



Med Pearls

Research study on Slow Tourism international trends and innovations



CHAPTER 4:

Destinations with a Slow Tourism offer

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Ajloun Forest Reserve

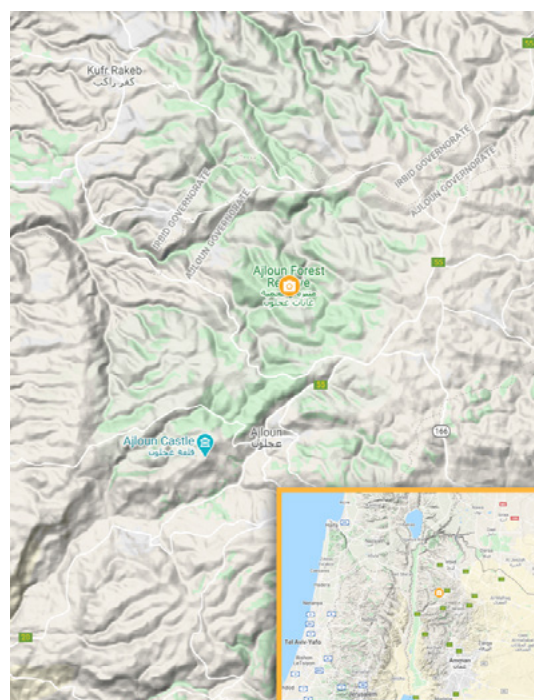
As one of the top 100 sustainable destinations of 2018, Ajloun Forest Reserve offers visitors a way to discover this forest in a Slow Tourism way thanks to activities that involve the local communities. In addition, the reserve works with a lodge integrated in the environment following sustainable criteria.

GENERAL INFORMATION

PLACE AND LOCATION

Situated in the north of Amman, Ajloun Forest Reserve is located in the Ajloun highlands and covers 13 Km². It is dominated by open woodlands of Evergreen Oak, Pine, Carob, Wild Pistachio and Wild Strawberry trees. These trees have been important to local people for their wood, scenic beauty, and quite often for medicine and food.

The Ajloun area has a long history of human settlement, due to its mild climate, dense forests, and fertile soil. This rich history is reflected in many archaeological ruins scattered in the woodlands and surrounding villages. The reserve itself supports a wide variety of wild plants and animals and is a peaceful place to relax and enjoy nature. Among the more unusual animals to be found in the Reserve are the Striped Hyena, Crested Porcupine and Stone Marten. In spring, the reserve is a carpet of wildflowers, including drifts of anemones and rockroses.



Google Maps

POPULATION AND DEMOGRAPHICS¹

According to the Department of Statistics (DoS) the population of the town of Ajloun (also spelled Ajlun) was 11,047 in 2019. For the Ajloun Governorate as a whole, the population was about 194,700 in 2019. The governorate of Ajloun is highly agricultural, as the population distribution tells.

DISTANCE FROM THE MAIN CITIES

The nearest cities are:

- Ajloun – 8,8 km
- Orjan – 11,3 km
- Irbid – 37,8 km
- Amman – 81,3 km

¹ Department of Statistics DoS.

HOW TO GET THERE

There are indications to get there only by car. From Amman, the trip to Ajloun is 85 km and takes about 1 hr 15 min.

From Amman Airport (Amman Abdali Terminal) to Irbid it is a 1 hr 40 min journey by bus. Then, to Ajloun the only option is travelling by taxi or car (30 min).

NUMBER OF VISITORS / TOURISTS

In 2017 a total of 46,983 tourists visited Ajloun Forest Reserve, of which 89% of them were from Jordan².

MAIN ATTRACTIONS

The following is a list of the main tourist attractions:

- **Walks and trails**

There are several walking trails head out into the reserve to enjoy and learn about the surrounding nature such as the Roe Deer Trail, Soap House Trail and the Orjan Village Trail. These are described in the section about slow tourism activities.

- **Local Houses**

An example of socio-economic development in the communities hosting nature reserves are the local houses. These are: Soap House, Calligraphy House and Biscuit House, which are described below.

OFFICIAL TOURISM WEBSITE

Wild Jordan / The Royal Society for the Conservation of Nature:

<https://www.wildjordan.com/destinations/ajloun-forest-reserve>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

- **The Royal Society for the Conservation of Nature and Wild Jordan³**

Created in 1966, The Royal Society for the Conservation of Nature (RSCN) is a non-governmental organization devoted to the conservation of Jordan's natural environment.

This reserve has relied on the contribution of The Royal Academy for Nature Conservation since 2015. This Academy focuses on the nature protection and sustainable development aligned with The Royal Society for the Conservation of Nature organization approach. It is the first centre in the Arab world specialized in offering training on nature conservation.

The Academy was constructed near the Ajloun Forest Reserve. It is physically linked with the Reserve and its tourism facilities to create a single integrated eco-tourism complex. This enables the Academy to use these tourism facilities as real-life training situations. Some of the key facilities in the Academy are training rooms, Medical clinic, a small conference hall and a restaurant.

Wild Jordan is the socio-economic development and eco-tourism division of RSCN that is dedicated to develop viable nature-based businesses for those living in and around RSCN's protected areas while generating support for nature conservation throughout Jordan.

² The Royal Society for the Conservation of Nature (2018).

³ The Royal Society for the Conservation of Nature (2018).

• **2018 Sustainable Destinations TOP 100⁴**

An international competition organised by ten leading sustainable tourism organisations and networks has named Ajloun Forest Reserve as one of the world's top 100 sustainable destinations for 2018, in recognition of its responsible and sustainable tourism initiatives.

The Top 100 Sustainable Destination list celebrates the efforts of tourism destinations for promoting responsible and sustainable tourism. Nevertheless, no destination is fully sustainable. For instance, visitors' carbon emissions are currently not taken into account in this competition due to the lack of suitable data and tools. However, Green Destinations recommends travellers to avoid long-haul travels and to appropriately compensate their carbon emission.

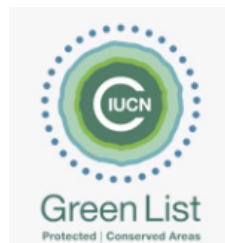
The list is the result of open calls in newswires, social and business media. Nominees had to provide extensive information on their destination and its efforts to make themselves and its stakeholders more sustainable for the benefit of visitors, local communities and the world. Candidate destinations had to clarify what they have been doing to comply with the 100 globally recognized criteria of the Green Destinations Standard. Nominations were evaluated by the Sustainable Top 100 Team and by members of the Top 100 International Committee and country experts.



• **IUCN Green List⁵**

Since 2018 Ajloun Forest Reserve has been listed in the Green List of Protected and Conserved Areas by the IUCN.

The IUCN Green List of Protected and Conserved Areas is the first global standard of best practice for area-based conservation. It is a programme of certification for protected and conserved areas – national parks, natural World Heritage sites, community conserved areas, nature reserves and so on – that are effectively managed and fairly governed.



⁴The Royal Society for the Conservation of Nature (2018).

⁵Green List (2018).

• Case Study: Innovation of New Tourism Trails and its Effect on the Ajloun Touristic Process

In 2014, a case study based on Ajloun was published in the Journal of American Science by Dr. Jawdat Goussous and Lana George Haddad. This study focused on the development of new touristic trails in Ajloun to improve and enhance tourist experience. Its purpose was leading tourists to longer duration stays, thus increasing their financial contribution in the area and also positively upgrading the quality of local community life.

According to this case study, tourism based on cultural heritage, especially in Ajloun, is considered a well-defined term to describe and improve the touristic destination in order to gain the maximum benefits from tourism industry revenues. These objectives are met by implementing proper tourism strategies which depend on rehabilitation, reuse and innovation of new touristic trails within Ajloun Governorate; with accompanying attention to the proper integration of all natural, cultural and archaeological features. The creation and development of such routes are based on cultural heritage. With intensive support from the local community, these routes will flourish from the improvement of Ajloun urban context, quality of life, and an increase in the duration of tourists' stay. These factors will sustain and improve the tourism process as a whole.

Finally, the study concludes that the development of Ajloun cannot be accomplished without local communities' participation since they are the key to all the developmental processes along with other sectors and the enhancement of tourism trails.

LOGO AND CLAIM

The reserve does not have a logo. Therefore, it uses Jordan's official logo for tourism purposes, which is also the owner of the official website where Ajloun Forest Reserve is promoted.



SLOW TOURISM INFORMATION⁷

Slow Tourism in Ajloun Forest Reserve has proposed activities and experiences where the visitor can be part of the culture and learn from nature as well as the local life.

ACCOMMODATION

The Ajloun Forest Reserve works with a lodge within the area. This accommodation is located in a large grassy clearing enclosed by carob, oak, pistachio, and strawberry trees. There are five cabins offering private facilities, small terraces open all year round and 10 four-person tented bungalows with nearby showers and toilets that are open from mid-March to the end of October.

In addition, they provide three different types of accommodation: Deluxe cabins, Economy cabins and Standard cabins, located in a large grassy clearing on the edge of the forest and offering beautiful views of the reserve and beyond. These 23 cabins that allow visitors to experience nature with some additional comfort. Each cabin has comfort and style and is equipped with a private bathroom and a small terrace that invites visitors to sit for hours enjoying the soft breeze and rolling forest views. These cabins are open all year round.

This lodge is respectful to the environment since it uses solar panels on the roof to save energy in a sustainable way⁸. In addition, its architecture and style are integrated in the forest reserve.

⁶ Case Study: Innovation of New Tourism Trails and its Effects on the Ajloun (J.Lana, 2014).

⁷ Most of the information was extracted from the official website of RSCN and Wild Jordan.

⁸ Conde Nast Traveller (2020).

GASTRONOMY

There are two main restaurants at Ajloun Forest Reserve, one at the cabins area called the Roe Deer restaurant and Al-Ballout restaurant located at Royal Academy for Nature Conservation. Both restaurants serve homemade traditional local meals.

Moreover, in Ajloun Forest Reserve visitors can also eat with the locals and experience a truly authentic cultural experience. Guests at Ajloun Forest Reserve can enjoy home-cooked meals at local residents' homes and local hosts can also teach guests how to cook these meals.

ACTIVITIES

In Ajloun Forest Reserve there is a wide array of activities that seek to bring visitors in close contact with the environment and locations they visit via discovery and active learning, through its famous trails and activities with locals.

• Trails⁹

• Roe Deer Trail

Guided or self-guided in small groups (maximum 18 people), this 2 km short circular trail offers great views over the reserve passing through the forest that invites visitors to experience a sense of timelessness.

• Rasoun Trail

Guided only in small groups (maximum 18 people), this 8 km trail that can reach 3 to 4 hours, let the visitor climb 1000 m above sea level. It includes a visit to the Soap House where visitors learn the traditional process of making Orjan pure olive oil soap.

• Rockrose Trail

Guided only in small groups (maximum 18 people), this 8 km trail is named due to the flowers that can be seen around the trail every spring. It offers beautiful views of the West Bank, Syria, and the Jordanian countryside. Tourists can also observe the wine and olive press from the Byzantine and Roman eras

• The Prophet's Trail

Guided only in small groups (maximum 18 people), this 8,5 km hike takes the visitor to Mar Elias, the ruins of one of Jordan's oldest churches. The hike also includes a cup of tea with views of the surrounding area and a picnic lunch prepared with local food.

• Ajloun Castle Trail

This trail is an extension of the previous one, once visitors reach Mar Elias, they have the option of continuing on this trail, which takes them by small farmhouse and their adjacent orchards on the way to Ajloun Castle. The hike also includes a locally prepared picnic lunch.

• Experiential and local activities

In addition, they also promote Experiential Tourism, a form of tourism where people focus on experiencing a country, city, or a certain place by actively and meaningfully engaging with its history, people, culture, food, and environment. The experience might include meeting new people, visiting new destinations and participating in cultural activities while creating authentic long-lasting memories.

As part of their remit for supporting socio-economic development in the communities hosting nature reserves, the RSCN (The Royal Society for the Conservation of Nature) has launched three development projects in Rasun and Orjan, two adjacent villages on the northern edge of the protected area. The idea is to provide local people with new sources of income, thereby reducing their dependence on natural resources, promoting environmental conservation and giving a boost to the rural economy.

⁹Opens year-round except during the Ramadan period.

The activities based on experiential tourism in Ajloun Forest Reserve are:

- The Soap House

The Soap House employs local women to manufacture speciality soaps by hand from olive oil and floral essences. Visitors can tour the workshops, view the soap-making process and chat with the women; there's no pressure to buy, though the soaps (and other RSCN gift items) are available.

- Harvesting Olive Trees

In Jordan, fall is synonymous with the olive harvesting season. That means it is that time of the year everyone is rolling up their sleeves for some serious olive picking. Visitors have the opportunity to join local olive tree farms where they learn how to hand-pick the crop, why it is so sacred in this part of the world and what are the numerous health benefits of olive oil. The core of the much-recommended Mediterranean diet. This is a seasonal activity.

- Tillage (Horse Drawn)

With this activity (participant-driven) visitors will be travelling back in time to experience how traditional tillage was done with the help of a horse, a method that is still followed in rural Jordan to agriculturally prepare the soil. As participants become more comfortable around the countryside's simple lifestyle, the host will treat them to a memorable breakfast on the farm, made from fresh local products and complemented by homemade dishes and a cup of tea.

- Exploring the Organic Farm

At organic farms, crops are grown naturally without the harmful chemicals or pesticides. This is such an intense and raw experience, where visitors explore the farms surrounded by goats and other livestock graze. This activity includes feeding goats, milking them and tasting local dairy products.

- The Farm Cooking Experience

A local chef guides the visitor throughout the process as he/she cooks a great crowd pleaser dish (Sajjyyeh or Gallayeh) made from ingredients grown on the organic farm.

- The Biscuit House Experience

The Biscuit House is a destination for scrumptious Jordanian delicacies. Every morning, dozens of cookie batches are baked freshly using only premium local products. For his/her experiential challenge, visitors will be guided to make his own (kusmat) bread, a traditional northern Jordanian delicacy. Participants will enjoy their baking along with a steaming cup of aromatic tea with the scenic view of Ajloun Forest.

- The Calligraphy House Experience

The House of Calligraphy showcases one of the most attractive forms of art: Arabic Calligraphy. The purpose of establishing this place was to bridge the gap between different cultures by bringing them closer together through the beauty of this fine art. A local woman conducts this experience, she greets and briefs about main principles of Arabic calligraphy and its close ties to the Islamic culture. Then, visitors are introduced to the main principles of Arabic calligraphy styles. Also, they will have the chance to practice how to write their names using the traditional dried reed instrument as a pen.

TRANSPORT

In the Ajloun Forest Reserve, the most common means of transport is by car, where visitors can move around easily. According to Mr. Othman Altawalbeh, manager of the Ajloun Forest Reserve, they are trying to apply new sustainable options such as public buses or buggies. However, they are in a phase of thinking how to implement them, since the reserve is so large.

EVENTS

In general terms the RSCN has published its calendar with general events such as Nature Discussions events, RSCN's lectures and celebrations of international days (Volunteering Day, Climate change Day, etc.). The information regarding events is provided in both the websites of The Royal Society for the Conservation of Nature and Wild Jordan is generic. For more information it is necessary to contact them through email or phone.¹⁰

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¹⁰ The Royal Society for the Conservation of Nature and Wild Jordan (2020).
Note: Some Information may vary due to COVID-19.

Bohinj

Bohinj can be considered a Slow Tourism destination thanks to its strategy, which is based on applying commitment to sustainability in a cross-cutting way. This is demonstrated by their recognitions as well as their involvement with the Alpine Pearls project, which is a good practice of sustainable mobility in rural areas.

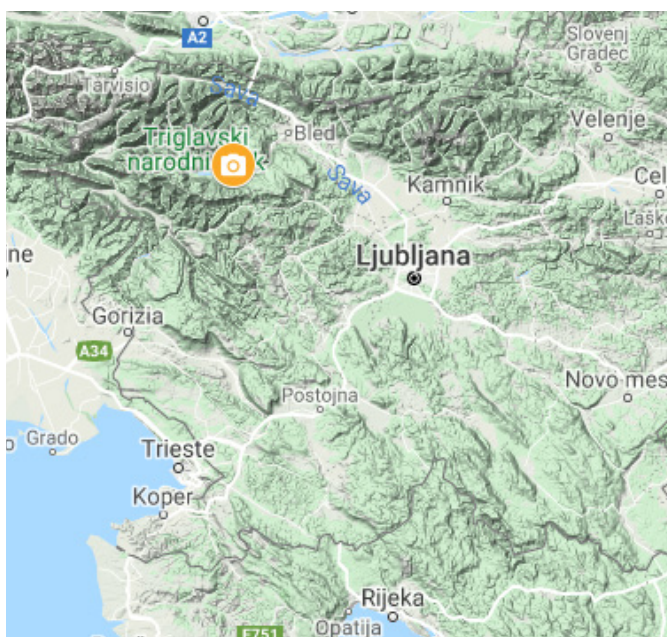
GENERAL INFORMATION

PLACE AND LOCATION

Bohinj Region is located in northwest of Slovenia, in the heart of Julian Alps (southeastern part) where tradition and modernity collide.

Also known as Bohinj Triglav National Park, this area is the most extensive and the highest mountain range in Slovenia.

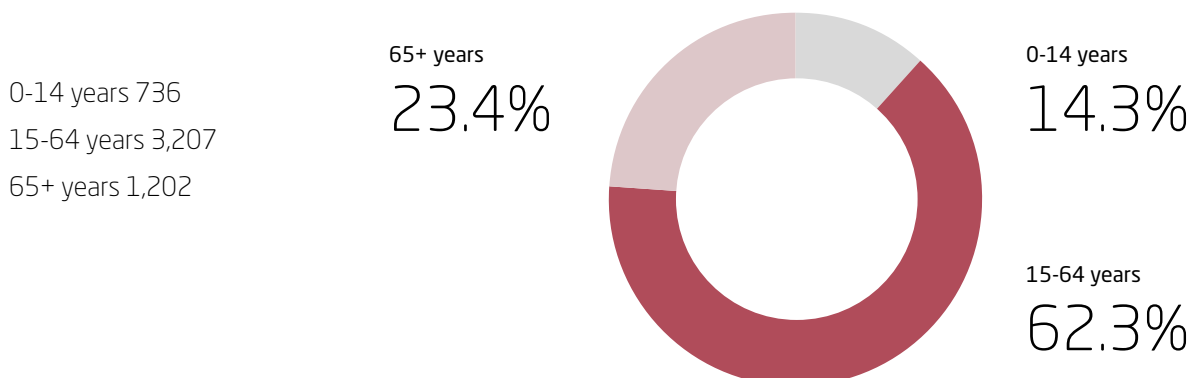
Bohinj encompasses the valley of Nomenj, the Upper and Lower Bohinj Valleys, the Pokljuka and Jelovica plateaus and a high mountain range. The most recognisable and astonishing natural site is Lake Bohinj, the biggest lake in Slovenia. The twenty-four villages in and above the valley hide the attractive riches of the past, the cheerfulness of the present and the mystery of the future.



Google Maps

POPULATION AND DEMOGRAPHICS¹

The population of Bohinj was 5,222 according to the 2020 census.



DISTANCE FROM THE MAIN CITY

The nearest cities/places are:

- Bled – 22,4 km
- Radovljica – 29,5 km
- Ljubljana – 76,4 km
- Soča – 78,1 km

HOW TO GET THERE

Bohinj Triglav National Park can be reached by car, bus and train, as well as by plane from the main airports of the country.

• Car

Pass Bled and drive through Soteska.

Over the Pokjuka plateau.

From Primorska region to the village of Podbrdo and cross Soriško sedlo.

• Train

Direction Jesenice – Bohinjska Bistrica.

Direction Nova Gorica – Bohinjska Bistrica.

Take a bus or taxi from Bohinjska Bistrica.

• Car-train

From Most na Soči or Podbrdo to Bohinjska Bistrica.

• Bus

Direction Jesenice or Ljubljana to Bled – Bohinjska Bistrica - Ribčev Laz.

• Plane (distance between Bohinj and airport)

To Ljubljana airport (50km), rent-a-car, taxi or bus.

To Trieste airport (Ronchi, 200km), rent-a-car or taxi.

To Klagenfurt airport (70km), rent-a-car, taxi or train.

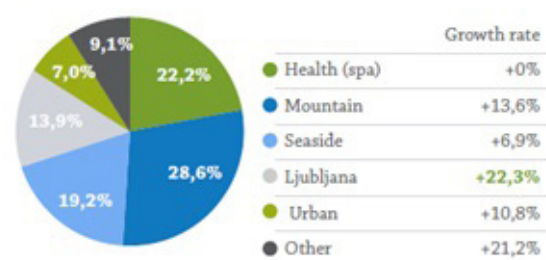
¹ City population and Statistical Office of the Republic of Slovenia.

NUMBER OF VISITORS / TOURISTS²

Bohinj is located in Alpine Slovenia, the mountain area of the country.



Municipality types by overnight stays and growth rate 2018/2017



Total arrivals 2018	Total overnight stays 2018
2.017.999	5.128.983
Domestic arrivals 2018	Domestic overnight stays 2018
406.447	1.080.204
Foreign arrivals 2018	Foreign overnight stays 2018
1.611.553	4.048.779

Seasonality:

- Spring: number of overnights stays in Bohinj (municipality) – 85.679
- Summer: number of overnights stays in Bohinj (municipality) – 400.870
- Autumn: number of overnights stays in Bohinj (municipality) – 105.796
- Winter: number of overnights stays in Bohinj (municipality) – no data available

MAIN ATTRACTIONS

- Savica Waterfall: A spectacular waterfall, hidden amidst the steep walls of the Komarca, and is the third most visited attraction in Slovenia.
- Mostnica Gorge and Voje Valley: The gorge expands over two Km and shows the creative and alluring forces of nature.
- Church of St John the Baptist – The over 700 years old church is one of the most beautiful examples of Middle Age architecture and fresco painting in Slovenia.
- Lake Bohinj: The largest natural lake in Slovenia with endless opportunities for outdoor activities.
- Museums and history: Museums and permanent exhibitions, cultural sites and interesting historical facts.

² Annual Publication Tourism in Numbers 2018 published by Slovenia Tourism Board.

- Vogel: Panoramic ascent by cable car and spectacular views.
- Triglav National Park: More than 60% of Bohinj lies in the area of this National Park.
- Devil's Bridge in Stara Fuzina: A significant technological achievement, built in the second half of the 18th century by the Baron Ziga Zois.
- Pantz Cableway: The oldest existing forestry cableway in Europe.
- Bohinj Railway and Tunnel: This railroad opened a new world for the people of Bohinj and brought the new opportunities of development.
- A monument to four brave men: Located in the park facing the Hotel Jezero near the Church of St. John.
- The Valley of the Triglav Lakes: With its little lakes and ponds, this karstified valley is a photographer's paradise.
- Sava Bohinjka River: An attractive destination for lovers of aquatic activities.
- Stara Fuzina: A typical Alpine village located in Triglav National Park.

OFFICIAL TOURISM WEBSITE

Tourism Bohinj: <https://www.bohinj.si/en/>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

• Alpine Pearls - Holidays in Eco Motion³

The Alpine Pearls organisation merges 21 destination pearls in five Alpine countries (Switzerland, Germany, Slovenia, Italy and Austria). Their pearls also include Bohinj, which invites its visitors to spend an active and car-free vacation. In complete harmony with nature, there are various sustainable and environmentally-friendly mobility options for visitors. Due to a greater pressure on the environment, caused by an increasing number of tourists, this organization encourages visitors to use public transport.

This organization was founded in 2006, as a result of the two EU projects (Alps Mobility and Alps Mobility II), with the intention to promote soft mobility.

Each "pearl" supports eco-tourism, climate protection, and sustainable holidays and has developed its own soft-mobility model and distinct tourist offer, all of which are environmentally sustainable.

These destinations are promoted throughout the year; this is, sustainable holidays are available both in winter and in summer.

Visitors can opt for diverse eco-friendly accommodation: chalets, hotels and B&B. The region has an agreement with the tour operator *Ecobnb*.

Regarding the mobility within the "pearls", they have a wide range of sustainable options such as shuttle services, ski buses, electric bikes, Segway and other innovative vehicles that allow travellers to experience a stress-free holiday, in perfect freedom.



³ Alpine Pearls Official website.

• Slovenia Green Destination - Silver ⁴

Bohinj was awarded the Slovenia Green Destination designation. The Green Scheme of Slovenian Tourism is a tool and certification programme developed at the national level that brings together all efforts directed towards the sustainable development of tourism in Slovenia, offers tools to destinations and service providers that enable them to evaluate and improve their sustainability endeavours and promotes these endeavours through the SLOVENIA GREEN brand.

To obtain the Slovenia Green Destination label (Bronze/Silver/Gold), destinations must meet the Green Destinations Standard criteria, while providers first obtain/present one of internationally recognised labels that are also verified by Slovenia Green in order to be granted Slovenia Green distinction.

Main goals of the Green Scheme of Slovenian Tourism:

- Brings together all efforts towards the sustainable development of tourism in Slovenia.
- Offers tools to destinations and service providers that enable them to evaluate and improve their sustainability endeavours.
- Promotes these green endeavours through the Slovenia Green brand.



• Julian Alps - UNESCO Biosphere Reserve⁵

In 2003, Bohinj Triglav National Park became a UNESCO MAB Biosphere area. The biosphere reserve consists of Triglav National Park and the surrounding region. In its core area and the buffer zone, there are 25 settlements with some 2,000 inhabitants. The transition area comes under three main municipalities (Kobarid, Bled and Bohinj) and has 33,700 permanent inhabitants.

The fundamental role of the biosphere reserve is to reconcile the protection of the rich biological values and landscape diversity with sustainable uses (agriculture, forestry, dairy farming, fishing, water management, cheese production, tourism).

The development role is implemented with local communities, associations and clubs. Possibilities include: new jobs for local inhabitants, organic farming, sustainable forms of tourism, production and processing of typical foods and crafts, establishing local associations to carry out programmes in forestry, wood processing, transport, tourism, special crafts and organic farming.

⁴ Slovenia Tourism Board Official website (I Feel Slovenia).

⁵ UNESCO.

- **European Destination of Excellence - Runner up⁶**

Thanks to being sustainability oriented and committed to preserving the environment, biodiversity and the traditional way of life, Bohinj has been labelled a European Destination of Excellence (EDEN) finalist by the European Commission.

EDEN is based on national competitions that take place annually and results in the selection of a tourist "destination of excellence" where each year is focused on a certain topic. In 2015, the edition was dedicated to Tourism and local gastronomy.

Additionally, because its tourist infrastructure follows the trends of sustainable mobility, with minimum impact on the natural environment and traditional agriculture. Additionally, there are numerous activities in nature available in Bohinj and not under the influence of mass tourism.

- **Bohinj is leader in Responsible Tourism⁷**

Bohinj has a commitment, both due to legal obligations and international environment protection conventions, to protect its environment and the way of life, also with the help of the Triglav National Park Institute.

The mission of Turizem Bohinj as the main local tourism board is to guide tourist flow between the legacy of its ancestors, heritage, scientific approaches to understanding the richness and diversity of the landscape and the challenges of tourist attractions of Bohinj.



Due to the sensitive natural environment and its fragility, the area of Julian Alps is the part of Unesco's Man and Biosphere Programme.



Triglav National Park is the largest protected natural area in Slovenia. Besides natural beauty, the magnificent alpine world and exceptional biodiversity, we and you – our guests – are part of the park. Respect the code of conduct and environment management.

In addition, Turizem Bohinj won the award in the category "Best in Responsible Tourism" at the International Travel and Tourism Awards (ITTAS). These awards celebrate the success of national, regional and city tourism boards and recognise outstanding private sector companies and individuals.

Finally, Bohinj also won a place among the 2019 Sustainable Destination Top 100 in recognition of its efforts towards responsible tourism and distinctive appeal. This recognition is awarded by the Green Destinations association (<https://greendestinations.org/>).

⁶ European Commission.

⁷ Bohinj Triglav National Park (2019).

- **Top 10 regions Julian Alps, Slovenia by Lonely Planet Best Travel 2018**

Lonely Planet listed Bohinj as one of the “best European destinations for family holidays” in 2018.

The judging process for inclusion in “Lonely Planet’s Best in Travel” involves a community of writers, editors and bloggers before final shortlisting by a panel of in-house travel experts.

During spring, the region explodes with colour, as Bohinj is famous in the horticultural world for its incredibly diverse ecosystem. It is one of the best regions to see wild flowers in Europe. It is also home to the International Wild Flower Festival that takes place in May. Triglav National Park, one of the oldest national parks in Europe, is renowned for its unique natural heritage with hikes that take visitors past sights including the Peričnik Waterfall.

As part of Slovenia’s focus on responsible tourism, the region promotes environmentally friendly development in order to protect the unique biodiversity. The region offers natural beauty, breath-taking landscapes and a rich cultural heritage that sets it apart as a must visit destination.

- **From Bohinj**

Bohinj has launched a brand called “*From Bohinj*” that certifies the geographical origin and quality of products’ brand. These products and services feature the original skills of their ancestors and their imagination, which is genuine and originates from their exceptional environment and tradition.

“*From Bohinj*” is a success story and it is constantly growing. Every year, more products are added to this brand. These speak about who those behind the brand are, where they come from, and what skills and specialties they have.

Traditional crafts have been present in Bohinj for centuries. The most well-known craft products are the Gorjuše pipes (“fajfe”), needlework products and woollen products. Wood processing under the “From Bohinj” brand combines the tradition and modern design, inspired by the past of Bohinj.

All products and services are certified according to strict standards and criteria by respecting traditional values, local material, produce and ingredients. The Bohinj Quality Center monitors the development and image of certified products, and provides constant professional help and support to local entrepreneurial initiatives.

TOURISM AND SERVICES SECTOR

In Slovenia, many of the people involved in tourism understand the importance of their natural resources and many have also become environmentalists. Both Bohinj and Bled have taken it upon themselves to prevent the access of cars to the lakes and have set up measures to improve the collection of waste and their sewer systems. They are now facing the reality of an increase in tourism development.

The Bohinj Tourist Association has represented Bohinj since 1947. This association strives to offer the best tourist experience to all guests who visit the area. The association has 415 members who work towards the best possible recognition of Bohinj in Slovenia and abroad. All efforts go into preserving and increasing the number of private accommodation facilities in Bohinj, such as enhancing cooperation among the tourism stakeholders and improving the tourist offer in Bohinj.

In the following years, Bohinj plans to invest all efforts and knowledge into the modernisation of advertising and the provision of tourist accommodation, the organisation of events and the image of the tourist area. All of this has been done in order to show their abilities to work as a creative, dynamic team, focused on modern trends that will promote the development of tourism in Bohinj, as well as provide the best possible services to members, employees and clients.

LOGO AND CLAIM



**TURISTIČNO
DRUŠTVO
BOHINJ**

BOHINJ
TRIGLAV NATIONAL PARK

SLOW TOURISM INFORMATION

Bohinj has a tourism structure based on sustainability and the preservation of the environment, which is palpable in five components:

1. Accommodation
2. Gastronomy
3. Activities
4. Transport
5. Events

ACCOMMODATION

Accommodation follows the trends of minimum impact on the natural environment (Slovenia's Green Silver Award 2019). Visitors can opt to stay in a hotel or to choose another type of accommodation, such as tourist farms, campsites, mountain huts, etc. Some of the accommodation is also certificated by "From Bohinj" label⁸.

As a member of selected Alpine Pearls destination, is sustainably oriented and committed to preserving the environment, biodiversity and the traditional way of life. Its tourist infrastructure follows the trends of sustainable mobility, with minimum impact on the natural environment and traditional agriculture. As the holder of the Slovenia Green Silver award, Bohinj is a part of the scheme combining destinations that are committed to sustainable tourism development.

There is a wide range of accommodations from different categories in Bohinj that have this certificate:

- Alpine Chalets
- Alpine Homestead
- Apartment Bee House
- Bohinj Eco Hotel
- Hike and Bike Chalet
- Kristal Hotel
- Sunrose 7, Heritage Boutique Hotel

GASTRONOMY

The cuisine in Bohinj and its local ingredients are a must for a genuine experience of Bohinj. They invite tourists to visit the inns that have the "From Bohinj" certificate brand and taste the traditional food served in a contemporary way.

A number of locally produced ingredients are added to traditional culinary products. From hemp, spelt, buckwheat, aronia to chilli. Additionally, this destination also emphasizes the offer of fresh lake trout and Arctic char.

In addition, all cheese producers who have received the "From Bohinj" brand can be visited in their shops and farms, where the visitor can buy their products. Every Saturday, they all gather and sell their products at the local market in Bohinjska Bistrica. In summer they are also available at other markets. Finally, some of them also invite people to pastures, where local farmers offer home-made delicacies all summer long.

The following products and services are gastronomy initiatives certified as "From Bohinj" brand:

- Guesthouse and Inn Reske: The house of top cuisine that offers rich flavours of dishes made from local ingredients and wild plants.
- Mini Inn Strud'li: An alpine hut in the valley that offers simple traditional dishes.
- Danica Inn: The friendly personnel offer Slovenian wine and visitors can choose from a variety of seasonal dishes and can also enjoy the special flower dishes.
- Savica Alpine Logde: This logde offers local products such as cheese dumplings and meats from Bohinj.
- Pr' Prangarč dairy farm: This farm offers various types of cheeses that have been awarded Slovenian certificates for premium quality products.
- Eco Cheese Farm: Mrs. Simona bakes superb potica, pies, biscuits and bread at Pr' Tonejovc eco-dairy farm.
- Zupan Fish Farm: The Zupan family grows indigenous lake trout and Arctic char. They also produce premium smoked trout and trout caviar.

⁸ Bohinj Triglav National Park (2020).

- **Karakter Distillery:** A team of three young men from Bohinj, childhood friends, use their innovation and modern approach to create premium spirits.
- **Adoma Herbal Boutique:** They pick herbs on Bohinj meadows and make tasty tea mixtures.
- **Cerkovnik Beekeeping:** This business makes excellent honey, pollen and propolis. Tourists can also visit the study beehive, observe a beekeeper at his work or enjoy inhaling aerosols in the api-chamber and listening to bees buzzing.

Finally, some of the gastronomy experience packages promoted in the official tourism website are:

- **Floral Cuisine:** Guided botanical excursions including flower lunch or dinner menus.
- **Botanical Tours and Packages:** Flower Power vacation, Wild Flowers Package, Walk with a Flower Basket workshop, etc.
- **Soriška Planina Culinary Package:** It includes all-day ski pass and culinary delights.
- **Taste Bohinj package:** The package includes accommodation, dinners, cable-car ride, local schnapps tasting, gift and Summer mobility card.

ACTIVITIES

Bohinj and its surroundings offer an extensive choice of experiences amidst landscapes: hiking, cycling and mountain biking, water sports, fishing, etc. After doing some of these, holidaymakers can relax and spend time on well-being activities.

Moreover, the brand *"From Bohinj"* also certifies tourism experiences that fit with a Slow Tourism perspective:

INTERESTING FAMILY EXPERIENCES

- Evening torch walk
- Horse Tour Across the Senožeta Hill
- Walk to the Cows Ball
- Active experiences in the Countryside
- Treasures of Stara Fužina
- Sock Knitting Workshop
- Traditional Bread Baking in a Ceramic Stove

SPORT EXPERIENCES

- Full Moon Walk on Mt. Vogel
- The Magnificent Voje Valley with E-Bikes
- Bike Tour: Top Trails of Bohinj
- Hike and Bike Adventure
- Magical Lake
- Riding across the Bohinj Alpine Pastures

CULINARY EXPERIENCES

- Schnapps Tasting
- Bohinj Chocolate Tasting
- Bohinj Corn (Turšca) – From Grain to Žganci

BOHINJ WITH AN EXPERT

- Vogel 2000 years ago
- Ajdovski gradec – the oldest village in Bohinj
- Ancient Bohinj

TRANSPORT

Green mobility is promoted through the Bohinj summer and winter mobility cards, which provides various benefits for users, such as giving them free public transport around Bohinj and free parking.

Visitors can walk, ride a bike, ride a horse or go on a hop-on hop-off bus to get around Triglav National Park and the region.

• Julian Alp Card

The Julian Alp Card is intended to promote the use of environmentally friendly means of transport. Bus, train, car-train as well as the excursion boat are only some of the possibilities, which are offered to card holders, thus contributing to the reduction of motor traffic in Bohinj and environmentally friendly tourism.

The Card can be purchased by guests who are accommodated at Tourism Bohinj partner services providers and who stay in Bohinj for at least two nights. The card is available from April 1st to October 31st. The card sales points are Tourist Information centres and accommodation providers.

There are different prices according to the length of the stay and also a special price for children. By purchasing the card for one adult, one child up to 14 years of age gets a free card.

In addition, for the winter period there is another card that provides similar offers and services, that also promotes green mobility in the area.

• Parks

There are four public transport lines from major car parks that will be available to access Lake Bohinj or the Blato pasture, two of the main spots to visit in the area. Also, parking is allowed only on marked places in Bohinj. Free parking is possible only with a card (that contains nominal information together with the vehicle's registration number). There is also some parking with blue zones that are car parks with time-limited.

• Bus

Another action that helps to promote green mobility are the advantages of using buses. For example, all routes in the Bohinj Municipality are free and a 50% discount is applied on bus tickets for Bohinj-Ljubljana-Bohinj routes (discount applies only if the entry or existing stations are located in the Bohinj Municipality).

An alternative option to move around is the hop-on hop-off bus to Pokljuka, the largest forest territory in Triglav National Park, only located to 25 km from Lake Bohinj. This bus offers free rides to all stops on route from Lowe Bohinj Valley to Pokljuka and the opposite direction. In addition, there are two shuttle services from other points that are also free. There is one that goes from Bohinj to Soriška planina and the other goes from Bled to Pokljuka.

If the visitor prefers to take the taxi, there is a small, licensed transfer company that provides trustworthy, reliable and safe taxi services in Bohinj and its surroundings, and transfer to and from the airports and railway stations nearby. The visitors with a card will have a 20% discount and this service is subject to prior order.

• Train and other options

Another free mobility option is the train transfer from Bohinjska Bistrica to all stops on the route to Nova Gorina and Ljubljana (discount applied only for tickets, purchased at the Bohinj Bistrica railway station). The Bohinj railway route is one of the most beautiful railways in the Alps and an exceptional technical achievement, surrounded by the beauty of nature and connecting two different regions in Slovenia.

Passengers with personal vehicles can use car-train to get from Bohinjska Bristica to Podbrdo rapidly and safely. With the card they will have a 5% discount. The card also gives 10% discount on the Steam train rides and 20% to the Vogel Cable Car. In addition, the Panoramic Boat ride on lake Bohinj will also be free with the car.

EVENTS

Below are some of the events with a Slow Tourism approach:

FESTIVALS & OTHER EVENTS

• International Wild Flower Festival (<https://www.bohinj.si/en/wild-flower-festival/>)

The International Wild Flower Festival is another way to preserve nature and also promote others.

The festival will last for a fortnight and provide a wide array of events that have one thing in common – the presentation of alpine flowers in all kinds of environments in Bohinj (along with the waters, meadows, hills, mountains).

What originally began as a small event to get to know the wild flowers of the alpine region, has evolved over the years and with the support of the national park, schools, associations and volunteers into a great event around nature and flowers. Numerous workshops, cultural events, a fairy-tale weekend for children, an international conference, a colourful market and guided botanical excursions are just a few examples of the program. In addition, there are numerous possibilities to get in touch with experts for flora and fauna, photography courses and much more. Culinary Slovenian delights are also a must taste, even some restaurants offer special dishes and menus based on alpine flowers.

The purpose of this festival is to remind local people and visitors of the unique natural advantage of Bohinj as a tourist destination in the sense of nature preservation and tourism. On the other hand, organisers wish to develop more tourist-like products that are connected to Bohinj's natural and cultural heritage, Triglav National Park and similar trends.

The people of the Bohinj area of Slovenia are rightly proud of their long alpine farming heritage and the high quality of their environment. Wild Flowers continue to this day to play an important role in their local culture and while farming methods are changing and young people are becoming less directly involved in managing the land. There is a strong desire to promote and raise awareness of their unique natural and cultural heritage.

This year, due to the covid-19 situation the festival will move it to the digital dimension and will take place from the 23rd of May to the 7th of June.

When – from May 23rd to June 7th

Typology – Nature, environment and sustainability

• Evening under the Linden Tree (<https://www.bohinj.si/en/events/vaski-vecer-pod-lipo/>)

This event offers visitors to experience the true spirit of Bohinj with old customs, music and dance. It takes place during summers on Monday's night and the visitor has the opportunity to enjoy performances and presentations of old customs, music and dances. All with free food and drink tastings from the region.

When - from July 7th to August 17th, 2020

Typology – Traditions

• **Ethno Weekend in Bohinj: Vasovanje** (<https://www.bohinj.si/en/events/ethno-weekend-vasovanje/>)

Traditional event that presents old customs in Bohinj that takes place every year in July. Consists on an event called "Vasovanje", which is the presentation of how boys used to climb up the ladder to their sweethearts and were they try to win their hearts. The event is full of entertaining moment, presenting the traditional customs that were quite common in the past.

When – July 24th and 25th, 2020

Typology – Traditions

• **International Cheese and Wine Festival** (<https://tdbohinj.si/en/events/cheese-wine-festival/>)

Bohinj has also been known for its cheese for many years. This is the reason why they dedicate a Festival to its cheese.

The Festival includes:

- Diverse whole-day programme
- Cheese, dairy products and wine tasting
- Sale of cheese, dairy products and wine at stalls
- Specialities made from cheese
- Vocal groups and folk-dance group from Bohinj
- Children workshops

When – September 19th, 2020

Typology – Gastronomy

• **Cows Ball in Bohinj** (<https://tdbohinj.si/en/events/62nd-traditional-cows-ball/>)

The Cows' Ball is a legendary annual traditional event in Bohinj and a unique celebration of the cows' return from the pastures with herdsman and herdsman to the valley. For this occasion, the cows are decorated with flowers. They are accompanied by herdsman and herdsman, who bring herds of cattle and carry "basenga" on their shoulders – everything they need to make cheese and other things they need for living on pastures.

This tradition has been celebrated for more than 60 years. In the past, farmers, as a habit, welcomed the herdsman and herdsman because this occasion at the end of summer swiftly became known to all people of Bohinj, it soon turned into an event or celebration for the entire valley.

When – September 20th, 2020

Typology – Nature and traditions

Note: Some information may vary due to COVID-19.

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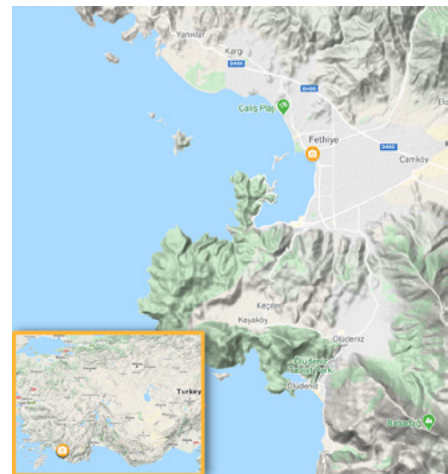
Fethiye

Fethiye is a good example of a slow tourism destination because of its commitment to involve local communities in the tourism industry. The *Taste of Fethiye* project helps to prove the success of connecting local farming communities to hoteliers and wholesalers in the tourism sector, creating a win-win situation for consumers and producers.

GENERAL INFORMATION

PLACE AND LOCATION

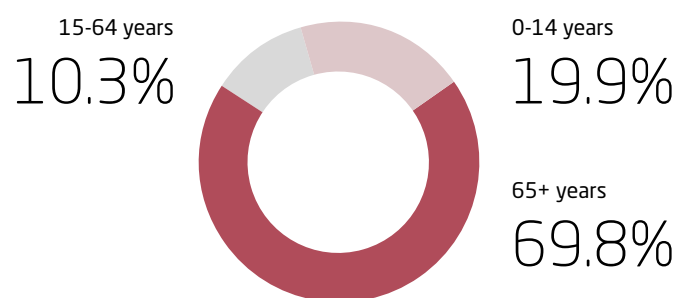
Fethiye is a Mediterranean coastal town and district located in southwestern Turkey. Fethiye is a holiday destination with nature and historical sites. The seaside location is characterized by the colour turquoise which is found in all beaches and islands of the Aegean region.



Google Maps

POPULATION AND DEMOGRAPHICS¹

The population of Fethiye District was 162.686 according to the 2019 census.



DISTANCE FROM THE MAIN CITY

The nearest cities and towns are:

- Yanklar – 10,5 km
- Ölüdeniz – 12,4 km
- Butterfly Valley – 23,4 km
- Göcek – 27 km
- Faralya – 28,5 km
- Antalya – 204 km
- Esmirna – 334 km

¹ Source: State Institute of Statistics, Republic of Turkey (web).

HOW TO GET THERE

Fethiye is accessible by bus, car, boat and airplane.

- Bus

Fethiye has a direct connection to many cities in the country including Istanbul, Marmaris, Bodrum, Antalya and Izmir.

- Car

Fethiye is very well connected by land, having both highway and mountain routes in good conditions.

- Boat

Private cruise companies operate non-scheduled services to Marmaris and along the peninsula to Antalya.

There are also catamarans from Rhodes (Greece) which run during the tourist season (from April to October).

- Plane

Dalaman (the nearest airport) is 6 km away from Fethiye. There are scheduled flights to many airports in Turkey and abroad as well as charter flights to some airports abroad. It is possible to use a private transfer, taxi or Mugla Municipality public transportation for transfers from Dalaman Airport to Fethiye. Antalya airport is 208 km away from Fethiye.

NUMBER OF VISITORS / TOURISTS

Fethiye hosted a total of 24.968 tourists in 2019 according to the Republic of Turkey Ministry of Culture and Tourism's 2019 Border Statistic Annual Bulletin.

MAIN ATTRACTIONS

Below is a list of the main tourist attractions:

- Ölüdeniz

With its sheltered and calm waters, Ölüdeniz and the adjoining Belceğiz Beach combine the white foams of the Mediterranean with the greenery of the pine trees. 15 km from the Fethiye city centre are the world-renowned Ölüdeniz Kumburnu National Park and the Belceğiz Beach, located at the skirts of Babadağ which deserves the right of being a "world heritage" with its rich flora and suitability for paragliding.

- Kayajoy

The Kaya Village is a significant settlement dating back to the time of antique Karmylasos where various cultures blended, lived together and migrated. On the slopes are stone houses built in the typical Mediterranean architectural style, are preserved as a prominent sample of the cultural mosaics in Anatolia and are presently being re-evaluated with a contemporary tourism concept.

- Saklikent

Saklikent Canyon is a unique natural wonder 50 km away from Fethiye. The Canyon is 200 metres deep and 18 km long, shaped up by waters flowing down from the mountains for thousands of years, abrading the rocks.

- Paspatur

Paspatur, one of the oldest settlements in Fethiye, is characterised by wooden orieled houses. This is a visiting point of thousands of tourists with shopping opportunities, bars and restaurants. There is a famous myth that whoever drinks water of Paspatur cannot leave Fethiye.

- Beaches

Fethiye has a large variety of beaches: Ölüdeniz and Kidrak beaches with their white sand; round pebbles and crystal water at Belcegiz Point, Calis Beach with its never-ending sea breeze.

- 12 Islands

The 12 islands lining the west and northwest Gulf of Fethiye are among the most popular boat tour routes. Generally, the boats are anchored at Gobun (Magarali) Bay, Cleopatra Bath, Tersana Island, Yassicalar and Kizilada.

- Yaka Köyü

Yaka Village is a popular stop of Saklikent tours with its natural beauty, ancient city of Tlos and famous restaurants settled next to cold spring water flowing through centenarian plane trees.

- Pamukkale Hierapolis

The Travertines of Pamukkale (Cotton Palace) created by calcite-laden waters and the ancient city Hierapolis are day trip excursions from Fethiye. The ruins of ancient city Hierapolis are from the early Christianity period and listed as a UNESCO World Heritage Site.

In addition, there are several ancient cities and historical sites in Fethiye and its surroundings:

- Tlos
- Pinara
- Xsantos
- Letoon
- Patara
- Cadianda
- Oinoanda
- Araska
- Sidyma

OFFICIAL TOURISM WEBSITE

There are two main tourism websites about Fethiye:

Fethiye Chamber of Commerce and Industry & Fethiye Municipality: <http://feelfethiye.com/>

FETAV – Fethiye Tourism Promotion Cultural Environment and Education Foundation: <http://www.fetav.com/en/>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

• *Taste of Fethiye* label²

Taste of Fethiye was a five-year project conducted by The Travel Foundation, which was officially handed over in 2016 to FETAV (Fethiye's tourism, promotion, environment and cultural NGO) and provides a replicable model for successfully connecting Fethiye's local farming communities to the hoteliers and wholesalers in its thriving tourism sector.

Travel Foundation's *Taste of Fethiye* project aimed to integrate small, local producers into the larger, mainstream tourism supply chain by working with farmers, wholesalers and hotels. Its goal was to work with the existing tourism market with an initial focus on benefiting local farmers and safeguarding the environment, proving that fresh fruit and vegetables could be sourced locally in a commercially viable way.

One of the reasons why this project succeeded and nowadays is still active is due to the partners involved. The strategy and funding partners were TUIK UK and Ireland, Thomas Cook and The Co-operative Travel, the supporting partners were different Turkish organisations in Fethiye such as FETAV, Fethiye Hoteliers Association (FETOB), Fethiye Chamber of Commerce, Fethiye Chamber of Agriculture, among others. And finally, the implementation partners were 40 local farmers across five villages and Fethiye hotels.



The project consisted of:

• Capacity building with farmers

Focusing on five villages, they made 750 farms visits to improve farming practices and offer guidance on collaboration, marketing and hotel supply needs as well as disseminating 3.000 copies of the Sustainable Agriculture Guidelines to farmer families.

• Creating a local supply chain

Working with local wholesalers, the Travel Foundation established production agreements with farmers and purchasing agreements with hotels.

• Branding and promotion

In collaboration with project stakeholders, they developed a Taste of Fethiye logo to allow hotels to verify the local origins of the produce and promote it to customers.

• Supporting local traditions, creating food experiences

Tour operator resort teams and hotel staff put on "Local Food Nights" for guests in order to promote the brand Taste of Fethiye as well as craft and food fair which not only gave tourists the chance to buy directly from producers, but also promoted the region's culture and traditions.

² Source: Case Study - Taste of Fethiye Integrating local farmers into the tourism supply chain (The Travel Foundation).

- Extending benefits to the wider community

The project also encouraged tourists to explore, and spend money in rural communities of the Fethiye region. The Travel Foundation developed and disseminated food-themed self-guided driving tours (booklets and a mobile app) to encourage tourists to explore the rural area and spend locally.

In addition, Taste of Fethiye is an example of linking tourism with local food production. As a result, the project was a finalist in the UNWTO Ulysses Awards for Innovation in Tourism in 2015.

Regarding the project's benefits, they highlighted:

- Local economic benefits

The combination of better farming practices and improved market linkages created economic benefits for farmers. They increased their income both by reducing input costs and increasing yield per acre by 30% each (on average).

- Local market linkages

This project proves that it is commercially viable for local small-scale farmers to supply reliable, high quality, competitively priced fresh fruit and vegetables to the tourism industry.

- Environmental resources protection

Buying "local" reduces food miles and associated CO2 emissions, and helps some hotels to meet sustainability certification requirements. For example, the levels of pesticides and artificial fertilisers used were dramatically reduced.

To sum up, the following facts show the success of Taste of Fethiye:

- 24 hotels have bought Taste of Fethiye local produce.
- Farmers have increased their revenue by 24% and total revenue from fruit and vegetable sales have exceeded \$1M.
- Approximately 200.000 tourists have enjoyed Taste of Fethiye produce across the five years of the project, and ultimately customers were more satisfied.
- 71% of farmers contended that Taste of Fethiye branding helped them achieve better sales and profits.
- 62% of surveyed tourists felt more positive towards their hotel knowing its purchases of locally grown, sustainable products.
- 93% of farmers stated they were more aware of the environmental hazards that pesticide, fertilizer and waste containers can cause and had made changes in how they disposed of waste chemical containers in order to decrease pollution levels.
- All farmers said there had been an improvement in quality or yield after being involved in the project.
- 95% of farmers stated that they would keep doing business with Taste of Fethiye wholesalers in the future.

LOGO AND CLAIM



SLOW TOURISM INFORMATION

ACCOMMODATION

Fethiye mainly has hotels and resorts and also some options of slow accommodations. Additionally, some small properties can be considered a slow accommodation options. Other types of properties can be considered as such, provided that these are committed to sustainability and local development standards. For instance, in Fethiye there are properties considered green accommodations and eco-resorts by Travelife initiative, a program that measures the property's impact on the following aspects: environment, community, cultural-heritage and local economy. In addition, several properties were part of the project "Taste of Fethiye".

Below is a list of accommodations that can be featured because their approach to management, style or services are considered interesting from the perspective of Slow Tourism.

- Yonca Lodge (<https://www.yoncalodge.com/en/>)

Yonca Lodge is a small hotel built on a large fruit garden overlooking the beautiful islands and bays of the Mediterranean. The hotel entices guests with its natural surroundings design which reflects the local environment and culture. In addition, Yonca Lodge is one of the first ecologically conscious businesses in the Fethiye tourism industry. Having participated in ecological projects such as TaTuTa (from the Buğday Association) for the last 10 years, Yonca Lodge continues its dedication to lessening the impact of tourism on Fethiye's environment.

- Yuva Eco Holidays Centre (<https://www.ecofaralya.com/>)

This property offers a perfect accommodation for yoga holidays, retreats, personal development workshops and hiking vacations. Yuva's facilities are built and supported in an eco-conscious way and their meals are locally sourced and home-cooked based on vegetarian and vegan Turkish cuisine. They encourage guests to connect with nature practising yoga, hiking, meditation or readings.

- Letoonia Club-Hotel (<https://en.letoonia.com/>)

Letoonia Resorts are committed to the protection of the ecosystem, biodiversity, cultural values and supporting local producers in the region. This accommodation is a member of Travelife, a consultancy, supervision, and certification organization for sustainable tourism businesses and green hotels around the world. All the hotels accomplish the Travelife Sustainability System (TSS) standards and sustainable criteria.

- Babakamp Eco Ranch and Retreat (<https://www.babakamp.com/>)

Babakamp is named after Babadağ, one of the 100 mountains that the World Cultural Heritage Foundation advocates that needs to be protected. It is a property with 12 bungalows and different facilities for guests to relax and connect with nature through activities such as hiking, paragliding, and more.

This property is committed to sustainable criteria; in order to minimize its carbon footprint, the water is supplied from a mountain source and electricity is supplied by wind and solar energy. All meals are prepared with organic food from their garden and barn from small farmers in the region. They value the clean and cool forest air and living in harmony and balance with nature.

- Hillside Beach Club (<https://hillsidebeachclub.com/en>)

Hillside Beach Club is a holiday club set on a private bay amidst pine trees respecting its natural surroundings. Also a member of Travelife, it behaves as a tourism establishment that sees guest and employee satisfaction equal. With social responsibility awareness, the property adopts an environmentally friendly approach. They base their management on sustainable tourism in order to leave a viable environment for the next generation, using natural resources efficiently while keeping up products and services.

GASTRONOMY

The cuisine in Fethiye is varied and rich, composed of fresh, local produce and seafood. An example of a culinary experience is visiting the Fish Market in Fethiye, where visitors can find not only food but also live the local life, by enjoying traditional music while walking, and even buying local products. It is a typical Turkish hidden square bursting with music and the smell of fresh seafood. Also, the visitor can find Raki, a Turkish alcoholic beverage that it is part of their culture together with other products such as meze and ezine cheese.

Finally, thanks to the project "*Taste of Fethiye*" local products from farms are adding value in the tourism industry. As mentioned, this project is an example of linking tourism with local food production, a win-win situation where all tourists, producers and accommodation properties and restaurants are putting Fethiye and its local products on the map.

ACTIVITIES

Slow Tourism activities that allow the visitor to explore and enjoy the area are horse riding, hiking, trekking and diving.

TRANSPORT

To move around the area, the options that encourage visitors not to travel by private car are:

- **Minibus Lines**

There are minibus services from Fethiye to Oludeniz, Faralya, Kabak, Kayakoy, Saklikent, Tlos, Uzumlu and all other Fethiye Villages.

- **Bus Lines**

Fethiye Municipality provides bus services to Calis, Karagedik, Catalarik, Patlangic, Tasyaka and Zincirli Kavak directions.

- **Sea Lines**

During seasonal times scheduled boat transportation to Calis and Knight Island is provided by Municipality Marina.

EVENTS

When it comes to Slow Tourism events which enable a better understanding of the traditions and cultural heritage of the area, every summer Fethiye hosts the “Classical Music Festival”.

- Classical Music Festival (<http://feelfethiye.com/classical-music-festival/>)

The Classical Music Festival serves as a forum for classical music performances and also as a celebration of the late Benyamin Sönmez, a highly talented Turkish cellist born in Germany to Turkish parents that spent his summers in Fethiye.

The festival is a free event organized by Benyamin Sönmez’s family and according to them it is a very touching and emotional festival that encourages people (both local and visitors) to share in the serene musical experience, honouring Benyamin. The concerts are played in various locations all around Fethiye.

When – Mid-September

Typology – Music

Note: Some information may vary due to COVID-19.

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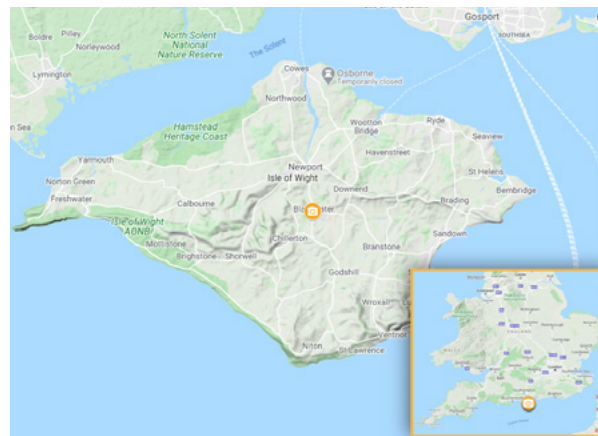
Isle of Wight

The Isle of Wight has promoted itself as a Slow Destination since it has all the ingredients to be one. Its strategy is based on sustainable and Slow Tourism criteria from its accommodations, to the activities proposed and events celebrated. Finally, they count with a Slow Tourism guide and its claim involves the term slow: Slow Wight.

GENERAL INFORMATION

PLACE AND LOCATION

The Isle of Wight is an insular county on the southern coast of England, opposite the cities of Southampton and Portsmouth. It is in the English Channel, between two to five miles off the coast of Hampshire, and across the Solent¹. The island has resorts that have been holiday destinations since Victorian times. It is known for its mild climate, coastal scenery, and verdant landscape of fields, downland and chines



Google Maps

POPULATION AND DEMOGRAPHICS ²

The population of the Isle of Wight was 141,538 according to the 2018 census.

- Average age was 46,2 years (2018).
- Population density: 372 residents per square kilometre (2018).
- Population has grown by 5,7% since 2002 (2018).
- Population average age increased by 2,9 years in the same period (2018).
- There were 2,26 residents per household (2011).

DISTANCE FROM THE MAIN CITY³

- Bournemouth: 45 min – 55 km
- Bristol: 1hr 45 min – 212 km
- Oxford: 1hr 20 min – 157 km
- London: 1hr 40 min – 145 km

¹ Channel between the Isle of Wight and the mainland of South England.

² ONS, Isle of Wight Council and Plumplot.co.uk.

³ Isle of Wight Official Tourism Website.

HOW TO GET THERE⁴

Visitors can only reach the island by ferry. To do so, they need to get to Southampton, Lymington and Portsmouth.

These towns can be reached by train, coach and air.

• Train

There are excellent rail connections to all the major ferry ports, providing fast access to the Isle of Wight from across the UK.

• Coach

The bus stations at Portsmouth and Southampton are both a short distance from the adjoining passenger ferries, allowing coach travel from any connecting destinations.

There are also “all in one” tickets available, which include coach rides to the port, ferry and connecting bus service once you arrive at the Island.

• Air connection

It is also possible to reach the area via airplane either from major London airports: Heathrow and Gatwick. There are also regional flights available into Bournemouth and Southampton, which will give shorter connection times to the Island.

NUMBER OF VISITORS / TOURISTS⁵

Total visitors in 2019 – 2,222,256

	Total visitor expenditure	Avg. expenditure per head per trip
Day visitors	£22.1 million	£29.00
Overnight visitors	£253.7 million	£181.13
All visitors	£275.8 million	£127.50

Data breakdown by quarter of 2019:

• Q1 (Jan 1st to Mar 31st)

- The Isle of Wight attracted 321,009 visitors in Q1 who spent a total of £28.1m. Visitor spend was down by 6% year-on-year.
- 57% of visitors came from South-Eastern counties, including London, with 31% travelling from elsewhere in the UK. Only 2% were overseas visitors.
- There were 543,202 overnights in the Island, of which 57% were spent in commercial accommodation (308,873). The average length of stay was 3.36 nights.
- Cars (private vehicles) main means of transport on the island (55%), followed by walking (11%), bus/train (9%), and coach (4%).
- Overall, 34% visited one of the Islands visitor attractions during Q1 2019, including 40% of staying visitors and 17% of day visitors.
- The average expenditure per head and day trip was £24.40, while the expenditure per head of overnight visitors was £146.48.

⁴ Isle of Wight Official Tourism Website.

⁵ Visit Wight Pro.

• Q2 (Apr 1st to Jun 30th)

- The Isle of Wight attracted 623,592 visitors in Q2, with a total expenditure of £78.7m. This is 1.9% less than Q2 in 2018. It meant however, an increase of 1% of the total for the previous twelve months.
- 64% of visitors came from South-Eastern counties, including London, with 29% travelling from elsewhere in the UK and 7% visiting from overseas.
- There were 1,640,082 overnights in the Island in this quarter, 64% of which were spent in commercial accommodation (1,048,772). The average length of stay was 3.97 nights.
- Cars (private vehicles) are the main means of transport on the island (52%), followed by walking (11%), bus/train (11%), and coach (11%).
- Overall, 46% visited one of the Island's visitor attractions during Q2 2019, including 52% of staying visitors and 34% of day visitors.
- The average expenditure per head and day trip was £24.30, while the expenditure per head of overnight visitors was £198.20.

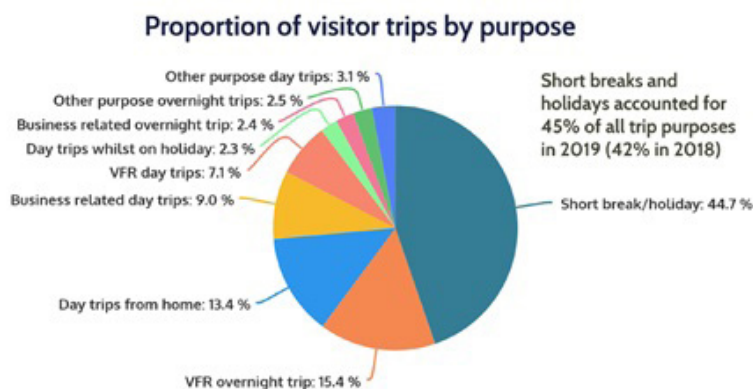
• Q3 (Jul 1st to Sep 30th)

- The Isle of Wight attracted 884,275 visitors in Q3, who spent a total of £142.2m. Although visitor numbers were down by 3% year-on-year, visitor spend was up by 2% compared with the same period in 2018.

• Q4 (Oct 1st to Dec 31st)

- The Isle of Wight attracted 393,380 visitors in Q4, who spent a total of £37.1m. Visitor spend was down 7% compared with the same period in 2018, however.
- 65% of visitors came from South-Eastern counties, including London, with 33% travelling from elsewhere in the UK and 3% visiting from overseas.
- There were 875,035 overnights in the Island during Q4 2019 of which 56% were spent in commercial accommodation (489,280). The average length of stay was 3.35 nights.
- Cars (private vehicles) are the main means of transport (61%), followed by walking (8%), bus/train (8%), and coach (4%).
- Overall, 28% visited one of the Island's visitor attractions during Q4 2019, including 31% of staying visitors and 17% of day visitors.
- The average expenditure per head and day trip was £45.85 and the expenditure per head of overnight visitors was £343.17.

Main purpose for visiting the Isle of Wight:



MAIN ATTRACTIONS

The following is a list of some of the main tourist attractions of the Isle of Wight:

Attraction name	Typology	Towns
Amazon World	Zoo	Arreton
Brading Roman Villa	Museum – Historic House	Brading
Carisbrooke Castle	Castle – English Heritage	Carisbrooke
Dinosaur Isle	Museum	Sandown
Isle of Wight Steam Railway	Heritage Railwail	Samallbrook – Havenstreet
Isle of Wight Zoo	Zoo	Sandown
The Needles	Nature landmark	Alum Bay
Osborne House	Museum & Historical House	East Cowes
Quarr Abbey	Monastery	Wootton
Shanklin Chine	Accessible Open Space	Shanklin

OFFICIAL TOURISM WEBSITE

Visit Isle of Wight Ltd.: <https://www.visitisleofwight.co.uk/>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

• UNESCO Biosphere Reserve⁷

In 2019, the Isle of Wight was crowned a UNESCO Biosphere Reserve, making it the seventh UK destination to be awarded this special status. This designation recognises the island as one of the best areas in the world for managing landscapes, where human impact does not detract from the natural beauty or the wildlife. This Reserve status covers the entire island, plus the Solent – the strait that separates the island from mainland England.

The Isle of Wight has a strong tradition of environmental action with numerous projects and initiatives promoting environmental education and awareness, increased community engagement, and healthier lifestyles and diets. The island is also developing eco-tourism; it works with universities and institutions to foster environmental innovation and attract new investment. Besides, local authorities are also testing new measures for climate change mitigation and adaptation.

• Visit Isle of Wight

The tourist board for the island is called “Visit Isle of Wight”. It is a not-for-profit organisation. It is the Destination Management Organisation for the Isle of Wight. As a public-private partnership led by the private sector, it consists of over 1,200 companies that work together to jointly promote the island. This organisation includes and railway operators, the local bus company, and tourism providers. The so-called Wight BID, a district levy fund for business improvement, provides the necessary funding for the venture.

• Sustainable Travel⁸

The Department for Transport’s Access Fund makes it possible to work with a range of partners to make it easier for visitors to enjoy a car-free holiday. The Isle of Wight council carries out different actions and initiatives to position the island as a destination concerned with sustainability.

- Green Star Scheme

A Green Star business inspires visitors to choose sustainable transport options; not only because of the resounding environmental benefits but also to facilitate discovering stunning scenery, hidden gems and local points of interest.

The idea is that a holiday in the Isle of Wight will feel much more like an adventure if the visitor leaves their car at home and get close to nature.

There are three types of Green Star: bronze, silver and gold. Each one plays its part in making it that bit easier for the visitor when travelling to and around the Island more sustainably. Gold members go above and beyond, perhaps by providing a bike maintenance station, an electric vehicle charging point or even a financial discount to visitors travelling on foot.

Businesses that are part of Visit Isle of Wight’s Green Star scheme perfectly compliment the ethos of the Slow Travel Guide to the Isle of Wight.

⁷ UNESCO and Independent (Isle of Wight awarded UNESCO Biosphere Reserve status).

⁸ Visit Wight Pro (Sustainable Travel on the Isle of Wight).

- Southern Vectis key card scheme

Accommodation providers who achieve at least silver level of the Green Star scheme may be eligible to join the Southern Vectis key card scheme.

Members of the key card scheme will be able to offer selected guests free bus travel to show them just how easy it is to travel around the Island without their own four wheels. The key cards are pre-loaded with credit and are free of charge to accommodation providers and their guests.

- Travel Ambassadors

Another action to encourage visitors to be more conscious about sustainability is the Travel Ambassadors initiative. Travel Ambassadors are the volunteers out in the community who help the Isle of Wight council to encourage visitors to give their car a break by using public transport or by walking or cycling. The Isle of Wight has a reliable bus network and a fantastic range of footpaths and cycle routes for visitors to explore. The Travel Ambassadors help to reinforce the message that the Isle of Wight is a fantastic car-free destination.

Travel Ambassadors are mostly based at the Island's ferry terminals, train stations and other locations where visitors may seek information about how they can travel around the island.

- Familiarisation trips

Familiarisation trips and training opportunities are generally available between September and May so that owners can focus on running their business during the peak season. The Council regularly partners up with tourist attractions and transport providers across the Island to offer group bike rides, guided walks, bus and rail journeys. These opportunities help business owners to ensure they are fully equipped to provide guests and customers quality information about sustainable travel on the Island.

- Slow Travel Guide⁹

The Isle of Wight sports its own Slow Travel Guide. This new, digital Slow Travel Guide to the Isle of Wight is a collection of eight routes around the Island that can be explored by bus, bike or on foot. The idea is for the guide to suggest hints and pointers to explore the Island. It's an opportunity to discover hidden gems and less-known places of interest: from overlooked archaeology and habitat to bustling village shops and Victorian churches and churchyards, all with an interesting story to tell.

According to this guide, Slow travel is more of a mindset than an actual travel methodology. It is about unhurried adventures; stopping in an area and exploring it; taking time to experience a destination and its culture fully. It is about discovery and being open to enjoying travel in a different more leisurely way.

Also, this guide introduces not only routes but also local workshops and activities. Walking, cycling or taking the bus or train around the Island will enable the visitors to slow down and explore many of the less known but still charming spots. Visitors may discover hidden beaches, nature reserves and tightly knit communities, where artists and other creative characters thrive. They will also really get under the skin of the Island and learn new things about favourite spots. Finally, travellers will encounter many local food producers who grow a wide variety of mouth-watering types of bread, cheese, fruit and much more.

The guide makes recommendations for accommodation for visitors interested in staying in a Slow accommodation. Some of these establishments are mentioned in the section "Slow Accommodation" below.

The guide has a dedicated website where the visitor can download content for in-depth exploration:

<https://slowwighttravelguide.co.uk/>.

In addition, dedicated social networks accounts use and promote a hashtag around the "Slow Movement" (#slowwighttravel). Visitors are encouraged to use the hashtag to help reinforce the "Slow character" of the island as a tourist destination.

⁹Slow Wight Travel Guide website.

TOURISM AND SERVICES SECTOR

Tourism remains the most significant industry in the island; and most towns and villages provide hotels, hostels and camping sites. The island's economic, environmental and social well-being is strongly influenced by how the tourism industry operates.

According to the Tourism Development Plan issued by Isle of Wight Council, Tourism accounts for over half a billion pounds of the island's economy. It currently generates £360 million in direct tourist expenditure, £25 million from visiting yachts and a further £150 million through the multiplier effect on suppliers and income induced spending. It also supports over 20% of jobs. It is generally agreed that the industry can have long-term sustainable growth. The Plan offers the 2020 vision for Tourism and expected the overall contribution to the island to increase by over 40%, subject to the industry adapting to the changing market and customer needs.¹⁰

LOGO AND CLAIM

Isle of
Wight



¹⁰ The consequences of the covid-19 outbreak will have a negative impact on the local industry. The overall value, however, will remain intact.

SLOW TOURISM INFORMATION

ACCOMMODATION

The Isle of Wight offers an extensive choice of establishments that fit the Slow Tourism criteria: from charming traditional seaside hotels to quality B&B accommodation; from stunning self-catering properties to family-friendly facilities located in holiday parks and campsites. Many of the Slow Accommodation offerings also double up as farm stays.

Some examples are listed below:

• Bed & Breakfast (B&B)

The island has different types of Bed and Breakfast establishments to suit all tastes and budgets. Often located in scenic areas, these B&B encourage travellers to go biking or walking to enjoy their holiday actively in a home atmosphere.

Guesthouses, country inns and farmhouse cottages offer unique features. Many Isle of Wight B&B's are family-run. Visitors will soon realise that many of the Island's finest country houses and villas have been converted into welcoming B&B.

- St. Maur

<https://www.visitisleofwight.co.uk/accommodation/st-maur-p137481>

- Kingsmede Bed & Breakfast

<https://www.visitisleofwight.co.uk/accommodation/kingsmede-bed-and-breakfast-p1055891>

- Brooke House Shanklin

<https://www.visitisleofwight.co.uk/accommodation/brooke-house-shanklin-p146661>

• Holiday Cottages

There are holiday cottages scattered across the island, both on the coast and inland. For many, a traditional cottage in a picturesque location epitomises the perfect break on the Isle of Wight. Many of these establishments are located in secluded, rural areas, often as part of working or former farms. Some of them are even charming conversions of historic and former working buildings, allowing visitors to “step back in time”. It is recommended that visitors check beforehand whether the establishment is pet-friendly.

Some of the holiday cottages:

- Dairyman's Cottage

<https://www.visitisleofwight.co.uk/accommodation/dairymans-cottage-p1019951>

- Pavilion Cottage at Osborne

<https://www.visitisleofwight.co.uk/accommodation/pavilion-cottage-osborne-p1130281>

- Nettlecombe Farm

<https://www.visitisleofwight.co.uk/accommodation/nettlecombe-farm-p149951>

- Campsites

Camping is one of the best ways to experience the island. Visitors can find a large number of sites to choose from. With over half of the island designated as an Area of Outstanding Natural Beauty, the Isle of Wight is an ideal place to get close to nature. Sites in the countryside are an excellent option for visitors looking for quiet relaxation. These sites tend to be in the vicinity of footpaths leading through fields, farms and woods. Besides, some campsites have fishing lakes or adjoin farms.

Some of the campsites:

- Tom's Eco Lodge

<https://www.visitisleofwight.co.uk/accommodation/toms-eco-lodge-p1018141>

- Grange Farm Brighstone Bay

<https://www.visitisleofwight.co.uk/accommodation/grange-farm-brighstone-bay-p208051>

- Glamping the Wight Way

<https://www.visitisleofwight.co.uk/accommodation/glamping-the-wight-way-p1409101>

GASTRONOMY

Local produce reflects the island's unique and contrasting landscape and coastline. Visitors can find a diverse selection of locally produced ingredients and enjoy the authentic taste of the island. The benign climate ensures that the Isle of Wight is home to a huge variety of local produce: fresh catch-of-the-day; locally brewed beer, wine and cider, organic fruit and vegetables, and delicious locally-made ice cream and desserts.

The varied gastronomy of the island can be sampled in pubs and bistros, restaurants and cafes. Many establishments also maintain the traditional Afternoon Tea as a historical custom.

The Isle of Wight has a guide for foodies. It is called "Taste of the Wight" and is the island's free local guide to food and drink. Now in its sixth edition, it has cemented a reputation as the leading, independent companion for eating out in the island. The guide provides information about all the restaurants, bars, local producers and farm shops. It encourages the so-called "Stay Local and Eat Local" movement.

Some gastronomy and foodie experiences that visitors can enjoy in the isle are:

- "The Garlic Farm's" array of activities: plant your own bulb, create some tasty garlic bread or even attend a cookery workshop.
- "The Wight Garlic Festival": a show about food and entertainment including a vast array of eats, sights and sounds to suit all tastes and ages.
- Visits to local producers' shops and farms:
- Briddlesford Farm: local products such as cheese, milk, butter and veal.
- Farmer Jack's: a local farm shop that offers a huge range of fresh farm vegetables including local Isle of Wight tomatoes.
- House of Chilli: a whole range of chilli products.
- Green Barn: specialising in goat's cheese and fudge.
- Brownriggs: poultry experts selling Christmas turkeys, chickens and eggs.

ACTIVITIES

These are some of the Slow Tourism Activities that can be carried out in the Isle of Wight: are:

• **Slow Adventure activities**

Mountain biking and sea kayaking. The island is a great playground, boasting a hugely varied landscape just waiting to be explored: from dunes perfect for Segway riding to coastal caves surrounded by clear waters.

- Kayaking
- Tree Climbing
- Segway Rides
- Mountain Bike Adventure

• **Bird watching**

Over 200 species are recorded every year. From sea cliff-nesting guillemots to forest-dwelling nightjars, there is something special to see in every season of the year.

• **Cycling**

The Isle of Wight celebrates its highly reputed status as one of the top cycling destinations in the world. The island is not only home to some of the UK's best scenery, but it also has around 200 miles of cycle tracks, byways and bridleways to explore.

The full "Round the Island cycle route" is popular with keen cyclists and covers 65 miles. There are several ways in which the route can be shortened or split over a few days.

• **Fishing**

The Isle of Wight is an optimal destination for fishing lovers. Nearly all the sea and freshwater species that can be found in British waters are represented on the island's record lists. Fishing enthusiasts will find different establishments where all the necessary gear can be rented, including the possibility to enlist in charter trips to the sea. Lake or pier/shore fishing tuition also available.

• **Horse riding**

The Isle of Wight offers hundreds of bridleways, peaceful country lanes and open sandy beaches for horse riding, and sports a full range of practical horse-riding skills. Visitors can bring their horse if they so wish. They can join in guided, regular rides departing from stables all over the island. The choices are multiple: from cantering over the sands by the sea to trotting down quiet country lanes under dappled light. Lessons are also available for children and complete beginners. More advanced riders can take courses in dressage.

• **Sailing and water sports**

The Solent stretches 20 miles long and is one of the busiest stretches of water in the world, serving as a major shipping lane, as well as a hub for water sports.

The most famous nautical town on the island, Cowes, is the mecca for all-things-sailing and is home to the Royal Yacht Squadron (founded in 1815). Known the world over for its racing heritage, the very first America's Cup was held here in 1851. This is still the biggest race of the international nautical calendar to this day.

The main water sports the visitors can practice on the beaches of the Isle of Wight are:

- Kayaking and Stand up paddleboarding
- Surf and bodyboarding
- Windsurfing and kitesurfing

• Walking

The Isle of Wight is a true walker's paradise as it is easy to get around on foot. As one of the UK's most beautiful places to enjoy life outdoors, the island welcomes thousands of walkers every year. Visitors enjoy exploring the 68-mile-long coastal path and a criss-cross network of footpaths and trails.

There is hardly a need to travel to the island by car. Red Funnel, Wightlink and Hovertravel offer high-speed services for foot passengers and each island terminal has excellent onward travel link bus.

The Coastal Path can be broken down into six segments. It takes visitors around the whole circumference of the island. Visitors will pass through busy harbours in sailing towns, sandy seafronts on award-winning beaches and wildlife havens at serene nature reserves.

In addition, visitors have the option to take part in a dedicated festival to celebrate this Slow Activity: walking in scenic landscapes. This event is held every year in May. It highlights the extensive range of guided walks from historic trails to scenic hikes.

TRANSPORT

The island promotes sustainable mobility. A range of options is available to help visitors cover every inch of the 23 x 13 miles of the Island.

• By foot

There are over 500 miles of public paths of way to explore the island, and although it isn't the fastest way to get around it undoubtedly guarantees that the visitor will get the views!

Visitors are encouraged to wear comfortable footwear and explore some of England's most spectacular coastal paths and seascapes. In the Isle of Wight, travellers are never far from a secret cove or enchanting village.

• Bike

Lonely Planet recently voted the Isle of Wight as one of the world's top cycling destinations. Not surprisingly, an excellent network of cycleways and rail trails links up much of the Island.

In recent years, the island has also become a favourite destination for cycling holidays. Bicycle Island promotes great trail ideas, facilitates cycle hire and help cyclists to get around.

• Bus

The main bus service, operated by Southern Vectis, is visible almost everywhere visitors go. Regular buses run between the main towns and resorts until very late, with services to more rural areas operating throughout the day.

Hop on, hop off the open-top bus "Breezer" tours, Island Coaster and network services and explore the Isle of Wight by bus.

• Train

The island's train service operates from Ryde Pierhead round the east coast down through to Shanklin – directly linking with both Ryde passenger ferry services, providing a through service to-and-from London Waterloo.

There is also a bus link to the train which carries passengers from Shanklin through to Ventnor.

EVENTS

Several events and festivals take place in the Isle of Wight around the year. Some of these events are aligned with "Slow" criteria because of the topic or the way they are implemented:

FESTIVALS

- Isle of Wight Walking Festival (<https://isleofwightwalkingfestival.co.uk/>)

The Isle of Wight Walking Festival is one of the oldest walking festivals in Britain. The festival was first set up by the Isle of Wight Council in 1999 when it offered 39 walks and attracted over 5,000 participants. It has grown over the years and, in 2018, the number of trails on offer was close to 100 in total. All the walks are led by volunteers, many of whom members of a local association called Ramblers. Volunteers are experienced walkers themselves and are knowledgeable about the island, its stunning landscape and scenery.

When - October

Typology - Walking

- Jazz Weekend (<https://isleofwightwalkingfestival.co.uk/>)

The Isle of Wight Jazz Weekend is the best-established jazz festival both in Hampshire and the island. It regularly features star names from all around the UK and further afield, including the USA and Australia. The festival takes place in half-term week; it is popular with locals, holidaymakers and jazz fans who travel especially to the island for the chance to see some of the best performers around.

There are some wonderful venues with superb acoustics, all within a short distance from one another which results in a small, bustling and vibrant festival feel. As well as the lead acts, local bands hold free concerts and musicians play live in pubs, restaurants and other venues.

When - 2nd to 6th of June 2021

Typology – Music

- Rhythm Tree (<https://www.rhythmtree.co.uk/>)

The Rhythm Tree is an original, fun-filled, family friendly festival. In 2020 it will return to Calbourne for its 11th consecutive year. With an unsurpassed reputation for bringing together a diverse, vibrant mix of high-quality music and family entertainment, Rhythm Tree 2020 will showcase an increasingly diverse range of music with performers from the Island, the UK and beyond.

This safe, friendly, family-oriented festival is held in a beautiful farmland state close to the West Wight Heritage Coast. Free camping and parking facilities are included in the weekend ticket price.

When - 10th to 12th of July 2020

Typology – Music

- The Wight Proms (<https://www.rhythmtree.co.uk/>)

The annual, open-air festival first launched in 2018. It celebrates comedy, musical theatre and classical music, and features free arts workshops. The four-day festival takes place on the grounds of Northwood House, a grade II* listed Georgian manor house. The Arts Workshops allow hundreds of children to fully immerse themselves in the arts in ways that they would not otherwise ever experience.

When - 20th to 23rd of August 2020

Typology - Arts

EVENTS

- Round the Island Race (<http://www.roundtheisland.org.uk/>)

The Round the Island Race is “the sailing answer” to the London Marathon. A total of 1,600 boats, crewed by some of the biggest names in sailing as well as keen amateur sailors, skim past The Needles, the island’s distinctive rocky structure, round St. Catherine’s Point and Bembridge Ledge and back into the Solent.

The visitors can watch the yachts round the Needles rocks and enjoy a hearty breakfast in the Needles Old Battery Café. The boats pass round the Needles Lighthouse, along the south-west coast of the island to St. Catherine’s Point and then up across Sandown Bay to round the Bembridge Ledge Buoy. The fleet then makes its way either side of No Man’s Land Fort and across Osborne Bay to the finish line back at Cowes.

When - 26th of September 2020

Typology - Sporty event

- Walk the Wight (<https://www.mountbatten.org.uk/Listing/Category/walk-the-wight-your-way>)

The Walk the Wight is an annual event taking place in May alongside the Isle of Wight Walking Festival. It is officially organised by Mountbatten, formally known as the Earl Mountbatten Hospice. This Isle of Wight event is all about having fun, appreciating the gorgeous nature of the island and raising money for a good cause.

When - May (it would be virtual because of the Covid-19 situation)

Typology - Walking

- Sky Hight at Robin Hill (<https://robin-hill.com/events/>)

The sky’s the limit this May at Robin Hill’s brand-new soaring event, Sky High. Visitors can marvel at the sight of over 40 hot air balloons of all shapes and sizes, taking flight from and tethered in the Lower Valley. The visitors have the opportunity to meet the pilots, walk inside the balloons and possibly even win the chance to take flight. In addition, there will be kite-making and flying workshops for kids.

When - 23rd to 26th of May 2020 (dates subject to change due to Covid-19)

Typology - Special events

Note: Some information may vary due to COVID-19.

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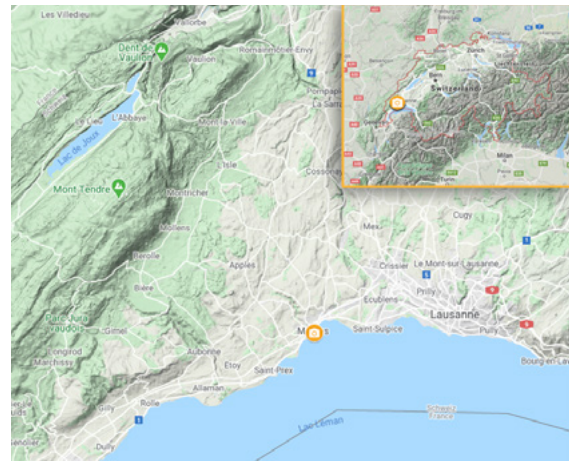
Morges Region

Morges Region is the first tourism area in Switzerland to promote itself as a Slow Destination, showing visitors a slow way to discover a place, thanks to their flagship activities, environment, culture, and more. In addition, they have carried out a program called “Slow Destination” in order to position Morges Region as a referent in Slow Tourism.

GENERAL INFORMATION

PLACE AND LOCATION

Morges Region is located in Canton de Vaud. Its capital, Morges, lies on the western limit of the Lausanne conurbation. Morges is mainly distinguished mainly by its developed culture, especially due to the organization of the tulip festival, and by its history, which began almost 5,000 years ago at the banks of the Lake Geneva (in French, known as Lake Léman).



Google Maps

POPULATION AND DEMOGRAPHICS

In the 2018 census the population of Morges Region was 82,632.

- The average age was 42,6 years.
- The number of families were 7,441
- The population density was 222 residents per Km².

DISTANCE FROM THE MAIN CITY

The nearest cities are:

- Lausanne: 15 min – 13 km
- Geneva: 40 min – 150 km
- Berne: 1h 15 min – 110 km
- Lyon (France): 2hr 10 min – 199km
- Basel: 2hr 15 min – 204 km

HOW TO GET THERE

Morges Region is located between the cities of Geneva and Lausanne, by the shores of Lake Geneva. It is accessible by train and bus as well as by car from Geneva airport, and by boat from its neighboring country, France.

• Train

Morges Region can be reached via major European railway lines that stop at Lausanne, Geneva and Basel.

The Lyra TGV (high-speed train) reaches Lausanne from Paris in 3hr 40min. From Lausanne, it takes 10min to arrive in Morges.

The Sud-Est TGV reaches Geneva from Montpellier and Marseille in about 6hr30min. From Geneva, it takes 30min to arrive in Morges.

The ICE (Intercity Express) reaches Basel from Hamburg, Berlin or Frankfurt in an 8hr trip. From Basel, it takes 2hr 15min to arrive in Morges.

• Boat

In spring and autumn, Morges is accessible by boat from Yvoire, which lasts approximately 1hr15min. In summer, Morges can also be reached from Thonon, which is about a 25-minute journey.

• Plane

Morges is accessible from all Swiss international airports. It is approximately 40 minutes away from Geneva Cointrin airport, 1h30min from Bern-Belp airport and 2h30min from Zurich and Basel-Mulhouse airports.

• Car

Morges is serviced by the A1 motorway which links Austria to France via St-Margrethen, Zürich, Bern, Lausanne and Geneva. This 407 km long road offers an overview of the Swiss plateau. Morges is also serviced by the Route du Lac. From Geneva airport to Morges, the journey by car takes around 40 minutes.

NUMBER OF VISITORS / TOURISTS

	Total number of arrivals	Total number of nights	Average lengths of stay
2017	43.246	82.261	1.90
2018	42.941	76.750	1.79

Highlights of the 2019 Annual summary issued by the Tourist Office of Morges Region:

- Approximately 4,730 visitors went to the Tourist Office.
- 4,600 people were given for information and advice, of which 3,000 were attended to by the counter.
- 1,100 calls were made and 500 emails were received. The main questions asked about Morges Region were centred around Morges District itself, Morges city, the tulip festival and activities such as hiking, cycling routes and museums.

MAIN ATTRACTIONS

Below is a list of the main tourist attractions of Morges Region:

Attraction name	Typology	Towns
Parc de l'Indépendance	Park	Morges
Château de Morges	Castle	Morges
Musée Alexis Florel	Museum	Morges
Théâtre de Beausobre	Theatre	Morges
Lac Léman	Lake	Morges
Château de Vufflens	Castle	Vufflens-le-Château
Musée Paderewski	Museum	Morges
La Maison de la Rivière	Aquatic centre	Tolochenaz
La Paisible	Audrey Hepburn's house	Tolochenaz
La Venoge	River	Canton de Vaud
Fondation Jean-Michalski	Literary exhibition room	Montricher
Fromagerie Gourmande de Montricher	Cheese factory	Montricher
Arboretum du Vallon de l'Aubonne	Natural park	Aubonne
Train touristique Morges	Touristic train	Morges
Signal de Bougy	Adventure park in nature	Bougy-Villars
City golf Morges-Préveranges	Golf court	Morges
Moulin-huilerie de Sévery	Institution of gastronomy	Sévery

OFFICIAL TOURISM WEBSITE

Morges Région Tourisme: <https://www.morges-tourisme.ch/fr/>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

• UNESCO Palafittes

The UNESCO World Heritage listing of prehistoric palafittes sites around the Alps represents a selection of the 111 most remarkable lake villages found in six countries surrounding the Alps: Switzerland, Austria, France, Germany, Italy and Slovenia. The sites consist of vestiges of prehistoric villages dating from 5.000 to 500 BC. Switzerland has 54 sites, including 24 in the Pays des Trois-Lacs. In Morges Region two sites can be found: Les Roseaux and Stations de Morges.

• Morges Région Tourisme

The tourism board of Morges Region is *Morges Région Tourisme*. Its mission is to develop tourism and promote Morges as well as its neighbouring municipalities. This association also aims to develop tourism across Morges District. *Morges Région Tourisme* has two main priorities: Managing promotion, communication, marketing and tourism strategy, and sustaining and securing the organization, management and administration of the tourism Association.

• Villeverte Suisse Morges

In December 2019, the City of Morges officially received its *Villeverte Suisse* label, and an oak tree was planted to mark this event. Villeverte is a label awarding places of residence that hold great respect for the development and maintenance of their green areas. In order to promote biodiversity on a long-term basis, the Office of Parks and Promenades also planted 500 m² of a hedgerow made up of more than 1,000 native shrubs and trees.



TOURISM AND SERVICES SECTOR

For Morges Region, tourism is an important vector for creating and maintaining local employment and sustaining its commerce. It represents a transversal branch with an important economic effect. Many companies from various economic sectors benefit remarkably from visitors' spending.

LOGO AND CLAIM



SLOW TOURISM INFORMATION

Morges' activities, environment and local craftsmen are mainly turned to fulfil the slow criteria. The city of Morges is the first in French-speaking Switzerland to clearly announce its position as a slow destination. The region, which includes several notable tourist sites, wants to become an authentic hub of slow tourism in Switzerland. It is indeed the first destination in the country with the slogan "Slow Destination Morges Région", to make slow tourism the common thread of its message.

The programme of the "Slow Destination" project has been established over a period of four years, from 2016 to 2020, and is soon to be completed. *Morges Région Tourisme* started a new stage during the Tourism General Assembly in autumn 2019 by unveiling an improved website layout to further assert the title of slow destination of the region.

ACCOMMODATION

Morges Region offers a wide range of quality accommodation. The hotels in the region are distinguished by their high level of hospitality. The region offers a wide range of hotels combining comfort and modernity.

Most of the hotels are concentrated in the city centre near Lake Geneva, all offering a view of the Alps, following the Slow Tourism criteria: establishments are generally locally own and customized.

• Hostels

- Le Petit Manoir (<http://www.lepetitmanoir.ch/>)

Magnificent 18th century residence classified as a historic monument, the Hostellerie le Petit Manoir is located 200m from Lake Geneva and the city centre of Morges. Modern and friendly setting, offers a traditional cuisine which is considerate of local products and their seasonality.

- Chez Yann (<https://www.auberge-hotel-etoy.ch/>)

Hostel that works exclusively with producers within the region;

by focusing on seasonality, quality, artisanal manufacturing and natural products (only wild fish, local meat, organic vegetables).

- Aux Deux Sapins (<https://www.2sapins.ch/>)

At the heart of the Parc Jura Vaudois, *Aux Deux Sapins* offers its guests a view of the mount Tendre, as well as of Lake Geneva. Its rooms and restaurant are popular amongst hikers, gourmet visitors and food lovers. The hostel offers fresh, seasonal cuisine, stamped with the

"Label Fait Maison" ("Homemade Label"). Some vegetables are picked directly from the hostel's garden, and the rest come from producers in the region; whether it is for meats, dairy products, vegetables, oils from Moulin de Sévery or fish from Lake Geneva. The creative gourmet dishes are made especially for foodies. To support them, the *Vaud CEnotourisme* certified establishment serves only Swiss wines.

- **Hotels**

- Domaine de la Gracieuse (<http://gracieuse.ch/>)

Ideally located in Lonay, on the shores of Lake Geneva, at the entrance of Morges. From the Domaine de *La Gracieuse* guests can enjoy breath-taking views of the lake and the Alps.

- Hôtel Mont-Blanc au Lac (<https://www.hotel-mont-blanc.ch/de>)

The beautiful sight, the warm welcome, the comfort and the tradition of the house make Mont-Blanc au Lacan ideal place to stay. In summer, guests can enjoy the enchanting "waterfront" garden, a place that invites them to relax.

- Hôtel de la Nouvelle Couronne (<https://www.couronne-morges.ch/>)

The building where the New Crown Hotel was built dates back to the 16th century. The ceiling of the breakfast room, dating from 1550, as well as a wooden veneer from the 19th century can be admired, which hides a portion of the wall of the old medieval town.

- La Longeraie (<https://lalongeraie.ch/>)

The Hotel and congress centre of *La Longeraie* is located in a large wooded park. This quiet location provides an ideal setting for those looking for proximity to the city centre in a green and calm space.

GASTRONOMY

The region has an authentic gastronomical expertise that its many artisans invite visitors to discover.

- **Local products of Mr. Dufaux:** Discovering the three certified cheeses from Canton of Vaud, as well as other gourmet specialties, in this popular shop in Morges.

- **Le Petit Frigo:** Located in Lussy-sur-Morges, a charming village on the outskirts of Morges, this family farm offers visitors the possibility to buy fresh fruits and vegetables produced naturally, pesticide-free.

- **Mes Vignerons:** *Mes Vignerons* offers customers an introduction to Swiss wine tasting at the various wineries of the Canton of Vaud, as well as wine tours.

- **The Creteigny Farm:** *The Creteigny Farm* is a combination of an agricultural Domaine, a vineyard and a Mecca for agritourism intended for gourmets, adventurers, as well as for children.

Brewery of the coast: Established in 2007, in a former dairy in the village of Vullierens, the *Brasserie de la Côte* is where craft beers are produced. Côte is where craft beers are produced.

ACTIVITIES

Morges Region is full of interesting locations and provides a wide array of activities. Whether it be cultural, wine tasting or sporting events, the environment allows for great diversity thanks to the lake and the many vineyards and museums in the region.

• Hiking:

Morges and its region offers many hiking trails, whether it be by the lake, in the middle of the forest or on the crests of the Jura. Marked trails allow visitors to explore the region. Some walks offer educational panels that will tell travellers about flora and fauna.

• Cycling

It is easy to cycle the Wine Route, the valleys around and the shores of Lake Geneva. Tourists will enjoy the vastness and diversity of Morges Region with its breath-taking landscapes and a soft and temperate climate.

TRANSPORT

The Morges Region encourages visitors to move around by sustainable mobility options such as bikes and buses, allowing them to avoid private cars.

• Bike

The hilly coasts of the hinterland will satisfy the most athletic travellers. As for amateur sports people will appreciate local culinary and wine specialties found in one of the hostels along the different routes. The itineraries offered are invitations to discover the region in a different way.

• Bus

The Morges-Bière-Cossonay region bought four hybrid vehicles. These acquisitions are in line with the slow criteria of Morges, which advocates for means of transport that is more respectful of the environment.

EVENTS

Morges Region has various events and festivities to invite tourists to discover the cultural and gastronomic heritage of the territory in a Slow Tourism way. These include:

• Gourmets Saturdays (<https://www.morges-tourisme.ch/fr/>)

Guided tasting and gourmet meal "Food and wine pairing". Visit of a vineyard and presentation of the Domain. Appetizers and guided tasting of the different wines and grape varieties grown in the Merges' wine cellars. Then, visitors will be welcomed at the Auberge Communale de la Croix d'Or, in Yens, to discover the menu served with a glass of wine.

When – June

Typology – Wine tasting

• Tasting of new Vintages (<https://www.morges-tourisme.ch/fr/>)

Open house and tasting of the new vintage wines of 2019, with a friendly and relaxed atmosphere.

When – August

Typology – Wine tasting

- **Train to the cheese factory (<https://www.morges-tourisme.ch/fr/>)**

Discover how Gruyère AOP (Controlled Designation of Origin) is made at the cheese factory Gourmande in Montricher. Visitors will board a small train of Morges Région Tourisme. The programme includes: guided tour of the cheese factory and appetizers.

When – July & August

Typology – Gastronomy

- **Morning at the farm (<https://www.morges-tourisme.ch/fr/>)**

An outing to the Farm "Aux Saveurs d'Autrefois" with the Morges Touristic Train is organized to delight children and adults. Visitors will experience life on the farm through its animals, learning how to make sugar buns and a buffet meal made with local products.

When – July & August

Typology – Nature

- **Retro brunch in the fields (<https://mbc.ch/?p=259>)**

Thanks to BAM La Voie des Sens (railway track connecting Bières-Apples-Morges), tourists can board on a retro train and travel back in time. Comfortably seated, passengers can take the time to admire the landscape while being served a tasty brunch primarily made with regional products.

When – July & August

Typology – Gastronomy

- **Train of flavours (<https://mbc.ch/>)**

Leaving the shores of Lake Geneva aboard the Bière-Apples-Morges, soaking up the harmonious landscapes of the Pied du Jura and tasting exquisite dishes, this is the enticing program of "Train des Saveurs".

Passengers embark on a journey through time. The self-propelled electric car dates back to 1943, the dining car from 1925 and the bar car from 1895. The refined meals served on the retro train are prepared with passion by Chef Frédéric Simond from the Auberge aux 2 sapins de Montricher and Chefs Arnaud Spring and Stéphane Brioschi from Artisans Cuisiniers de Bière. They are renowned for their creative cuisine rich in local quality products. After lunch, if tourists want to, they will visit the Moulin de Sévery, an artisanal oil mill built in 1845. They will be able to admire the craftsman's know-how with a demonstration of the production of old-style pressed oil, followed by a tasting.

When – June, August, September and October

Typology – Gastronomy

- **Open wine cellars - tasting tour (<https://www.morges-tourisme.ch/fr/>)**

Visitors will be embarked on a two days wine tasting tour in the cellars of the Canton de Vaud, from Bonvillars to Chablais, from La Côte to Vully to Les Côtes de l'Orb. They can preview the vintages of the 2019 harvest, while spending quality time with local winegrowers.

When – September

Typology – Wine tasting

- **Autumn market (<https://www.morges-tourisme.ch/fr/>)**

With a friendly atmosphere and 120 exhibitors, visitors can come and experience the traditional autumn market at Grand-Rue, Rue Louis de Savoie and at Rue Centrale de Morges.

When – September

Typology – Gastronomy

- **Run Mates** (<https://www.morges-tourisme.ch/fr/>)

The Run mates are teams of two to nine people, 1 van or 1-2 cars per team, a magnificent course of around 200 km, accessible to beginners as well as confirmed, two days and one night of racing and five challenges out of the game. The route follows the edges of Lake Geneva with the race starting in the town of Pully and the tour of the lake will be carried out clockwise. Each runner chooses the relay (s) he wishes. The shortest relay is 3 km and the longest 13 km. 2400m of elevation gain.

When – September

Typology – Sport

- **The Dahlia dock** (<https://www.morges-tourisme.ch/fr/>)

Along Lake Geneva, between the Temple and the Parc de Vertou, the quays of Morges extend over more than a kilometre and a half. It is in this enchanting setting that around 2,200 dahlias were planted, which are in bloom from July to October. The Quais du Dahlia, which is completely free to access, is a unique event in French-speaking Switzerland. The aim of this exhibition and sale is to highlight the various facets of this summer flower. For the 24th edition of this colourful event, the public can discover almost 100 varieties distributed along an idyllic promenade, on foot or by Little Train.

When – July to October

Typology – Nature

FESTIVALS

- **Tulip festival** (<https://www.morges-tourisme.ch/fr/Z12055/fete-de-la-tulipe>)

The festival takes place in the Independence Park, located on the shores of Lake Geneva, between the Château de Morges and the Morges river. The Independence Park offers, in all seasons, a magnificent green setting and presents 50 varieties of trees such as impressive chestnut trees dating from 1750 or giant sequoia trees. It is just a few meters from the historic city center, the landing stage, restaurants and shops.

When – March to May

Typology – Nature

- **Gigusto Fair - Festival of good taste** (<http://www.gigusto.ch/>)

Visitors can go and have a good time with friends and support the artisans from our country. They can discover award-winning exclusively Swiss wines and taste cheeses, cold meats and other table products made by Swiss artisans. The Salon Gigusto selects its exhibitors on the basis of awards obtained, guaranteeing high quality products.

When – September

Typology – July to November

- **Grape festival** (<https://www.feteduraisin.ch/>)

In a spirit of openness and to invite dialogue, the winegrowers of the promotion of the Féchy production site decided, in 1998, to create the Fête du Raisin which, during an official ceremony, united the planting of vines and the lifting of the harvest banns. Visitors will be delighted to discover the local wines, the educational activities for the children and the various craftsmen and musicians who take part in this day.

When – September

Typology – Gastronomy and wine tasting

Note: Some Information may vary due to COVID-19.

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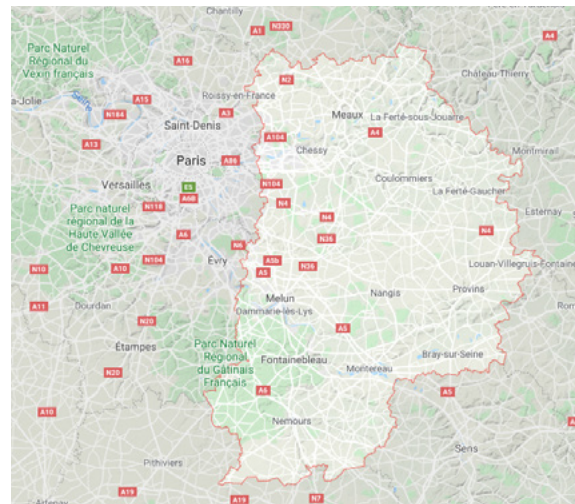
Seine-et-Marne

In 2019, Seine-et-Marne focused its tourism strategy on developing Slow Tourism, encouraging visitors to enjoy the area in a sustainable and low impact way. Taking into account the location of the region, near Île-de-France, this destination is a good example of applying a Slow Tourism perspective near urban areas.

GENERAL INFORMATION

PLACE AND LOCATION

Seine-et-Marne is a French department (administrative and territorial division) named after the Seine and Marne rivers. Located in the Île-de-France region, Seine-et-Marne is only one hour away from Gare de Lyon (Paris) by train. Due to its proximity to the capital, Seine-et-Marne, was known as a main recreational location for the French royalty and high-society during the Renaissance period. As a result, the department is best known today for the beauty of its castles and palaces, and the richness of its history, art and culture.



Google Maps

POPULATION AND DEMOGRAPHICS¹

In the 2019 census, the population of Seine-et-Marne was 1,397,665.

- Population density was 236,4 residents per square kilometre in 2016.
- Population grew by 2,38% since 2016.
- Population density: 215 residents per square kilometre²

DISTANCE FROM THE MAIN CITY

- Paris: 30 min – 47km
- Reims: 1hr 15 min – 104 km
- Orléans: 2hr- 177 km
- Lille: 2hr 40 min- 229 km
- Orléans: 2hr – 177 km
- Bourges: 3hr-293 km
- Lyon: 4hr 40min – 476 km

¹ 94 Citoyens source.

HOW TO GET THERE

Seine-et-Marne is most easily accessible from Paris by train. Other available options of public transportation from Paris are buses, which can take up to 2 hours to reach the destination. Due to its geographical location and landscape, Seine-et-Marne is well-connected to the cities in its vicinity. It has a dense road network and is also the home of one of the most important international airports in France: Charles de Gaulle.

• Train

The department of Seine-et-Marne can be reached by train and RER (Regional Express Railway) from all main cities of France, some of which are direct trips and others require a correspondence. The railroad is considered efficient and highly operational.

• Coach

Direct buses are available from Paris to the city of Melun.

• Plane

The Charles de Gaulle Airport is partly located in the Seine-et-Marne department. Upon arrival, the main cities such as Chelles, Meaux and Melun can be reached by train, bus or taxi. The trip takes up to half an hour.

NUMBER OF VISITORS / TOURISTS²

2018 is considered the best year of the past decade in number of visitors for Seine et Marne. This represents an encouraging perspective for the various tourism actors of the department, who are reporting record figures and numbers. For instance, hotel attendance has increased by 1.8%, which is due to a 6.6% rise of arrivals of overseas visitors. This represents 14% of hotel arrivals in the Region, with a number exceeding 5 million arrivals for the first time ever recorded. As such, this is the best occupancy rate (77.9%) in the past decade and represents a total of 10,166,875 overnight stays. In other words, there has been an increase of 1.6% compared to the previous year.

Tourism remains, more than ever, an essential vector of the economy of the Seine-et-Marne territory. Nowadays, there are over 8,000 establishments employing 28,400 personnel; these numbers constitute 7.7% of the total salaried jobs in Seine-et-Marne, and also generates 5,600 non-salaried jobs.

2018 Facts and Figures:

- The main tourism clientele came from:
 - United Kingdom
 - Spain
 - Belgium
 - Netherlands
 - Asian /Oceanic regions

² Tourisme Seine-et-Marne (2019).

MAIN ATTRACTIONS

Below is a list of some of the main tourist attractions in Seine-et-Marne.

Attraction name	Typology	Towns
Château Blandy-les-Tours	Castle	Melun
Parcs Zoologiques Lumigny	Zoo	Lumigny
Château de Champs-sur-Marne	Castle	Champs-sur-Marne
Le Musée de la Grande Guerre	Museum	Meaux
Château de Fontainebleau	Castle	Fontainebleau
Château de Vaux-le-Vicomte	Castle	Maincy
Château des Champs	Castle	Champs-sur-Marne
Tour César	Castle	Provins
Remparts de Provins	Fortress	Provins
Cathédrale St-Étienne	Cathedral	Meaux

OFFICIAL TOURISM WEBSITE

Seine-et-Marne Attractivité: <https://www.seine-et-marne-attractivite.fr/>

ADDITIONAL INFORMATION

DISTINCTIONS AND STRATEGIES

The tourism board for the department is Seine & Marne Attractivité, and has been active since 1st of January 2018. It provides advice and expertise to public and private players in the Department, in terms of qualification and tourism data strategy, organization and development. In the past few years, the board has been actively working towards enhancing technologies to better observe the territory and tourism practices. This has been done with the aim to effectively anticipate the aspirations of tourists and visitors.

In 2019, a technological device named Flux Vision was developed by Orange Business and Tourisme et Territoire (national network). This tool enables a better understanding of tourism activity within the Seine-et-Marne territory. By using Flux Vision, the tourism board can analyse -on an hourly, daily, weekly and monthly basis- the volume and origin of French and foreign tourists; as well as their nights spent and the mobility flow between sub-departmental areas and locations.

• UNESCO Provins³

Provins is an internationally renowned tourist site. It is an essential component of the Paris Île-de-France destination and one of the four tourist centres of Seine-et-Marne (with Fontainebleau, Vaux-le-Vicomte and Disneyland Paris). It is a one of a kind tourism experience, transporting visitors back in time to the 11th to 13th century through its medieval heritage, landscape and structure of the city. The tourist development of the city was quickly followed by the application for the registration of Provins to UNESCO World Heritage. Its naming in 2001 had an immediate effect on attendance of tourists (+20%) and its influence was international. The city has been listed as a UNESCO World Heritage Site since 2001.

• UNESCO Fontainebleau⁴

The medieval royal hunting lodge of Fontainebleau was used by the Kings of France from the 12th century. Located in the heart of a vast forest in the Île-de-France, it was transformed, enlarged and embellished in the 16th century by François I, who wanted to make a "New Rome" of it. Surrounded by an immense park, the Italianate palace combines Renaissance and French artistic traditions. The need to expand and decorate this immense palace created the conditions for the survival of a true artistic centre. The palace has been listed as a UNESCO World Heritage Site since 1981.

TOURISM AND SERVICES SECTOR

Covering half of the Île-de-France, the Department of Seine-et-Marne possesses a cultural and touristic offer of very high standards: castles, museums, unique villages and art are there to represent the cultural richness of its past and present. Even more so, this area is recognized worldwide thanks to sites such as Fontainebleau or Vaux-le-Vicomte.

To complement the tourism flux and cluster, and to make Seine-et-Marne a "land of excellence" in terms of research and training in the tourism Domain, the Department has invested in establishing the pole Paris-Est of the French Institute of Tourism. This pole, located in Fontainebleau, combines advanced tourism research and training.

³ IAU îdF (2018).

⁴ World Heritage Convention UNESCO (2020).

LOGO AND CLAIM



SLOW TOURISM INFORMATION

ACCOMMODATION

There is a wide choice of atypical establishments available for tourists and visitors who wish to step away from the “conventional” hotel settings, and experience new types of accommodations more focused on a Sustainable and Slow Tourism approach. These include for instance: tree-houses, sound-proof cocoons, luxury houseboats, tipis, caravans or bubble hotels.

For more information, visit:

<https://tourisme.seine-et-marne-attractivite.fr/activites/cocooning/hebergements-insolites>

GASTRONOMY

One of the ways the department of Seine-et-Marne wishes to promote its Slow Tourism, is by inviting travellers and visitors to take a break and savour the local gastronomy, such as Brie from Coulommiers or traditional candies from Nemours.

Some slow gastronomy experiences that visitors can enjoy in Seine-et-Marne are:

- **Bistrot de la Grande Maison** au Mée-sur-Seine
(**<https://tourisme.seine-et-marne-attractivite.fr/5101145-le-bistro-de-la-grande-maison>**)

Simple and “bistro” cuisine in a 19th century building, formerly a hunting lodge. Visitors can taste homemade products and local ingredients.

- **Cruise on the Seine**
(**<https://tourisme.seine-et-marne-attractivite.fr/activites/slow/week-end-au-bord-de-leau-melun-val-de-seine>**)

Departing from the Queen Blanche’s dock in Melun, the cruise-boat offers gourmet brunches, but also guided tours and cocktails evenings. Yoga classes are also available during the cruise experience.

- **La Bulle Gourmande** à Melun
(**<https://tourisme.seine-et-marne-attractivite.fr/879128-la-bulle-gourmande-2>**)

Creative and elaborate cuisine made with quality and seasonal products.

- **Le Bistro Français** à Melun
(**<https://tourisme.seine-et-marne-attractivite.fr/5097146-le-bistrot-du-palais>**)

Traditional and antique cuisine made by the chef. French specialties and gastronomy.

ACTIVITIES

Slow travel is about finding a new rhythm and travelling differently. Travellers can meet the local people of Seine-et-Marne thanks to a multitude of original Slow Tourism experiences and activities. Some of these include horse-riding in the countryside, letting oneself be carried by the current on a cruise or a canoe, cycling on the various routes and getting familiar with the authentic foods and local products. It also represents an opportunity to discover the history and cultural heritage of the villages of Seine-et-Marne, as well as the region's most beautiful tourist sites.

• Horse-riding

Various slow activities of horse-riding are available in Seine-et-Marne, which can be accompanied by an instructor or a guide. Some of them are:

- Caval&Go: Specialist travel agency on horseback. They organize eco-responsible trips that combine authentic discoveries and respect for nature.

<https://tourisme.seine-et-marne-attractivite.fr/4637320-caval-go?private=0>

- La Coulée aux chevaux : Accompanied and solo horse-riding strolls.

<https://tourisme.seine-et-marne-attractivite.fr/4903879-la-coulee-aux-chevaux?private=0>

• Canoeing

In Seine-et-Marne, water is often a link between moments of relaxation and energizing activities. By boat or by canoe, it is possible to discover the landscape whilst practicing a physical activity.

- Kawak: 6km of canoe descent for adults and children.

<https://tourisme.seine-et-marne-attractivite.fr/4802799-kawak?private=0>

- Saint-Mammès: Discovering the old river transportation from the 18th and 19th century in the county of Saint-Mammès.

<https://tourisme.seine-et-marne-attractivite.fr/727326-saint-mammes?private=0>

• Cycling

Whether on the Scandibérique route, which was mentioned previously, or by use of the other cycling pathways of the department, visitors can discover the landscape of the territory and roam around the city in all its serenity thanks to quality service providers.

- Prêt de vélo en Marne et Gondoire: Cycle through the natural and cultural sites, 35 km from Paris.

<https://tourisme.seine-et-marne-attractivite.fr/5269995-pret-de-velos-en-marne-et-gondaire?private=0>

- Les cyclos du loin: Bike rental to explore the Loing Valley, the Fontainebleau forest and the regional heritage.

<https://tourisme.seine-et-marne-attractivite.fr/723448-les-cyclos-du-loing?private=0>

WORKSHOPS⁵

• Pains infusés⁶

Accompanied by their parents, the children will be able to take time with the dough and discover the importance of flour, water and even air in the baking process.

When – May 6th 2020

Typology – Culture

• Bombe à Graines⁷

Children will learn how to sow a plot of flowering meadow, useful for insects and beautiful to look at.

When – No dates yet

Typology – Nature

• Initiation à la Sophrologie⁸

This discipline can help in stress management, improving sleep, preparing for exams or simply progressing in one's personal development. A sophrologist will give visitors advice to maintain this well-being and practice on a daily basis.

When – October 22nd 2020

Typology – Well-being

TRANSPORT

In early 2019 various media sources⁹ announced that the department of Seine-et-Marne was aiming to further develop Slow Tourism, by inviting and encouraging visitors to explore Seine-et-Marne by boat, bike and food while enjoying their stay. This, for instance, has been made possible through the previous development of a multitude of cycling routes, available from different train stations of Seine-et-Marne.

Moreover, in September of 2018 was the launch of a tourist cycling scheme called The Scandibérique was launched. The Scandibérique is the name given to the French part of a Euro-cycle route which links Trondheim (Norway) to Santiago de Compostela (Spain). With a 1600 km route, it is the largest cycle route in France. It passes through the South and North of Seine-et-Marne for a total of 110 km of cycling routes within the department's territory. In each route, different tourist points of interest can be found, such as: Having a gourmet break in a local restaurant, visiting a cultural village, having a stroll on towpaths etc. Crossing the diversity of natural landscapes, visitors will have the opportunity to discover the impressive heritage, and immerse themselves in the local culture and gastronomy, skills and know-how of France.

As an attempt to diminish one's carbon footprint and be aligned with Slow Tourism goals, there are various options rendered available to travel around Seine-et-Marne. Some of them include:

• By foot

There is a rich offer of hiking itineraries available in Seine-et-Marne (3,000 km of marked hiking trails). All routes are signposted and therefore covered periodically for maintenance and quality check - including beacons and paths - by a team of volunteers.

⁵ Seine-et-Marne Attractivité (2020). <https://tourisme.seine-et-marne-attractivite.fr>

⁶ Event cancelled and link not available due to Covid 19 situation.

⁷ Event cancelled and link not available due to Covid 19 situation.

⁸ Event cancelled and link not available due to Covid-19.

⁹ Le Parisien and Actu.fr.

- **Bike**

As mentioned previously, the cycling routes are well-developed in *Seine-et-Marne*. *Bike-rental* is available for all who wish to travel around on wheels.

- **Bus**

The mobility company *Transdev Île de France* covers the majority of cities and counties of *Seine-et-Marne*. Additionally, the bus service *Seine-et-Marne Express*, financed by the Department of *Seine-et-Marne* and *Île-de-France*, provides connections between the main centres of *Seine-et-Marne*, in addition to rail networks.

- **Train**

The *Seine-et-Marne* department has 2 main stations : Gare de Marne la Vallée and Gare de Melun. Many trains run in *Seine-et-Marne*, servicing in particular the cities of Marseille, Lyon and Montpellier.

EVENTS

Cultural and gastronomic events, festivals, exhibitions and workshops are a year-round occurrence in *Seine-et-Marne*. Here are a few events that would fit under the Slow definition.

FESTIVALS

- **La Cave du Jazz (<http://lacavedujazz.free.fr/>)**

Jazz concert put one very month offering a quality program during an evening full of conviviality.

When – December 31st 2020

Typology – Ambiance and conviviality

- **Les Tabarderies¹⁰**

First eco-citizen festival Les Tabarderies centres around the theme of environmental preservation. It highlights all local, ecological and alternative initiatives to traditional consumption patterns.

When – May 23rd 2020

Typology – Environment and sustainability

- **Printemps de Paroles¹¹**

Comedians, musicians, dancers and many other artists await to celebrate this week of artistic madness.

When – May 30th and 31st 2020

Typology – Music and art

EVENTS

- **Salon du bien-être (https://actu.fr/ile-de-france/bois-le-roi_77037/seine-marne-salon-bien-etre-bois-roi_23706243.html)**

This completely free event offers workshops, conferences and initiatives. The purpose of this day is to raise awareness of well-being, to meet local practitioners, to discover approaches, and for this year also to discover new tastes.

When – May 17th 2020

Typology – Well-being

¹⁰ Event cancelled and link not available due to Covid-19.

¹¹ Event cancelled and link not available due to Covid-19.

Note: Some information may vary due to COVID-19.

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Med Pearls

This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Med Pearls project partnership and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.