



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 3

GERMANY

CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

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Terrassa, 8th January 2021

Elaborated by:

inytur

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

Tour operators	Institutions	Media	Fairs	Total
10	10	9	7	36

1. Tour operators specialised in “slow tourism”

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

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

For Germany, we have briefly analysed more than 250 tour operators. From those, we chose 104, who were commercialising “slow products” or who could end up marketing slow products. From those 104, 10 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Bund Naturschutz Service	www.bund-reisen.de	walking, nature, birdwatching, train
Der Touristik	www.dertour.de	sport, walking, cycling, culture, family, wellness
Gebeco Länder Erleben	www.gebeco.de	culture, discovery, walking, cycling
Ikarus Tours	www.ikarus.com	adventure, culture, safari, sailing, nature
Land Lust reisen	www.landlust-reisen.de	agricultural trips, nature
Langsamreisen	www.langsamreisen.de	adventure, Sailing, train
One World. Reisen mit Sinnen	www.reisenmitsinnen.de	walking, cycling, nature, culture
ReNatour	www.renatour.de	walking, yoga
Schulz aktiv reisen	www.schulz-aktiv-reisen.de	adventure
Vinar tours	www.vinartours.de	wine

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- German tour operators are very conscientious about “slow” and “sustainability”, so they can be adequate to offer “slow tourism” products.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators which design tailor-made products are an opportunity to develop “slow tourism”.
- German travellers have the culture of buying holiday trips through tour operators.
- They have cross-selling in Switzerland and Austria.
- They are, jointly with French tour operators, the ones that have more labels and certifications related to “sustainability” or “responsible tourism”. Some of them are:
 - o TourCert Certification (www.tourcert.org)
 - o Forum Anders Reisen (www.forumandersreisen.de)
- Many of tour operators work on “100% carbon neutral” actions, for example:
 - o Atmosfair (www.atmosfair.de)
- Most of them support charity or solidarity projects around the world.
- Some of them have a "slow tourism" section and others have the same or similar principles to slow tourism ones.
- Number of total products in/close to pilot areas², identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)

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

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

- Italy: 3 in Sabina-Reatina
- Jordan: no products
- Spain: no products
- Egypt: no products
- Number of products from selected German tour operators in/close to pilot areas:
 - Greece: 2 (1 in the pilot area of Pieria and 1 in the pilot area of Imathia)
 - Italy: 6
 - Jordan: 3
 - Palestine: 3 (2 in Bethlehem)
 - Spain: no products
 - Egypt: no products

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

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

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

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

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

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

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

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

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

For Germany, we have found a first list with approximately 15 institutions. After a first analysis, we chose 10 to study into more detail.

NAME	TYPE	WEB
Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC)	Non-profit organization	www.adfc.de
Allianz Selbständiger Reiseunternehmen-Bundesverband e.V. (ASR)	Trade association	www.asr-berlin.de
Atmosfair	Non-profit organization	www.atmosfair.de
Deutscher Reiseverband (DRV)	Trade association	www.driv.de
Deutscher Wanderverband	Club association	www.wanderverband.de
Forum Anders Reisen	Trade association	www.forumandersreisen.de
Futouris	Non-profit organization	www.futouris.org
Naturfreunde	Non-profit organization	www.naturfreunde.de
TourCert	Non-profit organization	www.tourcert.org
Verband der Unabhängiger Selbständiger Reisebüros e.V. (VUSR)	Trade association	www.vusr.de

Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for German institutions and entities after analysing them are the following:

- We have not found any German institution 100% slow tourism.

- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability, but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- The main institutions also publish their own magazines for its subscribers.
- Germany has four institutions linked to “sustainable and/or responsible tourism”.
- Germany has active and strong travel trade associations looking for the needs of the sector.
- There are hiking and cycling national entities which work for national paths, but they have big data base of users and members of the association.

3. Media related to “slow tourism”

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

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

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

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

For Germany, we have found a first list with approximately 20 magazines. After a first analysis, we chose 9 to study into more detail.

NAME	TYPE	THEME	WEB
Evaneos	Portal	Travel	www.evaneos.de
Flow	Magazine & Site	Lifestyle	www.flowmagazine.de
Geo	Magazine & Site	Travel	www.geo.de
Geo Walden	Magazine & Site	Travel & Outdoor	www.geo.de/magazine/walden
Land und Bergen	Magazine & Site	Nature & Outdoors	www.landundberge.de
Outdoor Welten	Magazine & Site	Outdoor	www.outdoor-welten.de
Reise Genuss	Magazine & Site	Travel	www.reise-genuss.info
Unterwegs	Magazine & Site	Outdoor	www.unterwegs.reisen/unsere-magazin
Wandermagasin	Magazine & Site	Hiking	www.wandermagasin.de

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some case, users subscribe and can download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- Most of the travel agencies associations have a trade portal, to sell members’ products directly to the final consumer.
- Forum Anders Reisen is an entity, but it has a commercial portal too.

- There are two main media companies which publish the main important travel & lifestyle magazines: media group Deutsche Medien Manufaktur (www.vg-dmm.de) and Gruner + Jahr (www.guj.de).
- There is a German edition of one the main magazines worldwide: Geo.
- Some magazines have cross-selling with Switzerland and Austria.

4. Fairs related to “slow tourism”

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

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

For Germany, we have found a first list with approximately 35 fairs. After a first analysis, we chose 7 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
ABF	February	Hannover	Travel	National	www.abf-hannover.de
CMT	To be defined	Stuttgart	Travel & Caravaning	International	www.messe-stuttgart.de/cmt
F.RE.E	April	Munich	Travel & Leisure	International	www.free-muenchen.de
ITB Berlin	March	Berlin	Travel	International	www.itb-berlin.com
OOHH!	March	Hamburg	Travel & Leisure	International	www.oohh-freizeitwelten.de
Reise Lust	November	Bremen	Travel & Caravaning	National	www.reiselust-bremen.de
Tour Natur	September	Düsseldorf	Travel & Outdoors	National	www.tournatur.com

Characteristics for fairs related to slow tourism

The reached conclusions for German fairs after analysing them are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- The smallest fairs are the most specialized and often they are those with a pavilion or a dedicated section to “responsible tourism” or “sustainable tourism”.
- Germany have four International fairs about tourism and travel.
- ITB Berlin is one of the most important trade tourism fairs in the world.
- CMT has a special exhibition within the fair which are interesting for “slow travel”: golf & wellness fair.
- Some of the travel fairs are done at the same time as Caravanning fairs.
- Due to Covid-19, a big number of 2020 fairs had cancelled or did virtually. For 2021, the majority have a date for the next edition, but depending on the pandemic evolution, fairs might be cancelled or done virtually. ITB Berlin 2021 edition and CMT 2021 edition will be virtual.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Bund Naturschutz Service	www.bund-reisen.de	walking, nature, birdwatching, train
Der Touristik	www.dertour.de	sport, walking, cycling, culture, family, wellness
Gebeco Länder Erleben	www.gebeco.de	culture, discovery, walking, cycling
Ikarus Tours	www.ikarus.com	adventure, culture, safari, sailing, nature
Land Lust reisen	www.landlust-reisen.de	agricultural trips, nature
Langsamreisen	www.langsamreisen.de	adventure, Sailing, train
One World. Reisen mit Sinnen	www.reisenmitsinnen.de	walking, cycling, nature, culture
ReNatour	www.renatour.de	walking, yoga
Schulz aktiv reisen	www.schulz-aktiv-reisen.de	adventure
Vinar tours	www.vinartours.de	wine



Name BUND Naturschutz Service
Address Stresemannplatz 10
Post code 90489
Town Nürnberg
Country Germany
Telephone 0049 9115888820
E-Mail WEB info@bund-naturschutz.de
Page www.bund-reisen.de

Products

Ecotourism ✓
 Walking ✓
 Cycling
 Volunteer

General Information

Foundation: 1999

Client type: Adult & Family

Product type: Guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network No



Slow Tourism Information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow travel" section, but they principles are "slow tourism". They offer wildlife, nature observation, birdwatching and volunteer trips, which could be classified in this category.
- ✓ Individual and small groups
- ✓ Traveling by train is very important to them and propose the possibility of using attractive mobility offers for many destinations in Germany, but also in Austria and Switzerland.



Sustainability communication

- ✓ They work with the Germany Federal Nature Conservation Association and coordinate the program offer and content.
- ✓ They don't to offer any air travel in order to make an effective contribution to climate protection.
- ✓ Belong to the association "Destination Natur".
- ✓ Company belonging to a nature conservation association in the Bavarian region, which organizes events and exhibitions in the area, publishes publications, promotes waste collection activities, eco-shops, etc.



Observations

- Website in German and with a “News” section. It includes a search engine to filter by country, by calendar and by diet.
- Classification of products: walking, nature observation, volunteer, desert travels.
- They inform about the possibility of “Vegan” and “Vegetarian” menus in the products.
- Brochure on-line and paper,
- They offer Volunteer trips with the cooperation of “Destination Natur” in Germany.



Interest for Med Pearls

- Strong engagement with transport and eco-mobility
- Specialised in nature observation and wilderness
- Opportunity for Greece, Spain and Italy as clients can arrive from Germany by train, bus or car.



Products in/close to pilot areas

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



Name DER Touristik
Address Emil-von-Behring-Str. 6
Post code 60439
Town Frankfurt
Country Germany
Telephone +49 69 9588-00
E-Mail service@dertour.de
WEB Page www.dertour.de

Products

Sport ✓
 Walking ✓
 Cycling ✓
 Culture ✓
 Family ✓
 Luxury ✓
 Wellness ✓

General Information

Foundation: 1917

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ They don't have a "slow travel" section, but they offer some "slow tourism", for example in their wellness tours or hiking tours.
- ✓ Individual and small groups
- ✓ Challenges/weaknesses: Some trips have groups from more than 12. It is difficult for the client to find Slow Travel tours or even, Sustainable Tours.



Sustainability communication

- ✓ The information about "sustainability" is in its corporate webpage (<http://www.dertouristik.com/>). There is a big section about "Sustainable Tourism" and the projects they are involved in.
- ✓ DER Touristik Foundation was born in 2014 and is aligning its social commitment on a sustainable basis and ensuring that the funding projects are effectively supported and benefit the local population.
- ✓ Members of the network "Futouris", which aim is Preserving the natural and cultural heritage of our world and making tourism fit for the future



Observations

- Big travel agency, with a wide range of products. They offer also classical holidays and transportation.
- Website in German with a search engine to filter the products. In the main menu, clients can search by Destination or Travel Inspiration (top activities and type of holidays).
- They have on-line brochures by destinations and Dertour Plus brochure with hotels + flight. And also they have brochures by theme (19 different brochures).



Interest for Med Pearls

- Big travel agency, with a wide range of products. Even if there is not a slow tourism, they offer products with the aim and characteristics of slow tourism.
- Tailor made programs and small groups.
- "Dr. Tigger products", so products related to study from Gebeco tour operator.



Products in/close to pilot areas

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



Name Gebeco Länder Erleben
Address Holzoppelweg 19
Post code 24118
Town Kiel
Country Germany
Telephone 0049 43154460
E-Mail contact@gebeco.de
WEB Page www.gebeco.de

Products

Culture ✓
 Discovery ✓
 Walking ✓
 Cycling ✓

General Information

Foundation: Non specified. 40 years of experience

Client type: Adult & Family

Product type: Guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



- ✓ Products “Dr.Tigges”, an experienced tour operator specialised on study trips, now merged with Gebeco. Their “sustainable travels” can be considered Slow Travel.
- ✓ They offer also Trips “with leisure”, that means to discover the travel destination in a leisure manner, staying in few hotels.
- ✓ Individual or small groups for Sustainable Travels (from 4 to 16)
- ✓ Challenges/weaknesses: Some trips have groups from 14 to 29. / Conventional transport /They include the philosophy of Slow Tourism but don’t have a “slow tourism” search.



Sustainability communication

- ✓ TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements).
- ✓ The website includes a page explaining the sustainable engagement of the company.
- ✓ They offer “sustainable travels”.



Observations

- Tour operator: they commercialize the products through third agencies. It belongs to the agency group “Dr Tigges” (study trips).
- Website in German with a search engine to filter the products. In the filter there is the option of “all priorities”, which allows the client to search for “leisure” or “sustainability” or “small groups”.
- The webpage includes a “Forum”, a “Comment page” from clients, and a “Podcast” page with videos
- Classification of products: adventure, study trips, adventure cruises, active trips, private, small groups, international.
- Brochure on-line and paper. One brochure for each product typology and destination.



Interest for Med Pearls

- Big agency in Germany with a wide range of products and a big quantity that could be considered as “slow tourism”.
- Big range of activities/themes



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	https://www.gebeco.de/reisen/nordgriechenland-nordmazedonien-und-albanien/224T041/17.04.2021 IN
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.gebeco.de/reisen/sizilien-ausfuhrlich-entdecken/235T018/30.10.2021 https://www.gebeco.de/reisen/sizilien-geruhsam-geniessen/2350060/06.11.2021
JORDAN	
Jordan Valley	
As Salt	https://www.gebeco.de/reisen/privat-im-zauberhaften-jordanien/P39006Z/01.01.2020
PALESTINE	
Palestine Jenin	https://www.gebeco.de/reisen/jordanien-und-israel-highlights/2390006/11.03.2021
Bethlehem	https://www.gebeco.de/reisen/israel-highlights/2340005/17.03.2021 IN
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Ikarus tours
Address Am Kaltenborn 49-51
Post code 61462
Town Königstein
Country Germany
Telephone + 49 0 6174 29 02-0
E-Mail moc.suraki@ofnj
WEB Page www.ikarus.com

Products

Adventure ✓
 Culture ✓
 Safari ✓
 Diving ✓
 Nature ✓

General Information

Foundation: 1970

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow travel" section, but they have a group travel section called "movement, encounter, enjoyment", where slow travel products can be found.
- ✓ Individual and small groups (from 1 to 20 participants maximum)



Sustainability communication

- ✓ There is no "sustainable section" but they explain their measures on their Philosophy section.
- ✓ Support on three social projects: Ikarius Hope School in Peru, Malaica Aid Project in Kenia and Village of Gudanggorjang in India.



Observations

- Agency specialized in small groups and sea travel. Some years ago, they started with individual tours.
- Website in German with a search engine to filter the products. In the main menu, clients can search by Destination, Group Travel, Sea Voyages, Individual Travel and Services/About Us.
- Main classification of products is: Movement, encounter, enjoyment, adventure trips, study trips and expeditions.
- They have 3 brochures on-line (Individual, Polar, Around the World). Printed edition by request.
- They have a magazine on-line "Polar News". Printed edition by request.



Interest for Med Pearls

- Medium travel agency specialized in small groups.
- Offer products worldwide with the principles of slow tourism.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	https://www.ikarus.com/die-schaetze-nordgriechenlands-2/ IN
Pieria	Also close to Pieria IN
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.ikarus.com/naturerlebnis-sizilien-2/ https://www.ikarus.com/sizilien-mit-dem-mietwagen-entdecken/
JORDAN	
Jordan Valley	
As Salt	https://www.ikarus.com/israel-jordanien-1/
PALESTINE	
Palestine Jenin	
Bethlehem	https://www.ikarus.com/israel-zwei-voelker-ein-land-1/ IN Also close to Jenin
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name LandLust Reisen
Address Eibenberg 4
Post code 37120
Town Eddigehausen
Country Germany
Telephone + 49 0 55 94 / 22 75 07-0
E-Mail info@landlust-reisen.de
WEB Page www.landlust-reisen.de

Products

Agricultural trips ✓
 Nature ✓

General Information

Foundation: Not found

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter: No

Social Network: Not found



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow travel" section or "sustainable" section.
- ✓ Their trips are based on study trips or exchange in the handcrafts, agricultural, nature or forest. They offer a specific rural trips for women, for example "In the land of Rosamunde Pilcher - beautiful Cornwall"
- ✓ Tailor-made programs
- ✓ Individual or small groups



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Club/Association trips for farmers and foresters are one of its specialties.
- Agency that combines, agricultural excursions and informative company tours with tourist and cultural highlights.
- The accompaniment and support of the group are qualified specialist tour guides on site
- Very simple website in German. They have a list of trip examples, but there are no the detail of the trips.
- They offer travel groups with fixed dates but the information on the website is just the calendar and a brief explanation.



Interest for Med Pearls

- Specialized travel agency based on rural, agricultural and natural trips.
- They offer tailor-made programs to associations or clubs, so it could be an opportunity for the partners to offer their trips out of the touristic tracks.



Products in/close to pilot areas

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



Name Langsamreisen
Address Karl-Marx-Straße 12
Post code 12043
Town Berlin
Country Germany
Telephone +49 30 609 863 930
E-Mail mail@langsamreisen.de
WEB Page www.langsamreisen.de

Products

Adventure ✓

Sailing ✓

Train ✓

General Information

Foundation: 2010

Client type: Adult

Product type: guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ Langsamreisen means “Slow Travel” in German.
- ✓ They have a section explaining what “slow travel” is.
- ✓ They are very involved in transport and they offer an alternative way to airplane, for instance travel on a freighter. They offer routes worldwide. For example, from Europe to Asia.



Sustainability communication

- ✓ There is not a big section about “sustainability”, but they give some information in “service” section.
- ✓ There is a climate protection contribution, which is shown on the website under each trip.



Observations

- Agency specialized on freighter travels (take the freighters to travel from the origin to the destination), but they offer other trips, like adventure or train tours.
- They offer long tours.
- Website in German and in English. In the main menu, clients can search by Freighter Travels, Expedition & sailing ship trips, Trans-Siberian Railway, Adventure & Themed trips.
- For Freighter travels and Trans-Siberian they offer the transport with cabin, but not a whole package with excursions or other hotels. For Sailing and Adventure programs they offer the whole package.



Interest for Med Pearls

- Very specific products, but with packages of sailing and adventure.
- Sustainable and conscious tour operator with adventure and themed packages.



Products in/close to pilot areas

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



Name ONE WORLD. Reisen mit Sinnen
Address Erfurter Str. 23
Post code 44143
Town Dortmund
Country Germany
Telephone 0049 2315897920
E-Mail info@reisenmitsinnen.de
WEB Page www.reisenmitsinnen.de

Products

Culture & Gastronomy ✓
 Discovery ✓
 Nature
 Walking ✓
 Canoeing/kayak

General Information

Foundation: 1995

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a specific section of "Slow Tourism", but a lot of their products could be classified as "Slow tourism": <https://www.reisenmitsinnen.de/afrika/kapverden/reisen/cultura-real/>
- ✓ They offer "time travels" to know deeper a country or photo trips or veggie trips.
- ✓ Individual or small groups (from 1 to 14)



Sustainability communication

- ✓ The translation of the brand is "Travel with sense". Very focused on sustainable tourism and on developing fair, environmentally friendly and socially responsible travel, with a high level quality and experiences.
- ✓ TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements).
- ✓ Member of Forum Anders Reisen and Atmosfair.
- ✓ They signed the "children protection code" and the "Commitment for Human Rights in Tourism".
- ✓ Specific page to explain their engagement with "sustainability" and "responsible" tourism. Involved in different ecological and social projects around the world.



Observations

- Website in German with a search engine to filter the products. In the main menu, clients can search by type of activity and destination.
- Classification of products: individual and groups. And for typology: travel treasures, walking, "time trips", nature travels, veggie travel, photo trip and ecovolunteer. "Time Trips" include different activities and experiences and meeting local people.
- They have a new brand just for hiking www.activida.de.
- Brochure on request



Interest for Med Pearls

- Agency that one of their main objectives is the immersion in other cultures
- They offer a wide range of countries and products, but also taking in account the culture, the nature and each offered trip has something unique and exclusive.



Products in/close to pilot areas

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



Name ReNatour
Address Brunner Hauptstr. 2 a
Post code 90475
Town Nürnberg
Country Germany
Telephon 0049 911890704
e E-Mail info@renatour.de
WEB www.renatour.de
Page

Products

Snow ✓
 Wellness ✓
 Walking ✓
 Cycling ✓

General Information

Foundation: 1994

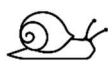
Client type: Adult & Family

Product type: guided & self-guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a specific section of "Slow Tourism" but they have a section called "Time out", where slow travel products can be found.
- ✓ Individual or small groups
- ✓ Challenges/weaknesses: Some trips have groups with more than 14 participants.



Sustainability communication

- ✓ TourCert Certification (contribution of the company to sustainable development by assuming a social and ecological responsibility beyond legal requirements).
- ✓ Member of Forum Anders Reisen and Atmosfair.
- ✓ Specific page to explain their engagement with "sustainability" and "responsible" tourism",



Observations

- Trips for adults, families, single-parent families, hiking, cycling, donkey trekking, themed holidays (art, meditation, yoga, bio-cooking), holidays with pets, snow.
- Website in German with a search engine to filter the products.
- Renatours received awards for their travel offers and for ReNatour as a tour operator, related to sustainability but also to the products www.renatour.de/auszeichnungen.



Interest for Med Pearls

- Sustainable and slow tourism for families with children and teenagers



Products in/close to pilot areas

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



Name Schulz aktiv.reisen Bautzner
Address Strasse 39
Post code 01099
Town Dresden
Country Germany
Telephone 0049 351266255
E-Mail WEB info@schulz-aktiv-reisen.de
Page www.schulz-aktiv-reisen.de

Products

Walking/Trekking ✓
 Mountaineering
 Cycling ✓
 Adventure ✓
 Sports
 Horse Riding
 Snow ✓
 Wildlife observation ✓

General Information

Foundation: 1995

Client type: Adult & Family

Product type: Guided and self-guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ One of the activity classification is related to slow tourism: Relax/Slow. <https://www.schulz-aktiv-reisen.de/?do=aktivitaet&id=22>
- ✓ Challenges/weaknesses: big company where "slow tourism" is not the main product.



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Main office in Dresden and two more offices, one in Berlin and the other in Oberhof.
- Website in German with a search engine to filter the products. In the main menu, clients can search by destination, typology (24 activities/themes).
- Classification of products: hiking/trekking, canoe/kayaking, cross-country skiing, husky, wildlife observation, 4x4 tours, multiactivity, boat trips, running marathon, sport travel, relax/slow, trail running, adventure, summit tours, snowshoe, winter, desert, cycling, train, horse riding, ski marathon, ice swimming, water activities, photo trip.
- They offer a wide range of activity levels and make a difference when the product could be classified as "sport tourism". Then, they present the product as "Portugal at Schultz sportreisen", for example.
- Brochure on request



Interest for Med Pearls

- Agency with slow trip section "Relax/Slow", with different types of themes and activities. In this section, client could found hiking and nature trips, culinary trips, yoga and retreats.
- They offer small groups or individual



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.schulz-aktiv-reisen.de/Italien-Sizilien-aktiv-von-AEtna-bis-Vulcano_1756.html
JORDAN	
Jordan Valley	
As Salt	https://www.schulz-aktiv-reisen.de/Jordanien-Kultur-und-Natur-im-Koenigreich-Jordanien_1513.html
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

VinArTours Weinreisen

Weinreisen International

Name VinAr Tours
Address Am Speyerbach 61
Post code 67433
Town Neustadt
Country Germany
Telephone +49 (06321) 600 60 71
E-Mail hoffmann@vinartours.de
WEB Page www.vinartours.de

Products

Wine ✓

General Information

Foundation: not found

Client type: Adult

Product type: guided & self-guided

Booking & Payment on-line: No

Newsletter No

Social Network No



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a specific section of "Slow Tourism" but some of their tours could be considered slow, as they focuses on wine and gastronomy and one of their main purposes to know viticulture and culture of other countries.
- ✓ Study trips which allow clients to know deeper the wine culture of the country.
- ✓ Individual and groups
- ✓ Challenges/weaknesses: groups from 10 to 20 participants. / One of the main transports once in the destination is a private coach.



Sustainability communication

- ✓ Any information about "sustainability".



Observations

- Agency specialized in wine tours, wine seminars, wine tastings and terroir hikes for 14 years.
- Website in German (with google translator in other languages). There is no a search engine to filter the products.
- Main classification of products is by themes: Wine Experience Tours, Active Experience, Gourmet Trips and Cooking Seminars, Winemaker study trips. A list of destinations is deployed once the client chose a theme.



Interest for Med Pearls

- ✓ Medium travel agency specialized only in wine and gastronomy tours, combined with cultural visits
- ✓ Wide range of countries, so an opportunity for the partners



Products in/close to pilot areas

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

5.2. Institutions and entities

5.2.1. German Institutions and entities

NAME	TYPE	WEB
Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC)	Non-profit organization	www.adfc.de
Allianz Selbständiger Reiseunternehmen-Bundesverband e.V. (ASR)	Trade association	www.asr-berlin.de
Atmosfair	Non-profit organization	www.atmosfair.de
Deutscher Reiseverband (DRV)	Trade association	www.driv.de
Deutscher Wanderverband	Club association	www.wanderverband.de
Forum Anders Reisen	Trade association	www.forumandersreisen.de
Futouris	Non-profit organization	www.futouris.org
Naturfreunde	Non-profit organization	www.naturfreunde.de
TourCert	Non-profit organization	www.tourcert.org
Verband der Unabhängiger Selbständiger Reisebüros e.V. (VUSR)	Trade association	www.vusr.de

ALLGEMEINER DEUTSCHER FAHRRAD-CLUB e. V. (ADFC)



The association provides legal coverage for cyclist tourists, promotes the use of bicycles, monitors the tourism industry, collaborates with institutions in favour of mobility on bicycles and collaborates with laws on safety and the environment related to bicycles.

General Information

Type: Non-profit organization

Number of members: More than 200.000

Foundation: Not found

Address: Mohrenstraße 69

City: 10117 Berlin

Phone: +49 030 2091498-0

Email: kontakt@adfc.de

Website: www.adfc.de

Social Media:



20.539 fans on facebook
25.440 followers on twitter
6.957 followers on instagram
1.080 subscribers on youtube



Slow Tourism Information

Specific information non found.



Observations

- The website has two main sections:
 - o In everyday life: with information related to cycle networks, tips, news and others.
 - o On tour: news and recommendations for holiday cycling trips.
- The association has a portal where it commercializes bike tours: www.radurlaub-online.de. ADFC members receive a 25€ discount when booking many trips.
- The association manages the webpage www.bettundbike.de, one of the most popular bike-friendly labels for accommodations.
- ADFC publishes three magazines. The magazine "Radurlaub" is focused on bike holidays and offers proposals about cycling holidays from professional cycling tour operators and tips for cycling travelers.
- The association makes annually the "Bicycle travel analysis" with the aim to know the most popular routes in Germany and abroad, as well as the cyclist holidays behavior.
-



Interest for Med Pearls

- ✓ It is the largest entity related to cycle-tourism in Germany.
- ✓ It publishes a Cycling Holidays magazine and has a Cycling Holidays commercialization portal.

ALLIANZ SELBSTÄNDIGER REISEUNTERNEHMEN- BUNDESVERBAND e.V. (ASR)



Allianz Selbständiger
Reiseunternehmen –
Bundesverband e.V.

ASR is the Alliance of independent travel companies. It represents the medium-sized companies in the tourism industry and its purpose is to promote and represent the commercial, professional, economic and legal interests of its members and the profession.

General Information

Type: Travel agencies association

Number of members: More than 2.500

Foundation: 1976

Address: Friedrichstrasse 119

City: 10117 Berlin

Phone: +49 030-2478190

Email: info@asr-berlin.de

Website: www.asr-berlin.de

Social Media:



1.010 fans on facebook

178 followers on twitter



Slow Tourism Information

Specific information non found.



Observations

- ARS focuses its works in two main activities: giving services to their members and representing the members within the industry at all political levels.
- It supports measures to promote tourism that is respectful with the environment and socially responsible.
- The association organizes three major annual events for all members and offers conferences and seminars on current issues in the industry, and works on industry-relevant projects.



Interest for Med Pearls

- ✓ Important association of small and medium independent travel agencies.
- ✓ Specialized products like “slow tourism” are usually sold by small and medium independent travel agencies.

DEUTSCHER REISEVERBAND (DRV)



The German Travel Association represents tour operators and travel agencies of all sizes and types, service providers and foreign tourism organizations.

General Information

Type: Travel agencies association

Number of members: Not found

Foundation: Not found

Address: Lietzenburger Strasse 99

City: 10707 Berlin

Phone: +49 30 28406-0

Email: info@drv.de

Website: www.drv.de

Social Media:



15.688 fans on facebook

1.416 followers on twitter

3.374 followers on instagram



Slow Tourism Information

Specific information non found.



Observations

- It is the 3rd largest association in the world for outbound tourism behind the American ASTA (see US entities) and the British ABTA (see UK entities).
- Its members represent the largest part of the turnover of the tour operators and travel agents market in Germany.
- The association works in many aspects:
 - o Lobbying vis a vis politicians, the business community and the public
 - o Crisis and security management for the tourism industry
 - o Support in the digital transformation
 - o Advice and support of Members
 - o Commitment to securing specialists
 - o Development of industry standards for business processes
- DRV Service GmbH is a subsidiary of DRV and it is focused on events organization and travel industry studies.
- Member of European Travel Agents & Tour Operators Association (ECTAA) (www.ectaa.org)

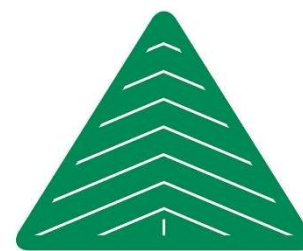


Interest for Med Pearls

- ✓ The most important travel agencies association in Germany.

DEUTSCHER WANDERVERBAND

The German Hiking Association offers guided routes, preserves hiking trails, publishes articles and news, and publishes hiking maps. In addition, it carries out practical conservation work.



Deutscher Wanderverband

General Information

Type: Club association

Number of members: 600.000

Foundation: Not found

Address: Kleine Rosenstr. 1-3

City: 34117 Kassel

Phone: +49 0561-9 38 73-0

Email: info@wanderverband.de

Website: www.wanderverband.de

Social Media:



3.497 fans on facebook

1.627 followers on twitter



Slow Tourism Information

Specific information non found, but their principles are the same as “slow tourism” ones.



Observations

- Foundation date is not found, but some information indicates that the association is more than 125 years old.
- Organization made up of 58 regional associations (December 2018), with around 600.000 members in more than 3.000 local groups.
- It has a youth organization called Deutsche Wanderjugend.
- Member clubs do volunteer work hours related to nature conservation. For example, around 20.000 volunteer trail controllers look after more than 200.000 kilometres of the estimated 300.000 to 400.000 kilometres of hiking trails in Germany or around 6.300 trained hiking guides from the mountain and hiking associations offer hikes in which more than 2 million citizens take part every year.
- It offers also training, conferences and seminars, ensures quality when hiking, issue guidelines for marking hiking trails, publishes hiking guides and it has created "Wanderbaren Deutschland", objective quality criteria for hiking tourism offers.



Interest for Med Pearls

- ✓ The most important hiking association in Germany. It is an opportunity to introduce “slow products” based on hiking and mountain.
- ✓ Criteria for evaluating itinerant routes, which can be used by other countries as well as to give confidence to customers in Germany.

FORUM ANDERS REISEN

Association of German travel agencies with sustainable and responsible tourism commitments. *Anders Reisen* means “travel differently”.



General Information

Type: Travel agencies association

Number of members: more than 100

Foundation: 1998

Address: Brandstwiete 4

City: 20457 Hamburg

Phone: +49 40 181260460

Email: info@forumandersreisen.de

Website: www.forumandersreisen.de

Social Media:



5.953 fans on facebook

2.047 followers on twitter

1.138 followers on instagram



Slow Tourism Information

Specific information non found, but the association has the same principles as “slow tourism”.



Observations

- The member agencies are committed to base the travels on people and the environment, using local resources responsibly and respecting foreign cultures. They take into account the different stages of the trip and the commercial and managing operations.
- Members have to go through a process of evaluation of Corporate Social Responsibility.
- The association has a portal where it commercializes sustainable products from the members. It has a search engine to look for: “continent”, “country”, “travel type”, “dates”, “self-guided or guided”.
- The association publishes the magazine “Reiseperlen”, with information about sustainable destinations and trips.



Interest for Med Pearls

- ✓ Very important association based on sustainable tourism, taking in account the three branches of sustainability: environmental, social and economical.

FUTOURIS

Futouris is an Association of sustainable tourism open to all companies in the tourism sector that promotes projects focused on the sustainability guarantee of tourist destinations and on the research in this field.



General Information

Type: Non-profit organization

Number of members: Not found

Foundation: Not found

Address: Heidenkampsweg 58

City: 20097 Hamburg

Phone: +49 40 8090344055

Email: info@futouris.org

Website: www.futouris.org

Social Media:



1.595 fans on facebook



Slow Tourism Information

Specific information not found, but the association has the same principles as “slow tourism”.



Observations

- The main aim of the association is to preserve the heritage of holiday destinations and to develop a sustainable future for the travel industry. They want to develop and implement model and innovation projects that enable more responsibility and sustainability in tourism.
- The association carries out different projects around the world, for example to reduce the plastic waste generated during holidays in Balearic Islands or reduce the water waste.
- The association members can be business companies or private travelers. Business members are 24 business medium-sized businesses and market leaders, national and international companies. It also receives donations to support their projects.
- Website in German and English.



Interest for Med Pearls

- ✓ Interesting entity to introduce the project and to establish collaborations with the business members.

NATURFREUNDE



Nature Friends is a political and leisure association for the protection of nature, tourism, sport and culture.

General Information

Type: Non-profit organization

Number of members: more than 67.000 in
550 volunteer groups

Foundation: 1905

Address: Warschauer Str. 58a/59a

City: 10243 Berlin

Phone: +49 (030) 29 77 32 -60

Email: info@naturfreunde.de

Website: www.naturfreunde.de

Social Media:



2.628 fans on facebook

3.829 followers on twitter

107 subscribers on youtube



Slow Tourism Information

Specific information not found, but the association has the same principles as “slow tourism”.



Observations

- The association was founded in Austria in 1895 and in 1905, the first local groups were founded in Germany. *NaturFreunde* is committed to the ideals of democratic socialism. It promotes the principle of sustainability, in the three branches: environmental, economic and social.
- *NaturFreunde (Naturefriends)* have built educational and recreational houses. Almost 400 of these are in Germany, there are over 700 *Naturefriends houses* worldwide. They offer cheap and sustainable accommodation, usually in nature reserves. *Naturefriends houses* are open to everyone and members have special discounts.
- It has a “travel section” with various holidays, from one week to a weekend.
- The umbrella organization Naturfreunde Internationale (www.nf-int.org) has more than 40 member and partner organizations. There are federations within Germany, as well as own associations in Austria and Switzerland.



Interest for Med Pearls

- ✓ Important nature association with federations in Germany, Austria and Switzerland.

**VERBAND DER UNABHÄNGIGER
SELBSTÄNDIGER REISEBÜROS e. V. (VUSR)**



Association of Independent Travel Agencies promotes independent travel agents in commercial, political, economic, professional and legal matters.

General Information

Type: Travel agencies association

Number of members: 2.500

Foundation: 2015

Address: Waldemeistr. 3

City: 58636 Iserlohn

Phone: +49 02371-151955

Email: info@vusr.de

Website: www.vusr.de

Social Media:



1.306 fans on facebook



Slow Tourism Information

Specific information not found.



Observations

- The association was founded during the implementation phase of the package travel guideline, from the European Commission on 2015, after several current board members had fought against the anti-competitive content of the EU guidelines for years.
- The VUSR holds talks with politicians, ministries and tourism officials in order to improve the political framework for travel agents. It is committed to ensuring that, in the long term, only suitably qualified specialists are allowed to register a trade for arranging travel.
- It offers training and seminars to all members.



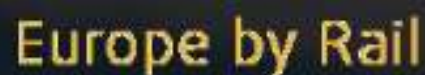
Interest for Med Pearls

- ✓ New association with sustainable principles

5.2.2. International Institutions and entities

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

EUROPE BY RAIL

The logo for 'Europe by Rail' features the text 'Europe by Rail' in a stylized, yellow, serif font. The text is set against a dark, rectangular background that has a subtle, textured appearance, possibly representing a train window or a sign.

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

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



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



Slow Tourism Information

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



Observations

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



Interest for Med Pearls

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

SLOW ART DAY



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

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

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



Observations

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



Interest for Med Pearls

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

SLOW FOOD INTERNATIONAL



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

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

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



Observations

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



Interest for Med Pearls

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

SLOW PHOTOGRAPY MOVEMENT



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

General Information

Type: Website

Address: not found

City: not found

Phone: not found

Email:

slowphotographymovement@gmail.com

Website:

www.slowphotographymovement.com

Social Media:



302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

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



Observations

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



Interest for Med Pearls

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

5.3. Media

NAME	TYPE	THEME	WEB
Evaneos	Portal	Travel	www.evaneos.de
Flow	Magazine & Site	Lifestyle	www.flowmagazine.de
Geo	Magazine & Site	Travel	www.geo.de
Geo Walden	Magazine & Site	Travel & Outdoor	www.geo.de/magazine/walden
Land und Bergen	Magazine & Site	Nature & Outdoors	www.landundberge.de
Outdoor Welten	Magazine & Site	Outdoor	www.outdoor-welten.de
Reise Genuss	Magazine & Site	Travel	www.reise-genuss.info
Unterwegs	Magazine & Site	Outdoor	www.unterwegs.reisen/unser-magazin
Wandermagasin	Magazine & Site	Hiking	www.wandermagasin.de

EVANEOS

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



General Information

Type: Portal

Theme: Travel

Language: German

Newsletter: Yes

Website: www.evaneos.de

Social media (French)³:



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



Slow Tourism Information

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

- 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 German portal.
- It doesn't exist specific information for the German portal.
- 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.



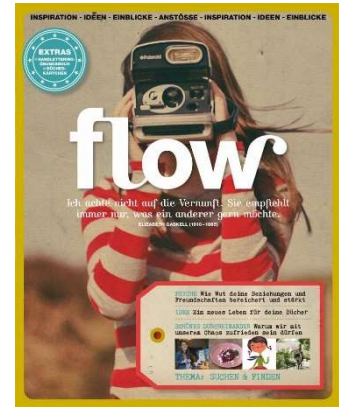
Interest for Med Pearls

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

³ Only French data found.

FLOW

Flow is lifestyle magazine which offers ideas, thoughts and stands for conscious living with attention to the moment. It has news related to trips.



General Information

Type: Magazine

Theme: Lifestyle

Language: German

Publications: 8 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: No

Website: www.flowmagazine.de

Social media:



87.970 fans on facebook

3.262 followers on twitter

137.804 followers on Instagram

384 followers on youtube



Slow Tourism Information

The magazine shares a parallel vision with the “slow tourism” philosophy. One of their main slogans is: “The magazine without hurry, about little luck and the simple life”.



Observations

- *Flow* is characterized by loving design, many illustrations and its own reader language. It has a unique format with a lavish design, various types of paper and lots of magazine supplements on paper.
- 79.000 copies per issue sold a month.
- *Flow* readers are young, creative, open-minded and authentic. More than one third of the readers (35 per cent) have a household net income of 3.000€ and are mainly women.
- *Flow* has been successful on the Dutch market since its launch in 2008. The international English issue was launched in 2012. The first German issue was launched in November 2013. It belongs to the media group *Deutsche Medien Manufaktur* (www.vg-dmm.de).



Interest for Med Pearls

- ✓ Modern magazine with the same principles as “slow tourism”.

GEO

GEO is an international brand magazine. It is specialized on travels, sites, spots through amazing articles and photos.



General information

Type: Magazine & Site

Theme: Travel & Adventure

Language: German

Publications: 12 issues per year

Paper: Yes

Commercialization on-line: Yes

Website: www.geo.de

Newsletter: Yes

Social media:



325.264fans on facebook

5.698 followers on twitter

192.444 followers on instagram

112.794 followers on pinterest



Slow Tourism Information

There are news related to “slow tourism”.



Observations

- 2,7 millions of multi-readers (print and digital) monthly (1,37 million are men and 1,10 million are women); 160.000 copies distributed monthly.
- The website has a podcast section, a video section and a photo contest.
- *GEO* has paper edition but it has a very good digital edition. They offer two prices, one for the paper edition and the other for the digital edition.
- *GEO* has a wide range of magazines in German, which can be found on its website. The website is very complete with a “Travel” section.
- *Gruner + Jahr* publishes the “GEO” magazine, which in terms of distribution and turnover is the largest science magazine on the German market.



Interest for Med Pearls

- ✓ One of the most important tourism magazines in Germany.
- ✓ Cross-selling with Switzerland and Austria.

WALDEN

Walden is a magazine concerning nature, adventure experiences, outdoors activities and trips in Germany and abroad.



General information

Type: Magazine & site

Theme: Outdoors

Language: German

Publications: 5 issues per year

Paper: Yes

Commercialization on-line: No

Newsletter: No. Through Geo website

Website: www.geo.de/magazine/walden

Social media:



23.918fans on facebook

22.147 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- *Walden* appeared for the first time in May 2015 and it embodies the longing for nature, stylish travel and original outdoor experiences.
- 25.000 copies per issue. Audience: basically men.
- As a digital magazine, it is also available on tablets and smartphones. The digital edition contains all the contents of the printed booklet and has a comfortable text reading mode (three different font sizes and day and night reading mode), as well as bookmarks and full text search functions.
- *Gruner + Jahr* publishes the "GEO Walden" magazine.



Interest for Med Pearls

- ✓ Interesting outdoor magazine with trips focused on men.

LAND & BERGE

Land und Berge is a magazine about nature and activities outdoors.



General Information

Type: Magazine & site

Theme: Nature and outdoors

Language: German

Publications: 6 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: No

Website: www.landundberge.de

Social media:



1.164 fans on facebook

986 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- 42.339 copies per issue.
- Readers are active, looking for friends and relaxation in nature, but also want to discover and enjoy something special. *Travel and Gastronomy* are two of the main themes of the magazine.
- Website with four main sections
 - o On Road: travel in Europe and in Germany
 - o Nature and people: news concerning fauna, flora and people
 - o Tips and ideas
 - o Hospitality: recipes and restaurants tips
- It belongs to the media group *Deutsche Medien Manufaktur* (www.vg-dmm.de).



Interest for Med Pearls

- ✓ Magazine with nature, outdoor, travel and gastronomy. It is an opportunity to introduce the products designed within the project framework.

OUTDOOR WELTEN

Outdoor Welten offers a large diversity of information about activities that can be done outdoors. Readers can also find information on historical destinations, articles based on the sciences of geology, and biology.



General Information

Type: Magazine & site

Theme: Outdoor activities

Language: German

Publications: 2 issues per year

Paper: Yes

Commercialization on-line: No

Newsletter: Yes. Same newsletter for

Outdoor and Wandermagazin.

Website: www.outdoor-welten.de

Social media:



503 fans on facebook

165 followers on Instagram



Slow Tourism Information

Specific information not found.



Observations

- Outdoor magazine with information about nature, historic sites, activity alternatives to escape from crowded places.
- Basic website with information about news and tips for outdoors activities.
- Same publishing company as "Wandermagazin".



Interest for Med Pearls

- ✓ Interesting magazine for "slow products" based in outdoors.

REISE GENUSS

Reise Genuss is a magazine that provides information from new travel tendencies around the world, to the natural and cultural places and wellness.



General Information

Type: Magazine & blog

Theme: Travel

Language: German

Publications: Yes

Paper: Yes

Commercialization on-line: No

Newsletter: No

Website: www.reise-genuss.info

Social media:



958 fans on facebook

10.900 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- Website that provides information from large variety of places around the world from nature to historic and cultural activities. It also provides information related to wine, gourmet, events, among others. It is not possible to get the subscription through the website.
- The print runs around 32.000 copies per issue of the *ReiseGenuss*. It is distributed in Germany, Switzerland and Liechtenstein. The distribution is via subscriptions, newsagents, airline lounges or gates in Germany and Switzerland, selected top hotels and at their own events.
- The readers of *ReiseGenuss* are educated, have an above-average income, have a pronounced consumer behavior and a high professional position.
- The magazine has a communication media Vision Award, and the publisher company publishes another magazine, "Golfgenuss".



Interest for Med Pearls

- ✓ Travel magazine with cross-selling in Switzerland and Liechtenstein.

UNTERWEGS

Unterwegs is a travel magazine that offer destination and sites over the world.

General Information

Type: Magazine & blog

Theme: Travel

Language: German

Publications: 4 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website:

www.unterwegs.reisen

Social media:

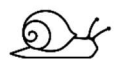


272 fans on facebook

539 followers on Instagram

2 followers on pinterest

14 followers on twitter



Slow Tourism Information

Specific information not found, but they have published some posts related to "slow travel" destinations or products.



Observations

- Blog with many posts. It has an interactive map with some of the destinations with published information.
- This magazine wants to offer articles written with a personal touch, and to show the reader romantic cities, dream places and urban settings, out of the commercialized desire for the cheapest flight connection.
- Each magazine has some reports and articles written by travel bloggers.



Interest for Med Pearls

- ✓ Small magazine but with "slow travel" news.

WANDERMAGAZIN

Wandermagazin is the leader magazine for outdoors and hiking. It gives to the reader detailed and accurate information about tours descriptions and areas to explore.



General Information

Type: Magazine & site

Theme: Hiking tours

Language: German

Publications: 4 issues per year

Paper: Yes

Commercialization on-line: No

Newsletter: Yes. Same newsletter for

Outdoor and Wandermagazin

Website: www.wandermagazin.de

Social media:



8.966 fans on facebook

3.276 followers on Instagram



Slow Tourism Information

Specific information not found.



Observations

- It is considered, since 1984, the leading magazine for all hiking enthusiasts. The content is based in detailed hiking tour descriptions, technical files on material, equipment and issues of travel in the countryside and abroad.
- Website has around 305.000 visitors and 1.6 million page visitors. Web visitors: 9% from 18 to 24 years old, 48% from 25 to 44 years old, 31% from 45 to 64 years old, 12% and + 65 years old
- Every year the hiking magazine selects "Germany's most beautiful hiking trail".
- Same publishing company as "Outdoor Welten". From the website there are three links to more specific websites:
 - o The most beautiful hikes in Europe (www.europas-schoenste-wanderwege.de): example of hikes and paths around Europe.
 - o The most beautiful bike paths (www.rad-wandern.de/lander--regionen.html): only in Germany and Switzerland.
 - o Germany most beautiful hiking trails (www.die-schoensten-wanderwege.de)



Interest for Med Pearls

- ✓ Interesting magazine for "slow products" based in hiking and walking.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
ABF	February	Hannover	Travel	National	www.abf-hannover.de
CMT	To be defined	Stuttgart	Travel & Caravaning	International	www.messe-stuttgart.de/cmt
F.RE.E	April	Munich	Travel & Leisure	International	www.free-muenchen.de
ITB Berlin	March	Berlin	Travel	International	www.itb-berlin.com
OOHH!	March	Hamburg	Travel & Leisure	International	www.oohh-freizeitwelten.de
Reise Lust	November	Bremen	Travel & Caravaning	National	www.reiselust-bremen.de
Tour Natur	September	Düsseldorf	Travel & Outdoors	National	www.tournatur.com

ABF



National and international tourism and leisure fair, with a wide range of travel information and long-distance destinations.

General information

City: Hannover

Place: Messegelände Hannover

Address: Europaallee / Bürohaus 7

Post Code: 30521 Hannover

Website: www.abf-hannover.de

Social Media:



Specific Information

Type of fair: Travel

Classification: Regional

Format: B2C

Next edition: February 2022 (02nd to 06th)

Number of visitors (2020): around 92.000

Number of exhibitors (2020): 550



Slow Tourism Information

There is no information about “slow tourism” or “sustainable tourism”.



Observations

- It is a big leisure fair, with the following themes:
 - o Travel & Vacation
 - o Caravaning & Camping
 - o Bicycle & Outdoor
 - o Active & Fit
- Informative and exciting travel reports from around the world are also available on the *abf travel forum*.
- Visitors mainly from the North of Germany. Core target group: 30 to 60 years. The visitors average household net is 3.385€ and the purchase value averaged around 1.095€ per person.
- Exhibitors sectors: tour operators, travel agencies, tourist offices, tourist associations, cruise operators, hotels, apartments, active and adventure travel, luggage and accessories.
- 2021 edition has been cancelled due to Covid-19. The next edition will be in 2022.



Interest for Med Pearls

- ✓ Travel and leisure fair, with visitors from the North of Germany.

CMT

CMT is an exhibition for tourism and leisure. It offers holiday ideas and travel destinations from all over the world, as well as the largest novelty show for camping and caravanning.



General information

City: Stuttgart

Place: Messe Stuttgart Trade Fair Centre

Address: Messeplatz, 1

Post Code: 70629 Stuttgart

Website: www.messe-stuttgart.de/cmt

Social Media:



Specific Information

Type of fair: Travel and caravanning

Classification: International

Format: B2B & B2C

Next edition: To be defined

Number of visitors (2019): around 300.000

Number of exhibitors (2019): 2.208



Slow Tourism Information

There is no information about "slow tourism" or "sustainable tourism".



Observations

- It offers holiday ideas, travel destinations in the world, the largest show of new products for camping and caravans.
- On weekends, special travel themes such as bicycle and hiking trips, golf and wellness trips and cruises and ship trips, are featured in separate exhibit areas.
- Exhibitors sectors: camping, caravan, sport, tourism, two-wheelers. Exhibitors from 100 countries as well as 360 cities and regions (702 foreign and 1.506 domestic).
- Visitors with a catchment area of more than 300 km.
- 2021 edition has been cancelled due to Covid-19. The next edition could be in spring but it is not sure yet. The fair has organized one digital business day (26th January) for media professionals and industry representatives, to show the industry's innovations.



Interest for Med Pearls

- ✓ Big travel and leisure fair.

FREE MUENCHEN (F.RE.E)

F.RE.E is Bavaria's largest fair for leisure and travel, offering different trips and ideas to go on holidays.



General information

City: Munich

Place: Messe München GmbH

Address: Messegelände

Post Code: 81823 Munich

Website: www.free-muenchen.de

Social Media:



Specific Information

Type of fair: Travel & Leisure

Classification: International

Format: B2B and B2C

Next edition: April 2021 (21th to 25st)

Number of visitors (2020): 131.364

Number of exhibitors (2020): 1.282



Slow Tourism Information

No, any information about “slow tourism” or “sustainable tourism”.



Observations

- *F.RE.E* is the biggest fair of Baviera. It is divided in 6 themes: Travel, Cruises & Boat Trips, Health & Wellness, Caravanning & Camping, Water Sports, as well as Outdoors and Bicycles. Visitors receive a comprehensive market overview in these areas, and they are able to book trips directly and test and experience products right on site.
- Varied supporting program are organized on parallel and gives additional information and entertainment to the visitors.
- Exhibitors from 68 countries, 534 foreign and 748 domestic. Sectors: tourism, health and wellness, caravanning and mobile leisure, water sports, outdoor and cycling
- More than 130.000 private and trade visitors, mainly from Germany and the Europe. Profile of visitors: general audience, experts from the tourism, health and wellness, caravanning and mobile leisure, water sports, outdoor and bicycle sectors.
- On 2020, the 50th edition of the fair, exhibitors from 70 countries participated.



Interest for Med Pearls

- ✓ The biggest travel fair of Baviera region.

ITB BERLIN

ITB Berlin is the most important travel fair in Germany and one of the biggest in the world.



General information

City: Berlin

Place: Messe Berlin

Address: Messedamm, 22

Post Code: 14055 Berlin

Website: www.itb-berlin.com

Social Media:



Specific Information

Type of fair: Travel

Classification: International

Format: B2B and B2C

Next edition: March 2021 (10th to 14st)

Number of visitors (2019): 123.429

Number of exhibitors (2019): 7.925



Slow Tourism Information

There is no information about "slow tourism".



Observations

- One of the biggest travel fairs in the world with: 6 continents, more than 180 countries, 1.000 top buyers, 6.372 foreign exhibitors and 1.553 domestic exhibitors, more than 113.500 trade visitors, more than 50.000 private visitors. It takes an area of 160.000 square meters in 26 halls.
- Industry sectors: leisure time, holidays, tourism, event organization.
- In past editions, the beginning of the fair was dedicated only to professionals and trade visitors. The fair organizes business networking and workshops. Open to the public on the weekend.
- ITB has created the "ITB Travel Network" with more than 23,000 community members, which offers business matches all year round. The same website has the "ITB Virtual Convention", which offer to its members videos and live streams on demand.
- Due to Covid-19, 2020 edition was cancelled and 2021 edition will take place only as a digital B2B event, called ITB Berlin NOW.



Interest for Med Pearls

- ✓ One of the biggest and most interesting fairs to get in contact with specialized tour operators.

OOHH!

Ohhh Die FreizeitWelten is a leisure fair that unites five specialized shows in the same place.



General information

City: Hamburg

Place: Hamburg Messe und Congress GmbH

Address: Messeplatz, 1

Post Code: 20357 Hamburg

Website: www.oohh-freizeitwelten.de

Social Media:



Specific Information

Type of fair: Travel & Leisure

Classification: International

Format: B2C

Next edition: February 2022 (09th to 13st)

Number of visitors (2020): 75.293

Number of exhibitors (2020): 784



Slow Tourism Information

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



Observations

- The fair is divided into 5 themes and each theme has an individual website:
 - o Reisen Hamburg: for general travelling.
 - o Rad Hamburg: for cyclists.
 - o Caravaning Hamburg: for camping enthusiasts.
 - o Kreuzfahrtwelt Hamburg: for cruises.
 - o Fotohaven Hamburg: for photography.
- Reisen Hamburg was founded in 1978, but the umbrella fair (with the 5 themes) has started on 2018.
- Around 770 exhibitors present holiday destinations in Germany and all over the world (from 36 countries; 159 abroad exhibitors and 625 domestic exhibitors). Exhibitors' sectors: tourism organizations, travel agencies and operators, hotels, cruise operators, campsites, manufacturers and dealers of (motor) caravans, tents / awnings, caravan accessories and bicycles, photo manufacturers and dealers, photo accessories.
- 2021 edition has been cancelled due to Covid-19. The next edition will take place from 9th to 13th February 2022.



Interest for Med Pearls

- ✓ Interesting fair with 5 themes in one place.

REISE LUST

Reise Lust offers three fairs at the same time: travel, fish & fine and caravanning.



General information

City: Bremen

Place: Messe Bremen

Address: Findorffstrasse, 101

Post Code: 28215 Bremen

Website: www.reiselust-bremen.de

Social Media:



Specific Information

Type of fair: Travel & Caravaning

Classification: Regional

Format: B2C

Next edition: November 2021 (05th to 07st)

Number of visitors (2019): 29.750

Number of exhibitors (2019): 256



Slow Tourism Information

There is no information about “slow tourism” or “sustainable tourism”.



Observations

- The *ReiseLust* fair is celebrated along with the “Fish and Fine” and “Caravanning” fairs. Visitors buy one ticket and have free access to the three fairs.
- Exhibitors' sectors: boat charter, airports, tourist offices, leisure facilities, hotels, international tourism organizations, country representatives, travel agencies, tour operators, associations and clubs, carriers, publishers, wellness. 44 exhibitors abroad and 212 domestic.
- Foreign visitors: 455. Domestic visitors: 29.295
- 2020 edition has been cancelled due to Covid-19. The next edition will take place from 5th to 7th November 2021.



Interest for Med Pearls

- ✓ Small fair but it could be a good opportunity to introduce the project and the “slow products”.

TOURNATUR

Tournatour is the fair for travel destinations and equipment for outdoor enthusiasts.



General information

City: Düsseldorf

Place: Messe Düsseldorf

Address: Stockumer Höfe

Post Code: 40474 Düsseldorf

Website: www.tournatur.com

Social Media:



Specific Information

Type of fair: Travel & Outdoors

Classification: National

Format: B2B & B2C

Next edition: September 2021 (03th to 05st)

Number of visitors (2019): 45.896

Number of exhibitors (2019): 250



Slow Tourism Information

They do not mention specifically “slow tourism” but every year they offer new development trends and through this area it’s possible to find some activities related to “slow tourism”.



Observations

- The TourNatur is the meeting point for hiking, trekking and nature lovers. The program ranges from hiking and climbing to trekking, mountain biking and canoeing.
- Industry sectors: Hiking/trekking, tourism and tour organisation, tourism services, outdoor clothing, outdoor equipment, mountaineering, climbing, winter sports, cycling, bicycles, canoe/kayak. 73 exhibitors abroad and 177 domestic (2019).
- Foreign visitors 2019: 1.790; National visitors 2019: 44.106. Private visitors interested in: nature, hiking, outdoor activities, bike and trekking, outdoor and trend sports, outdoor tourism, special trade and media visitors, associations and organizations. 64% attend the show interested in the offers of destinations and agencies, 53% for the sport equipment and 16% in the associations that participate; 58% go hiking and 45% bike; 94% are satisfied with the visit made to the salon.
- 2020 edition was along with the “Caravan Salon”, which lasts 10 days.



Interest for Med Pearls

- ✓ Very interesting fair to meet tour-operators specialised in hiking and canoeing and introduce the “slow products” designed within the project framework.