



Online hunting auctions
to improve market
intelligence
and rural development.
Castilla y León

Rodrigo Gómez

The unnamed NWFP



Every year in Spain

6 475 M€

187 000 jobs

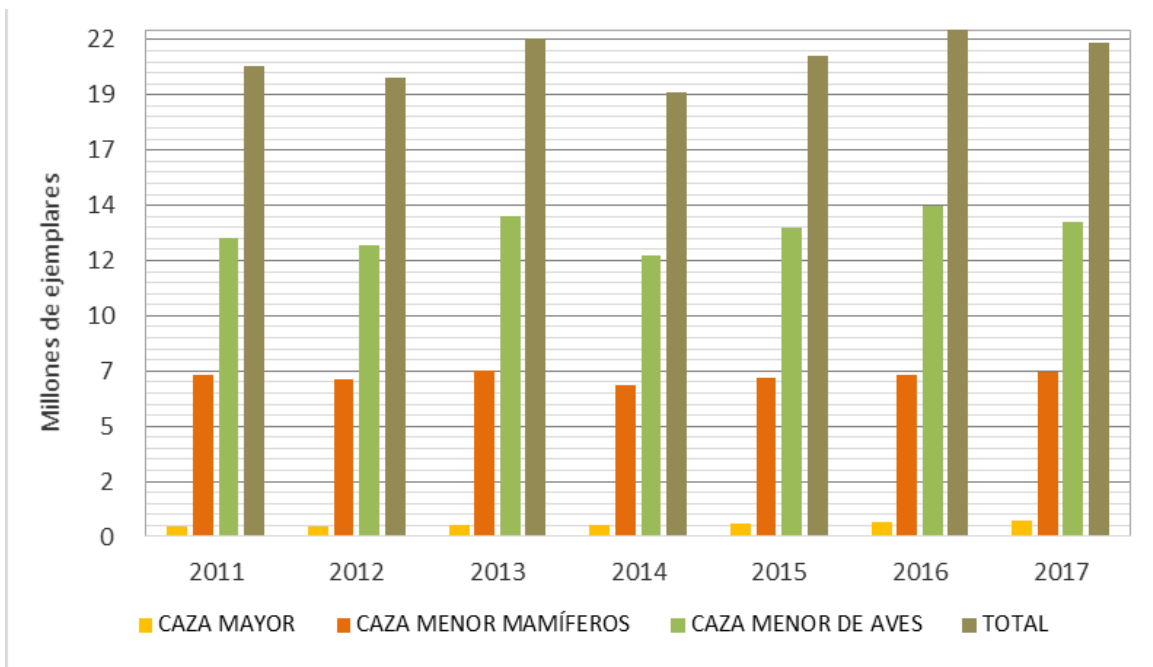
(45 000 direct)

0.3% of the GDP

800 000 hunters

The unnamed NWFP

Source: Spanish National Forestry Statistics. 2017



Evolution of hunted animals in Spain

Evolution of hunting licenses in Spain

1998	1 253 105
1999	1 200 951
2000	1 200 875
2001	1 099 856
2002	1 036 340
2003	1 157 969
2004	No data
2005	1 069 804
2006	924 524
2007	946 965
2008	969 298
2009	1 032 242
2010	1 078 852
2011	957 191
2012	906 437
2013	848 243
2014	851 894
2015	825 373
2016	826 777
2017	827 776

Hunting commercialization in the Public Reserves





Subastasdecaza.com

FREE

Hunting offer on demand & Automatic bids

> 4000 published auctions



> 3000 registered hunters bid and win Auctions

Data mining & machine learning

Hunting game



Transparency and traceability



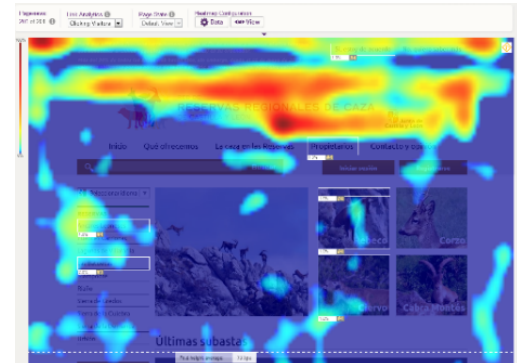
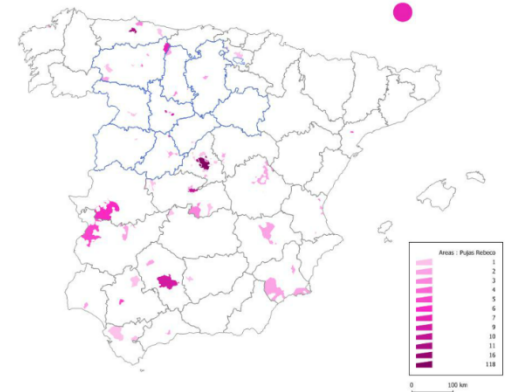
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Data analytics



"Yeah, I keep a clean desk. Now all the mess is in the computer!"



Results and KPIs

Web / Physical auctions prices

Year	2013	2014	2015	2016	2017	2018	2019
Web - Auctions	324	456	473	527	701	776	790
Web - Starting prices sum	162.550	295.100	377.100	443.300	523.000	480.000	492.000
Web - Final prices sum	195.900	328.250	468.300	579.000	658.000	604.000	603.400
Web - Increase	21%	11%	24%	30%	26%	26%	22%
Pyhisical - Auctions						655	471
Pyhisical - Starting prices sum						738.500	591.400
Pyhisical - Final prices sum						1.004.000	737.000
Pyhisical - Increase						25%	30%
En Euros. Additional post-hunting fees not included							

Web use indicators (2013-2019)

Published actions	4047
Total bids	12350
Public Hungint Reserves affected	10
Owners (Municipalities)	69
Hunters (users)	3800

Web metrics 2019 Analytics

Users	31.600
Sesions	82.310
Viewed pages	337.258

And in 2020... we have started with the private hunting reserves



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Crea tu anuncio

Crea tu oferta. Da visibilidad a tu coto, precinto o tarjeta de caza



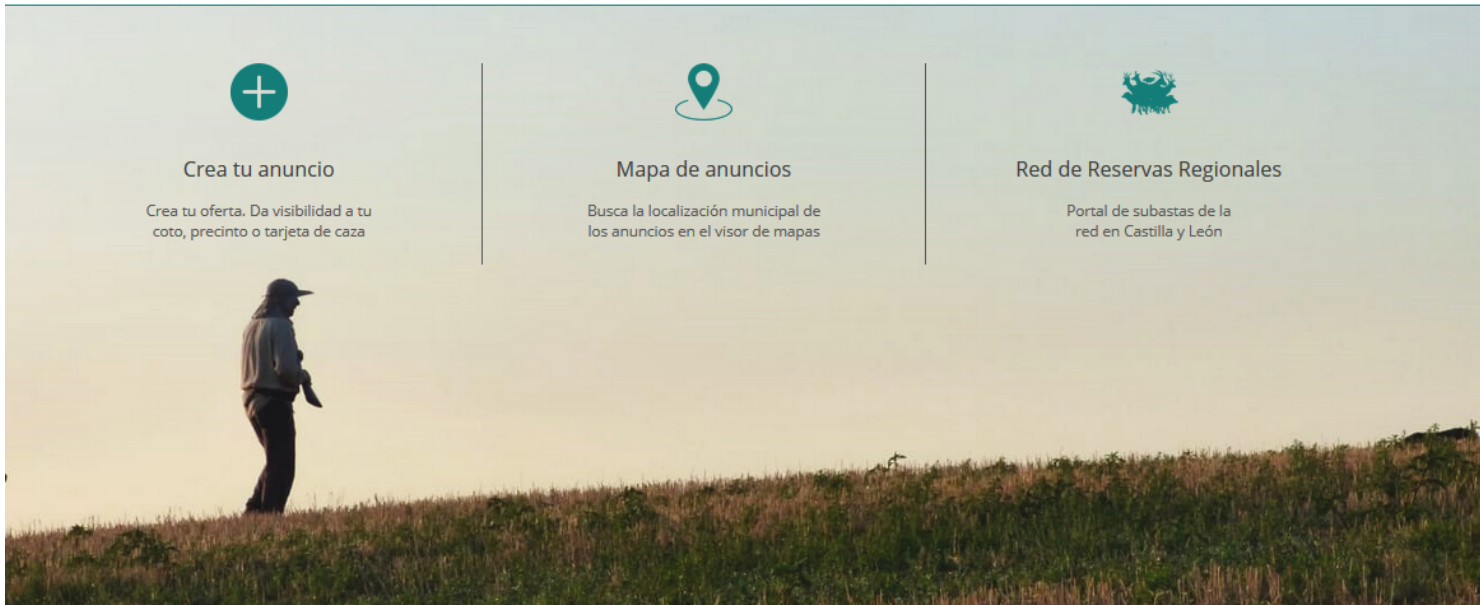
Mapa de anuncios

Busca la localización municipal de los anuncios en el visor de mapas



Red de Reservas Regionales

Portal de subastas de la red en Castilla y León





Thanks and looking forward
to hear from you
(and to see in Soria in the next CC seminar in April)

✉ rodrigo.gomez@cesefor.com
🐦 @gomezconejo

Rodrigo Gómez

Pictures by Junta de Castilla y León, José Luis Álvarez, Cesefor and Rodrigo Gómez