





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


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



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Factsheet

<p>1. Business name & logo</p>	<p>Almazara Viva (Olive Farm) Rural experiences flavored with olive oil</p> 
<p>2. Brief description</p>	<p>Almazara Viva is an oleotourism initiative offering immersive, educational and sensorial experiences centered on extra virgin olive oil (EVOO). Visitors explore olive groves, take part in guided tastings, and meet local producers. The project highlights the cultural, ecological, and gastronomic value of olive oil as a symbol of Mediterranean identity and rural sustainability.</p> 

<p>3. Key services/products/ experiences</p>	<ul style="list-style-type: none"> ● Olive oil tastings and aroma workshops ● Tours through traditional olive groves and oil mills ● Culinary workshops using EVOO ● Cultural events and EVOO festivals ● Thematic rural stays focused on local cuisine and olive culture 
<p>4. Target audience</p>	<p>Food lovers, cultural travelers, seniors, families, school groups, international tourists interested in rural and gastronomic experiences.</p>
<p>5. Sustainability aspects</p>	<ul style="list-style-type: none"> ● Promotes local agriculture and rural entrepreneurship ● Supports traditional olive oil production ● Raises awareness of food education and healthy habits ● Strengthens rural identity and cultural heritage 
<p>6. Key Statistics & achievements</p>	<ul style="list-style-type: none"> ● More than 25 workshops delivered in

rural villages

- 200+ visitors annually from Spain and abroad
- Recognized by local councils as a key rural development initiative
- Positive economic impact on small olive oil cooperatives



7. Contact information

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#AlmazaraViva #Oleotourism #RuralSpain



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