



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

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Factsheet

<p>1. Business name & logo</p>	<p>RURAL REWILD WEEKENDS</p>
<p>2. Brief description</p>	<p>RURAL REWILD WEEKENDS is a nature-based tourism and well-being concept offering short rural escapes focused on rewilding, reconnection with nature, and slow living. The initiative invites participants to step away from urban life and immerse themselves in natural landscapes, simple rhythms, and restorative outdoor experiences.</p> <p>The business designs and promotes weekend experiences in rural and natural settings that emphasize ecological awareness, personal well-being, and environmental restoration. Through guided and self-guided activities, it encourages deeper connections with nature while supporting rural areas and conservation-minded practices.</p>
<p>3. Key services/products/experiences</p>	<p>1. Rewilding Weekend Retreats Short stays in rural environments designed around nature immersion, rest, and ecological awareness. Activities focus on slowing down, observing nature, and reconnecting with natural rhythms.</p> <p>2. Nature-Based Well-being Activities Experiences such as guided walks, outdoor mindfulness, landscape exploration, and quiet reflection that promote mental and physical well-being.</p> <p>3. Environmental Awareness & Education Informal learning experiences that introduce participants to rewilding concepts, biodiversity, and ecosystem restoration through hands-on and place-based activities.</p> <p>4. Rural Immersion & Simple Living Opportunities to experience rural life, minimalistic living, and close contact with natural environments, fostering appreciation for simplicity and sustainability.</p>
<p>4. Target audience</p>	<ul style="list-style-type: none"> ○ Urban residents seeking nature-based escapes ○ Eco-conscious travelers and wellness seekers ○ Slow tourism and outdoor experience enthusiasts

	<ul style="list-style-type: none"> ○ Individuals and small groups interested in rewilding and well-being ○ Visitors seeking restorative, low-impact rural experiences
5. Sustainability aspects	<p>RURAL REWILD WEEKENDS is rooted in principles of environmental regeneration, well-being, and responsible tourism. The initiative promotes low-impact travel, respect for ecosystems, and increased awareness of biodiversity and rewilding practices. By supporting rural areas and conservation-oriented activities, it contributes to ecosystem restoration, community resilience, and a deeper cultural shift toward nature-positive lifestyles.</p>
6. Key Statistics & achievements	