

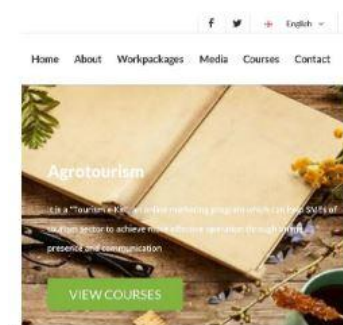
Welcome to the 2nd E-Kitour Newsletter!

In this issue, you will discover what we have been up to since **August**

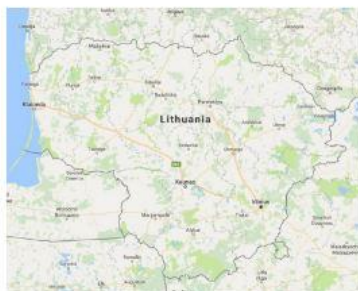
Our Mission:

The E-KITour Project - Optimising digital marketing in rural areas. The **E-KITour** project, funded by the Erasmus+ programme, will launch a transnational training programme devoted to European rural tourism providers. This will help Small and Medium-sized enterprises (SMEs) in the tourism sector to utilise digital marketing to be able to operate more effectively

What we have been up to



Since our last newsletter, we have been developing the E-KITour platform. The Countryside tourism association of Lithuania is preparing the online booking module. Recently we have been preparing the tutorials for our module. This module will have 5 Prezi presentations about basic and advanced online booking systems, as well as pricing strategies and policies.



More and more travelers around the world are booking online and via mobile devices. For example, Lithuania has 2856 properties on booking.com, of that number only 183 properties are country houses. If we look at the results of the survey, which was made in the beginning of the project, the majority of Lithuania's respondents (94,5%) have indicated that they receive booking or service requests via electronic tools, however, the intensity of such bookings varies between 13,5% and 29,5%. We see that services providers in rural areas lack online sales skills, as well as digital marketing and communication skills with customers.

Using digital marketing, services providers are more visible, more attractive to the customers and more reachable. E-tourism helps manage their business and obtain more customers, maintain competitiveness, and offer the highest quality of service.

At the end of the March Countryside association of Lithuania has an invitation to participate in the thematic seminar **Erasmus+ developing e-skills for jobs**, which is organized by the State education development agency of Latvia. The topic is very related to our Ekitour project activities and we hope to bring back some new inspirations and practical advices from the experts.

The Canticle Wine Route in Umbria



The Association "Canticle Wine Route" was created in 2002 with the objective of affirming the historical, cultural, environmental, economic and social identity of the local townships. With a vast and courageous operation of re-implantation and planting out of vines suited to the environment, the foundation was created for continuous specialisation in growing vines, able therefore to supply excellent production on a level of quality. The Canticle Wine Route was created to help visitors discover ancient villages, cities, castles, churches and abbeys to create the experience of a voyage into the past through commemorations, feasts and traditions which animate moments of great vivacity and interest. One can travel the Canticle Wine Route using the historical network of scenic roads by car but also by bicycle.

For more information visit here: <http://www.stradadeiviniidelcantico.it/en/default.asp>

News from Greece

We are delighted to announce the collaboration between Guest inn and Avaca Technologies SA



Guest Inn, established in 2004, aims promoting the small, quality accommodation of the Greek countryside and the promote the 'unknown' areas which are often absent from the tourist map. Moreover, it contributes to the development of the local community and proposes new experiences to travellers. Since 2004, Guest Inn has become a member of the European Federation of Rural Tourism - EuroGites (www.eurogites.org) together with another 35 European thematic networks that promote rural tourism worldwide.



Guest Inn are promoting the EKITour website (www.ekit.avaca.eu) through its website (<https://questinn.com/en>) and facebook (<https://www.facebook.com/Guest.Inn.network/?fref=ts>)

For more information contact Joe at projects@inovaconsult.com