



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 1

Methodology

CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

Chapter 1. Methodology

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Terrassa, 8th January 2021

Elaborated by:

inytur

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The methodology used was based upon the various actions designed by the MED PEARLS project and it is structured in 5 blocks/actions as follows.

For every tour operator, institution, media, fair and touristic product in each studied country, a factsheet was developed. This way, the total number of factsheets analysed by outbound markets and by typology are the following:

	France	Germany	Netherlands	Sweden	Switzerland	UK	US	Int.	Total
Tour operators	10	10	7	5	6	10	15	0	63
Institutions	10	10	5	5	6	8	7	4	55
Media	16	9	8	6	6	9	6	0	60
Fairs	8	7	3	5	5	5	13	0	46
Products	5	3	2	2	2	3	3	0	20
TOTAL	49	39	25	23	25	35	44	4	244

1. Identification of the main operators specialised in “slow tourism” of the Med Pearls markets

The first stage has been the identification and analysis of the most important operators in the seven identified markets:

- France
- Germany
- Netherlands
- Sweden
- Switzerland
- United Kingdom
- United States

The following sources were used to identify and select these tour operators:

- Members of each country's independent tour operators' associations and/or with sustainable criteria.

- Data base from tourism promotion agencies belonging to the Catalan Tourist Board.
- Previous knowledge and data base of tour operators by the consultancy Inytur.

So, we had a previous list from 80 to 200 tour operators for the seven defined markets. Before selecting the tour operators, the website of each tour operator has been briefly analysed, to determine if the tour operators were susceptible to commercialise “slow trips” or not. So, we had to look firstly for the *url website* and then to analyse around 800 tour operators’ websites to set up a final list of tour operators (540 tour operators in total) which could be susceptible to sell “slow programs”.

Then, once the final list was complete, tour operators were selected based on the following items:

- Operators specialized in different types of activity (culture, creative, adventure, wellness, among others).
- Larger operators and smaller ones and its importance in the outbound market.
- Possibility of cross-selling.
- Different target of clients (senior, women, adults, groups, etc).

The initial call for proposal was to consider 50 tour operators, but the characteristics of the project and the fact that the partners have different activities to promote and market, led to increase the number of tour operators. So, the minimum of analysed operators presented on the project submission was 60. The final number has been 64.

	France	Germany	Netherlands	Sweden	Switzerland	UK	USA	TOTAL
Initial prevision	10	10	5	5	5	10	15	60
Identified tour operators	83	176	72	29	32	92	56	540
Total reviewed	10	10	7	5	6	11	15	64

1.1. Description of the tour operator factsheet

The example of the datasheet used to describe the tour operators is shown below:



1

Name	Allibert Trekking
Address	Rue de Longifan
Post code	38530
Town	Chapareillan
Country	France
Telephone	0033 476455757
E-Mail	liberte@allibert-trekking.com
WEB Page	www.allibert-trekking.com

2

Products

Walking/Trekking ✓
 Mountaineering ✓
 Cycling ✓
 Discovery
 Culture
 Kayak/canoeing
 Safari ✓

Main data ³

Foundation: 1975

Client type: Adult & familiar

Product type: Self-guided and guided

Ecommerce & payment on-line: Yes

Social Network Facebook Twitter YouTube Instagram

Newsletter Yes

Slow Tourism information ⁴



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They have products catalogued as "ecotourism", but not as "slow tourism".
- ✓ They offer travel for individuals and small groups.

Sustainability ⁵

- ✓ Sustainable travel policy with a Code of Ethics for their travellers.
- ✓ Certification with ATR label (Agir pour un tourisme responsable)
- ✓ 100% carbon neutral

Observations⁶

- Headquarters in France, Belgium, Switzerland. Other agencies in Chamonix, Paris, Toulouse, Lyon, Nice.
- Website: Useful, attractive and only in French, with a search engine to filter the product and an “advanced- free” research. Main classification in the menu: Destination (countries), Activities and Themes. Page with the description of activities and levels.
- Main classification of products: walking, mountaineering, snow, cycling, discovery, trail

Interest for Med Pearls⁷

- Big diversity of products and destinations
- Big potential to offer new products based on slow tourism

Products in/close to pilot areas⁸

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.allibert-trekking.com/voyage/sicile-sicile-est https://www.allibert-trekking.com/voyage/iles-eoliennes-ascension-stromboli

JORDAN	
Jordan Valley	https://www.allibert-trekking.com/voyage/jordanie-les-incontournables-de-jordanie-a-pied
As Salt	https://www.allibert-trekking.com/voyage/jordanie-trek-petra https://www.allibert-trekking.com/voyage/jordanie-voyage-culturel-jordanie

PALESTINE	
Palestine Jenin	https://www.allibert-trekking.com/voyage/israel-berceau-des-religions Also close to Bethlehem
Bethlehem	https://www.allibert-trekking.com/voyage/israel-trek-desert-du-neguev

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://www.allibert-trekking.com/voyage/espagne-continentale-rando-barcelone Also close to Les Garrigues

Number 1. Contact information

Basic data of each operator, to contact them easily. We added the logo.

Number 2. Products

This section lists the most important products/activities that each operator offers. The highlight activities stand out with a tick. This remark is done because the operator is selling a big quantity of activities and some of them are more relevant.

Number 3. Main data

This section details the main characteristics of the operator, both in internal company terms (for example, the year of constitution) and in the type of product it is offering (for example, whether guided or self-guided) or the target who is focused on.

Number 4. Slow Tourism Information

According to the “Main Attributes to Slow Tourism” established in the previous report called “[Slow tourism product creation manual](#)” six criteria were selected: slow, sustainability, authenticity, adventure, creative, emotion. The aim of the analysis is to check if tour operators have these six criteria (or some of them) explained on their websites. selected to check if they appear into the tour operators’ websites. If the criteria don’t appear, there is no a “tick”, but If it is clearly explained, there is a “tick”. This does not mean that the criteria without a “tick” are not present in the philosophy of the tour operator, it just means that it has not been possible to find this kind of information on the web.

Number 5. Sustainability

This point is important as it reflects the importance that the tour operator gives to sustainability. At this point, it is detailed if the tour operator takes measures in favour of sustainability, and if it communicates them on its website.

Number 6. Observations

The observations are the highlights of our analysis on the operator's website. For example, if the operator is selling in different countries, how the website is organized or other points that may be important to know about it.

Number 7. Interest for Med Pearls

Why the tour operator is interesting for Med Pearls.

Number 8. Table “Products close/in to pilot areas”

A table that will show if operators are already selling slow products/programs of the partner countries or not. As Med Pearls focuses on pilot areas, the analysis will detect if the selected areas are into operator’s portfolio.

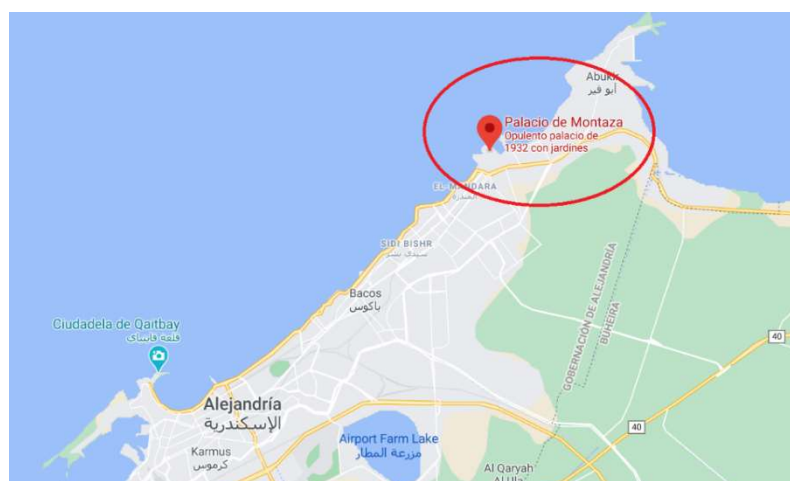
1.2. Location maps for “Products close/in to pilot areas”

After analysing several tour operators and verifying that practically any product visited pilot areas, we decided to establish a biggest “influence area”. Most of the products detailed in the tour operators sheet pass through nearby locations and only a small number of them visit the exact locations. Here you have the location map for each pilot area.

EGYPT

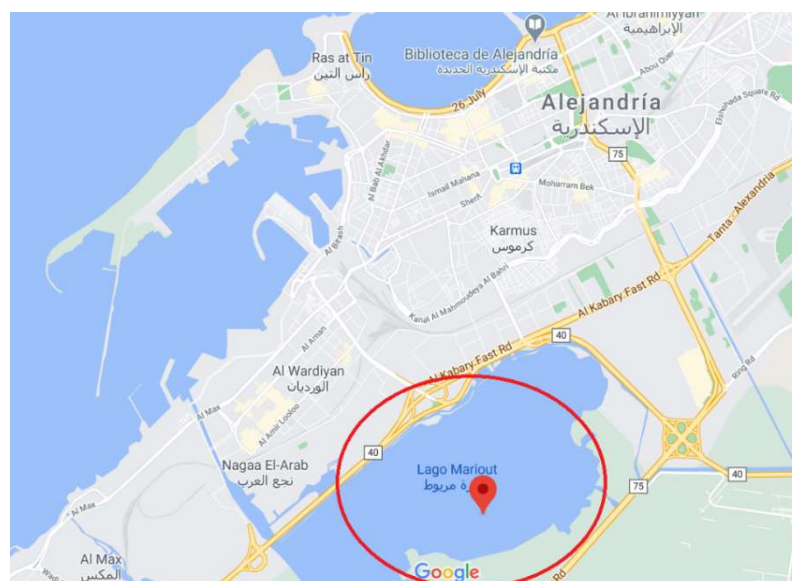
Monthaza

We have not found any products that visit this location. We have used Alexandria as a proximity reference. Very few products from Egypt pass through Alexandria.



Lake Mariout

We have not found any products that visit this location. We have used Alexandria as a proximity reference. Very few products from Egypt pass through Alexandria.



GREECE

Imathia

We have found 3 products that visit this location. In addition, we have used Thessaloniki as a proximity reference. Some of the products that arrive in this city -which appears little in the tours of Greece- cross this area.



Pieria

We have found 5 products that visit this location. In addition, we have used Thessaloniki as a proximity reference. Some of the products that arrive in this city -which appears little in the tours of Greece- cross this area.



ITALY

Sabina - Reatina

The Comuni della Sabina Reatina is located within the Lazio region. We have found 2 products that visit this location. In addition, we have used as a reference of proximity products that cross this territory from neighboring regions on the way to Rome.



Alcántara Sicilia

We have not found any products that visit this location. We have used as a proximity reference the products that cross this river from Catania and Etna and that stop in Taormina.



JORDAN

Jordan Valley and As Salt

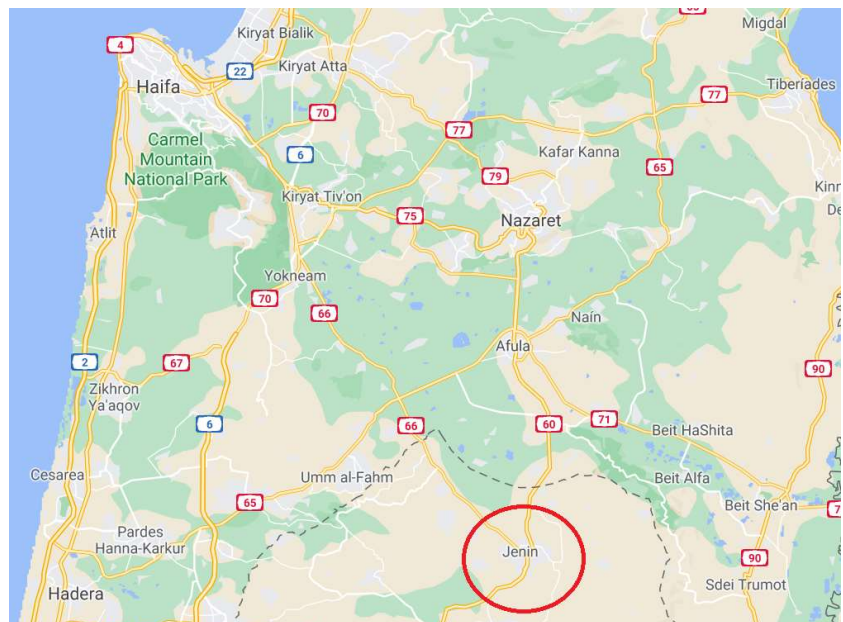
We have not found any products that visit these locations. The vast majority of products in Jordan leave Amman for the south. We have used the products that transit from Amman to Gerasa as a reference of proximity.



PALESTINE

Palestine Jenin

We have not found any products that visit this location. We have used as a proximity reference the products that stop in Nazareth. Virtually no tour operator talks about routes in Palestine, they usually refer to Israel or Jordan.



Bethlehem

We have found 8 products that visit this location. In addition, we have used as a reference of proximity products that stop in Jerusalem. Virtually no tour operator talks about routes in Palestine, they usually refer to Israel or Jordan.



SPAIN

Anoia

County in the province of Barcelona. We have not found any products that visit this location. We have used as a proximity reference the routes that stop in the Penedés region, located to the south and that appear in some products.



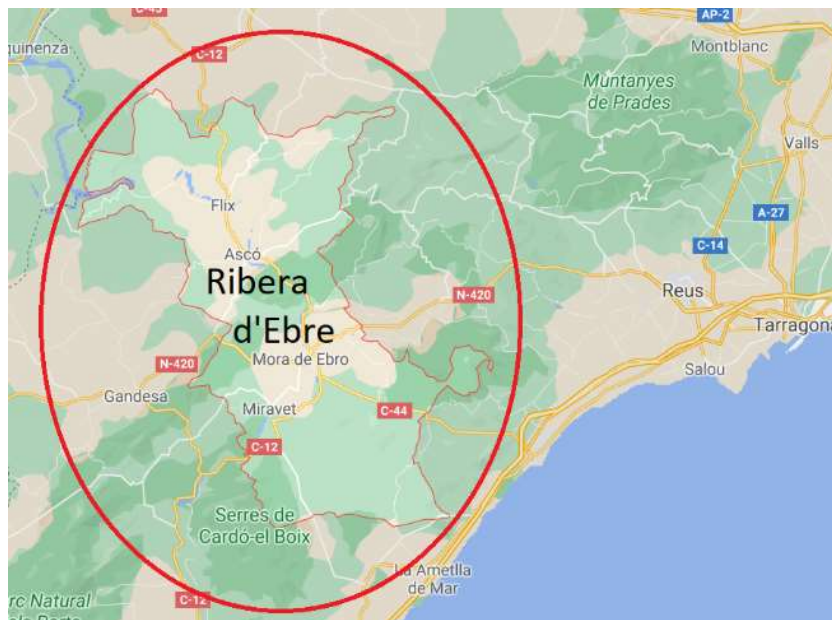
Les Garrigues

County in the province of Lleida. We have not found any products that visit this location. We have used as a proximity reference the routes that stop in the Priorat region, located to the south and that appear in some products.



Ribera d'Ebre

County in the province of Tarragona. We have not found any products that visit this location. We have used as a proximity reference the routes that stop in the Priorat region, located to the northeast and that appear on some products



2. Identification of the main institutions and entities related to “slow tourism” of the Med Pearls markets

The second stage has been the elaboration of a data base of institutions or entities related to “slow tourism”, for the seven selected markets with contact details and descriptions. We have extended the research and introduced institutions linked to tourism, but also linked to sustainability, nature protection, culture, as well as associations linked to activities related to “slow tourism” (for example, hiking or cycling associations), as they could be a good platform to promote and even to commercialise the products.

We have found many institutions linked to nature or the protection of fauna and flora or the environment. In this case, only those offering trips from the same institution or having a “travel/tourism” section were considered .

The same has happened with the country's own institutions. Most institutions focused on the same country have been discarded, except for those whose members could book a “slow trip” or because some type of collaboration could be established with the entity.

To reach the list of entities described, a process has been carried out:

- ✓ First list of entities that seemed to be interesting. To identify this first list of entities/institutions, we have look at various databases from the different defined markets.
- ✓ Analysis of all websites to identify if there was any relationship with "slow tourism" or "tourism" in general. We have discarded some of them as there were any link.
- ✓ Second list of entities after the first filter.
- ✓ Exhaustive analysis of the entities. In some cases, at this point, some entity has also been ruled out because a deeper analysis has shown that it did not fit with the project.
- ✓ List and final description, between 5 and 10 entities per market.

The example of the datasheet used to analyse the entities is shown below, with the description of some of the sections:

Number 1. General information

Basic data of each entity, to contact them easily. There is also the following information:

- “Type of entity”, which is divided into 4 categories: non-profit organization, trade association, club, private company.
- “Number of members and foundation year”.
- “Number of followers and fans” that they have on the networks. For this point, we have only referred the networks with more than 100 fans/followers, except for “YouTube”. The information is from the 4th quarter of 2020.

Number 2. Slow Tourism Information

If the entity/institution has any reference about “slow tourism” on their website or if they have a philosophy similar to “slow principles”. We have searched basically in “About us” “Philosophy” or “Mission”.

Number 3. Observations

The *observations* are the most relevant information about the entity, that has been found on the website. The analysis is basically focused on the functioning organization, its statutes, its projects and so on.

Number 4. Interest for Med Pearls

Why the entity or institution is interesting for Med Pearls.

AGIR POUR UN TOURISME RESPONSABLE

Travel professional association committed to tourism with a “human face”. The association is currently composed by the main French travel operators engaged in responsible tourism, of all sizes, from all backgrounds, specialists or not in types of travel or destinations.



General Information ¹

Type: Non-profit organization

Number of members: 66

Foundation: 2004

Address: 30 Rue Saint-Augustin

City: 75002 Paris

Phone: +33 1 73 01 40 54

Email: contact@tourisme-responsable.org

Website: www.tourisme-responsable.org

Social Media:



2.827 fans on facebook

1.826 followers on twitter



Slow Tourism Information ²

Specific information non found, but the “responsible tourism” shares some principles with the “slow tourism”.



Observations ³

- The organization has more than 500 collaborators and 66 members, 50 of them with the ATR label.
- ATR label: ATR has developed an external evaluation system for the commitment of travel operators wishing not only to act for responsible tourism but also to demonstrate their commitment.
- ATR offers to their members to act collectively for responsible tourism, by:
 - promoting responsible travel.
 - making their commitment recognized through a credible and recognized labeling
 - benefiting from support in the implementation and evaluation of an operational sustainable development strategy.
 - participating in the exchange of good practices reconciling economic performance and social and environmental excellence.
 - building common responses to issues such as the fight against climate change, waste management, etc.
 - contributing to development projects in destinations.



Interest for Med Pearls ⁴

- ✓ Active association in France with more than 50 members (operators and agencies) labelled.

3. Identification of the main media related to “slow tourism” of the Med Pearls markets

The third stage has been the analysis of specialised media and portals per each of the seven selected markets.

To reach the final media list, a process has been carried out:

- ✓ First list of media that seemed to be interesting, already identifying if they were magazines, portals, blogs and websites.
- ✓ Analysis of all media websites to identify if there was any relationship with "slow tourism" or "tourism" in general.
- ✓ Second media list after the first filter.
- ✓ Selection of the media based on: importance of the media within the market itself, relation to “slow tourism” and international prestige.
- ✓ Exhaustive analysis of the selected media through their websites. In some cases, a magazine has also been ruled out at this point because a deeper analysis has shown that it did not fit with the project. And it has also been in this deeper analysis when the closures of some magazines have been detected.
- ✓ Search for the “Media Kits” of the magazines and/or the websites of the publishers of the magazine, to be able to extract the information concerning the circulation, the publications and the profiles of the readers.
- ✓ List and final description, between 6 and 16 media per market.

We have divided media in five categories:

- Magazine
It refers to the print magazine. The website is basically for buy or subscribe to the magazine and general information, to know for example, the nearest newsstand to find the printed magazine.
- On-line magazine
Magazine only in digital version. Same contents as a printed edition but only on website or apps.
- Site
It refers to the magazine’s website which are very complete, with a lot of different information, blogs, news, photographs and so on. There is also a shop section where to buy the current printed issue or to subscribe to the printed magazine.

- Blogs

It refers to webs that all the information is published as posts. Usually, this kind of websites belong to professional or amateur bloggers.

- Portal

It refers to websites that their main goal is to commercialise tourism packages.

The example of the datasheet used to describe the media is shown below, with the description of some of the sections.

Number 1. General information

Basic data of each media to contact them easily. There is also the following information:

- “Type of media”, which is divided into the five categories detailed above: magazine, on-line magazine, site, blog and portal.
- “Theme”. Media are classified into seven themes: travel, culture, nature, lifestyle, outdoors, gastronomy, business travel.
- “Number of followers and fans” that they have on the networks. For this point, we have only referred the networks with more than 100 fans/followers, except for “YouTube”. The information is from the 4th quarter of 2020.

Number 2. Slow Tourism Information

If the media has any reference about “slow tourism” on their website or if they have a philosophy similar to “slow principles”. To find news related to “slow tourism”, we have used the web searching, looking for “slow tourism”, “slow travel”, “slow food” and depending on the market, we also looked the words in the appropriate language. For example, in French we searched with the English words, but we searched using the French expression “tourisme tranquille”.

Number 3. Observations

The observations are the most relevant information about the media, that has been found on the website. The analysis is basically focused on the editions, the readers profile or the publisher (if we could find the information). Another aspect of the analysis is the organization of the website and the kind of news the media offers.

Number 4. Interest for Med Pearls

Why the media is interesting for Med Pearls.

EVANEOS

Evaneos is a platform that connects travelers and selected local agencies around the world, allowing them to create trips directly with travellers.



General Information

1

Type: Portal

Theme: Travel

Language: Dutch

Newsletter: Yes

Website: www.evaneos.nl

Social media (French):



64.783 fans on facebook
26.168 followers on instagram
5.868 followers on twitter
1.430 subscribers on youtube



Slow Tourism Information

2

Specific information not found, but all their philosophy is based on “responsible tourism”, looking to work with local responsible travel agencies, creating a model to beneficiate the local communities and promoting meetings and minimizing local impact.



Observations

3

- Evaneos is a worldwide brand with national platforms in different countries. In 2009, the French platform was the first one to connect travellers with local agents. There is a Dutch platform.
- It doesn't exist specific information for the platform on the Netherlands.
- In general, Evaneos group:
 - o Offers 160 destinations.
 - o Collaborates with more than 2.000 local agencies.
 - o Designs 8.000 tailor-made tours.
 - o Has 500.000 clients who trusted them.
 - o Has more than 1 million members.



Interest for Med Pearls

4

- ✓ Good opportunity to enter as a local agent, as the trips are tailor-made.

4. Identification of the main fairs related to “slow tourism” of the Med Pearls markets

The fourth stage has been the elaboration of the data base of specialised fairs of the seven selected markets, related to “slow tourism” or with presence of “slow tourism” products.

To reach the list of fairs, a process has been carried out:

- ✓ Initial research to be able to make a first list of the fairs that could be interesting for Med Pearls project.
- ✓ Analysis of all websites to identify if there was any relationship with "slow tourism" or "tourism".
- ✓ Second list of fairs after the first filter.
- ✓ Exhaustive analysis of the fairs. In some cases, a fair has also been ruled out at this point because a deeper analysis has shown that it was too local and had no interest for the project.
- ✓ The final list of tourism fairs has been selected based on the following items:
 - Importance of the tourism fair within the market itself and its international projection.
 - Relation to “slow tourism”.
 - Attendance of international exhibitors and attendance of specialized tour operators in slow, sustainable, creative, active tourism.
- ✓ Search for reports and statistics from previous editions of the fairs in order to extract information concerning the type of visitor and the type of exhibitors as well as statistical data that may be of interest to the project.
- ✓ List and final description.

The example of the datasheet used to describe the tourism fairs is shown below, with the description of some of the section.

Number 1. General information

Basic data of each fair, to contact them easily.

Number 2. Specific information

- “Type of fair”, which is divided into seven categories: travel, outdoor, leisure, nature, caravanning, birdwatching, equestrian.
- “Format”, which indicates if the fair is:
 - B2B (business to business): for professionals. Fairs can have special days only for professionals or can be very oriented to trade business.
 - B2C (business to client): fairs mainly dedicated to public.
- “Classification”, which indicates if the fair is:
 - International: with visitors from all over the world.
 - National: with visitors from the country.
 - Regional: with visitors from the influence area of the fair location.
- “Next edition”, which indicates the scheduled date for the next edition. This information can change due to Covid19, because during the analysis some of the fairs were cancelled.
- “Number of visitors” and “number of exhibitors”, always according the data found into the statistics and reports of the fair.

Number 3. Slow Tourism Information

If the fair has any section or pavilion about “slow tourism”, or if it organises any complementary activity related to “slow tourism”.

Number 4. Observations

The observations are the most relevant information about the fair, which has been found on the website. In the observation was compiled the information about if the fair organises any “business day” or “professional activities”.

Number 5. Interest for Med Pearls

Why the fair is interesting for Med Pearls.

BERG SPORT DAG



Bergs Sport Dag is a one-day event about mountaineering and mountain activities.

General information ¹

City: Nieuwegein

Place: Nieuwegeins Business Center

Address: Blokhoeve 1

Post Code: 3438

Website: www.bergsportdag.nkbv.nl

Social Media:



Specific Information ²

Type of fair: International event

Format: B2C

Next date: March 2021 (15th to 21st)

Number of visitors (2019): around 5.000

Number of exhibitors (2019): not found



Slow Tourism Information ³

No information about "slow tourism" or "sustainable tourism".



Observations ⁴

- Annual event organised by the Royal Dutch Climbing and Mountaineering Association.
- There are 6 countries that provide all the information about the best tours and activities in their country. 14 mountain regions from Europe are also represented.
- The day is organised into "Activities", "Workshops" and "Speakers". The activities are divided into a number of themes: trail running, mountain hiking, multisport, sport climbing, equipment and winter.
- Edition 2021 has been cancelled and it will be a digital "Mountaineering Week" from 15 to 21 March 2021.



Interest for Med Pearls ⁵

- It is not a very big fair, but it is the most important event about mountain activities in the Netherlands. It could be a possibility for country partners with outdoor products.

5. Analysis of “slow tourism” products

A comprehensive study of the operators and an analysis of the marketed products have been carried out in this study, to know a little more about the “slow tourism” products that are being marketed. Up to 20 products were analysed.

The products have been chosen because:

- The differences between them.
- they comply as much as possible with the principles and characteristics linked to slow tourism.
- they represent the seven identified markets of Med Pearls.
- they focus on a vastly different type of activity.
- They are from different countries to have a wider range of experiences.

The example of the datasheet used to describe the products is shown below, with the description of some of the sections.

Number 1. First part

The first part is the analysis of the most basic characteristics of the product, such as the type of accommodation, whether guided or self-guided, the time of year the product is offered.

Number 2. Price

Price is an important item for DMC's once they programme a package to commercialise. In this section, it is detailed what is included in the price and what is not included.

Number 3. Slow Tourism

To analyse the products from a "slow" point of view, we used the criteria defined in the [“Criteria and requirements to create Slow Tourism packages”](#). Because this is an analysis of websites and products, there are many of the "criteria and requirement for Slow Tourism Package" that were not possible to find as it means a deeper analysis getting in contact to the DMC or the tour operator.

The criteria we have used are the ones below.

General:

- Use of time during the trip.
- Focuses on local.
- Focuses on culture.
- Sustainable and environmental concerns.
- Authenticity.
- Small groups (maximum about 15 people).
- Guided or self-guided with permanent assistance.

Activities:

- The activities of the package aim to protect and promote natural and cultural heritage (tangible and intangible).
- The activities of the package allow for a better understanding of the local identity.
- The package includes a mix of activities from several of these fields: nature, culture, wellness and wellbeing or gastronomy.

Food:

- Culinary products provided during the tour are local and/or come from local producers.
- The package promotes gastronomy as part of the culture and tradition of the destination.

Transport:

- The package includes and promotes the use of sustainable means of transport.
- The package includes at least one sustainable transportation such as bicycle or electric bike, Segway, walking, electric vehicles, or any other environmentally friendly means of transport.
- The package presents itineraries in less travelled routes.

Accommodation:

- The properties are local and/or family-run businesses.
- The types of accommodations are farmhouses, country homes, cottages, camp sites, small hotels, etc.
- Properties work with local providers.

Number 4. Observations

This part is the in-depth analysis to extract the concrete and detailed information of each analysed product. This section looks for the most characteristic or differential points, to better know the offer and be able to design a product that adapts perfectly to the demand.



Agency: CHAMINA VOYAGES

1

Agency Country: FRANCE

Title: CHARMING NATURE TRIP TO MADEIRA

Product link: <https://www.chamina-voyages.com/randonnee-liberte-madere-nature>

Main product: Nature

Type of activities: Walking, visits, swimming

Target group: Family

Tour type: Selfguided

Duration (nights): 6

Accommodation: Hotels

Meals: B&B + 3 dinners

Itinerancy: Yes

Key words: island, nature

Months

Jan	Feb	March	April
May	June	Jul	Aug
Sept	Oct	Nov	Dec

Price - Currency Euro

2

From: 680€/person

Single supplement hotel: 140€

Season supplement: Not specified

Children price: 330€

Solo Traveller supplement: Not specified

What's Included:

- ✓ Visit to a winery with tasting of two Madeira wines
- ✓ Car rental included

What's Not included:

- ✓ Flights not included

Additional information:

- ✓ Catamaran trip optional



Slow Tourism

3

- ✓ Combination of self-guided walks with culture and gastronomy (wine tasting and dinners included).
- ✓ Sustainable hotels integrated into the nature.
- ✓ Self-guided with permanent assistance.
- ✓ Use of time during the trip.
- ✓ Trip promotes natural and cultural heritage.
- ✓ Trip promotes sustainable means of transport.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Authenticity. Focuses on local.

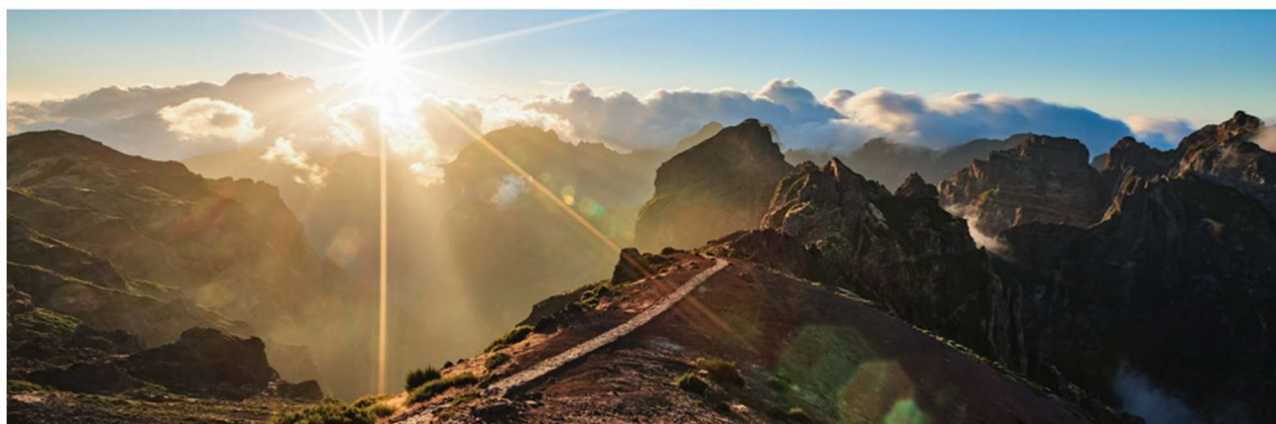


Observations

4

- ✓ 7-night leisurely self-guided walking.
- ✓ Different levels of walks to choose from. Clients can choose between easy or moderate walks, so from 5km to 15km.
- ✓ Target group: walkers but not in a hurry and families as they have a price for children.
- ✓ Age: as the main activity are easy walks and culture, but with the possibility of challenge walkings, the age range is quite huge, from 45 to 75 years old.
- ✓ The product is offered all year round without seasonal supplements.
- ✓ Only two hotels but they are sustainable hotels integrated into the nature. Wellness activities are also included as one of the hotels has a Spa.
- ✓ Discount from 4 participants.
- ✓ Possibility of solo traveller with extra cost.

VOYAGE NATURE DE CHARME À MADÈRE



LIBERTÉ

NOTES CLIENTS



(10 NOTES)

7 JOURS ET 6 NUITS

TOUTE L'ANNÉE. RÉSERVATION TRÈS À L'AVANCE
CONSEILLÉE.RECEVOIR LA
FICHE TECHNIQUEÀ PARTIR DE
680 €
Code voyage : CCCM07N

RÉSERVER



6. Recommendations to design and commercialise “slow tourism” products in the Med Pearls markets

The systematic gathering of data for both markets and operators, as well as the structure of the products and our personal experience, have enable us to reach a series of conclusions that will help managers design appropriate “Slow Tourism products”. For this reason, we designed a recommendation summary with the following information:

- ❖ How to introduce the destination and products to tour operators.
- ❖ Ten tips to get your product into a tour operator portfolio through a mail.
- ❖ Ten tips to get your product into a tour operator portfolio through a workshop.
- ❖ How to design the products of “slow tourism” for the different target segments.