



**Med Pearls**

## ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 9

# RECOMMENDATIONS



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Terrassa, 8th January 2021

Elaborated by:

**inytur**

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## 1. “Slow products” analysis

The analysis of 20 products has been incorporated into this research because understanding how other tourist professionals have designed “slow products” already in the market, may be useful for the companies willing to do the same in Med Pearls territories.

The analysis of these 20 products is just a taste, as in order to draw more precise conclusions, a bigger range of products would need to be analysed (which was not the object of the study).

The list of the analysed products is the one below:

NAME	TYPE	COUNTRY	TOUR OPERATOR
Le Circuit Inde: La vie de Maharadjha	Culture	France	Amplitudes
Charming nature trip to Madeira	Nature	France	Chamina
Discovery the Bavarian Rivera by hike and kayak	Active	France	Huwans
La traversée des Rocheuses en train	Culture and nature	France	La Route des Voyages
Irish Declic	Photography	France	Nomade Aventure
De Oporto a Lisboa	Culture	Germany	Reisen mit Sinnen
Donkey Walk - Glampin in the Bavaria Forest	Nature	Germany	Urlaub & Natur
In the step of the Bedouins - Camel Trekking	Active	Germany	Wikinger Reiser
Culinaire Wijnreis Bilbao Rioja	Gastronomy	Netherlands	Cazebonne
Fietsvakantie door North York Moors National Park	Active	Netherlands	ECKTIV
Njutning i Blommande Umbrien	Culture and nature	Sweden	Favorit Resor
Yogaresa Lamu, Kenia	Wellness	Sweden	Ecolyx
Northern Greece	Birdwatching	Switzerland	Arcatour

Sataya - Egypt Red sea	Snorkel	Switzerland	Soul Travel Agency
Tunisia	Nature	U K	Naturetrek
Finland Foodie eco-explorer	Gastronomy	U K	Regent Holidays
Authentic Algarve	Active & Gastronomy	U K	The Carter Company
The Puglia Experience	Culture & Gastronomy	USA	European Experiences
Amsterdam Grachtenfestival and Flemish Treasures	Culture & Gastronomy	USA	Music & Market
Catalonia culinary cycling tour	Active & Gastronomy	USA	Pure Adventures

Tour operators from 7 defined Markets, with different types of activities and with different audiences have been selected. Products were from different destinations to open the range of design possibilities and activities.

By markets:

France	Germany	Netherlands	Sweden	Switzerland	UK	US
5	3	2	2	2	2	3

By typology:

Culture	Nature	Active	Arts	Gastro	Wellness	Culture & Nature	Culture & Gastro	Active & Gastro
2	4	4	1	1	2	2	2	2

By audience:

Adult	Family	Women	Young
13	5	1	1

### 1.1. Analysis of “slow tourism” criteria in the products

As described in the methodology, to analyse the products from a "slow" point of view, we have used the criteria defined in the previous study [“Slow tourism product creation manual”](#).

#### General:

- Use of time during the trip.
- Focus on local.
- Focus 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, campsites, small hotels, etc.
- Properties work with local providers.

Therefore, considering these criteria, the conclusions are the following:

- ✓ The promotion of **local gastronomy** is clearly one of the criterion reflected more often in all products. This transversal axis appears in almost all types of the products analysed, both cultural and “active”.
- ✓ In the case of the guided products analysed in this research, all of them specify to be addressed to “**small groups**”. However, the ratio of participants in the groups varies according to the different tour operators or even, depending on the destinations. In the slow criteria, the maximum group is 15 people, but in some cases, we found groups up to 16 people, which we have also considered as small groups.
- ✓ In guided groups, we have also seen that in most of the products there is a **local guide**. In some cases, a tour leader from the outbound country accompanies the group, but local guides carry out the visits or activities. Often these guides do not speak the language of the group, but they speak English.
- ✓ Another recurrent criterion found in the analysis is the importance of “**Authenticity. Focuses on local**”. This concept of seeking contact with the locals, getting acquainted with their traditions or customs is more and more present in all trip typologies. Perhaps the products with more physical activities (like kayaking or biking) are the ones with less experiences with “focus on local”, while they are clearly present in cultural packages.
- ✓ One of the most difficult criteria to find is the “**use of sustainable means of transport**” (except for the products of cycling, hiking and kayaking). Transfers from one point to another are usually done by taxi or private vehicles. It is not common to use public transport or train.



- ✓ One of the most important criterion related to “slow tourism”: the “**use of time during the trip**”, is a criterion that is neither specifically mentioned nor fully considered. In some products it is specified that the customers are given free time to relax or to enjoy as they wish, but usually the packages are quite full of activities and visits.
- ✓ **Sustainability**, understood as “**the impact of tourism activity on the local environment, economy and society**”, is also not one of the highlights, especially in the cultural packages, even though some tour operators have specific sections on the website. Some of them offer the possibility to compensate the CO2 footprint of the trip or incorporate it in the final price of the package. The importance given to sustainability changes greatly between agencies and packages.
- ✓ This kind of packages are usually for small groups or self-guided people, with activities for only 2 or 4 people. All these makes the price higher than the mass tourism packages. One of the self-guided packages criterion is the “**permanent assistance**”. We have understood this service as a local support or hot line, to which the client can call if a problem occurs.

## 2. How to introduce the destinations and the product to tour operators

The way of introducing the destination to the outbound markets depends a lot on the product, the target group and especially on the outbound country addressed. It is not the same to introduce a gastronomy and wine product for adults in Sweden than in the United States. The way to introduce a destination is different if it is done by a company or by a public or mixed entity.

Usually, the Destination Management Organisations (DMO) are in charge of publicising the destination, with marketing and positioning campaigns in the different markets. Destination Management Companies (DMC), on the other hand, introduce the product and put in value the destination. Therefore, companies must define very well through which marketing channels they want to sell their products. The companies can decide by direct sale or through a tour operator, portals, OTA or others.

## 2.1. How to introduce destinations

The Destination Management Organisations should be the ones leading the activities to introduce destinations. In this case, it is especially important to consider the actions and activities in which the DMC could participate and facilitate the meeting with tour operators and other tourism companies. In addition to directly promoting the destination as a “slow tourism” one.

Which actions can a DMO carry out?

✓ Creation of a destination brochure/dossier

In this brochure, the information about destination and products must be explained in detail. It is important to describe the destination and the general concept of “slow tourism”, but it is as important as well to include the “slow tourism products” that are on the market along with the DMC contact details.

✓ Attendance at specialised fairs

Attending trade fairs with a stand is part of the actions of DMOs to promote the destination. The DMOs can help the DMC to do presentations, organise agendas, or facilitate the relationship between companies registered for the fair. The DMCs can take the opportunity to hold meetings with the delegations of the DMOs in each market to present the products and offer support material (documents and images).

✓ Fam trips and workshops

It is important for DMCs that public administrations and DMOs organise fam trips and workshops on the destinations.

✓ Cultural differences to be considered for these actions

An important point to keep in mind is the cultural differences between outbound markets and host countries. More knowledge about the outbound market means more facilities to sell and market a product.

The European tourism market seeks activities and experiences that introduce them to the history, nature and people of the destinations they visit. Many times, they value accommodation without luxuries but with sustainable practices. For the European public,

local gastronomy is particularly important, especially when travelling to countries of southern Europe and the Mediterranean, with local products and good wine. They are looking for products that have good value for money.

The main language requirements to be considered for the markets in this study are the following.

- Germany: if the objective is to work with guided groups for German market, it is highly recommended to speak German. Many tour operators in Germany sell to German-speaking countries: Austria and Switzerland.
- Sweden: for the Swedish market, all communication can be in English.
- Switzerland: the country has 3 official languages (German, French and Italian), so it is important use the language depending on the region. It is a country with high income and do not forget that they have their own currency.
- France: often they request guides to speak French, otherwise, guides can be English-speaking. However, the possibility to offer a guide French-speaking helps with marketing. Many tour operators in France sell to French-speaking countries: Belgium and Switzerland.
- United Kingdom: United Kingdom is currently awaiting Brexit consequences. English people ask for guides who speak English. Many tour operators in UK sell to English-speaking countries: US, Canada, Australia, New Zealand, South Africa...
- The Netherlands: it is the market identified in this analysis with lowest prices. It is not necessary to offer Dutch-speaking guides, but the use of their language facilitates the communication. Many tour operators in the Netherlands sell to Flemish speaking area in Belgium.
- The United States: The USA market pays more for “slow” products, compared to the European countries, but they are also more demanding. They prefer four-star hotels, with king-size beds, or multi-service camps. One of the important things for Americans is to explain in detail what they are going to find, to avoid surprises, especially if in some cases there are no minimum services (for example, private bathrooms in the rooms). They prefer guides who speak perfect English.

## 2.2. How to introduce products

The DMC should be considered as the best organisation to include a product into a tour operator portfolio, as it is the designer and the organiser.

In which actions can DMCs participate?

✓ Attendance at specialized fairs with a commercial agenda.

Attending trade fairs with a stand is part of the actions of DMOs to promote the destination. DMCs could be interested in attending these fairs but in the country/region stand and with meetings already appointed in advance. The aim is to meet the tour operator in person and be able to close a commercial agreement as much as possible. Therefore, before going to the fair, the task of contacting tour operators and scheduling a visit is highly recommended.

✓ Fam trips

It is important for DMCs to be able to collaborate with public administrations so that they can cover part of the fam trip costs of tour operators travels and can help with the organisation. However, if there is no possibility, the best way to end up marketing your product is to invite the tour operator to visit the company and the region. It is not necessary to invite all the contacts, only those tour operators who are interested but may need a final push. DMC can request the collaboration of the DMO if it has any kind of representation in this market (list of registered companies, organization of presentations, etc.).

✓ Workshops.

The workshops are a great opportunity to meet many companies in a short time. These workshops are organised usually by the public administration or larger entities, such as business associations. In the case of the workshop, each of the meetings should be prepared as if they were the only one the company was going to do. It is necessary to have documentation (dossiers, images).

## 2.3. Ten tips to get your product into a tour operator portfolio thanks to a mail

### Tip 1. Analysis of the tour operator

If we know the tour operator well, we will have halfway done! We must enter into the website and analyse who it is, what it does, in which destinations it is working, what types of product it is selling... do not miss any detail!

### Tip 2. Analysis of the product

We must compare our product with the products already sold by the tour operator. The more we know, the better we can adapt our product and it will be easier for us to enter its portfolio.

- Does our product fit in with the products that are marketing the tour operator?
- Do we have an adequate price with respect to the prices of the tour operator?
- Net or gross price? The tour operation involves commissions; therefore, a commission has to be taken into account in the product price. Commissions range from 10% to 20% on the retail price (not the net price). Pay attention to currency changes when pricing. It is important to agree with tour operators or customers the currency to use for the transactions and who will bear bank costs.

### Tip 3. Check the destination

Have we verified if the tour operator works in our country? If yes, we also check if they already work in the region of our product. If they do not, we can directly introduce our product as an opportunity for them. However, if they do, we should not give up yet and check if our product offers different experiences or activities than the ones in their portfolio... maybe it is our chance!

### Tip 4. Cultural differences

It is necessary to know which outbound market is interesting for us and adapt the product to the target audience and their needs, both in prices and in activities, as well as in services.

### Tip 5. Personalise the mail

We should make the tour operator feel that they are important for us. And in order to do so, our mailing strategy should reflect that. Therefore, a multiple recipients email must be avoided.

Tour operators need to know that we have done a previous job analysing their website. For example, we could write something like: *"I have been looking at your website and I have seen that you work already in Catalonia, but not in the area that I want to propose you. L'Anoia is a really nice area, near Montserrat..."*

### Tip 6. Key words in the mailing

The first thing the tour operator sees when the mail arrives is the "subject". It is therefore important to use key words.

Imagine that we find a tour operator who works in Catalonia but does not work in Anoia County. What subject should we write on the mail? If we write “slow product in Catalonia” perhaps the tour operator does not open the mail because, in Catalonia, it already has a product. If we write “slow product in Anoia”, perhaps it does not open the mail because it does not know where L’Anoia is (maybe he does not even know that it is in Catalonia). Hence, we must look for a key word that attracts the attention of the tour operator. For example, if our product is a yoga retreat and this tour operator has already products in Catalonia but not a yoga retreat, we could use “Yoga product in Catalonia” (even if this is not our strategic product to be sold). If, on the other hand, it has a yoga product in Catalonia, but only on the Costa Brava, not in L’Anoia, we can write “Yoga retreat near Montserrat”. Look for some key word that is famous enough for the tour operator to open the mail... Later, you will explain where Anoia is.

#### Tip 7. Useful content

What do we do if we receive an email with lot of text? We usually do not open it, or we leave it for later. We need to catch the tour operator attention, right from the start. This way, it is best not to write long explanations about us but just a brief introduction and our website link. The most important thing is to convey the important information: our products. We will introduce one or two products with a brief description of it or the website link. Fill in the email only with useful key content.

#### Tip 8. Attachments

Do we attach a complete file about our product? Do we attach the company presentation? Pay attention to the attachments!

It is important to attach a file with the description of the product, but do not attach a file with so much detail as to reveal your providers or strategie. And, of course, mind the size of the attachment! If the tour operator is interested in our product, they will contact us.

#### Tip 9. Contact and web

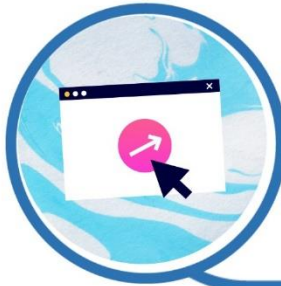
Do not forget to sign with name, position, email, phone number and company website!

#### Tip 10. Follow-up

Sending a mail does not mean that our work has finished! We must follow-up on all the mails we have sent to track replies and plan for future submissions.

## 10 TIPS FOR A SUCCESSFUL MAILING

*How to get  
your product  
into tour  
operators  
portfolio  
sending an  
email*



Tip 2. Product  
analysis



Tip 1. Tour operator  
analysis



Tip 3. Check  
destination



Tip 6. Key  
words



Tip 5. Personalised  
mail



Tip 4. Cultural  
differences



Tip 7. Useful  
content



Tip 8.  
Attachments



Tip 10. Follow-up



Tip 9. Contact  
details

## 2.4. Ten tips to get your product into a tour operator portfolio through a workshop

### Tip 1. Analysis of the tour operator

If we know the tour operator well, we will have halfway done! We must enter into the website and analyse who it is, what it does, in which destinations it is working, what types of product it is selling... do not miss any detail!

### Tip 2. Analysis of the product

We must compare our product with the products already sold by the tour operator. The more we know, the better we can adapt our product and it will be easier for us to enter in its portfolio.

- Does our product fit in with the products that are marketing the tour operator?
- Do we have an adequate price with respect to the prices of the tour operator?
- Net or gross price? The tour operation involves commissions; therefore, a commission has to be taken into account in the product price. Commissions range from 10% to 20% on the retail price (not the net price). Pay attention to currency changes when pricing. It is important to agree with tour operators or customers the currency to use for the transactions and who will bear bank costs.

### Tip 3. Check the destination

Have we verified if the tour operator works in our country? If yes, we also check if they already work in the region of our product. If they do not, we can directly introduce our product as an opportunity for them. However, if they do, we should not give up yet and check if our product offers different experiences or activities than the ones in their portfolio... maybe it is our chance!

### Tip 4. Cultural differences

It is necessary to know which outbound market is interesting for us and adapt the product to the target audience and their needs, both in prices and in activities, as well as in services.

### Tip 5. Pre workshop: material

Once we know the meetings, we need to prepare all the documentation before the workshop. We can have a general information about our company or our services, but tour operators appreciate if we give a personalized information... if we have analysed the website and their products, it will be easier to prepare it!



#### Tip 6. On the workshop: presentation

When you sit down in front the tour operator, what do you do? Do you start introducing yourself? Error!

The best way to use our meeting time is asking the tour operator “what are your expectations in this workshop?” or “what are you looking for in this workshop?”. These questions allow the tour operator to explain itself first and depending on their answer, we have time to change our strategy. Our goal is to make business!

#### Tip 7. On the workshop: ten minutes

10 minutes... 15 minutes... never enough time to explain all we want to explain. We must be clear, concise and prioritize the information we want to give to the tour operator. For this reason, it is particularly important to know what they want.

#### Tip 8. On the workshop: do not forget me

Tour operators have 30 meetings like us during the whole day, so how do we get them to remember us? This is the most difficult part in the workshop. Sometimes, it is a garment (usually it is not the t-shirt of the company), a detail out of the business, or a merchandising item. For example, one document that usually works very well is a map with the location of your products.

#### Tip 9. Contact and web

Never leave without a business card or contact. If the tour operator does not have any business card, no problem! Take out a piece of paper and ask him/her to write the email by hand.

#### Tip 10. Follow-up

One or two weeks later, we need to do a follow-up. Which information we have already sent, which tour operator needs a follow-up mail, which tour operator needs an answer... The workshop tasks only finish once our product is on the tour operator website or in their brochure!

## 10 TIPS FOR A SUCCESSFUL WORKSHOP

*How to get your  
product into  
tour operators  
portfolio  
attending a  
workshop*



Tip 2. Product  
analysis



Tip 1. Tour operator  
analysis



Tip 3. Check  
destination



Tip 6.  
Presentation



Tip 5. Material



Tip 4. Cultural  
differences



Tip 7. Ten minutes



Tip 8. Don't  
forget me



Tip 10. Follow-up



Tip 9. Contact  
details

### 3. How to design “Slow products” for the different target segments

To offer “slow products” to the different targeted public, DMC’s must consider all the criteria defined in the previous study. However, other than these criteria, there are some general needs, specific for each target audience. Each of the target audiences has different requirements, depending on their interests but also their age and needs.

We decided to divide the “slow tourism” audience into 5 groups.

- Adults (couples or small groups)
- Families
- Women (small groups)
- Solo Travellers
- Young Adults

#### 3.1. Adults (couples or small groups)

These are people over the age of 55, in many cases already retired, without family responsibilities and still highly active. It is one of the largest group target and with the possibility of traveling and spending money. Usually, these customers are looking for organised packages. Most of the time, these clients travel as a couple, but it is also normal for them to travel in a small group of friends. Depending on the type of trip, they will choose guided or self-guided groups.

Aspects to consider when designing a product for adults:

- Accommodation according to markets. In general, tourists from Europe are looking for comfortable and with charm but not luxurious accommodation, while the American public prefers more luxurious hotels, especially for Puglia and Catalonia. For other countries, one or more camping days can be offered in tents, bungalows or others.
- They have a relatively high purchasing power but are looking for value-for-money. Prices in the USA market are generally higher than in the rest of the analysed countries.
- They go on holidays out of the school holidays of each of the outbound countries.

### 3.2. Families

Family trips can be remarkably diverse. In the United States or Canada, for example, "multigenerational" products that integrate all generations of the family: grandchildren, teenage grandchildren, parents and grandparents are being offered. In addition, there are single-parent families who often look for group trips to share summer vacations with other families.

Hence, family trips can be designed in many ways and it is very important to know exactly the target audience to address, to be successful in the design of the product.

Aspects to consider when designing a product for families:

- Activities for children but also activities for adults. If it is multigenerational, it will be necessary to design products where all the members of the family can participate or to think about realizing 2 or 3 activities at the same time but separated by groups.
- There should always be activities that the family can share together.
- Accommodation with quadruple or quintuple rooms. Usually, the family likes to be in adjoining rooms.
- Accommodation with spaces for children, such as gardens, swimming pools, parks. They can range from 5\* hotels to campsites, depending on how the product is and who it is aimed at.
- Prices for adults and prices for children. It is also important to mark the adult price based on the number of adults. That means that the price has not to be calculated on a basis of 2 adults and 2 children because there are currently many types of families, for example a family of 1 single adult with more than 1 child.
- Flexibility to create custom packages for families.
- Material for activities of all sizes and accessories for the practice of some activities with children. For example, buggies or chairs for a bike route.
- Meals / dinners adapted for adults and children.
- Take into account the school holidays of each of the outbound countries.

### 3.3. Women

These trips are organised for all types of women (young, middle-aged, elderly, divorced, single, married, working, non-working, etc.). They feel the need to travel together to share experiences with other women and specially to feel comfortable within a peer group.

- Accommodation according to type of activity and target, with twin rooms (two separate beds) or triple rooms (with three separate beds) available.
- Offer the possibility of single rooms, with or without supplement.
- Offer the possibility of sharing a room, even if they are two people who do not know each other.
- In many cases, guides and visits to locals or artisans will need to be done by a woman. Although this is not always the case, since it depends a lot on the tour operator and what their type of company is.
- These are basically guided groups, although there may be groups of friends who order customised products.
- There are two ways to design groups for this type of audience:
  - Groups formed by tour operators. In this case, the tour operator will set up the dates according to the incoming agency or company, who will receive a closed group. Typically, the tour operators look for products as it differentiates them from the competition.
  - Groups formed by the incoming travel agency/company. In this case, the incoming company is responsible for scheduling departure dates and set up the group. It is normal to market the same date and the same product through several tour operators, with the objective of having a full group. The customers can be from a single country, for example France, or from different countries. It is especially important to mark a minimum number of participants to guarantee the departure to the tour operators. When a departure is guaranteed, it sells much better.
- Adapt activities to the age group, since in a group of women the ages can be quite different. Most of the clients are between 45 and 70 years old. The type of program activities and their difficulty must be indicated very clearly.

### 3.4. Solo Travellers

Solo travellers are people who want to travel but for whatever reason, the couple or friends cannot accompany them or they extend the “business trip”, especially in the older groups (between 40 and 70 years).

- Offer the possibility of single rooms, with or without supplement.
- Offer the possibility of sharing a room, even if they are two people who do not know each other.
- Set up self-guided products only for 1 single traveller (single-person itineraries). In this case, the costs must be taken into account and it is normal to find a supplement for “solo traveller”, which covers, for example, the transfer of luggage that is usually calculated on a basis of 2 people or more. On these types of routes, public transport can also be offered as an alternative to reduce costs.
- For these customers travelling alone on a self-guided tour, it is important to give them security. For example, give them a GPS with the route, accurate route instructions and a 24-hour in-country based phone.
- Guided groups are most common. These are generally small groups and can be formed in the same way as for the “women” target, through a tour operator or with a calendar programmed by the incoming.
- Adapt activities to the age group.
- Accommodation according to type of activity and target.

### 3.5. Young Adults

The young adults would be the travellers between the ages of 18 and 34 and correspond to the X, Z and millennial generations. Especially for the last ones, travel is essential in their lives. Many of these young adults do not yet have family responsibilities, which allows them more freedom to travel.

- Accommodation is usually in campsites, hotels, hostels and even bivouacs.
- They consume more micro-adventures than the other targets because they make more short trips.
- Multi-activity programs because they practice more than one activity on their vacation.
- Groups or self-guides. For groups, they like to meet people of their age to share experiences.
- Lower purchasing is in power. They prefer to travel more and pay less.

## 4. Product Factsheets

NAME	TYPE	COUNTRY	TOUR OPERATOR
Le Circuit Inde: La vie de Maharadjha	Culture	France	Amplitudes
Charming nature trip to Madeira	Nature	France	Chamina
Discovery the Bavarian Rivera by hike and kayak	Active	France	Huwans
La traversée des Rocheuses en train	Culture and nature	France	La Route des Voyages
Irish Declic	Photography	France	Nomade Aventure
De Oporto a Lisboa	Culture	Germany	Reisen mit Sinnen
Donkey Walk - Glampin in the Bavaria Forest	Nature	Germany	Urlaub & Natur
In the step of the Bedouins - Camel Trekking	Active	Germany	Wikinger Reiser
Culinaire Wijnreis Bilbao Rioja	Gastronomy	Netherlands	Cazebonne
Fietsvakantie door North York Moors National Park	Active	Netherlands	ECKTIV
Njutning i Blommande Umbrien	Culture and nature	Sweden	Favorit Resor
Yogaresa Lamu, Kenia	Wellness	Sweden	Ecolyx
Northern Greece	Birdwatching	Switzerland	Arcatour
Sataya - Egypt Red sea	Snorkel	Switzerland	Soul Travel Agency
Tunisia	Nature	U K	Naturetrek
Finland Foodie eco-explorer	Gastronomy	U K	Regent Holidays
Authentic Algarve	Active & Gastronomy	U K	The Carter Company
The Puglia Experience	Culture & Gastronomy	USA	European Experiences
Amsterdam Grachtenfestival and Flemish Treasures	Culture & Gastronomy	USA	Music & Market
Catalonia culinary cycling tour	Active & Gastronomy	USA	Pure Adventures

Agency: AMPLITUDES

Agency Country: FRANCE

# AMPLITUDES

Créateur de Voyages

## Title: CIRCUIT INDE: LA VIE DE MAHARADJA

**Product link:** <https://www.amplitudes.com/voyage/voyage-inde/circuit-inde/sejour-inde/la-vie-de-maharadja.html>

Main product: Culture

Type of activities: Cultural guided visits

Destination: India

Target group: Family

Tour type: Guided

Duration (nights): 6

Accommodation: Hotels

Meals: B&B

Itinerancy: Yes

Key words: Luxury, Maharaja, Wellness, Colours

### Months

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

### Price - Currency Euro

From: 4.595€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Car and driver included
- ✓ Tickets to all activities

#### What's Not included:

- ✓ Activities not included in the description
- ✓ Drinks
- ✓ Taxes
- ✓ Insurances



## Slow Tourism

- ✓ Combination of culture and wellness.
- ✓ Use of time during the trip.
- ✓ Small groups
- ✓ Local guides.
- ✓ Authenticity. Focuses on local.



# AMPLITUDES

Créateur de Voyages



## Observations

- ✓ 6-night guided tour.
- ✓ Local guide and driver. Transfers with a private car/minibus.
- ✓ Free time to relax in the hotel or discover the region.
- ✓ Target group: couples, families or friend groups.
- ✓ Only three luxury hotels. Wellness activities are also included as one of the hotels has a Spa.
- ✓ Services or activities can be changed and do a tailor-made program.

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Agency: CHAMINA VOYAGES

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

Destination: Portugal

Target group: Family

Tour type: Self guided

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

From: 680€/person

Single suplement hotel: 140€

Season suplement: 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

- ✓ 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

- ✓ 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 challenging walkings.
- ✓ 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

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DE **680 €**

Code voyage : CCCM07N

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Agency: HUWANS

Agency Country: FRANCE



## **Title:** DISCOVERY OF THE ALBANIAN RIVIERA BY HIKE AND KAYAK

**Product link:** <https://huwans.com/voyage/voyage-actif/albanie/ealbkay>

Main product: Kayak & trek

Type of activities: Kayak, trek, cultural visits

Destination: Albania

Target group: From 12 years old

Tour type: Guided

Duration (nights): 8 Accommodation:

Hotels and bivouac Meals: Full-board

Itinerancy: Yes

Key words: Kayak, culture, swim

### Months

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

#### **Price** - Currency Euro

From: 1.175€ /person

Single supplement hotel: 100 - 150€

Season supplement: 120€

Children price: Not specified

Solo Traveller supplement: Not specified

#### **What's Included:**

- ✓ Flights included from Paris
- ✓ Transfers included
- ✓ 3 days of kayaking
- ✓ Tickets to all activities

#### **Additional information:**

- ✓ Group de 5 a 12 pax



## **Slow Tourism**

- ✓ Combination of kayak and cultural walks.
- ✓ A gentle pace suitable for exploring the coast by kayak and swimming.
- ✓ Small groups.
- ✓ Two bivouacs on the beach.
- ✓ Itineraries in less travelled routes.
- ✓ Trip promotes sustainable means of transport.
- ✓ Sustainable.



## Observations

- ✓ 7-night leisurely guided.
- ✓ Target group: active people and quite sportive.
- ✓ Not specified the time/kms on the kayak. Three consecutive days on the kayak with 2 nights of bivouac in the middle of the tour.
- ✓ Walks are all guided cultural visits.
- ✓ Accommodation: 5 nights in 3\* hotels and 2 nights bivouac.
- ✓ Small groups and guaranteed depart from 5 participants.
- ✓ Local guide and driver. Transfers with a private car/minibus.
- ✓ There is a charge of 5€ for the Carbon emission to Albania, not included in the price.

NOS DESTINATIONS

NOS ACTIVITÉS

NOS THÈMES

NOS VOYAGES EN PETIT GROUPE

NOS VOYAGES EN FAMILLE

VOS VOYAGES EN LIBERTÉ / SUR MESURE

Points forts

- Le meilleur du sud de l'Albanie entre navigation en kayak et visites incontournables
- Un rythme doux et adapté à la découverte de la côte en kayak et les baignades dans l'eau turquoise de la Mer Ionienne
- Deux superbes bivouacs sur les plages idylliques de la côte Ionienne

Accueil > Europe > Albanie > Accompagné > Voyage Actif > Découverte de la riviera albanaise en rando et kayak

→ ALBANIE - DÉCOUVERTE DE LA RIVIERA ALBANAISE EN RANDO ET KAYAK

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DURÉE  
8 JOURS

NIVEAU:  
FACILE

Agency: LA ROUTE DES VOYAGES

Agency Country: FRANCE



## Title: LA TRAVERSEE DES ROCHEUSES EN TRAIN

**Product link:** <https://www.laroutedesvoyages.com/destination-fiche/agence-de-voyage-sur-mesure-destination-pays/canada-ouest/itineraire/voyage-sur-mesure-canada-ouest-rocheuses-train>

Main product: Train trip

Type of activities: Culture, nature, drive trip

Destination: Canada

Target group: Family

Tour type: Self-guided

Duration (nights): 11

Accommodation: Hotels, train

Meals: B&B

Itinerancy: Yes

Key words: Train, city, nature

### Months (not specified)

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

### Price - Currency Euro

From: 3.500€/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Car rental included

#### What's Not included:

- ✓ Optional activities



## Slow Tourism

- ✓ Trip promotes sustainable means of transport. Train as main transport.
- ✓ Small groups.
- ✓ Self-guided with permanent assistance.





## Observations

- ✓ 11-night leisurely self-guided.
- ✓ Target group: small groups of friends and couples.
- ✓ Day by day program not specified. It is on request, because the travel agency offer tailor-made programs.
- ✓ Accommodation: hotels.
- ✓ Trip with train but also with private car to Calgary for a complete discovery of the Canadian Rockies.

- La traversée des Rocheuses au pied des montagnes et en bordure des lacs
- L'ambiance et le service à bord du train
- L'autotour à travers les plus beaux espaces sauvages du Canada
- Les points de vue uniques



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Agency: NOMADE AVENTURE

Agency Country: FRANCE



## Title: IRISH DECLIC

**Product link:** <https://www.nomade-aventure.com/voyage-aventure/irlande/voyage-photo-irlande-connemara/irl40>

Main product: Photo & walk

Type of activities: Photo, walk, cultural visits

Destination: Ireland

Target group: From 12 years old

Tour type: Guided

Duration (nights): 6 Accommodation: B&B

Meals: Full-board (picnic for lunch)

Itinerancy: Yes

Key words: Landscape, towns, culture, photography

### Price - Currency Euro

From: 2.499€ /person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Transfers included
- ✓ Professional photographer during all the tour

#### What's Not included:

- ✓ Flights not included

#### Additional information:

- ✓ There are no dates. You have to ask to be notified when there is a departure
- ✓ Group de 4 a 8 pax



## Slow Tourism

- ✓ Guided small group.
- ✓ Small and local accommodation.
- ✓ Local guide.
- ✓ Activities include photography, walks and discover the region. Therefore, package promote natural and cultural heritage.
- ✓ Gastronomy is part of the culture and the tradition of the destination.
- ✓ Itineraries in less travelled routes.





## Observations

- ✓ It is a very specialized product, focused clearly to a niche group target.
- ✓ 6-night leisurely guided.
- ✓ Target group: amateurs and passionate of photography with a good physical condition.
- ✓ Not specified the time/kms for the walking tours. The majority of the photographic tours included walking tours to find the best place to take photos.
- ✓ Professional photographer guiding the group and taking advices about how to use the camera and how to take the best photo. It is like a lived-class.
- ✓ Guided small group, maximum 8 participants, but they do not specify the minimum to guarantee the departure.
- ✓ Price quite expensive, as it does not include the flights.

A screenshot of the NOMADE AVENTURE website. The header includes a 'MENU' button, the company logo, and navigation links: 'Qui sommes-nous?', 'Ma sélection', 'Nous contacter', and 'Rechercher'. The main image shows two people on a rocky cliff overlooking the ocean. Text overlay reads 'Irlande | Voyage en petit groupe' and 'L'Irish Déclic'. A button 'Voir les photos' is in the bottom left. A white box in the bottom right states '7 jours sur place à partir de 2499 € (hors aérien)'. The footer has links for 'Accueil', 'Irlande', and 'voyage photo irlande connemara'. Social media icons for Facebook, Twitter, Instagram, YouTube, and a blog are on the right.

MENU NOMADE AVENTURE

Qui sommes-nous ? - Ma sélection - Nous contacter - Rechercher

Irlande | Voyage en petit groupe

**L'Irish Déclic**

Voir les photos

7 jours sur place à partir de 2499 €  
(hors aérien)

Accueil Irlande voyage photo irlande connemara

f t i y Blog

Agency: REISEN MIT SINNEN

Agency Country: GERMANY



## Title: FROM PORTO LO LISBON

**Product link:** <https://www.reisenmitsinnen.de/europa/portugal/reisen/von-porto-nach-lissabon/>

Main product: Culture

Type of activities: Cultural visits, boat

Destination: Portugal

Target group: Adults

Tour type: Guided

Duration (nights): 7

Accommodation: Hotels

Meals: B&B+ 3 lunches y 4 dinners

Itinerancy: Yes

Key words: Culture, boat, walk, fado

### Months

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

### Price - Currency Euro

From: 1.990€ /person

Single supplement hotel: 430€

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights Frankfurt – Oporto and Lisbon – Oporto included
- ✓ Transfers included
- ✓ Tickets to all activities

#### Additional information:

- ✓ Group 8 – 16 pax
- ✓ 10€ donation to the Biodiversity Foundation by Dirk Steffens

## Slow Tourism

- ✓ Meeting with a local fisherman and a local artist.
- ✓ Combination of culture and easy/moderate walking with local gastronomy.
- ✓ Small groups.
- ✓ Target group: adult walkers but not in a hurry.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Itineraries in less travelled routes.
- ✓ Authenticity. Focuses on local.
- ✓ Sustainable.



## Observations

- ✓ 7-night guided cultural and walking tour.
- ✓ Two moderate hikes of up to 8-11 km in length, max. 5 hours walking and up to 400 meters in altitude. Several walks.
- ✓ Private visits out of the more touristic circuits, like the visit to Coimbra University and traditional visits like Fado evening in Lisbon.
- ✓ Small groups, from 8 to 14 participants.
- ✓ One date only a year.
- ✓ Hotels 4\*, except for one night that they stay in a hostel.
- ✓ Travel CO2 neutral Flight and land program compensated included.
- ✓ 10 € donation to Biodiversity Foundation by Dirk Steffens included.

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GUIDED TOUR OF COIMBRA UNIVERSITY, OVER 700 YEARS OLD

PORTUGUESE PASSION: A FADO EVENING IN LISBON

Agency: URLAUB UND NATUR

Agency Country: GERMANY



## Title: DONKEY WALK GERMANY - GLAMPING IN THE BAVARIAN FOREST

**Product link:** <https://www.urlaubundnatur.de/blog/reisen/eselwanderung-deutschland-glamping-im-bayerischen-wald/>

Main product: Donkey walking holidays

Type of activities: Nature, walking

Destination: Germany

Target group: From 8 years

Tour type: Self-guided

Duration (nights): 3

Accommodation: Glamping (glamorous camping)

Meals: Accommodation only

Itinerancy: Yes

Key words: Donkey, farm, shepherd, glamping

### Months

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

### Price - Currency Euro

From: 365€ /person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: 295€ (8-11 years)

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Donkey driving course included
- ✓ Saddlebags included
- ✓ Luggage transfers included
- ✓ Donkey included

#### What's Not included:

- ✓ Flights not included

#### Additional information:

- ✓ Minimum 2 pax, maximum 5 pax



## Slow Tourism






- ✓ Special walking product with donkey (which transfers the luggage).
- ✓ Accommodation in glamping in the middle of the nature.
- ✓ Small groups.
- ✓ Sustainable.




## Observations

- ✓ 3-nights and 3 self-guided walkings.
- ✓ What is Glamping? Instead of a tent or bungalow, the accommodation is in a tiny yurt house, wooden hut or shepherd's wagon with kitchen and shower and toilet. Heated with a comfortable bed but in the middle of nature ... That is the glamorous camping.
- ✓ Target group: families with children up 8 yearsold.
- ✓ Groups maximum of 5 participants.
- ✓ Donkey transfers the luggage from one point to the other. The first day, there is a course from 4:00 p.m. to approx. 6:00 p.m., during which clients are informed about how to use the donkeys and what they have to do in the next few days.
- ✓ Two donkeys per group.
- ✓ Any meal is included.

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 4 (verkürzbar)

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 2

 5

 März - November

Agency: WIKINGER REISEN

Agency Country: GERMANY



## **Title:** IN STEP WITH THE BEDOUINS – CAMEL TREKKING THROUGH THE SAHARA

**Product link:** <https://www.wikinger-reisen.de/wanderreisen/tunesien/1202.php>

Main product: Trekking with camels

Type of activities: Trekking, culture

Destination: Sahara

Target group: Adults

Tour type: Guided

Duration (nights): 7

Accommodation: Hotels, Bedouin tent

Meals: Full-board

Itinerancy: Yes

Key words: Desert, camel, Bedouin

### Months

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

#### **Price** - Currency Euro

From: 1.098€ /person

Single supplement hotel: 800€

Season supplement: 100€

Children price: Not specified

Solo Traveller supplement: Not specified

#### **What's Included:**

- ✓ Flights included
- ✓ Transfers included
- ✓ Entrances fee to the cave

#### **Additional information:**

- ✓ Minimum 5 pax - maximum 16 pax
- ✓ 5 nights in a bedouin camp



### **Slow Tourism**

- ✓ Easy camel trekking combined with cultural activities.
- ✓ 5 nights in a Bedouin campsite with campfire.
- ✓ Local Bedouin guides.
- ✓ Small groups (maximum 16).
- ✓ Gastronomy is part of the culture and the tradition of the destination.





## Observations



- ✓ 7-night guided tour with 5 days of activity.
- ✓ Target group: adults.
- ✓ Hikes: 5 x easy (2-6 hours). Hikes on foot or on the back of the camel (each client decides). 1 riding and transport camel per participant.
- ✓ 2 nights in a hotel (arrival and departure) and 5 nights in a Bedouin camp with cooking and camping equipment (own sleeping bag necessary), without sanitary facilities.
- ✓ German speaking, qualified Wikinger tour guide and, on the 2nd - 7th day, additional local Bedouin guides, cook and accompanying team.
- ✓ Possibility to compensate the CO2 footprint of the travel.



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Home page > 1202

### Tunisia: In step with the Bedouins - camel trekking through the Sahara

Agency: CAZEBONNE

Agency Country: NETHERLANDS



## Title: CULINARY WINE TOUR BILBAO RIOJA

**Product link:** <https://www.cazebonne.nl/wijn-culinaire-reizen/culinaire-wijnreis-bilbao-rioja/>

Main product: Wine & Gastronomy

Type of activities: Cultural visits and activities

Destination: Spain

Target group: Adults

Tour type: Self-guided

Duration (nights): 3

Accommodation: Hotels

Meals: Full-board, except 2 lunch and 1 dinner

Itinerancy: Yes

Key words: Cellar, restaurant, wine, museum, architecture

### Months (not specified)

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

#### Price - Currency Euro

From: 970€ /person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Visit with art historian to the Guggenheim Museum
- ✓ Visit, tour and tasting in a prestigious Rioja winery

#### What's Not included:

- ✓ Flights not included



### Slow Tourism

- ✓ Combination of culture activities with gastronomy and wine tastings.
- ✓ Gastronomy is promoted as part of culture and the tradition of the destination.
- ✓ Small hotels.
- ✓ Local guide.





## Observations

- ✓ Self-guided tour but with some guided cultural visits.
- ✓ 3-night gastronomic tour.
- ✓ Target group: adults.
- ✓ Activities: cultural visits, gastronomic dinners and wine tastings.
- ✓ 2 nights in the same hotel (arrival and departure).



### CULINAIRE WIJNREIS BILBAO RIOJA

#### BILBAO EN HET FANTASTISCHE WIJNGEBIED RIOJA

Bilbao heeft de laatste 15 jaar een enorme metamorfose ondergaan. De stad is sfeervol, mooi en prachtig gerenoveerd. Wereldberoemde architecten als Gehry, Siza, Calatrava en Foster hebben er voor gezorgd dat Bilbao veel spectaculaire constructies als bruggen, markthallen, hotels en concertzalen kent. Het belangrijkste voorbeeld is het spannende Guggenheimmuseum.

Chefkoks uit de hele wereld komen naar Bilbao om zich te laten inspireren door de topchefs die hier restaurants of pintxos-bars hebben (Baskische gastronomische tapas). Eten is een beleving in Bilbao! Het wijngebied Rioja is wellicht het bekendste wijngebied van Spanje. Het heeft een eeuwenoude traditie van wijnproductie. Aanvankelijk werd de wijn op hout gerijpt zodat Rioja's zware wijnen waren. Met de komst van een nieuwe generatie worden er ook meer elegante wijnen gemaakt en kent Rioja fantastische 'state of the art' wijnhuizen.

#### Dag 1

Je komt aan in Bilbao en overnacht de komende twee nachten in een hotel in het centrum van Bilbao. Dit 5-sterren hotel is gevestigd in een prachtig 100 jaar oud gebouw, stijlvol en zorgvuldig gerestaureerd. Het heeft een mooie lobby en een bijzonder gezellige loungebar waar het goed toeven is. Het interieur is een mix van traditioneel en modern. De kamers zijn zeer comfortabel en op en top verzorgd. Gezellige cafés, restaurants en het Guggenheimmuseum zijn op loopafstand. Het diner vindt plaats in een uitstekend gastronomisch restaurant in een 'Modernismo' wijnopslaggebouw dat door Philip Starck gerestyled is. Er wordt hier innovatief gekookt, modern Baskisch. De chef verzorgt een mooi menu met elegante, verfijnde gerechten en bijpassende wijnen.

#### Dag 2

Na het ontbijt word je in de ochtend verwacht bij het fameuze Guggenheimmuseum. Hier ontmoet je onze gids die van het bezoek aan het museum iets bijzonders maakt. Zij is kunsthistoricus en leidt je

Agency: ECKTIV

Agency Country: NETHERLANDS

## **Title:** BIKE HOLIDAY THROUGH NORTH YORK MOORS NATIONAL PARK

**Product link:** <https://www.ecktiv.nl/reizen/fietsvakantie-door-north-york-moors-national-park/>

Main product: Cycling

Type of activities: Culture, nature

Destination: United Kingdom

Target group: Adults Tour

type: Self-guided Duration

(nights): 7

Accommodation: Hotels

Meals: B&B

Itinerancy: Yes

Key words: Nature, ruins, beer

### Months

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

#### **Price** - Currency Euro

From: 829€ /person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### **What's Included:**

- ✓ Luggage transport
- ✓ Route information

#### **What's Not included:**

- ✓ Flights not included

#### **Additional information:**

- ✓ Optional rental bike



## **Slow Tourism**

- ✓ Self-guided with permanent assistance.
- ✓ Small and local accommodation.
- ✓ Combination of self-guided cycling days with culture and gastronomy.
- ✓ Gastronomy is part of the culture and the tradition of the destination.
- ✓ Itineraries in less travelled routes.



## Observations

- ✓ 7-night self-guided tour with 6 days of activity.
- ✓ Target group: adults.
- ✓ Cycling days: 5 x moderate (2-6 hours). 275 km long route consists of two loops that together form an eight.
- ✓ Age: people with good physical condition. The age range is quite huge, from 45 to 75 years old.
- ✓ The product is offered basically in summer, from April to October.



📅 April - October

🚲 Cycling holiday

👤 Individual trip

🕒 7 nights

🏠 Lodging / Breakfast

Agency: FAVORIT RESOR

Agency Country: SWEDEN



## Title: ENJOYMENT IN FLOWERING UMBRIA

Product link: <http://www.favoritresor.se/resor/kulturrezor/njutning-i-blommande-umbrien/>

Main product: Garden trip

Type of activities: Culture, nature, walking

Destination: Italy

Target group: Adults

Tour type: Guided

Duration (nights): 6

Accommodation: Hotel

Meals: Full-board, except 2 lunch

Itinerancy: No

Key words: Flowers, parks, gardens, traditions, gastronomy

### Months

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

#### Price - Currency SEK

From: SEK 16,490/person

Single supplement hotel: 1790 kr

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Transfers included
- ✓ Tickets to all activities

#### Additional information:

- ✓ If you are traveling by plane, you have the option of weather compensation for your flight



### Slow Tourism

- ✓ Combination of nature, gardens and culture with local gastronomy.
- ✓ Local guide.
- ✓ Gastronomy is promoted as part of the destination.
- ✓ Activities promote natural and cultural heritage.
- ✓ Authenticity.





## Observations

- ✓ 7-night guided tour with 6 days of activity.
- ✓ Center-based hotel
- ✓ Target group: adults
- ✓ Trip focused on the visit to flower-adorned gardens, parks and cities amidst wine and culture.
- ✓ Only one programmed date as the main objective is the blooming landscapes and gardens.
- ✓ Possibility to compensate the CO2 footprint of the travel.



[About the trip](#) [Program](#) [Travel facts](#)  

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Agency: ECOLYX

Agency Country: SWEDEN



## Title: YOGARESA LAMU, KENIA

**Product link:** <https://www.ecolyx.com/se/destinationer/afrika/kenya/yogaresa-indiska-oceanen-lamu-kenya/>

Main product: Yoga

Type of activities: walks,

Destination: Kenia

Target group: Adults

Tour type: Self-guided

Duration (nights): 7

Accommodation: Hotel

Meals: B&B

Itinerancy: No

Key words: Yoga, beach, pool, reading, walk

### Months

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

### Price - CurrencySEK

From: Not specified

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

### What's Included:

- ✓ Flights included
- ✓ Transfers included
- ✓ 7 yoga classes
- ✓ 1 massage

### Additional information:

- ✓ Consult prices.
- ✓ Ecological rating 4 (1-5)



## Slow Tourism

- ✓ Local Eco hotel.
- ✓ Combination of wellness and local gastronomy.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Sustainable.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Authenticity. Focuses on local.



## Observations

- ✓ 7-night tour with 7 yoga classes.
- ✓ Target group: adults.
- ✓ This trip supports small-scale tourism on the Kenyan coast, as well as support for the town of Lamu, which is on the UNESCO World Heritage List. Lamu is by nature a destination with a relatively low carbon footprint. There are no cars, buses or trucks here; all transport is done on the burro hill, on foot, in traditional dhows (sailboats) or motor boats.
- ✓ Accommodation in Banana House, a charming Swahili guesthouse with ten rooms and a wonderful garden. The garden is irrigated with grey water, most of the food and groceries are bought from the local Lamu market, all to benefit local small farmers and fishermen
- ✓ Possibility to support the Lamus tortoise project.

Ecolyx / Africa / Kenya / Yogaresa Lamu, Kenya

## Yogaresa Lamu, Kenya

BODY & SOUL

SUN & BATH

YOGARESOR

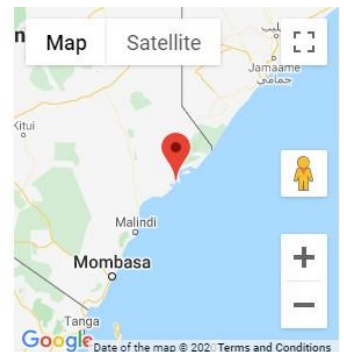
The island of Lamu attracts noble visitors such as Princess Caroline of Monaco and Mick Jagger and it is not difficult to understand why, here they can be completely undisturbed, no paparazzi, just mile-long, sun-kissed beaches, the warm Indian Ocean and amazing seafood. Practice yoga morning and evening and enjoy lazy days in beach paradise!



Ecorating: 4.0

✕ Requests for quotation

Travel with purpose!



Everything has gone so smoothly and I did not

Agency: ARCATOUR

Agency Country: SWITZERLAND

**ARCATOUR**  
sinnvoll reisen

**Title:** NORDGRIECHENLAND

**Product link:** <https://www.arcatour.ch/reise/nordgriechenland-9217/>

Main product: Birdwatching

Type of activities: Birdwatching, walking

Destination: Greece

Target group: Adults Tour

type: Guided Duration

(nights): 10

Accommodation: Hotels

Meals: Half-board

Itinerancy: Yes

Key words: Nature, bird, river, forest

### Months

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

#### Price - Currency CHF

From: CHF 3.340/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Transfers included

#### Additional information:

- ✓ 5% of the flat fee for projects of the Swiss Ornithological Institute in Sempach
- ✓ Minimum 5 pax - maximum 16 pax



## Slow Tourism

- ✓ Combination of nature observation and walking.
- ✓ Local guide.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Itineraries in less travelled routes.
- ✓ Sustainable and environmental concerns.





## Observations


- ✓ 10-night guided birdwatching tour.
- ✓ Target group: birdwatchers.
- ✓ Accommodation in 4 different hotels.
- ✓ Tour focused on birdwatching but with easy walks to arrive where the birds are.
- ✓ Small groups, from 10 to 15 participants.
- ✓ One date only a year.
- ✓ Minibus to visit each site, walking at a very gentle pace at each one, and over relatively short distances as they search for the birds.
- ✓ Different areas to see the birds.
- ✓ Guided by an expert ornithologist (English-speaking).
- ✓ 5% of the flat rate for projects of the Swiss Ornithological Institute in Sempach.

**ARCATOUR**
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RECOMMENDATION

watching every day.
 



Copyright: © Carl Antonio Balzari

**Travel data**

05/05 - 15/05/2021 from CHF **3340.-**

Participation: at least 10, max. 15 participants

formalities  
 Valid passport or valid identity card

**Services not included:**

- Cancellation cost insurance and SOS protection for travel incidents (see general contract and travel conditions)
- the meals, drinks not mentioned
- Tips

Agency: SOUL TRAVEL AGENCY

Agency Country: SWITZERLAND



## Title: SATAYA – EGYPT, MER ROUGE

Product link: <https://www.soultravelagency.ch/sataya/>

Main product: Diving

Type of activities: Snorkel

Destination: Egypt

Target group: Adults

Tour type: Guided Duration

(nights): 7

Accommodation: Hotels

Meals: Full-board

Itinerancy: Yes

Key words: Yacht, dolphins, turtles, snorkel

### Months (not specified)

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

### Price - Currency CHF

From: Not specified

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

### What's Included:

- ✓ Flights included
- ✓ Transfers included
- ✓ Snorkel guide included

### Additional information:

- ✓ maximum 20 pax
- ✓ Price to consult.



## Slow Tourism

- ✓ Combination of nature observation and relaxing.
- ✓ Local guide.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Trip promotes natural heritage.



## Observations

- ✓ 7-night guided dolphins' observation.
- ✓ The trip allow the clients to discover other marine species such as turtles, rays and multitudes of fish of all kinds.
- ✓ Accommodation in a yacht.
- ✓ Small groups.
- ✓ Dates to be defined.
- ✓ Target: private groups or couples.
- ✓ Trip with particular personal development through immersion in a natural environment.

Sataya – Egypte, mer Rouge

**6 jours et 7 nuits : pension complète, vol, transfert & guide de snorkeling inclus !**

Vous avez toujours rêvé de pouvoir approcher des dauphins sauvages ? Ce voyage est fait pour vous !

Les ingrédients d'une semaine inoubliable : une baie d'eau turquoise en Mer Rouge, un magnifique yacht tout confort, une aventure humaine qui en a émus plus d'un et surtout des dauphins sauvages vous accompagnant et rythmant vos journées.

Les dauphins de la baie de Sataya sont sauvages et libres. Vous nagez, jouez et les observerez selon leurs envies et leur disponibilité.

Vous les verrez dans leur milieu naturel, une rencontre qui ne vous laissera pas indifférent !

C'est un voyage qui ne ressemble à aucun autre, un voyage qui vous permet de vous reconnecter à vous-même. Un cadre idyllique, loin de toute nuisance sonore, vous permettant de vous ressourcer et vous retrouver avec vous-même.

Vous allez y découvrir également d'autres espèces marines telles que des tortues, des raies et des multitudes de poissons de toutes sortes.

Les récifs sont magnifiques et préservés.

Agency: NATURETREK

Agency Country: UK



## Title: TUNISIA

**Product link:** <https://www.naturetrek.co.uk/tours/tunisia>

Main product: Birdwatching

Type of activities: Bird and mammal-viewing, walking

Destination: Tunisia

Target group: Adults

Tour type: Guided

Duration (nights): 8

Accommodation: Hotels

Meals: Full-board

Itinerancy: Yes

Key words: Nature, bird, desert, savannah

### Months

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

### Price - Currency Sterling Pound

From: Not specified

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Transfers included

#### Additional information:

- ✓ There are no prices. Register to receive more information



## Slow Tourism

- ✓ Combination of nature observation and walking and cultural visits.
- ✓ Local guide.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Itineraries in less travelled routes.
- ✓ Sustainable and environmental concerns.




## Observations

- ✓ A 9-day birdwatching holiday to the wetlands, savannahs and deserts of a scenic and varied North African land.
- ✓ Target group: birdwatchers.
- ✓ It's very important to explain which kind of birds offer the trip.
- ✓ Comfortable tourist hotels with private facilities throughout.
- ✓ Minibus to visit each site, walking at a very gentle pace at each one, and over relatively short distances as they search for the birds.
- ✓ Different areas to see the birds: wetlands, estuaries, savannahs and deserts.
- ✓ Cultural visits included.
- ✓ Guided by an expert ornithologist (English-speaking).

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### Tunisia

Tour Code: TUN01

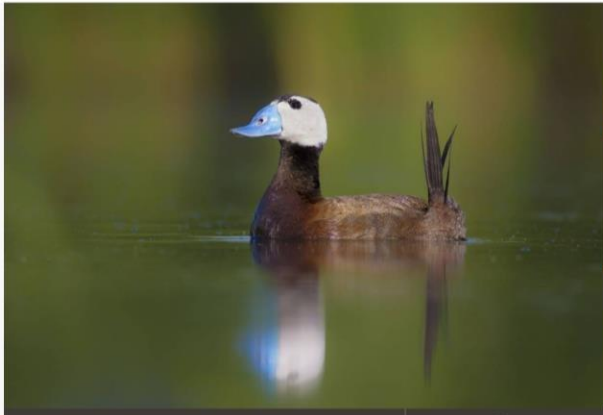

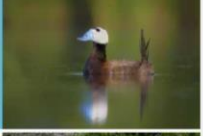

A 9-day birdwatching holiday to the wetlands, savannahs and deserts of a scenic and varied north African land.

We hope to run this tour in the future, but have not yet finalised dates and prices. To be added to a waiting list and be informed when details are confirmed, please click on the register interest button, or phone 01962 733051.

[REGISTER INTEREST](#) [★ Add to Saved Tours](#)

#### Highlights

- White-headed Ducks on the northern wetlands

Agency: REGENT HOLIDAYS

Agency Country: UK



## Title: FOODIE ECO-EXPLORER GROUP TOUR

**Product link:** <https://www.regent-holidays.co.uk/tour/finland-foodie-eco-explorer/>

Main product: Gastronomy

Type of activities: Walking, Cycling

Destination: Finland

Target group: Adults

Tour type: Guided

Duration (nights): 7

Accommodation: local guesthouses

Meals: Full-board

Itinerancy: Yes

Key words: Kitchen, sauna, nature, organic food

### Months

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

### Price - Currency Pound

From: £1650/person

Single supplement hotel: £140

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Flights included
- ✓ Transfers included
- ✓ Daily evening saunas
- ✓ Cuisine workshops

#### Additional information:

- ✓ Minimum 4 pax - maximum 10 pax
- ✓ Cuisine workshops



## Slow Tourism

- ✓ Combination of cycling, gastronomy, wellness, and cultural walks.
- ✓ A gentle pace suitable for exploring the landscape once cycling.
- ✓ Small groups.
- ✓ Itineraries in less travelled routes.
- ✓ Use of time during the trip.
- ✓ Trip promotes natural and gastronomic-cultural heritage.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Trip promotes sustainable means of transport.
- ✓ Authenticity. Focuses on local.



## Observations

- ✓ 7-night guided tour with 5 days of activity.
- ✓ Cycling route: 3 x easy (2-4 hours). 1 day hiking on foot and every day with cooking classes or cooking activities. Daily evening saunas.
- ✓ Accommodation: 3 different small hotels.
- ✓ Target group: cyclists but not in a hurry.
- ✓ Age: as the main activity are easy cycle routes, culinary activities and easy hike, the age range is quite huge, from 45 to 75 years old.
- ✓ The product is offered only 4 dates in summertime.

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Overview / Itinerary

Pricing Info & Dates

Tour Map

Gallery

## Foodie Eco-Explorer Group Tour

8 Day Tour, from £1650 per person

Itinerary Dates

2021
05 Jun - 12 Jun
19 Jun - 26 Jun

\*Hover over dates to show all

---

### Image Gallery

**Ella Stearns**  
Finland Travel Specialist

Agency: THE CARTER COMPANY

Agency Country: UK



## Title: AUTHENTIC ALGARVE

**Product link:** <https://www.the-carter-company.com/walking-holidays/europe/portugal/authentic-algarve/>

Main product: Walking

Type of activities: Cultural visits and activities

Destination: Portugal

Target group: Adult

Tour type: Selfguided

Duration (nights): 7

Accommodation: Rural and local guesthouses

Meals: Dinner and packed lunches everyday

Itinerancy: Yes

Key words: artisans, culture, nature, rural way of life

slow pace of life

## Months

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

### Price - Currency Pound

From: £ 990/person

Single supplement hotel: Not specified

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Craft workshops with local artisans
- ✓ Local guide to help with translation
- ✓ Entry to museum, blacksmith and distillery

#### What's Not included:

- ✓ Flights not included



## Slow Tourism

- ✓ Combination of hiking and local meetings.
- ✓ A gentle pace suitable for exploring the landscape.
- ✓ Self-guided with permanent assistance.
- ✓ Small hotels.
- ✓ Itineraries in less travelled routes.
- ✓ 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

- ✓ 7-night self-guided tour with 5 days of activity.
- ✓ Craft workshops with local artisans and a local guide to help with translation.
- ✓ Target group: adults with good physical condition.
- ✓ Age: as the main activity are moderate hiking routes and local meetings, the age range is quite open, from 45 to 75 years old.
- ✓ Hiking route: 6 x moderate (4-6 hours) walks.
- ✓ Starts daily from 1st March to 31st May and from mid-September to 30th November.
- ✓ It is circular from Faro.
- ✓ Rural and local guesthouses.



T +44 (0)1296 631671 /// [hello@the-carter-company.com](mailto:hello@the-carter-company.com)



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Agency: EUROPEAN EXPERIENCES

Agency Country: USA

## European Experiences

### Title: The Puglia Experience

**Product link:** <https://european-experiences.com/puglia-italy/>

Main product: Culture & gastronomy

Type of activities: Cultural visits, cooking class

Destination: Italy

Target group: Adults

Tour type: Guided

Duration (nights): 7

Accommodation: Hotel

Meals: Full-board, except 1 lunch and 2 dinners

Itinerancy: No

Key words: Cooking, culture, gastronomy, wine

### Months

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

#### Price - Currency Dolar

From: \$ 3.600 /person

Single suplement hotel: \$ 400

Season suplement: Not specified

Children price: Not specified

Solo Traveller suplement: Not specified

#### What's Included:

- ✓ All admissions, special activities, and many extras
- ✓ All gratuities
- ✓ All transfers
- ✓ Detailed trip planning guide

#### What's Not included:

- ✓ Flights not included



### Slow Tourism

- ✓ Combination of cultural and gastronomy.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Itineraries in less travelled routes.
- ✓ Trip promotes natural and cultural heritage.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Authenticity. Focuses on local.

# European Experiences



## Observations

- ✓ 7-night guided tour with 5 days of activity.
- ✓ Target group: adults.
- ✓ Tours and tastings at two family-owned wineries; a historic olive mill; and a cheese-making farm, offering opportunities for personal interaction with the passionate owners.
- ✓ A cooking class at a 17<sup>th</sup> century “masseria” (a large walled farm complex), where we will learn about the cuisine of Puglia and prepare a delicious meal together.
- ✓ Three dates in October.

## European Experiences

*Small Group Tours in Beautiful Places*



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## The Puglia Experience



We're **Kathy and Charley Wood**, passionate European travelers and founders of European Experiences. Learn more about us [here](#).

**2021 Trips:** October 2 – 9: October 9 – 16: October 16 – 23

Agency: MUSIC & MARKETS

Agency Country: USA



## Title: Amsterdam Grachtenfestival and Flemish Treasures

Product link: <https://musicandmarkets.com/amsterdam/>

Main product: Music

Type of activities: Cultural visits, gastronomy

Destination: Belgium

Target group: Adults

Tour type: Guided

Duration (nights): 8

Accommodation: Hotels

Meals: Full-board, except 3 lunch and 2 dinners

Itinerancy: Yes

Key words: Music, culture, gastronomy

### Months

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

### Price - Currency Dolar

From: \$ 4.870 /person

Single supplement hotel: \$ 429

Season supplement: Not specified

Children price: Not specified

Solo Traveller supplement: Not specified

#### What's Included:

- ✓ Guided walks, canal boat tours, and train travel indicated on the itinerary
- ✓ Entrance and event fees as indicated on the itinerary

#### What's Not included:

- ✓ Flights not included

#### Additional information:

- ✓ maximum 10 pax



## Slow Tourism

- ✓ Combination of cultural, music and gastronomy activities.
- ✓ Small groups.
- ✓ Use of time during the trip.
- ✓ Trip promotes cultural heritage.
- ✓ Trip promotes sustainable means of transport.
- ✓ Trip promotes gastronomy as part of the tradition.
- ✓ Authenticity. Focuses on local.



## Observations

- ✓ 8-night guided tour with 7 days of activity.
- ✓ Small groups (never more than 10).
- ✓ Target: especially music-lovers.
- ✓ Only one group/date.
- ✓ Trip to the summer Grachtenfestival (Canal Festival), in Amsterdam.
- ✓ Activities: guided cultural walks, canal boat tours, and train travel, as well as the attendance to the festival activities.
- ✓ Hotels located in the heart of Amsterdam and Brussels historic centers.



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## Amsterdam Grachtenfestival and Flemish Treasures



An exquisite carpet of flowers covers Brussels  
Grand Place

Music and Markets Tours invites you to join us this summer at the Grachtenfestival (Canal Festival), when Amsterdam's picturesque canals resound with music. For eight memorable days we'll thrill to the sound of outstanding concerts featuring prizewinners of international competitions as well as established virtuosos, and then be on our way to Brussels, from where we'll tour the delightful Flemish towns of Bruges and Antwerp. The extraordinary locations in both countries will be as exciting as the music. Otherwise off limits, rooftop terraces, intimate ateliers, lavish gardens, and private homes are opened for the special events in Amsterdam.

Amsterdam Grachtenfestival  
and Flemish Treasures

August 10-18, 2021

What makes this tour  
unique?

Itinerary

Costs

Registration

Agency: PURE ADVENTURES

Agency Country: USA



## Title: CATALONIA CULINARY CYCLING TOUR

Product link: <https://pure-adventures.com/tour/catalonia-culinary-tour/>

Main product: Cycling & gastronomy

Type of activities: Cultural visits

Destination: Spain

Target group: Adults

Tour type: Self guided

Duration (nights): 6

Accommodation: Hotels Meals:

B&B + 3 dinners

Itinerancy: Yes

Key words: Cycling, gastronomy, wine, landscape

### Months

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

#### Price - Currency Euro

From: 1.272€ /person

Single suplement hotel: Consult

Season suplement: 90€

Children price: Not specified

Solo Traveller suplement: Not specified

#### What's Included:

- ✓ Transfer in – out Barcelona inc.
- ✓ Luggage transfers inc.
- ✓ Road book & maps

#### What's Not included:

- ✓ Flights not included

#### Additional information:

- ✓ Bike and GPS rental option



## Slow Tourism

- ✓ Combination of cycling and gastronomy activities.
- ✓ Self-guided culinary cycling tour with permanent elf-guided with permanent assistance.
- ✓ Itineraries in less travelled routes.
- ✓ Trip promotes natural and cultural heritage.
- ✓ Trip promotes sustainable means of transport.
- ✓ Trip promotes gastronomy as part of the tradition.





## Observations

- ✓ 7-night self-guided
- ✓ Easy-moderate. Average of 40km per day in rolling countryside, occasional hills, possible short gradients of low percents but with lower mileage.
- ✓ Target group: adults with cycling experience.
- ✓ Culinary activities included: 3 top quality gastronomic dinners. Two more culinary activities are offered with an extra cost: Tapas Cooking Class in Barcelona and Private Wine Tasting on the tour and visits Jam Museum and Anchovy Museum.
- ✓ Hotel with charming or 4\* minimum.
- ✓ Private transfers and private luggage transfers.
- ✓ Local emergency telephone support.
- ✓ Private welcome orientation and bike set up on the arrival day.

 A screenshot of the tour page for 'Spain - Catalonia Culinary Cycling Tour' on the Pure Adventures website. The page features a large header image of cyclists on a dirt path. On the right, a blue box displays the 'Rate in Euros' as 'From 1,272' with a small '1' in a circle. Below this are buttons for 'Book Now' and 'Customize This Tour'. A 'Request Information' section is also visible, with a form for 'First Name \*'. On the left, a navigation bar includes links for 'Detail', 'Photos', 'Itinerary', 'Map', 'Rates', and 'Reviews'. The 'Detail' section shows the tour title, a 5-star rating from 19 reviews, and key details: '6 Nights / 7 Days', 'March - October', 'Difficulty: Moderate 2+ out of 5', '40 km/day', 'Private Self-Guided Bike Tour', and 'Hybrid & E-bikes Rentals'.
 

**Rate in Euros**

From **1,272**<sup>1</sup>

[Book Now](#)

[Customize This Tour](#)

**Request Information: Spain - Catalonia Culinary Cycling Tour**

First Name \*

**Spain - Catalonia Culinary Cycling Tour**

★★★★★ (19 Reviews)

6 Nights / 7 Days
 March - October

Difficulty: Moderate 2+ out of 5
 40 km/day

Private Self-Guided Bike Tour
 Hybrid & E-bikes Rentals