



**EX**periential **T**ourism for sustainable **R**ural development



**Project number: 2023-1-IT01-KA220-VET-000154283**







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# Factsheet

<p>1. <b>Business name &amp; logo</b></p>	<p><b>La Huella Verde (Green Footprint)</b> Rural Tourism by Bike &amp; Living Nature</p> 
<p>2. <b>Brief description</b></p>	<p>Huella Verde is an experiential rural tourism initiative focused on sustainable cycling (cycle tourism). Through guided bike routes across rural landscapes, it offers a healthy, eco-friendly, and immersive way to discover nature, local traditions, and regional culture. The project promotes a slower, conscious way of traveling that supports community-based tourism and green mobility.</p> 

<p><b>3. Key services/products/ experiences</b></p>	<ul style="list-style-type: none"> <li>● Tailored cycling routes of varying difficulty levels.</li> <li>● Visits to organic producers, vineyards, and rural artisans.</li> <li>● Collaborations with local eco-lodges and rural accommodations.</li> <li>● Activities combining nature, heritage, and gastronomy.</li> </ul> 
<p><b>4. Target audience</b></p>	<p>Eco-tourists, cyclists, families, outdoor sports lovers, local schools, and national or European travelers seeking healthy and sustainable experiences.</p> 
<p><b>5. Sustainability aspects</b></p>	<ul style="list-style-type: none"> <li>● Promotion of low-carbon tourism and green transport.</li> <li>● Support to the local economy through partnerships with rural businesses.</li> <li>● Awareness-raising about natural and cultural heritage.</li> <li>● Educational component on slow tourism and sustainability values.</li> </ul>

	
<p><b>6. Key Statistics &amp; achievements</b></p>	<ul style="list-style-type: none"> <li>● Increase in local employment related to cycle tourism.</li> <li>● Enhanced visibility of lesser-known rural areas.</li> <li>● Positive environmental impact through reduced tourism emissions.</li> <li>● Development of a replicable model for sustainable rural mobility.</li> </ul> 
<p><b>7. Contact information</b></p>	<ul style="list-style-type: none"> <li>📍 <b>Location:</b> Valladolid, Castilla y León, Spain</li> <li>🌐 <b>Website:</b> <a href="http://www.huellaverderural.com">www.huellaverderural.com</a></li> <li>✉ <b>Email:</b> <a href="mailto:info@huellaverderural.com">info@huellaverderural.com</a></li> </ul>



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