destination.</p> <p>-Occasional organisation of public relations events (gala evenings, presentations, etc.) to coincide with special events, such as the opening of flight connections, major events or commemorative events.</p> <ul style="list-style-type: none"> - Involvement of tourist offices, the hospitality sector and accommodation establishments in the communication of events and promotions in the destination. 										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets**2.1. Offline Promotion and Communication Plan**

	SCHEDULE	2016		2017		2018		2019		2020	
ACTIONS TO PROMOTE	2.1.4. Tourism information carriers										
	Development of a communication strategy in campaign sections, such as adverts, timeslots, videos for social media and brochures based on storytelling techniques; a linear method that tells a story and attracts travellers.										
	Design and production of audio-visual and printed material for leading brand products										
	<ul style="list-style-type: none"> -Restructuring of brochures in line with the leading brand products and priority segments defined, as well as the creation of material based on new needs. Production of product videos. -Introduction of interactive elements into the brochures using QR codes or augmented reality, which enable the information to be expanded through smartphones and tablets, in various audio-visual formats, multimedia, audio, geographic locations, etc. -Production of a brochure with interactive information, using smartphones and tablets, and maps of an accessible nature for the visually-impaired. 										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.1. Offline Promotion and Communication Plan

TRACKING INDICATORS	<ul style="list-style-type: none"> • Nº of advertising campaigns developed for each market and product. • Nº of actions of each type included in each campaign • Nº of direct actions carried out in each destination of origin • Nº of media of each type added to the promotion, commercialisation and consumer motivation databases. • Nº of contacts made per type of agent/medium • Nº of tourism projects involving external stakeholders • Nº of familiarisation trips organised. 	<ul style="list-style-type: none"> • Nº of publications and impressions in each medium (press, television and radio) • Nº of publications in magazines per product type. • Nº of actions on the radio. • Nº of videos of actions on the television. • Nº of familiarisation actions offered to the private sector in Asturias. • Nº of companies in Asturias taking part in familiarisation activities. • Nº of presentations on the destination organised in destinations of origin. 	<ul style="list-style-type: none"> • Nº of actions to promote and build loyalty. • Nº of views for each audio-visual material designed. • Nº of beneficiaries of each action to promote and build loyalty. • Nº of inbound tourism agencies taking part in commercialisation brochures.
EVALUATION INDICATORS	<ul style="list-style-type: none"> • % participation in advertising events and trade fairs • Rating in satisfaction surveys on offline promotion actions • Nº of commercialisation, promotion and consumer motivation entities contacted on familiarisation trips per type. • Nº of entities from each type taking part in familiarisation trips per type. 	<ul style="list-style-type: none"> • Nº of communication actions carried out with brand ambassadors. • Nº of people who collaborate as brand ambassadors. • Nº of new or redesigned brochures. • Nº of audio-visual materials designed. • Impact on the perception of market agents (1-10) 	<ul style="list-style-type: none"> • Indicators on attendance to trade fairs: <ul style="list-style-type: none"> • Nº of trade fairs attended • Nº of brochures handed out and the most popular topics. • Nº of meetings held with professionals at the stand. • Nº of commercial mission meetings held.

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.2. Online promotion plan

Online media offer great opportunities to obtain strong repercussions at a low cost thanks to the possibilities they offer when choosing channels and tools, as well as audience and market segmentation. Therefore, **online promotion** is another of the strategies contained in the Marketing Plan. This activity encompasses all those actions based on **virtual communication media**, using new information technologies and the inherent viral marketing techniques to do so.

The online promotion strategy forms part of the strategy on global positioning, brand image and promotion of leading brand products for Asturias as a destination. Hence, it is essential for this strategy to be fully aligned with both the offline promotion strategy and the commercialisation strategy in order to enhance and strengthen their results.

Within the online promotion strategy, the proposed actions are divided into the following types of instrument: **website, SEO and SEM strategies, social media networks, mobile marketing and management of content on specialised platforms:**

BRIEF DESCRIPTION

- **Website:** This includes all those actions necessary to enhance this essential tourist destination promotion tool, ensuring that it meets the needs of new, increasingly digital tourists.
- **SEO/SEM:** Positioning of the website and other institutional promotion channels, such as the blog, on search engines is essential to successfully converting these media into effective tourism promotion tools. Hence, a series of actions is proposed aimed at improving both the natural positioning of these media (SEO) on-page and off-page and those paid advertising actions (SEM) that manage to generate increased traffic to these channels.
- **Mobile marketing:** This includes all those actions to design, implement and execute marketing actions based on mobile devices, which are becoming increasingly more popular.
- **Social media networks:** This line of action encompasses all those actions carried out on social media networks in order to attract and generate audience loyalty, generate notoriety for the destination on the Internet and steer traffic towards the main online marketing tool for the destination: the website.
- **Online communications:** understood as the use of other tools available on the Internet, such as e-newsletters, in order to foster transparency and improve information and coordination with the sector and the general population through the communication of promotion activities and their results.
- **New technology trends:** finally, this last line of action aims to meet the growing need for the use of new tools and innovative technological solutions applied to tourism that can enhance brand visibility and the conversation with current and potential demand for the destination.



S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets**2.2. Online promotion plan**

	SCHEDULE	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	2.2.1. Renewal of the official Turismo de Asturias website , with a focus on:					
	<ul style="list-style-type: none"> -Development of a usability-focused interface; in other words, the use of which is intuitive and entirely focused on users and their needs. -Reorganisation of the sections and information on the website aimed at priority market segments and products. <ul style="list-style-type: none"> - Development of travel itineraries or routes that can either be purchased or serve as inspiration. - Design of a product communication strategy based on storytelling; a linear process that tells a story and attracts travellers. - Redesign of the Offers and Short Breaks section, and the inclusion of leading brand product category filters (eco-tourism, active tourism, etc.). - Inclusion of an interactive map showing resources, activities and experiences by leading brand product. -Constant update of the information on events, opening of spaces for visitors, etc. -Integration of existing applications as far as possible: webcams, opinions from popular portals, etc. 					

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets**2.2. Online promotion plan**

	SCHEDULE	2016		2017		2018		2019		2020	
ACTIONS TO PROMOTE	2.2.2. Encouragement of SEO and SEM strategies:										
	- Design and implement an overall SEO strategy to improve the organic positioning of the website focused on priority products and segments.										
	- Definition of a long-tail SEO strategy for specific products, guaranteeing to attract disperse segments through the creation of highly specialised content (on the blog, website, specific social media profiles).										
	- Creation of Internet advertising, either via banners or sponsored content:										
	- Advertising, prize draws and competitions on social media networks.										
	- Advertising on partner portals.										
	- Advertising in online media focused on priority market segments.										
	- Development of advertising campaigns on Google Adwords:										
	- Development of adverts in the search engine network.										
	- Development of adverts in the display network.										
	- Development of adverts on YouTube.										
	- Development of re-marketing advertising.										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.2. Online promotion plan

	SCHEDULE	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	2.2.3. Development of a mobile marketing strategy: <ul style="list-style-type: none"> - Design and development of an official Turismo de Asturias mobile app: <ul style="list-style-type: none"> - Maintenance of the information up-to-date. - Offer more extensive information on the resources, with video, audio, etc. to foster accessibility. - Development of a functionality that enables information on user tastes and needs to be collected. - Delivery of push messages or notifications on events, promotions, etc. via the mobile app based on user geolocation. - Promotion of the app at tourist arrival points, highlighting its advantages. - Design and development of apps for unique products (Way of St James, etc.). 					
	2.2.4. Continuity and improvement in the leading position of Asturias on the ranking of Spanish tourist destinations on social media networks: <ul style="list-style-type: none"> - Definition of a Social Media Strategy Plan containing: <ul style="list-style-type: none"> - Objectives to be reached by the strategy on social media networks: brand promotion, user loyalty, enhancement of the organic positioning strategy, analysis of user opinions, trend identification, etc. 					

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2. Online promotion plan

	SCHEDULE					
		2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	<ul style="list-style-type: none"> - Definition of the target community: segments, origin, motivation for using social media networks. etc. - Definition of a style guide for publications on social media networks to set the tone to be used in each channel. 					
	<ul style="list-style-type: none"> - Definition of the editorial line for planning and publishing content, with special attention paid to the content related to leading brand products. - Creation of an annual and quarterly schedule of topics and content for social media aimed at the various priority target audiences. This manual should support the focus on and selection of priority annual content in online and offline channels. - New topics and content in the blog. - Monitoring: of the publications and actions taken, of the competition, of market trends and of the Asturias brand reputation. - Development of a strategy for crisis management. 					
	<ul style="list-style-type: none"> - Determination, control and use of those profiles and people who may hold sway on the Internet for Turismo de Asturias (bloggers, youtubers, experts, journalists, opinion leaders, connectors, etc.). - Creation of content of the pages per language and on the social media networks of Turespaña, focused on the priority segments in international markets. - Management of content on specialised online platforms: insertion of opinion on search engines, comments on benchmark blogs on specialised products. 					

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets

2.2. Online promotion plan

ACTIONS TO PROMOTE	SCHEDULE	2016		2017		2018		2019		2020	
	2.2.5. Continuity in the establishment of communications via e-newsletters to the target audience and professionals.										
	Development of an e-newsletter for users, with subscription via the website. Development of an e-newsletter for professionals providing information on all the actions and news related to Turismo de Asturias.										

S.L. 2. Definition of the promotion plan, with a clear product-demand focus based on target segmentation and priority markets															
2.2. Online promotion plan															
ACTIONS TO PROMOTE	SCHEDULE					2016		2017		2018		2019		2020	
	2.2.6. Constant updates and use of new technology trends: -Adoption and/or encouragement of the use of new tools emerging in the latest trends capable of enhancing brand visibility and conversation with users: Periscope, WhatsApp, online chat, etc. -Implementation of innovative technology solutions applied to tourism in partnership with entrepreneurs, start-ups and/or university projects: augmented reality, beacon technology, wearables, robots, etc.														
TRACKING INDICATORS	<ul style="list-style-type: none">Website performance and use indicators:<ul style="list-style-type: none">Number of visits and visitors per tab and languageUse of the website, etc.Nº of images and videos catalogued and available for communication.Nº of impacts from each type of advertising action carried out on the Internet.Nº of influencers identified and catalogued.Nº of posts on specialised portals.					<ul style="list-style-type: none">Indicators stemming from online advertising:<ul style="list-style-type: none">Nº of clicks on the adverts.Nº of impressions.Percentage clicks over impressions.Visit length on the page containing the advert.Social media performance indicators:<ul style="list-style-type: none">Nº of followers.Reach score of the publications.Position of each channel in the destination rankings.New channels created.Nº of users who take part in competitions, prize draws and promotions.					<ul style="list-style-type: none">Indicators relating to the newsletters:<ul style="list-style-type: none">Nº of users subscribed to newsletters.Nº of newsletters sent to users.Nº of professionals subscribed to newsletters.Nº of newsletters sent to professionals.Performance indicators: opening rate, subscription cancellations, etc.New tools and innovative technology solutions implemented.				
	<ul style="list-style-type: none">Nº of Turismo de Asturias mobile and tablet app downloads% overall positive ratings on social media networks					<ul style="list-style-type: none">% global increase in followers segmented by channel type% increase in global searches on Google using the keywords Asturias and key cities					<ul style="list-style-type: none">% access to tourism products and services from web platforms, social media networks or newslettersNº of global followers in all marketing campaigns on social media networks				

S.L. 3. Optimisation of commercialisation channels for attracting the target audience**3.1. Commercialisation support plan****BRIEF DESCRIPTION**

The promotion of tourism is ultimately aimed at making travellers consume goods and services in the destination, both before and after they travel. To do so, a strategy must be developed that can help **facilitate the distribution of the existing offer**. To this end, as part of the commercialisation plan, various types of measures are included with a focus on both the **promotion of direct commercialisation** - mainly by harnessing the possibilities offered by new technologies - and **promoting commercialisation through intermediaries, both traditional and online**.

	SCHEDULE	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	3.1.1. Encouragement of direct commercialisation: BOOST to commercialisation via the official website of Turismo de Asturias: <ul style="list-style-type: none"> - Development of travel itineraries or routes based on the priority market segments and products that can either be purchased or serve as inspiration, and which are included in the online and offline promotion strategy (website and brochures). - Promotion of the Offers and Short Breaks section of the official website so that both tourism activities companies and tourism intermediaries can position their products. - Support for the conversion of visits into direct bookings via the web portal: - Inclusion of a bookings button on the services page linked to a bookings engine with which the company operates. - Integration of third-party bookings engines and availability calendars for those companies that require this, based on a widget provided by the bookings engines using HTML code. 					

S.L. 3. Optimisation of commercialisation channels for attracting the target audience**3.1. Commercialisation support plan****ACTIONS TO PROMOTE****SCHEDULE**

- Integration into the Turismo de Asturias website of up-to-date information on the means of transport available for travelling to Asturias, with links to facilitate bookings.
- Support for the private tourism sector for including tourism experiences on commercialisation platforms that facilitate the attraction of international tourists, such as Spain.info and specialised public niche platforms.
- Development of loyalty actions:
- Distribution of e-newsletters segmented to users with different tastes: nature, gastronomy, culture, conferences, etc.
- Design of actions to promote the sale of specific products in low season (rural tourism gift vouchers, special sports tourism programmes, special promotions to foster business-tourism cross sales, etc.).

2016**2017****2018****2019****2020**

S.I. 3. Optimisation of commercialisation channels for attracting the target audience

3.1. Commercialisation support plan

	SCHEDULE	2016		2017		2018		2019		2020	
ACTIONS TO PROMOTE	3.1.2. Encouragement of commercialisation through intermediaries: <ul style="list-style-type: none"> - Development, update and communication of databases with information on the main tourism intermediaries adapted to the offer in the destination. 										
	-Online: <ul style="list-style-type: none"> - IDS (<i>Internet Distribution System</i>) or OTA (<i>Online Travel Agencies</i>). - GDS (<i>Global Distribution System</i>). - CRS (Reservations Centres). <ul style="list-style-type: none"> - B2C (<i>Business to Consumer</i>). - GNE (<i>GDS New Entrants</i>). - Infomediaries: meta search engines and opinion websites. <ul style="list-style-type: none"> - Innomediaries: group purchases and gift boxes. - Technology Trends: collaborative economy. - Offline: <ul style="list-style-type: none"> - Retail, Wholesale and Retail-wholesale travel agencies: national, international and themed. - Tourist reception agencies. - Organisation of trade fairs with a flexible and informal format with short presentations and meetings between the agencies and companies, associations and inbound tourism agencies in Asturias previously notified and registered. 										

S.L. 3. Optimisation of commercialisation channels for attracting the target audience**3.1. Commercialisation support plan**

	SCHEDULE	2016		2017		2018		2019		2020	
ACTIONS TO PROMOTE	- Definition of commercial agreements with tour operators to enhance the tourism offer, its communication and commercialisation through specific tourism products, with special emphasis on the least busy seasons in terms of tourism and harnessing their points of sale as a showcase.										
	- Support for the private sector in accessing and positioning products and services on the main private intermediation platforms, such as Booking, Ruralgest, Eltenedor.es, Restaurantes.com, etc. by organising commercial events.										
	- Commercialisation on tourist information carriers aimed at end users.										
	- More commercial focus for the brochures.										
	- Inclusion of inbound tourism agencies and the reservation centres of regional associations in the information carriers, whether the printed version or the website.										

S.L. 3. Optimisation of commercialisation channels for attracting the target audience

3.1. Commercialisation support plan

	SCHEDULE	2016	2017	2018	2019	2020
ACTIONS TO PROMOTE	3.1.3. Stimulation of inbound tourism agencies for the design and commercialisation of priority tourism products <ul style="list-style-type: none"> - Support for attendance to niche market trade fairs. - Creation of a desk at trade fairs focused on commercialisation and staffed by inbound tourism agencies. Promotion of participation by companies with tourism products at these commercial events. 					
TRACKING INDICATORS	<ul style="list-style-type: none"> • Nº of offers and short breaks uploaded to the Turismo de Asturias website. • Nº of tourism intermediaries added to the database. • Nº of sales campaigns proposed. • Nº de sales campaigns carried out and control of performance indicators: <ul style="list-style-type: none"> • Interviews conducted. • Deals closed. 	<ul style="list-style-type: none"> • Nº of travel itineraries or routes developed. • Nº of products included in the commercialisation brochure. • Nº of tourism experiences inserted on Spain.info and other specialised platforms. • Nº of training and awareness days organised. • Nº of participating companies at training days on commercialisation. 	<ul style="list-style-type: none"> • Nº of private companies that add a booking button to their service file. • Nº of private companies that integrate a bookings engine into their service file. • Nº de trade fairs organised. 			
EVALUATION INDICATORS	<ul style="list-style-type: none"> • Nº of participants in the sales campaigns proposed. • % increase in commercial performance indicators and increase in sales 	<ul style="list-style-type: none"> • Nº of attendees at the training and awareness days organised. • Nº of attendees at the training days on commercialisation. 	<ul style="list-style-type: none"> • Global increase in purchases (%) via online sales platforms. • % compared with the purchase of tourism products included in the commercialisation plan. 			



Asturias
paraíso natural