



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 8

UNITED KINGDOM



CONTENT OF THE ANALYSIS OF SLOW TOURISM

INTERNATIONAL DEMAND

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Terrassa, 8th January 2021

Elaborated by:

inytur

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Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for United Kingdom outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
5	5	6	5	21

1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website, All the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

United Kingdom, we have briefly analysed more than 140 tour operators. From those, we chose 78, who were commercialising “slow products” or who could end up marketing slow products. From those 78, 11 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Andante Travels	www.andantetravels.com	culture, sailing, nature
Fleewinter	www.fleewinter.com	aventure, culture, safari, family, sailing
Hfholidays	www.hfholidays.co.uk	adventure & art
Inntravel	www.inntravel.co.uk	walking, cycling, snow, family
On Foot Holidays	www.onfootholidays.co.uk	walking
Original travel	www.originaltravel.co.uk	walking/trekking , aventure, culture, family
Tasting Places	www.tastingplaces.com	gastronomy & wine
The Carter Company	www.the-carter-company.com	walking, cycling, road trip
The Cultural Experience	www.theculturalexperience.com	culture
Travel the Unknown	www.traveltheunknown.com	culture, archaeology, wildlife, family, gastronomy
Wildwings	www.wildwings.co.uk	wildlife, sailing

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators which design tailor-made products are an opportunity to develop “slow tourism”.
- Brexit arrives to United Kingdom and we need to wait to see what consequences will carry out.
- United Kingdom has its own currency, so it is important to consider for prices and commissions.

¹ Always based on the analysed tour operators and the consultants' knowledge

- Cross-selling United Kingdom and United States, Canada and Australia.
- Most of the tour operators are members of ABTA or/and AITO.
- Many of tour operators work on “100% carbon neutral” actions
- Most of them support charity or solidarity projects around the world.
- Some of them have a "slow tourism" section and others have the same or similar principles to slow tourism ones.
- Number of total products in/close to pilot areas², identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)
 - o Italy: 3 in Sabina-Reatina
 - o Jordan: no products
 - o Spain: no products
 - o Egypt: no products
- Total number of products from selected the UK tour operators in pilot areas:
 - o Greece: 1 (in the pilot area of Pieria)
 - o Italy: 7 (two of them in the pilot area of Sabina-Reatina)
 - o Jordan: 6
 - o Palestine: 4 (one of them in Bethlehem)
 - o Spain: 1
 - o Egypt: 1

2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- o Institutions linked to travel, both for the public and for business.
- o Public administrations that have seemed interesting to us due to various factors.
- o Institutions linked to nature and/or sustainability.

² Pilot areas and its influence as it is described in the “Methodology” chapter.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

For United Kingdom we have found a first list with approximately 15 institutions concerning nature protection, environment, tourism, and other themes. After a first analysis, we chose 8 to study into more detail.

NAME	TYPE	WEB
ABTA	Trade association	www.abta.com
AITO	Trade association	www.aito.com
Forum for the Future	Non-profit organization	www.forumforthefuture.org
Green Tourism	Non-profit organization	www.green-tourism.com
Ramblers	Non-profit organization	www.ramblers.org.uk
Royal Society for protection of birds (RSPB)	Non-profit organization	www.rspb.org.uk
Sustrans	Non-profit organization	www.sustrans.org.uk
The Travel Foundation	Non-profit organization	www.thetravelfoundation.org.uk

Characteristics for institutions and entities related to “slow tourism”

The conclusions for United Kingdom institutions and entities after the analysis are the following:

- We have not found any English institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- United Kingdom has active and strong travel trade associations looking for the needs of the sector.
- There are hiking and cycling national entities which work for national paths but they have big data base of users and members of the association.
- The main institutions also publish their own magazines for its members.
- Many of the tour operators and travel agencies association are recognised worldwide. For example, *ABTA*.
- *Royal Society for protection of birds* is one of the main important associations worldwide linked to birdwatchers and bird protection.

3. Media related to “slow tourism”

To analyse the media, we have analysed their websites, but we also looked at the editor’s webpages to extract more detailed information about the circulation or what type of audience the magazine has. In some large groups you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel” but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like Tourmag or Espaces.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For United Kingdom we have found a first list with approximately 20 magazines, concerning lifestyle, outdoors, travel, gastronomy, health and general. After a first analysis, we chose 6 to study into more detail.

NAME	TYPE	THEME	WEB
Another Escape	Magazine & site	Lifestyle	www.anotherescape.com
Condé Nast Traveller	Magazine & site	Travel	www.cntraveller.com
Food and Travel	Magazine & site	Food & Travel	www.foodandtravel.com
Lonely Planet Traveller	Site & portal	Travel	www.lonelyplanet.com
Responsible Travel	Portal & on-line travel agency	Travel	www.responsibletravel.com
Suitcase	Magazine & site	Travel	www.suitcasemag.com
The Common Wanderer	Blog	Travel	www.thecommonwanderer.com
The Travel magazine	On-line magazine	Travel	www.thetravelmagazine.net
Wanderlust	Magazine & site	Travel	www.wanderlust.co.uk

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In any case, users subscribe and can also download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- Magazines published by associations are briefly analysed or comment at “entities section”.
- Condé Nast Traveller is a worldwide brand with national editions in many countries and it has an independent UK edition.
- Lonely Planet is a guide publishing company but it has also a portal to commercialise products directly to consumers.
- Some magazines have cross-selling with English speaking countries.

4. Fairs related to “slow tourism”

As it is explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that actually had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the slow products experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well-known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, Salon du Randonneur in France, Birdfair in the UK and Eurohorse in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products.

For United Kingdom, we have found a first list with approximately 12 fairs. After a first analysis, we chose 5 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Adventure travel show	January	London	Outdoor	International	www.adventureshow.com
Birdfair	August	Egleton	Birdwatching	International	www.birdfair.org.uk
Destinations London	January	London	Travel	National	www.destinationsshow.com/london
Destinations Manchester	January	Manchester	Travel	Regional	www.destinationsshow.com/manchester
World Travel Market	November	London	Business travel	International	www.london.wtm.com

Characteristics for fairs related to slow tourism

The conclusions for UK fairs after the analysis are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- The smallest fairs are the most specialized and often they are those with a pavilion or a dedicated section to “responsible tourism” or “sustainable tourism”.
- World Travel Market is the biggest business tourism fair worldwide.

- Destinations Manchester and Destinations London are two similar fairs but in different locations to get visitants from the region. The one in London is more important and has more public than the one in Manchester.
- Birdfair is the most important Birdwatching fair in the world.
- Due to Covid-19, a big number of 2020 fairs had cancelled or did virtually. For 2021, the majority have a date for the next edition, but depending on the pandemic evolution, fairs might be cancelled or done virtually. World Travel Market will be done virtually in 2021.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Andante Travels	www.andantetravels.com	culture, sailing, nature
Fleewinter	www.fleewinter.com	aventure, culture, safari, family, sailing
Hfholidays	www.hfholidays.co.uk	adventure & art
Inntravel	www.inntravel.co.uk	walking, cycling, snow, family
On Foot Holidays	www.onfootholidays.co.uk	walking
Original travel	www.originaltravel.co.uk	walking/trekking , aventure, culture, family
Tasting Places	www.tastingplaces.com	gastronomy & wine
The Carter Company	www.the-carter-company.com	walking, cycling, road trip
The Cultural Experience	www.theculturalexperience.com	culture
Travel the Unknown	www.traveltheunknown.com	culture, archaeology, wildlife, family, gastronomy
Wildwings	www.wildwings.co.uk	wildlife, sailing



Name Andante Travels
Address The Clock Tower, Unit 4 Oakridge
 Office Park, Southampton Road
Post code Whaddon SP5 3HT
Town Salisbury United
Country Kingdom
Telephone 0044 01722 671080
E-Mail tours@andantetravels.com
WEB Page www.andantetravels.co.uk

Products

Culture ✓
 Historical ✓
 Archaeological ✓

General Information

Foundation: 1986

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



✓ They don't have a "slow tourism" section, but they have some products cataloged as "sustainable"



Sustainability

✓ No specific information on what sustainability means for the company although some products are catalogued under this category.



Observations

- Travel agency specialised in archaeological, cultural and historical holidays, combined with other activities like walking, cuisine, wine among others. They offer tailor made programs and scheduled group tours.
- Clear website. The home main classification is: Browse tours, Destinations and offers. There is a secondary menu with Tours, Tours Guides, About us, Contact, Blog and Help and Advice.
- Browse tours, trips are classified by themes and departures. They offer also 1 day experiences.
- Brochure on request (paper or pdf): 2 brochures (winter scapes and 2021)
- Andante Travels is part of Specialist Journeys, leading group of niche tour operators.



Interest for Med Pearls

- Experienced travel agency with cultural, archaeological and historical holidays, combined with other activities, which belongs to the group Specialist Journeys.
- Cross-selling UK and US



Products in/close to pilot areas

EGYPT	
Monthaza	https://andantetravels.co.uk/tours/worldwide-escorted-tours/cleopatra-egypt/ Also close to Lake Mariout
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	https://andantetravels.co.uk/tours/worldwide-escorted-tours/christmas-in-thessaloniki/ IN
ITALY	
Sabina-Reatina	https://andantetravels.co.uk/tours/worldwide-escorted-tours/great-abbey-of-central-italy/ IN
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	https://andantetravels.co.uk/tours/cultural-journeys/israel/ https://andantetravels.co.uk/tours/worldwide-escorted-tours/israel-and-palestine/ IN
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Fleewinter
Address 49 Stilehall Gardens
Post code W4 3BT
Town London
Country United Kingdom
Telephone 0207 112 0019
E-Mail escape@fleewinter.com
WEB Page www.fleewinter.com

Products

Adventure ✓
 Culture ✓
 Sea/Sailing ✓
 Honeymoon ✓

General Information

Foundation: 2003

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ They don't have a specific "Slow travel" section, but there are some products that could be considered as slow. <https://www.fleewinter.com/south-africa-tours/affordable-bush-beach/>
- ✓ Individual and small groups

Sustainability

- ✓ Section called "Giving Back". It is basically the projects which the company is involved: projects in Morocco, Southern Africa Kids Programme, support to Hue Help, a charity that works with disadvantaged children in central Vietnam.
- ✓ The company has partnered up with Water-to-Go, specialists in advanced water-filtration bottles

Observations

- Easy and clear website in English. The home main classification is: About us, Destinations, Inspirations, Contact us, Giving Back.
- Destinations have a detailed page with information, holidays and prices, accommodations and type of products.
- Main classification of products are: Families, Honeymoon, Culture, Adventure and Water.
- Brochures on-line and on request. Two brochures (Group Tours and Tailormade).
- Members of Association of British Travel Agencies (www.abta.com) and Association for Independent Tour Operators (www.aito.com).
- Travel Award of 2018 for best Touroperator Specialist and Top Family Travel Excellence in 2019
- Own APP (Vamoos) for their clients with touristic information, practical information and documents concerning their travel.

Interest for Med Pearls

- Medium travel agency with products out of the beaten tracks and with different type of products and programs.
- Wide range of countries.

Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	https://www.fleewinter.com/jordan-holidays/classic-jordan-tour/ https://www.fleewinter.com/jordan-holidays/the-cycling-tour/ https://www.fleewinter.com/jordan-holidays/the-chefs-tour/
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Hf Holidays
Address Catalyst House, 720 Centennial Court Centennial Park
Post code WD6 3SY
Town Elstree
Country United Kingdom
Telephone 0044 02039748865
E-Mail info@hfholidays.co.uk
WEB Page www.hfholidays.co.uk

Products

Walking ✓
 Cycling ✓
 Discovery ✓
 Adventure ✓
 Snow ✓

General Information

Foundation: 1913...more than 100 years

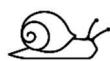
Client type: Adult & Family

Product type: guided & self-guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ There is not a “slow tourism” section. Searching for “slow tourism”, it appears all travels related to arts, photography, singing and bridge. Some of their products have the same principles as “slow tourism”.
- ✓ They offer very specific travels, like dancing, making music, singing, photography, astronomy, among others. For example: www.hfholidays.co.uk/holidays-and-tours/astronomy-in-the-brecon-beacons
- ✓ Individual and small groups



Sustainability

- ✓ The webpage includes a “sustainable” section.
- ✓ They work with the organization “Green Tourism”, which helps business to be more sustainable.
- ✓ In the UK, HF Holidays supports the work of Ramblers, Air Ambulances and Mountain Rescue Teams, as well as the nominated charity Mind. They also have their Pathways fund which helps providing assisted holidays, as well as supporting projects in the countryside where they take their guests.

 **Observations**

- Cooperative formed by more than 35,000 members
- Website in English with a search engine to filter the products. In the main menu, clients can search by destination, walking, special interest, country houses.
- Main classification of products: hiking, cycling, skiing and many other sports activities, as well as ballroom dancing, photography, tai chi, bridge. It also incorporates a section for families and singles.
- They manage and rent 18 country houses in different regions in United Kingdom. Some of the houses have a European certification from the organization "Green Tourism" and three of them support the beekeepers of the region.
- Brochure on-request. 5 different brochures.

 **Interest for Med Pearls**

- Experienced travel agency with a big range of products considered "Slow Tourism"
- Walking is a main product in their portfolio

 **Products in/close to pilot areas**

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Inntravel

The *Slow Holiday* people

Name Inntravel
Address Whitewell Grange, nr Castle Howard
Post code YO60 7JU
Town York
Country United Kingdom 0044
Telephone 1653617001
E-Mail inntravel@inntravel.co.uk
WEB Page www.inntravel.co.uk

Products

Walking ✓
 Cycling ✓
 Discovery ✓
 Snow
 Gastronomy

General Information

Foundation: 1984

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ The slogan is “The Slow Holiday” people.
- ✓ They have an on-line magazine called “Slow Lane” and have a section of “Slow films” (videos) and “Slow moments” (photo competition).
- ✓ Challenges/weaknesses: They don’t have any “Slow travel” section, as they consider that all their travels are “slow”.



Sustainability

- ✓ The webpage includes a “sustainable” section.
- ✓ They work with the organization “Green Tourism”, which helps business to be more sustainable.
- ✓ Charity project: Yorkshire Wildlife Trust, which helps fund the management of nature reserves in the county.

Observations

- Leading UK travel agency combining cultural and gastronomic activity and discovery
- Website in English with a search engine to filter the products. Easy and clear website. In the main menu, clients can search by destination, walking, cycling, snow, journeys.
- Main classification of products: walking, cycling, snow, journeys. Journeys includes trips by rail and boat and trips by car.
- Brochure on-line. 3 different brochures (walking, cycling, journeys)
- They have a “comments” section from the travellers.
- Members of Association of British Travel Agencies (www.abta.com) and Association for Independent Tour Operators (www.aito.com).

Interest for Med Pearls

- ✓ One of the main important travel agencies in active and adventure tourism.
- ✓ Travel agency based on the Slow Tourism concept.

Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name On Foot Holidays
Address Griffin House, Malthouse Lane
Post code SP2 7RF
Town Salisbury United
Country Kingdom
Telephone +44 (0) 1722 322 652
E-Mail walks@onfootholidays.co.uk
WEB Page www.onfootholidays.co.uk

Products

Walking ✓

General Information

Foundation: 2004

Client type: Adult & Family

Product type: self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have "Slow Tourism" section but some of their products could be considered as slow, as they have the same principles.
- ✓ Their slogan is: Self-guided walking holidays in an unspoilt Europe



Sustainability

- ✓ Section on the webpage about "Sustainable Tourism" and the projects they are involved in.
- ✓ Support some local projects, for example a *school Industry Day* where young people have a chance to try their hand at improving some of their initiatives



Observations

- Agency specialized self-guided walking tours around Europe.
- Website in English with a search engine to filter the products. The main menu is by Destination.
- They are working in 17 countries in Europe.
- Members of Association of British Travel Agencies (www.abta.com) and Association for Independent Tour Operators (www.aito.com).



Interest for Med Pearls

- Agency specialized in self-guided walking tours, looking for less-visited areas in Europe countries.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	https://www.onfooholidays.co.uk/routes/umbria/ IN
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://www.onfooholidays.co.uk/routes/catalonia-el-priorat/ Also close to Les Garrigues



Name Original Travel
Address 111 Upper Richmond Road
Post code SW15 2TL
Town London
Country United Kingdom
Telephone +44 (0) 20 7978 7333
E-Mail feedback@originaltravel.co.uk
WEB Page www.originaltravel.co.uk

Products

Walking/Trekking ✓
 Aventure ✓
 Culture ✓
 Family ✓
 Train ✓
 Road trips ✓

General Information

Foundation: 2003

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They have a section of "Responsible travel" with Responsible travel in Asia, Europe and Africa, Slow Travel section, Train travel Europe and Philantropic Travel.
- ✓ Their slogan: Travel less, travel better
- ✓ Individual and small groups
- ✓ They offer Slow Travel trips as a theme: <https://www.originaltravel.co.uk/collections/slow-travel>



Sustainability

- ✓ 100% carbon absorption. They off-set 100% of the carbon footprint generated by their client and staff flights - and also ground transportation - through their financing of large reforestation projects around the world.
- ✓ Original Travel Foundation supports of nearly a hundred humanitarian projects in 30 developing countries.
- ✓ They spend almost 15% of their budget each year on emergency humanitarian aid.



Observations

- Agency specialized in tailor-made luxury holidays. Located in London.
- Website in English with a search engine to filter the products. Easy and useful website. In the main menu, clients can search by Itineraries, Where to Go, Collections, More.
- Main classification of products is: Europe by Car, Honeymoons, Family, Sabbaticals, Summer Holidays, Responsible Travel and Train Travel.
- Brochures on-line and on request: 7 brochures.
- Members of Association of British Travel Agencies (www.abta.com). Winner of Family Travel Award in 2019.



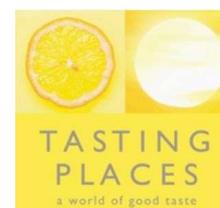
Interest for Med Pearls

- Tailor made travel agency, with slow travel products.
- Luxury travels for individuals, groups and families



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.originaltravel.co.uk/itineraries/cultural-trip-sicily-and-malta https://www.originaltravel.co.uk/itineraries/baroque-sicily https://www.originaltravel.co.uk/itineraries/south-east-sicily-road-trip https://www.originaltravel.co.uk/itineraries/sicilian-road-trip
JORDAN	
Jordan Valley	
As Salt	https://www.originaltravel.co.uk/itineraries/historical-highlights-jordan
PALESTINE	
Palestine Jenin	
Bethlehem	https://www.originaltravel.co.uk/itineraries/jordan-and-israel-adventure https://www.originaltravel.co.uk/itineraries/ancient-wonders-israel
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Tasting Places
Address 70 Buchanan Gardens
Post code NW10 5AE
Town London
Country United Kingdom
Telephone not found
E-Mail info@tastingplaces.com
WEB Page www.tastingplaces.com

Products

Gastronomy & wine ✓

General Information

Foundation: not found

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have "Slow Tourism" section but some of their products could be considered as slow, as they have the same principles.
- ✓ Individual and small groups (tailor made)



Sustainability

- ✓ No information on "sustainability"



Observations

- Agency specialized in tailor-made cookery holidays, hands on classes, gourmet breaks and wine experiences. They work only in five countries, at the moment. They offer Cookery Masterclasses in UK.
- Easy and basic website in English. In the main menu, clients can search by Cookery Holidays and by Destinations.
- It includes "News" and "Travellers Comments" sections.
- Brochure on-line.



Interest for Med Pearls

- Small travel agency based on cookery holidays. They introduce wine tasting and also culture visits to their trips.
- It works only in Europe, but it is possible to introduce new destinations.



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name The Carter Company
Address The Red House, College Road North
Post code Aston Clinton HP22 5EZ
Town Buckinghamshire
Country United Kingdom
Telephone +44 (0) 1296 631671
E-Mail WEB hello@the-carter-company.com
Page www.the-carter-company.com/

Products

Walking ✓
 Cycling ✓
 road trip ✓

General Information

Foundation: 1995

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ They don't have "Slow Tourism" section, but they trust that "travelling by bike or on foot is the best way for a visitor to really see and experience a place".
- ✓ They have the slogan: "Authentic travels by bike and on foot"
- ✓ Individual and small groups
- ✓ Challenges/weaknesses: They offer touring trips too.



Sustainability

- ✓ No information on "sustainability"



Observations

- Agency specialized in cycling and walking tours.
- Website in English with a search engine to filter the products. Very well organised and easy to read. In the main menu, clients can search by tour cycling, walking, touring. They have also a section of "inspired me" and "find a tour". It includes "News" section.
- The trips are also divided in themes, like, historic, cultural, coastal, arty, wilderness, literary.
- Guided groups are upon request. They don't offer scheduled guided groups.



Interest for Med Pearls

- Medium travel agency specialized in cycling and walking as main products.



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name The Cultural Experience 8
Address Barnack Business Park
Post code Blakey Road SP1 2LP
Town Salisbury
Country United Kingdom
Telephone 00 44 1722 237795
E-Mail WEB info@theculturalexperience.com
Page www.theculturalexperience.com

Products

Culture ✓

General Information

Foundation: 2009

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have "Slow Tourism" section, but some of their products could be considered as "slow travel", as they share the same principles.
- ✓ Individual and small groups
- ✓ Challenges/weaknesses: the usual transport is private bus/coach



Sustainability

- ✓ No information on "sustainability"



Observations

- Agency specialized in battlefield tour, historical tour and cultural tour company offering expert led holidays to destinations throughout the world. They offer a wide range of scheduled guided tours all of which are accompanied by leading historians, academics or senior soldiers.
- They offer also Historical Walking Tours.
- Website in English with a search engine to filter the products. In the main menu, clients can search by Historical Tours, Themes, Periods, Destination, Historians, Tailor made Tours, Battlefield studies. Clients can filter by theme (Archaeological, Battlefield, Experience, History & Walking tours), Period (early periods, 17th and 18th century, Napoleonic, Victorian Era, World War ,1 World War 2, Cross Periods).
- It includes "News" section.
- Brochure on-line and on paper by request



Interest for Med Pearls

- Specialized agency in historical and cultural tours.
- They offer destinations worldwide.



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.theculturalexperience.com/tours/greek-and-roman-sicily-archaeological-tour
JORDAN	
Jordan Valley	https://www.theculturalexperience.com/tours/military-history-tour-of-israel-battlefield-tour
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Travel the Unknown Riverbank
Address house, 1 SW6
Post code 3BQ
Town London
Country United Kingdom
Telephone +44 20 7183 6371
E-Mail enquiries@traveltheunknown.com
WEB Page www.traveltheunknown.com

Products

Culture ✓
 Archaeology ✓
 Wildlife ✓
 Family ✓
 Gastronom

General Information

Foundation: 2007

Client type: Adult & Family

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have "Slow Tourism" section, but some of their products could be considered as "slow travel", as they share the same principles.
- ✓ Individual and small groups (maximum 12 participants)



Sustainability

- ✓ Section about "Responsible Travel" and the projects they are involved in.
- ✓ Support Water to Go Project (<https://watertogo.eu/>) to reduce single use plastic usage.
- ✓ Support Water Aid organization (www.wateraid.org), making water, toilets and hygiene normal for everyone, everywhere



Observations

- Agency specialized in off-the-beaten track travels and sustainable travels with small groups.
- Website in English with a search engine to filter the products. In the main menu, clients can search by Destination, Themes & Inspiration (Calendar).
- Main classification of products (themes): Activity, Archaeology, Culinary, Culture, Family, Festivals, Luxury, One off, Silk Road, Space and Astronomy, Tribal and Wildlife
- It includes "Testimonial" section.
- Possibility to see the prices in Pounds or Euros.



Interest for Med Pearls

- Travel agency that offer different themes and opportunity to offer off-the-beaten track trips from Med Pearls partners



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	www.traveltheunknown.com/tour/jordan/lob/land%20of%20the%20bedouins
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Wildwings Guildford
Address Road Woking
Post code GU24 0LW
Town Pirbright
Country United Kingdom
Telephone +44 0117 9658333
E-Mail tours@wildwings.co.uk
WEB Page www.wildwings.co.uk

Products

Wildlife ✓
 Sailing ✓

General Information

Foundation: 1990

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

✓ They don't have "Slow Tourism" section, but some of their products could be considered as "slow travel", as they share the same principles.

✓ Individual and small groups (maximum 12 participants)



Sustainability

✓ No information on "sustainability"



Observations

- Agency specialized in birdwatching and nature observation, trips related to ornithological observation, fauna, flora, ecotourism, etc. Products focus on wildlife observation around the world: the program includes birdwatching and wildlife watching such as whales or tigers.
- Website in English, difficult to search information. It seems an old website. In the main menu, clients can search by tour Tours, Calendar, Birds, Cruises, Mammals. They have also Photography travels.
- It includes an "info" section, with a lot of information about guides, bookings, payment and tour information, the introduction of each theme/type of travel among others. They have a "Trip Reports", that is like a diary of each tour with the animals observed and the activities for each day.



Interest for Med Pearls

- Agency specialized in Birdwatching and nature observation (land and sea), based in Uk
- Cross-selling with US



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

5.2. Institutions and entities

5.2.1. United Kingdom Institutions and entities

NAME	TYPE	WEB
ABTA	Trade association	www.abta.com
AITO	Trade association	www.aito.com
Forum for the Future	Non-profit organization	www.forumforthefuture.org
Green Tourism	Non-profit organization	www.green-tourism.com
Ramblers	Non-profit organization	www.ramblers.org.uk
Royal Society for protection of birds (RSPB)	Non-profit organization	www.rspb.org.uk
Sustrans	Non-profit organization	www.sustrans.org.uk
The Travel Foundation	Non-profit organization	www.thetravelfoundation.org.uk

ASSOCIATION OF BRITISH TRAVEL AGENCIES (ABTA)



ABTA-The travel association is the main travel association in UK, englobing tour operators and travel agencies.

General information

Type: Travel association

Number of members: around 2.000

Foundation: 1950

Address: 30, Park Street

City: London, SE1 9EQ.

Phone: Not found

Email: cs@abta.co.uk

Website: www.abta.com

Social Media:



13.850 fans on facebook
26.892 followers on twitter
679 subscribers on youtube
15.173 followers on linkedin
2.587 followers on instagram

Slow Tourism Information

Specific information not found, but it has a section about “sustainability in travel and tourism”.

Observations

- ABTA has “The Code of Conduct”, which ensures that ABTA Members maintain high standards and allows the travelers to travel with confidence.
- ABTA gives support, protection and expertise to the travelers of its members.
- ABTA gives to its members:
 - o free business support.
 - o customer support helpline.
 - o support on more sustainable business approaches.
 - o financial protection solutions.
 - o legal advices.
- ABTA represents more than 1300 tour operators and 5.000 travel agencies.
- ABTA gives support and protection to travel consumers in the UK. To UK companies, ABTA membership also acts as seal of quality that they can show to their consumers.

Interest for Med Pearls

- ✓ The most important travel agencies association in UK, to get in contact with tour operators and travel agencies interested in “slow tourism”.

ASSOCIATION OF INDEPENDENT TOUR OPERATORS (AITO)



AITO-The Specialist Travel Association made up of Tour Operators, Travel Agents, Tourist Boards and Business Partners.

General information

Type: Travel association

Number of members: around 120

Foundation: 1976

Address: 18 Bridle Lane

City: Twickenham TW1 3EG

Phone: **(+44) 208 744 92**

Email: info@aito.com

Website: www.aito.com

Social Media:



2.142 fans on facebook

3.763 followers on twitter

901 followers on linkedin

154 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- AITO offers an unrivalled collection of quality holidays specialist and independent tour operators, which offer from complete relaxation trips to a tailor-made adventures.
- AITO members sign a “Quality Charter” to ensure the highest standards.
- AITO has a portal to commercialize the members’ trips.
- There is a “Sustainability” section, where sustainable projects from the members are showed.



Interest for Med Pearls

- ✓ Very interesting association to offer “slow products” to its members and to promote the project.
- ✓ Specialist and tailor-made tour operators and travel agencies

FORUM FOR THE FUTURE

Forum for the Future is an independent non-profit association working globally with business, government and others to solve complex sustainability challenges.



General information

Type: Non-profit organization

Number of members: Not found

Foundation: 1996

Address: 19-23 Ironmonger Row

City: EC1V 3QN London

Phone: **(+44) 20 3744 8650**

Email: info@forumforthefuture.org

Website: www.forumforthefuture.org

Social Media:



12.221 fans on facebook
49.527 followers on twitter
1.290 subscribers on youtube
16.526 followers on linkedin
4.887 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- The association specializes in addressing critical global challenges by catalyzing change in key systems, from food to apparel, energy to shipping.
- They work together with other organizations to help them lead by example, and by building a global community of pioneers and change makers.



Interest for Med Pearls

- ✓ Good platform to promote Med Pearls project.

RAMBLERS

The *Ramblers* is an association whose goal is to protect the ability of people to enjoy the sense of freedom and benefits that come from being outdoors on foot.



General information

Type: Non-profit organization

Number of members: 114.000

members in England, Scotland and
Wales

Foundation: 1935

Address: 2nd Floor Camelford

House 87-90 Albert Embankment

City: SE1 7TW London

Phone: +44 (0)20 3961 3300

Email: ramblers@ramblers.org.uk

Website: www.ramblers.org.uk

Social Media:



5.728 fans on facebook

7.344 followers on twitter

1.311 followers on instagram



Slow Tourism Information

Specific information non found.



Observations

- Hiking association that organizes a wide range of activities related to the promotion of hiking.
- It has travel agencies as partners (Ramblers Holidays & HF Holidays). In 2016, *Ramblers* organized more than 52.000 guided daytrips for hiking groups.
- *Ramblers* (Walk Magazine) publishes a magazine (with 100.000 readers) that provides, for example, a value information of what allow to do in national parks. They publish technical chronicles (wild-life - survival, traveling and light hiking, etc.).



Interest for Med Pearls

- ✓ Good association to promote the project and the “slow products” specialized in walking and hiking.
- ✓ It collaborates with two of the biggest travel agencies in UK for hiking holidays: Ramblers Holidays & HF Holiday.

ROYAL SOCIETY FOR PROTECTION OF BIRDS (RSPB)



The *Royal Society for Protection of Birds* is one of the most important organizations for nature and birds' conservation and protection.

General information

Type: Non-profit organization

Number of members: almost 1 million

Foundation: 1935

Address: Potton Road, Sandy

City: SG19 2DL Bedfordshire

Phone: +44 01767 680551

Email: info@rspb.org.uk

Website: www.rspb.org.uk

Social Media:



387.679 fans on facebook

375.634 followers on twitter

213.596 followers on pinterest

230.562 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- 18.000 volunteers and a budget of 95 million pounds (2010), it oversees 200 areas of natural interest (130.000 hectares), where 80% of less common and endangered bird species can be found.
- They manage natural areas in both the UK and abroad.
- They also organize the Birdfair (www.birdfair.org.uk), one of the sector's most important fairs.
- The *RSPB* is part of BirdLife International, a network of organisations, working together to save nature across the world.



Interest for Med Pearls

- ✓ One Interesting organization to promote "birdwatching slow products" and other "nature observation" products.

SUSTRANS

Non-governmental organization that promotes the use of the bicycle as a sustainable means of transport.



General information

Type: Non-profit organization

Number of members: 30.000 donors

Foundation: 1977

Address: 2 Cathedral Square

City: BS1 5DD Bristol

Phone: +44 117 926 8893

Email: reception@sustrans.org.uk

Website: www.sustrans.org.uk

Social Media:



44.537 fans on facebook

64.904 followers on twitter

10.179 followers on instagram

51.010 subscribers on youtube



Slow Tourism Information

Specific information not found. But some of their principles are the same as “slow tourism” principles.



Observations

- They focus mainly on the daily commutes, encouraging people to use public transport, the bicycle or walk.
- They coordinate the “National Cycle Network”, a network of 14,500 miles of cycle routes that connect urban areas.
- They involve 3.000 volunteers and they have 30.000 donors that supports it economically.



Interest for Med Pearls

- ✓ Good platform, as members are very conscious about using bikes for the day life, to promote the project and the “slow products” specialized in cycling and walking.

THE TRAVEL FOUNDATION

The *Travel Foundation* works in association with companies and governments so that tourism provides greater benefits for people and the environment, in destinations.



General information

Type: Non-profit organization

Address: The CREATE Centre,
Smeaton Road

City: BS1 6XN Bristol

Phone: +44 0117 9273 049

Email:
partnerships@thetravelfoundation.org.uk

Website:

www.thetravelfoundation.org.uk

Social Media:



4.321 fans on facebook
9.032 followers on twitter



Slow Tourism Information

Specific information non found. But their principles of “sustainable tourism” are related to the “slow tourism” principles.



Observations

- The association works for a world where tourism brings greater benefits for people and the environment in destinations. They support tourism stakeholders to change the way of tourism management. So, they work with tourism businesses, destination authorities and community groups.
- Training is one of their main areas and the objective is training about sustainable tourism knowledge and skills. They offer on-line training, some of the courses are free for all the professionals and other courses are only for the members.
- They design projects in destinations around the world, finding solutions to the challenges and opportunities that tourism brings.



Interest for Med Pearls

- ✓ Important association to promote Med Pearls project and its “slow products” portfolio.

5.2.2. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

EUROPE BY RAIL

Exploring Europe by train is easy, economical and enjoyable train guide.

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



3.588 fans on Facebook
12.330 followers on twitter
753 followers on Instagram



Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and off-beat diversions.
- It is also a website with updated news about railways and train in Europe.



Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.

SLOW ART DAY



Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](#)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. www.slowfood.com/what-we-do/themes/slow-food-travel/



Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

SLOW PHOTOGRAPY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

General Information

Type: Website

Website:

Address: not found

www.slowphotographymovement.com

City: not found

Social Media:

Phone: not found



Email:

slowphotographymovement@gmail.com

302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- Their main goals are:
 - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
 - o Focus on the quality of the photographic experience, in a way that enhances the end result.
 - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about "slow photography".



Interest for Med Pearls

It is important for the project to know the global initiatives about "slow" movement

5.3. Media

NAME	TYPE	THEME	WEB
Another Escape	Magazine & site	Lifestyle	www.anotherescape.com
Condé Nast Traveller	Magazine & site	Travel	www.cntraveller.com
Food and Travel	Magazine & site	Food & Travel	www.foodandtravel.com
Lonely Planet Traveller	Site & portal	Travel	www.lonelyplanet.com
Responsible Travel	Portal & on-line travel agency	Travel	www.responsibletravel.com
Suitcase	Magazine & site	Travel	www.suitcasemag.com
The Common Wanderer	Blog	Travel	www.thecommonwanderer.com
The Travel magazine	On-line magazine	Travel	www.thetravelmagazine.net
Wanderlust	Magazine & site	Travel	www.wanderlust.co.uk

ANOTHER ESCAPE

Another Escape is an independent lifestyle magazine writing about outdoors, telling stories of passionate people inspired by nature.



General information

Type: Magazine & site

Theme: Lifestyle

Language: English

Publications: 2 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.anotherescape.com

Social media:



16.301 fans on facebook
30.700 followers on instagram
10.500 followers on twitter
1.962 followers on pinterest

Slow Tourism Information

Specific information not found, but the magazine has some ideas and principles very close to "slow tourism".

Observations

- The magazine was born in 2012. Large diversity of articles through enriching outdoor experience, natural navigation, and wilderness knowledge are published.
- In 2021, the magazine will edit an annual book and they will launch a podcast, alongside complementary digital content.
- Park Communications is the publisher company, who is committed to minimising its environmental impact, and won Environmental Printer of the Year Award at the PrintWeek Awards 2017, and were a finalist for the award in 2018.

Interest for Med Pearls

- ✓ New concept of lifestyle magazine. In 2021 they will launch a podcast where the project can be announced and explained, as well as some of the products.

CONDE NAST TRAVELLER

Conde Nast Traveller is not only a magazine, it is a portal filled with articles related to the travel industry.



General information:

Type: Magazine & site

Theme: Travel

Language: English

Publications: 10 - 11 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.cntraveller.com

Social media:



205.502 fans on facebook

160.000 followers on instagram

717.400 followers on twitter

94.150 followers on pinterest

7.140 subscribers on youtube



Slow Tourism Information

Specific information not found. But there are a lot of reports about “slow destinations” or “slow products”.



Observations

- *Conde Nast Traveller* is a worldwide brand with national editions in many countries. The magazine was founded in 1987 in United States. An entirely separate UK edition, *Condé Nast Traveller*, is produced from Condé Nast's offices at *Vogue House* in London. *Condé Nast Traveller's* influence extends to multiple platforms including the website, social media, books and a series of *Condé Nast Traveller* events.
- The UK edition has 136.000 readers monthly, with 47% market share. The readers profile is: average of 45 years old, 65% female and 35% male, 94% middle and upper-class society.
- The website has 8 million monthly page view and 1,2 million unique users. The users profile is: average of 40 years old, 57% female and 43% male, 80% middle and upper-class society.
- 77% of readers say sustainable/responsible travel is more important now than it was before the pandemic and 92% say travelling abroad is important to them.



Interest for Med Pearls

- ✓ One of the most important travel magazine in the UK. It could be a good opportunity to publish the Med Pearl project or pilot areas destinations.

FOOD & TRAVEL

Food and Travel is a magazine about food, wine and travel, which has recommendations and insider tips in every edition, as well as photography, travel stories, seasonal recipes, news, reviews, exclusive offers and competitions.



General information

Type: Magazine & site

Theme: Food and Travel

Language: English

Publications: 10 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.foodandtravel.com

Social media:



18.723 fans on facebook

13.300 followers on instagram

25.200 followers on twitter

1.643 followers on pinterest

Slow Tourism Information

Specific information not found. But there are many news and reports related to “slow tourism”.

Observations

- Magazine has 93.000 readers in UK. Readers take an average 2 to 3 overseas holidays every year, and 43% enjoy 3 or more; 60% take at least 2 short breaks within the UK every year.
- Booking holidays: 61% book through an independent tour operator, 63% book independent/flight-only holidays. The main holiday average spend per head is 2.260€.
- “Gourmet Travellers” is the section based in worldwide destinations, where readers can discover the new flavours and the culinary identities. “Inspiration” is the section center into travels.
- Subscribers who have access to the magazine content have access to special and premium offers, as well. On its website the subscriber can also get free tickets to food and travel shows.
- The magazine is also published in Germany, Italy, Mexico, Turkey and Portugal.

Interest for Med Pearls

- ✓ Magazine with “slow tourism” post and reports. It could be a good opportunity for the pilot areas specialized in wine and gastronomy to explain the project and the destination from the “slow concept”.

LONELY PLANET

Lonely Planet is one of the largest publishers of travel guides in the world, but it is also a travel portal with latests news, information about destinations around the world and tips.



General information

Type: Site & Portal

Theme: Travel

Language: English

Commercialization on-line: Yes

Newsletter: Yes

Website: www.lonelyplanet.com

Social media:



2.215.873 fans on facebook
 2.721.421 followers on instagram
 6.290.477 followers on twitter
 786.000 followers on pinterest
 217.000 subscribers on youtube



Slow Tourism Information

Specific information not found, but the magazine has many news and reports about “slow tourism”.



Observations

- *Lonely Planet* is an important Guide Book publisher, and in 2008 the *Lonely Planet magazine* was launched in UK. It was published by the BBC in the UK, monthly. Also there were Argentine, Singaporean and Indian editions. As well as it was published in the Netherlands and Germany by Pijper Media six times a year. But in 2020, the magazine has ceased to operate.
- Apart from the guide books, *Lonely Planet* is also a site plenty of news about destinations and new trends and a portal (called “Bookings” on the website) where to book travels, flights, day tours, experiences, accommodations, among other services.



Interest for Med Pearls

- ✓ As a portal, it could be an opportunity to sell the “slow products” of the project.
- ✓ As a site, it could be a good platform to promote the project Med Pearls.

RESPONSIBLE TRAVEL

Responsible Travel is a travel portal offering “responsible” trips around the world. It is a portal that opens the door to discover the world with a large variety of activities, advice, places and much more.



General information

Type: Portal & on-line travel agency

Theme: Travel

Language: English

Commercialization on-line: Yes

Newsletter: Yes

Website: www.responsibletravel.com

Social media:



32.371 fans on facebook

3.138 followers on instagram

17.100 followers on twitter

1.240 subscribers on youtube



Slow Tourism Information

Specific information not found, but it follows the “sustainable tourism” principles.



Observations

- The Responsible Travel website can be considered the insiders’ guide to sustainable travel. Through its website, the company provides large information about responsible, accessible travel plenty of sustainable values.
- It is one of the world’s largest green travel companies and an ABTA member (see entities). They offer tailor-made travels and small groups guided travels.
- Its slogan is “Responsible travel is a win: win for you, local places and communities.”
- It is also a travel publisher and, at March 2019, it has published over 650 destination travel guides.



Interest for Med Pearls

- ✓ It could be a good opportunity to promote the project and sell through the portal all the products portfolio.

SUITCASE

Suitcase is a travel magazine which takes in account the sustainability and recommends to the readers to travel slowly and mindfully.



General information

Type: Magazine & site

Theme: Travel

Language: English

Publications: 4 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.suitcasemag.com

Social media:



82.608 fans on facebook
243.000 followers on instagram
31.100 followers on twitter

Slow Tourism Information

Specific information not found, but the magazine has one reference to “slow travel “, in one of its articles. It seems that they follow the same principles as “slow tourism”.

Observations

- *Suitcases* is a quarterly print magazine, daily updated website, weekly newsletter that offers travel features, news, reviews made by the hand of the voice of expertise related to archaeology, art and history fields. It distributes 77.000 printed copies per issue (2018).
- Distributed in newsstands, specialist retail outlets, select hotels and airports.
- In their mission, the magazine writes “our intention has always been to provide our readers with thoughtful, informed recommendations, encouraging slower and more mindful travel.”
- Readers profile (2018):
 - o 69% female and 31% male.
 - o Age rate from 25 to 45 years old.

Interest for Med Pearls

- ✓ Interesting magazine to publish the project and also the “slow products”.

THE COMMON WANDERER

THE COMMON WANDERER

The Common Wanderer is a blog for all those people who are looking for travel differently, trying not to create a negative impact. It is a blog that provides many alternatives to know the world under the concept of ethical and responsible tourism.

General information

Type: Site & Blog

Theme: Travel

Language: English

Newsletter: No

Website: www.thecommonwanderer.com

Social media:



4.330 fans on facebook

6.792 followers on twitter

509 subscribers on youtube

7.413 followers on pinterest



Slow Tourism Information

Specific information not found, but it follows the “responsible travel” principles.



Observations

- The website is divided into 4 sections:
 - o About us: presentation of the bloggers and the blog.
 - o Destinations: information, reports, news about countries worldwide.
 - o Blog: travel guides, stories and tips from the road posts.
 - o Responsible travel: advices and information about what “responsible travel” is.
- In the website they have a page explaining their “audience profile”:
 - o 31% from US; 22% from UK; 19% from Australia.
 - o 54% female; 46% male.
 - o From 18 to 34 years old.
 - o Curios, explorers and responsible.



Interest for Med Pearls

- ✓ Good blog to publish a post as a project and also for the DMC's to invite the bloggers to its destinations.

THE TRAVEL MAGAZINE

The Travel Magazine is a global, mainstream, online travel magazine, featuring news, articles, reviews and competitions.



General information:

Type: On-line magazine

Theme: Travel

Language: English

Newsletter: Yes

Website: www.thetravelmagazine.net

Social media:



12.971 fans on facebook
10.530 followers on instagram
2.700 followers on twitter
264 subscribers on youtube



Slow Tourism Information

Specific information not found.



Observations

- Since 2009, the magazine exists only online and is focused on brand journalism and cross-platform storytelling. It offers different forms for advertising: article sponsorship, sponsored tweets, page takeover, fam trips, competitions & prize giveaways, product/destination reviews and brand ambassadorship.
- Website is divided into 7 sections: travel articles, reviews, festivals and events, news, competitions, food & drink and travel advices.



Interest for Med Pearls

- ✓ On-line magazine which is easy to publish travel new trends.
- ✓ Good opportunity for the project to publish an article about the project, the products and the destinations.

WANDERLUST

Wanderlust is the UK's leading independent travel magazine, providing inspiration and advice to travelers seeking unique and enriching travel experiences.



General information

Type: Magazine & site

Theme: Travel

Language: English

Publications: 9 - 10 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.wanderlust.co.uk

Social media:



47.766 fans on facebook

18.300 followers on instagram

92.300 followers on twitter

Slow Tourism Information

Specific information not found, but the magazine has many news and reports about "slow travel".

Observations

- 86,000 readers per issue (2019). Audience interests include wildlife, walking and trekking, experiencing local/indigenous culture, gastronomy and soft adventure.
- Readers profile:
 - o Average age is 58 years old.
 - o 58% female and 42% male.
 - o Average 4 overseas holidays every year and 31 days of overseas holidays taken per year.
 - o 15% earn over 109.000 a year and their annual holiday spend is around 8.000€.
- The magazine website has 5,100,000 unique visitors and 9,000,000 page view in 2019.
- Website user profile:
 - o Average age is 46 years old.
 - o 67% female and 33% male.
 - o Average 3 overseas holidays every year and 24 days of overseas holidays taken per year.
 - o 10% earn over 109.000 a year and their annual holiday spend is around 5.775€.

Interest for Med Pearls

- ✓ One of the most important magazines to promote the Med Pearls project and its product portfolio.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Adventure travel show	January	London	Outdoor	International	www.adventureshow.com
Birdfair	August	Egleton	Birdwatching	International	www.birdfair.org.uk
Destinations London	January	London	Travel	National	www.destinationsshow.com/london
Destinations Manchester	January	Manchester	Travel	Regional	www.destinationsshow.com/manchester
World Travel Market	November	London	Business travel	International	www.london.wtm.com

ADVENTURE TRAVEL SHOW

Adventure travel experiences fair. It is the UK fair dedicated to the experiences off the beaten track.



General Information

City: London

Place: Olympia London

Address: Hammersmith Rd

Post Code: W14 8UX

Website: www.adventureshow.com

Social Media:



Specific Information

Type of fair: Outdoor

Classification: International

Format: B2B and B2C

Next edition: January 2022 (tbd)

Number of visitors (2019): more than 20.000

Number of exhibitors (2019): 120



Slow Tourism Information

Specific information not found.



Observations

- It is an adventure travel fair and also an adventure film festival.
- Exhibitors are from travel health, vaccinations, trekking routes, exploratory journeys, safaris, cycle touring, overland trips, life-changing volunteer projects, among others.
- Visitors can enjoy free talks by travel writers, photographers, filmmakers, specialist travel operators and adventurers with first-hand experience of travel in destinations.
- 2021 exhibition was done, following the Government's UK actions to slow down the spread of COVID-19.



Interest for Med Pearls

- ✓ Very important fair for outdoor and adventure trips.
- ✓ Good fair to promote the "slow products" linked to adventure travel.

BIRDWATCHING FAIR

Birdfair is a fair specialised in birdwatching and conserving Nature worldwide.



General Information

City: Egleton

Place: Rutland water Nature Reserve

Website: www.birdfair.org.uk

Social Media:



Specific Information

Type of fair: Birdwatching

Classification: International

Format: B2B and B2C

Next edition: August 2021 (14th to 17th)

Number of visitors (2019): Not found

Number of exhibitors (2019): Not found



Slow Tourism Information

Specific information not found, but “birdwatching” could be considered as “slow”.



Observations

- *Birdfair* is the world’s largest birdwatching event. It started in 1989. It takes place at the spectacular wetland of “Rutland Wetland”, which provides one of the most important wildfowl sanctuaries in Britain, regularly holding in excess of 25,000 individual birds.
- There is a “Travel Exhibitors” area, where birdwatchers can find tour operators and travel agencies specialised in birdwatching and nature observation.
- All the activities are related to wildlife, protect and preserved nature. Part of the proceeds from the fair is donated to flora and fauna conservation projects around the world.
- Physical edition *Birdfair* was cancelled in 2020 and it was organised virtually.



Interest for Med Pearls

- ✓ The most important Birdwatching fair in the world.
- ✓ Good fair to promote the “slow products” linked to birdwatching.

DESTINATIONS LONDON

The Holiday & Travel Show London is a tourism fair with selection of travel brands, tour operators and tourist boards covering all types of travel to every part of the world.

DESTINATIONS
THE HOLIDAY & TRAVEL SHOW

IN ASSOCIATION WITH
THE TIMES
THE SUNDAY TIMES

General Information

City: London

Place: Olympia London

Address: Hammersmith Rd

Post Code: W14 8UX

Website: www.destinationsshow.com/london

Social Media:



Specific Information

Type of fair: Travel

Classification: National

Format: B2B and B2C

Next edition: January 2021 (28th to 30th)

Number of visitors (2020): 51.323

Number of exhibitors (2020): 600



Slow Tourism Information

Specific information not found.



Observations

- Visitors take on average 4 trips each year, encompassing both short and long haul destinations. The average age is 60 years old and the average spend on holidays annually per person is 6.085€. Top five types of holiday visitors are interested in: culture, escorted tours, rails, safari/wildlife, nature/mountain.
- Exhibitors are tour operators, travel agencies, activity companies, sports associations, tourist associations, health resorts, airlines, national agencies, photo, wellness, railways, bus companies, hotels, shipping, diving, golf. 80% of exhibitors generated sales as a direct result of exhibiting at “Destinations” and 100% of them rated the quality of visitors as excellent/good.
- “Destinations: The Holiday & Travel Shows” is associated with “The Times” and “The Sunday Times”.
- Due to Covid19, “Destinations” will be going virtual in 2021 with “Destinations Presents Travel 2021” (www.destinationsshow.com/travel2021). **The next live show will now take place in February 2022.**



Interest for Med Pearls

- ✓ The second biggest fair in UK based in tourism.
- ✓ Good fair to meet tour operators and travel agency and to promote the project.

DESTINATIONS MANCHESTER

The Holiday & Travel Show Manchester is a tourism fair with selection of travel brands, tour operators and tourist boards covering all types of travel to every part of the world.

DESTINATIONS

THE HOLIDAY & TRAVEL SHOW

IN ASSOCIATION WITH

THE TIMES
THE SUNDAY TIMES

General Information

City: Manchester

Place: Event City, Phoenix Way

Address: Barton Dock Rd

Post Code: Barton Dock Rd

Website: www.destinationsshow.com/manchester

Social Media:



Specific Information

Type of fair: Travel

Classification: Regional

Format: B2B and B2C

Next edition: January 2021 (14th to 17th)

Number of visitors (2020): 32.212

Number of exhibitors (2020): 170



Slow Tourism Information

Specific information not found.



Observations

- Visitors take on average 4 trips each year, encompassing both short and long haul destinations. The average age is 61 years old and the average spend on holidays annually per person is 5.730€. Top five types of holiday visitors are interested in: city, relaxation/beach, culture, cruise and nature/mountain.
- Exhibitors are tour operators, travel agencies, activity companies, sports associations, tourist associations, health resorts, airlines, national agencies, photo, wellness, railways, bus companies, hotels, shipping, diving, golf. 80% of exhibitors generated sales as a direct result of exhibiting at "Destinations" and 100% of them rated the quality of visitors as excellent/good.
- Destinations: The Holiday & Travel Shows is associated with "The Times" and "The Sunday Times".
- Due to Covid19, "Destinations" will be going virtual in 2021 with "Destinations Presents Travel 2021" (www.destinationsshow.com/travel2021). The next live show will now take place in January 2022.



Interest for Med Pearls

- ✓ Interesting fair to promote project products, but less important as the one in London.



WORLD TRAVEL MARKET

World Travel Market is the leading global event for the travel industry to meet industry professionals and conduct business deals.

General Information

City: London

Place: London Excel Conference Centre

Address: Royal Victoria Dock, 1 Western Gateway,
Royal Docks

Post Code: E16 1XL

Website: www.london.wtm.com

Social Media:



Specific Information

Type of fair: Business Tourism Trade Fair

Classification: International

Format: B2B

Next edition: November 2021 (1st to 3rd)

Number of visitors (2020): 50.000

Number of exhibitors (2020): 5.000 from
182 countries



Slow Tourism Information

Specific information not found. But WTM has a programme called “Responsible Tourism” with interviews, panels and debates.



Observations

- Around 45.000 trade visitors attend the fair to network and negotiate with exhibiting companies and other show attendees. It is one of the most important centres of international trade tourism business in the world.
- Exhibitors represent all the tourism industry. It is one of the most important global sources of major suppliers and companies.
- World Travel Market (WTM) Portfolio includes four trade shows: WTM London, Arabian Travel Market, WTM Latin America and WTM Africa.
- 2020 exhibition has been done virtually due to Covid19



Interest for Med Pearls

- ✓ The biggest business tourism fair worldwide.
- ✓ Good fair to meet tour operators and travel agencies and to promote the “slow products” portfolio.