

# SYNERGIES WITH HOTELS



AgriXPlainer

## Description of the activity

Establishing effective collaborations with hotels to enhance mutual benefits, share resources, and improve market positioning. These synergies serve as a central hub for collective growth, knowledge sharing, and joint marketing efforts.

## Easy operations to be replicated

Increases collaborative opportunities, attracting potential partners and expanding market reach.

Highlight the key benefits of collaboration and ensure they are prominently featured in the joint strategy. Organize an internal meeting between your key workers and potential hotel partners, perform a brainstorming session about shared goals, and determine the key sequence of collaborative activities. Identify the mutual benefits and promote them in the collaboration

## Expected outcomes

Purpose	Added value	Target Audience
Establishes a network of professional relationships, enhancing brand credibility and trust among consumers. Allows direct interaction with hotel partners, allowing for feedback, joint ventures, and shared marketing efforts.	Provides a platform to share resources, best practices, and innovative hospitality and agri-food techniques.  Enables targeted marketing efforts and data collection for informed decision-making.	Hotel managers, hospitality professionals, and agri-food producers aged, with a significant number of younger adults engaged in modernizing family farms and hospitality businesses.

## Type of experts to be involved

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- Hospitality Consultants
- Marketing Professionals
- Legal Advisors

## Requirements

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IT Requirements	Knowledge	Plus
Access to communication tools (phone, email, video conferencing).	Understanding of partnership agreements and joint marketing strategies.  Willingness to collaborate and share resources.	Content and imagery related to the collaborative projects

## Tips & tricks/successful case study

Creating synergies with hotels is a fundamental collaborative practice that empowers agri-food businesses to thrive in today's interconnected landscape. By following the outlined steps and understanding the added value it brings, farmers and hotel partners can effectively leverage their collective strengths to connect with customers, establish credibility, and expand their market reach. Embracing this strategy not only enhances brand visibility but also fosters meaningful engagement with stakeholders, driving sustainable growth and success in both the hospitality and agri-food sectors.

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