



EXperiential **T**ourism for sustainable **R**ural development

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Factsheet

<p>1. Business name & logo</p>	<p>ECO-FRIENDLY WINE & OLIVE ROUTES</p>
<p>2. Brief description</p>	<p>ECO-FRIENDLY WINE & OLIVE ROUTES is a sustainable tourism initiative that promotes immersive travel experiences centered around wine and olive oil production, local culture, and environmental responsibility. The project connects visitors with authentic rural landscapes, traditional producers, and regenerative practices, offering slow, meaningful, and eco-conscious journeys.</p> <p>The business designs and promotes eco-friendly wine and olive routes that combine gastronomy, nature, culture, and sustainability. It supports local producers while offering visitors educational and experiential tourism rooted in environmental stewardship and community well-being.</p>
<p>3. Key services/products/ experiences</p>	<p>1. Eco-friendly Wine Routes Guided or self-guided itineraries through vineyards that highlight organic and sustainable wine production. Experiences include vineyard walks, wine tastings, meetings with winemakers, and storytelling about local terroir and traditions.</p> <p>2. Sustainable Olive Oil Routes Experiential visits to olive groves and mills focused on traditional and environmentally responsible olive oil production. Visitors learn about harvesting methods, pressing processes, biodiversity, and the cultural heritage of olive cultivation.</p> <p>3. Local Gastronomy Experiences Food and wine pairings using local, seasonal, and organic products. These experiences showcase regional cuisine while promoting short supply chains and traditional recipes.</p> <p>4. Nature & Cultural Immersion Slow tourism activities such as walking routes, rural landscapes exploration, and cultural encounters that connect visitors with local communities, traditions, and natural heritage.</p>
<p>4. Target audience</p>	<ul style="list-style-type: none"> Eco-conscious travelers

	<ul style="list-style-type: none"> • Wine and olive oil enthusiasts • Slow tourism and experiential travel seekers • Cultural and gastronomic tourists • Small groups, couples, and independent travelers interested in authentic rural experiences • Local wine and olive oil producers • Rural communities and family-run farms
<p>5. Sustainability aspects</p>	<p>ECO-FRIENDLY WINE & OLIVE ROUTES is grounded in principles of sustainability, regeneration, and social responsibility. The initiative promotes environmentally friendly agricultural practices, biodiversity conservation, and reduced tourism impact through slow travel and small-scale experiences. It supports local economies by prioritizing local producers, fair partnerships, and cultural preservation. By educating visitors on sustainable food systems and responsible consumption, the project contributes to long-term environmental resilience and community well-being.</p>
<p>6. Key Statistics & achievements</p>	<ul style="list-style-type: none"> • Collaboration with local, small-scale wine and olive oil producers • Promotion of organic and sustainable farming practices • Contribution to rural economic development through tourism • Increased awareness of sustainable gastronomy and regenerative tourism