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Some propositions to improve the attractiveness of The Camino de Santiago

- Guide pocket with different language
- Tour Agency with “Camino de Santiago” as name
- French and English class for the Spaniards who live along the road
- Mobile toilets with different language instruction
- Plant some trees along the road
- Tent rental
- Put garbage along the road
- Build many publics Albergues
French speaking Family in Bike on the road of The Camino de Santiago
Target Audience

• All country
• Francophone persons
• With family
  → No specific age
  → No specific culture
  → No specific religion
  → No specific belief
Let’s ride a bike with family
Marketing

- Website of the Tourism Office
- Website of the Tour Agency Camino de Santiago
- Facebook
- Twitter
- YouTube
- Instagram

- Camino de Santiago Tour Agency and the Tourism Office of Santiago propose to the French speaking families a week-end in Bike on the road of The Camino de Santiago all inclusive (Flight, Transportation, Accommodation, restaurant for “x” euros.

- Camino de Santiago, Spain
- Date: x July to x July
- Contact: Telephone/ email
- Website for more information and details
Planning

Tour Agency in partnership with Tourism Office

- Transportation
- Accommodation
- Restaurant
- Camino de Santiago in bike

Airport

Transportation

Accommodation

Restaurant
In conclusion, let’s imagine the French speaking Family in Bike on the road of The Camino de Santiago like that...
Thank You!