

Tourism cooperation in a booking site without commissions

LOCATION: Conil (Cádiz)

DURATION: 1'28"

SUMMARY: In the coastal village of Conil de la Frontera, hoteliers aren't competitors but partners. 48 accommodation sites have united in Conil Hospeda, a booking site that showcases 70% of the accommodation offer of the village, and that eliminates intermediaries and commissions.

VTR:

Conil de la Frontera is one of the most popular tourism destinations in the province of Cádiz. Apart from these amazing views, thanks to the first tourism cooperative in Spain, now it also offers 48 accommodation sites through a single website, Conil Hospeda. One thousand rooms, two thousand beds, and lower prices.

ANTONIO SÁNCHEZ
President of Conil Hospeda

"There are no commissions. The client can book the room directly, without intermediaries."

FRANCISCO CANTOS
Conil Hospeda hotelier

"Being the first is very important for us. Many people come to find out how we achieved it. People ask: How could you build a partnership between 50 establishments from the same sector? Winning, everybody wins."

The initiative aims to give visibility to small establishments. Here, hoteliers are not competitors, they are partners; because together they are stronger.

ANTONIO SÁNCHEZ
President of Conil Hospeda

"Our turnover has increased by 20 per cent."

The origin of this idea is in a WhatsApp group, where Conil's hoteliers let others know if a client was looking for a specific accommodation; or in case they were complete, they sent clients to another hotel with free rooms. The solidarity of this group was the seed of a cooperative and a website that eliminates intermediaries.

ANTONIO SÁNCHEZ
President of Conil Hospeda

"Clients ask us why this wasn't made before. Because, of course, when you compare sites, there's a significant difference."

Another reason for tourists to choose this coastal village, which multiplies its population of 20.000 people by five in the summer time.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com