



DE/09/LLP-LdV/TOI/147 248

BENCHTOUR: Benchlearning in the Tourism Sector Benchmarks for Agritourism

Quantitative Benchmarks

Average Stay of guests	6 nights
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Percentage of new guests	84%
Percentage of foreign guests	60%

Number of beds in the agri-tourisms	18
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Average total number of employees	3,8
Average total number of temporary employees	2.6

Price per double room			
Italy	Germany	Poland	Romania
66 Euros	58 Euros	44 Euros	39 Euros

Turnover / Number of Employees ¹			
Italy	Germany	Poland	Romania
27.000 Euros	23.500 Euros	18.000 Euros	16.000 Euros

Turnover / Number of beds places			
Italy	Germany	Poland	Romania
6.200 Euros	5.450 Euros	4.150 Euros	3.650 Euros

A temporary staff is counted as 0,5.



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Qualitative Benchmarks

As far as the qualitative benchmarks are concerned, it is possible to describe the situation in the Tuscan cluster, as one of excellence, because, all of the 61 companies were able to make a profit. This will allow companies from different regions to compare their situations.

1. Customer Satisfaction

The percentage of agri-tourisms that are making profits increases when considering the ones that measure customers' satisfaction.

Agri-tourisms that collect feedback from their guests receive more information on the expectations of the people buying their services; and therefore, it is easier for them to find solutions to meet their customers' expectations.

2. Marketing Strategies

A marketing plan based on an articulated set of promotional strategies helps in acquiring customers. Some basic elements are: Word of mouth, Web promotion, Travel agencies, and Information on tourist maps.

3. Cooperation

Cooperation with companies operating in the same sector allows them to be stronger when dealing with suppliers, to save money by sharing the costs of common activities, and to exchange customers during the high season periods.

5. Offering of Different Menus

The country side is synonymous with healthy food. The offer of good, typical, and varied foods (better if it directly comes from the agri-tourism fields) is a key element for attracting customers. The potentiality to offer several kinds of menus is a competitive advantage. Examples of some possible menus are: Vegetarian, Traditional, Organic, and Food for allergic people.

6. Foreign Languages

Being able to speak in the language of the guests, or at least in English, is a way to welcome them. If a company mainly has national guests, this is not a good enough reason for not developing specific language competences, because maybe the fact that no foreign languages are spoken is the reason why the company only has national guests.

7. Willingness to Improve Skills and Knowledge in Management

The management of a company has always been a complex task. The economic crisis and the growing competition induces companies to employ continuous innovation. Managers need to improve their skills in order to keep their companies competitive and able to make profits.

8. Quality of the Portfolio

Additional services and opportunities for customers are a competitive advantage. Hiking, renting of bikes or suggesting bike routes, involvement in farming activities, organising events, or offering wellness services are examples of a good portfolio.



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