



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 7

UNITED STATES



CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

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Terrassa, 8th January 2021

Elaborated by:

inytur

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Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for the USA outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
15	7	6	13	40

1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website, All the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

For the USA as explained in the "methodology", we have briefly analysed more than 90 tour operators. From those, we chose 56, who were commercialising “slow products” or who could end up marketing slow products. From those 56, 15 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Arts and Cultural Travel	www.artsandculturaltravel.com	culture, wellness, family, gastronomy
European Experiences	www.european-experiences.com	culture, nature, family, gastronomy
Far Horizons	www.farhorizons.com	culture, nature, sailing
Food & Wine Trails	www.foodandwinetrails.com	sailing, gastronomy & wine
Food N' Wine Vacations	www.foodwinevacations.com	gastronomy & wine, culture
For The Love of Travel	www.ftlotravel.com	culture, nature
Greenloons	www.greenloons.com	ecotourism
Hidden Trails	www.hiddentrails.com	equestrian tours, walking, cycling
Music & Markets	www.musicandmarkets.com	Music, culture, gastronomy
Photography travel tours	www.photographytraveltours.com	photographic trips
Sights and Soul Travels	www.sightsandsoul.com	luxury, women travel, culture
Soul Escape Travel	www.soulescapetravel.com	music, culture, sailing
The Blue Walk	www.thebluewalk.com	walking and art
The Wayfarers	www.thewayfarers.com	walking
Tour de Forks	www.tourdeforks.com	culture, gastronomy

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.

¹ Always based on the analysed tour operators and the consultants' knowledge

- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators, which design tailor-made products, are an opportunity to develop “slow tourism”.
- Tour operators from the USA usually have higher prices than European ones.
- Some tour operators are commercialising their products under a brand “Slow Travel Tours”², which is an informal affiliation of small group of tour operators offering basically, products in Europe.
- They have cross-selling in English speaking countries.
- Some of them have a "slow tourism" section and others have the same or similar principles to “slow tourism” ones.
- Number of total products in/close to pilot areas³, identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)
 - o Italy: 3 in Sabina-Reatina
 - o Jordan: no products
 - o Spain: no products
 - o Egypt: no products
- Total number of products from selected the USA tour operators in pilot areas:
 - o Greece: 1 (in the pilot area of Pieria)
 - o Italy: 5
 - o Jordan: 2
 - o Palestine: 3
 - o Spain: 1
 - o Egypt: no products

² See “Fachsheets” chapter for more information about the entity.

³ Pilot areas and its influence as it is described in the “Methodology” chapter.

2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- Institutions linked to travel, both for the public and for business.
- Public administrations that have seemed interesting to us due to various factors.
- Institutions linked to nature and/or sustainability.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

For the United States, we have found a first list with approximately 20 institutions, concerning nature protection, environment, tourism, and other themes. After a first analysis, we chose 7 to study into more detail.

NAME	TYPE	WEB
American Birding Association (ABA)	Non-profit organization	www.aba.org
American Hiking Society	Non-profit organization	www.americanhiking.org
Adventure Travel Trade Association (ATTA)	Trade association	www.adventuretravel.biz
American Society of Travel Advisors (ASTA)	Trade association	www.asta.org
National Tour Association (NTA)	Trade association	www.ntaonline.com
Slow Travel Tours	Informal affiliation	www.slowtraveltours.com
United States Tour Operators Association (USTOA)	Trade association	www.ustoa.com

Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for the USA institutions and entities after analysing them are the following:

- We have not found any USA institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- United States have a lot of institutions and entities working or developing projects in the own country.
- The main institutions also publish their own magazines for its subscribers.
- There is a “non-official organisation” linked to “slow tourism”, (Slow Travel Tours), but it is quite a small organisation composed from 9 tour operators and travel agencies. Some of them are incoming travel agencies and the other are outbound tour operators. Their travels are mainly in Europe.
- Many of the tour operators and travel agencies associations are recognised worldwide. For example, *USTOA*.

3. Media related to “slow tourism”

To analyse the media, we have analysed their websites, but we also looked at the editor’s webpages to extract more detailed information about the circulation or what type of audience the magazine has. In some large groups you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel” but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like *Tourmag* or *Espaces*.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For United States, we have found a first list with approximately 20 magazines, concerning lifestyle, outdoors, travel, gastronomy, health and general. After a first analysis, we chose 6 to study into more detail.

NAME	TYPE	THEME	WEB
Condé Nast Traveller	Magazine & Site	Travel	www.cntraveller.com
National Geographic Traveller	Magazine & Portal	Travel	www.nationalgeographic.com
Saveur	Magazine & Site	Gastronomy	www.saveur.com
Slow Travel Story	Blog	Slow Travel	www.slowtravelstory.com
Travel and Leisure	Magazine & Portal	Travel	www.travelandleisure.com
Travel Agent Magazine	Magazine & Site	Trade Magazine	www.travelagentcentral.com

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some cases, users subscribe and can also download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- In the USA there are not a lot of travel magazines, but the ones published are important.
- The USA has some magazines to travel inside the country.
- The edition of *National Geographic Traveler* magazine has ceased the printed publication and content has been moved to NationalGeographic.com, into “Travel” section. The website, on the travel section, there is a portal where readers can book a trip. (www.nationalgeographic.com/travel/).

4. Fairs related to “slow tourism”

As explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that actually had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the slow products experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, *Salon du Randonneur* in France, *Birdfair* in the UK and *Eurohorse* in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products.

For the United States, we have found a first list with approximately 15 fairs. After a first analysis, we chose 13 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
The New York Times Travel Show	January	New York	Travel	International	www.nytravelshow.com
The Boston Globe Travel Show	January	Boston	Travel	National	www.bostonglobetravelshow.com
Travel Adventure Show Atlanta	April	Georgia	Outdoor	Regional	www.travelshows.com/shows/atlanta/
Travel Adventure Show Los Angeles	March	Los Angeles	Outdoor	National	www.travelshows.com/shows/los-angeles/
Travel Adventure Show Chicago	February	Chicago	Outdoor	Regional	www.travelshows.com/shows/chicago/
Travel Adventure Show Boston	October	Boston	Outdoor	Regional	www.travelshows.com/shows/boston
Travel Adventure Show Dallas	April	Dallas	Outdoor	Regional	www.travelshows.com/shows/dallas/
Travel Adventure Show Denver	November	Denver	Outdoor	Regional	www.travelshows.com/shows/denver
Travel Adventure Show Philadelphia	April	Philadelphia	Outdoor	Regional	www.travelshows.com/shows/philadelphia/
Travel Adventure Show San Diego	October	San Diego	Outdoor	Regional	www.travelshows.com/shows/san-diego/
Travel Adventure Show Santa Clara	March	Santa Clara	Outdoor	Regional	www.travelshows.com/shows/san-francisco-bay-area
Travel Adventure Show Tampa	October	Tampa	Outdoor	Regional	www.travelshows.com/become-an-exhibitor/tampa/
Travel Adventure Show Washington	March	Washington	Outdoor	Regional	www.travelshows.com/shows/washingtondc

Characteristics for fairs related to slow tourism

After the analysis, the conclusions reached for the fairs in USA are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- The smallest fairs are the most specialised and often they are those with a pavilion or a dedicated section to “responsible tourism” or “sustainable tourism”.
- *Travel Adventure Show* is a series of 11 shows around all United States. The most important one is *Chicago show* is the second most important fair of the series.

- During 2020, due to Covid-19 pandemic, an important number of these fairs were cancelled or adapted to an online format. For 2021, the majority of them have set a tentative date, and these will be cancelled or done virtually depending on the pandemic evolution. Likewise, Philadelphia show was cancelled in 2019 and, for now, *Travel Shows* are going virtual on 2021.
- *New York Times Travel Show* is the North America largest fair.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Arts and Cultural Travel	www.artsandculturaltravel.com	culture, wellness, family, gastronomy
European Experiences	www.european-experiences.com	culture, nature, family, gastronomy
Far Horizons	www.farhorizons.com	culture, nature, sailing
Food & Wine Trails	www.foodandwinetrails.com	sailing, gastronomy & wine
Food N' Wine Vacations	www.foodwinevacations.com	gastronomy & wine, culture
For The Love of Travel	www.ftlotravel.com	culture, nature
Greenloons	www.greenloons.com	ecotourism
Hidden Trails	www.hiddentrails.com	equestrian tours, walking, cycling
Music & Markets	www.musicandmarkets.com	Music, culture, gastronomy
Photography travel tours	www.photographytraveltours.com	photographic trips
Sights and Soul Travels	www.sightsandsoul.com	luxury, women travel, culture
Soul Escape Travel	www.soulescapetravel.com	music, culture, sailing
The Blue Walk	www.thebluewalk.com	walking and art
The Wayfarers	www.thewayfarers.com	walking
Tour de Forks	www.tourdeforks.com	culture, gastronomy

Name Arts and Cultural Travel
Address 21° Washington st., Sherborn
Post code MA 01770
Town Massachusetts
Country The USA
Telephone 833-515-5252
E-Mail info@artsandculturaltravel.com
WEB Page www.artsandculturaltravel.com



Products

Culture ✓
 Wellness ✓
 Family ✓
 Gastronomy ✓

General Information

Foundation: Not found

Client type: Adult & Family

Product type: guided & self-guided

Booking & Payment on-line: No

Newsletter: Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have "Slow Tourism" section, but on the website they say that "the goal of every trip is self-discovery, exploration and interaction – cultural and learning experiences that reflect their destinations and create opportunities for growth and transformation".
- ✓ Small groups (maximum 12 participants)
- ✓ Local partners



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Agency specialised in Art, Cultural, Culinary Tours. They offer a range the art activities, from painting to textile. They offer also Art + Activities, like yoga or walking.
- Website in English, easy and useful. with a search engine to filter the products. On the main menu, clients can search by Art Workshops, Culinary Tours, Destination to Inspire.
- They offer scheduled tour groups or tailor made programs.



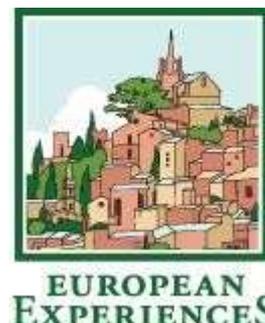
Interest for Med Pearls

- Small travel agency very specialized in Arts (photography, painting, dancing, and so on) and Cultural tours.
- They offer programs around the world.



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://artsandculturaltravel.com/portfolio/a-culinary-adventure-curio-spice-co-sicily-2020/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name European Experiences
Address 945 Ethans Glen Drive
Post code Knoxville, TN 37923
Town Tennessee
Country USA
Telephone (865) 409-1940
E-Mail kathy@european-experiences.com
WEB Page www.european-experiences.com

Products

Culture ✓
 Nature ✓
 Family ✓
 Gastronomy ✓

General Information

Foundation: 2005

Client type: Adult & Family

Product type: guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ No "Slow Tourism" section, but the website contains an "Approach" section, which has the same principles as "slow tourism".
- ✓ Small groups (maximum 12 participants)
- ✓ Local partners



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Agency specialised in Europe travels on the concept of “slow Travel”. They are focused on France, UK and Italy.
- Website in English, very clear but with old design. In the main menu, client can search by Destination and Dates and Prices.
- The website have many other sections plenty of information, like “About Us” or practical information about a trip. There is a section for the clients, called “Meet our Travellers”, where there are reports of the travels and annual photo contest.



Interest for Med Pearls

- Agency specialised in Europe travels on the concept of “slow Travel”.
- Opportunity to offer more countries, as they are working basically in France, Italy and UK.



Products in pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Far Horizons
Address 412 Red Hill Avenue, Ste. 14
Post code CA 94960
Town San Anselmo, California
Country USA
Telephone (415) 482-8400
E-Mail journey@farhorizons.com
WEB Page www.farhorizons.com

Products

Culture ✓
 Nature ✓
 Sailing ✓

General Information

Foundation: 1982

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ No "Slow Tourism" section, but the website contains an "Approach" section, which has the same principles as "slow tourism".
- ✓ Small groups (maximum 12 participants)
- ✓ Local partners



Sustainability communication

- ✓ No specific information on "sustainability", but they have a "Donation Projects" section explaining their support to archaeological and other scientific projects and a list of the involved projects.



Observations

- Agency specialised in cultural, archaeological and historical tours. They offer tailor made programs and scheduled group tours.
- Clear and useful website in English. The main menu contains the following sections: About us, Tours, Blog, Tour Scholars and Request a Brochure. In "Tours" section clients can search by Calendar, countries or destinations or all the tours. There is no a search engine to filter products.
- The Frederick Catherwood Society is like a club/Association from the travel agency. Members of the Society have discounts and other advantages.
- There is a "Testimonial" section. And they offer \$100 off a trip, if repeated clients send a photo from a recent Far Horizons trip and the company uses it on their website and/or trip brochure.



Interest for Med Pearls

- Archaeological, historical, cultural and educational tours led by a renowned academic or expert in their discipline.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	https://www.farhorizons.com/trips/european-tours/archaeology-of-greece/ IN
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.farhorizons.com/trips/european-tours/sicily-tour-art-archaeology/
JORDAN	
Jordan Valley	
As Salt	https://www.farhorizons.com/trips/middle-east-tours/grandeurs-of-petra-tour-splendors-of-jordan
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Food & Wine Trails
Address 141 Stony Circle #260
Post code CA 95401
Town Santa Rosa California
Country USA
Telephone +1 800.367.5348
E-Mail info@foodandwinetrails.com
WEB Page www.foodandwinetrails.com

Products

Gastronomy & Wine ✓
Sailing ✓

General Information

Foundation: Not found

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ No specific "Slow Tourism" section, but many products on the website have the same principles as "slow tourism"
- ✓ Local partners



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Clear, updated and useful website in English. The agency offers two type of wine travels: Cruises & Tours (with scheduled groups) and Custom Trips. Clients can also search by Region (destination).
- Search engine to filter trips for date, cruise and destination
- Food & Wine Trails is a tour division of the Adelman Travel, a big tour operator in US.



Interest for Med Pearls

- Agency that belongs to a big tour operator in the USA and that offers programs specifically designed for the food and wine lover.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Food N' Wine Vacations
Address 4514 Chamblee Dunwoody Rd 293
Post code GA 30338
Town Atlanta, Georgia
Country USA
Telephone +1 877 457 3177
E-Mail Not found
WEB Page www.foodnwinevacations.com

Products

Gastronomy & Wine ✓
 Culture ✓

General Information

Foundation: 2005

Client type: Adult

Product type: guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Tourism information



- ✓ No specific “Slow Tourism” section, but many products on the website have the same principles as “slow tourism”. In their presentation, they define the company as “We create and operate our own tours, the kinds that feel like traveling with knowledgeable friends. Our programs, which led by local guides, include places and experiences you couldn’t find on your own or in a guidebook. Our tours are known for immersing our guests in the local lifestyle. To ensure you will have a complete personal experience, our groups are small and we stay in privately owned estates in unique settings.”
- ✓ Small groups (maximum 12 participants)
- ✓ Local partners



Sustainability communication

- ✓ No information on “sustainability”

Observations

- Travel agency specialized in culinary vacations and wine tours. They offer basically tours in France, Spain, Portugal but they have also other destinations in Europe.
- Clear, useful website in English. In the main menu, clients can search by tour (destination), calendar (2021 and 2022 scheduled tours) or tailor made program. It has a “reviews” section with clients’ opinions.
- Member of the American society of Travel agents, the world’s largest association of travel professionals
- Food N’ Wine Vacations™ won various awards.



Interest for Med Pearls

- Travel agency specialized in Wine and Cuisine tours that have the same principles as Slow Travel.
- They offer some of the partner countries but there are opportunities to offer territories out of the most famous wine regions.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.foodnwinevacations.com/the-best-of-sicily-tour
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name For The Love of Travel
Address WeWork Playa Vista, Jefferson Blvd
Post code 12655 W
Town Los Angeles California
Country USA
Telephone +1 (310) 994-4930
E-Mail info@ftlotravel.com
WEB Page www.ftlotravel.com



Products

Culture ✓
 Nature ✓

General Information

Foundation: 2016

Client type: Adult (from 25 to 39 years old)

Product type: guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ There is no a category of “slow tourism” but on their “Values” section and in “Sustainability” section they explain their philosophy that has the same principles as “slow tourism”.
- ✓ Small groups
- ✓ Local partners



Sustainability communication

- ✓ On the website there is a big section about “Sustainable Tourism”.
- ✓ Support “On tree Planted”, planting trees on behalf of each client. They have also a foundation that support families in Colombia.
- ✓ Paperless is promoted in all their business activities: 99% paper-free.

Observations

- Travel agency specialized in travels for people from 25 to 39 years old. They offer scheduled groups and tailor made programs.
- Modern, useful and clear website. The main menu contains the following sections: Home, Trips, Gallery, Why FTLO and More FTLO. In "Trips" section clients can search by International trips, weekender trips and Calendar. There is no a search engine to filter products.
- They have also a shop on-line (wear from FTLO) and organizes events.
- Because of Covid19, they have launched the FTLO Grant program to help provide aid for the neighbours in need around the world.

Interest for Med Pearls

- Agency specialized in 25 to 39 years old travellers, with slow products philosophy.

Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name Greenloons
Address 4938 Hampden Ln. #107
Post code 20814
Town Maryland Bethesda
Country USA
Telephone +1 877 570 7373
E-Mail info@greenloons.com
WEB Page www.greenloons.com



Products

Walking ✓
 Cycling ✓
 Water sports ✓
 Birding
 Culture
 Horse Riding ✓
 Photography
 Safari/Wildlife
 Sailing
 Wellness

General Information

Foundation: 2010

Client type: Adult & Family

Product type: guided & selfguided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network



Slow Tourism information



- ✓ There is no a category of “slow tourism” but a big race of products can be classified as “slow tourism”.
- ✓ Their slogan is “Authentic Ecotourism Supporting Conservation, Culture & Communities”
- ✓ Individual and mall groups



Sustainability communication

- ✓ On the website, there is a big section about “Responsible and Sustainable Tourism”.
- ✓ They work with operators with eco-certifications and sustainable tourism accommodation providers.



Observations

- Website in English with a search engine to filter the products. It includes an "Ecoblog". All the webpage focuses on the importance of the "ecotourism".
- Main classification of products by type: 23 different activities from cycling, culinary, riding, rainforest stays, surfing, among others. All the products are based on the ecotourism. They offer conservation volunteer programs, student guide, green holiday collection, adventure tourism for families and groups
- Certifications and quality awards: National Geographic a "50 tours of a lifetime" . "World tourism award" (Sustainable Community Development). Award of "Responsible Travel & Tourism forum Leadership". Collaboration with "Climate Care" (www.climatecare.org) and "Rain Forest Alliance" (www.rainforest-alliance.org).



Interest for Med Pearls

- One of the biggest tour operator in the USA based in ecotourism and sustainable travels.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Hiddentrails

Name Hiddentrails
Address 4406 Tennyson Road
Post code DE 19802
Town Delawere
Country USA
Telephone (00) 1-604-323-1141
E-Mail info@hiddentrails.com
WEB Page www.hiddentrails.com

Products

Equestrian Tours ✓
 Walking ✓
 Cycling ✓

General Information

Foundation: 1995

Client type: Adult & Family

Product type: guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ There is no a category of "slow tourism" but they offer horse riding products, as well as, cycling and walking products.



Sustainability communication

- ✓ No information about sustainability.



Observations

- Tour operator specialised in horse riding, by they offer other specialised trips, like kayaking, cycling, multisport among others.
- Old but easy website in English. Main menu organized by countries and with an "Outdoor" page with different kind of products. Search engine to filter by country, date, type of ride and level.
- Brochure on-line: one brochure for Equestrian Holidays and another one for Outdoorholidays.



Interest for Med Pearls

- Big tour operator specialized in horse riding but they offer other themed tours like kayaking, rafting, cycling, safaris, multisport.
- Cross-selling the USA and Canada.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	https://www.hiddentrails.com/tour/israel_riding_tour_galilee.aspx
Bethlehem	https://www.hiddentrails.com/tour/israel_riding_tour_kaleidoscope.aspx
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Music & Markets
Address 11621 Clubhouse Court
Post code 20190
Town Reston Virginia
Country USA
Telephone 1-703-675-1529
E-Mail info@musicandmarkets.com
WEB Page www.musicandmarkets.com

Products

Music ✓
 Culture ✓
 Gastronomy ✓

General Information

Foundation: 2003

Client type: Adult

Product type: guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Tourism information



- ✓ There is no a category of “slow tourism” but a big race of products can be classified as “slow tourism”.
- ✓ Member of Slow Travel Tours Association (www.slowtraveltours.com).
- ✓ Small groups (maximum 8 participants)
- ✓ Local partners



Sustainability communication

- ✓ No information on “sustainability”



Observations

- Small travel agency specialised in organising travels to premiere musical events in Europe hosted and guided by their staff.
- Basic and modern website in English with “Tours” section, which is the calendar of the upcoming tours. The website has a section “About us”, where the philosophy of the trips are explained.



Interest for Med Pearls

- Tour operator associated to *Slow Travel Association* and specialised in Music and Markets.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name Photography travel tours
Address Not found
Post code Not found
Town Edmonds-Washington
Country USA
Telephone +1 (425) 672-9760
E-Mail jim@jimnilsen.com
WEB Page www.photographytraveltours.com



Products

Photographic trips ✓

General Information

Foundation: not found

Client type: Adult

Product type: guided

Booking & Payment on-line: Yes.

Newsletter Yes

Social Network



Slow Tourism information



✓ There is no a category of “slow tourism” but products can be classified as “slow tourism”.

✓ Member of Slow Travel Tours Association (www.slowtraveltours.com).



Sustainability communication

✓ No information on “sustainability”.



Observations

- Very specialised travel agency, exclusively in photography tours. The owner is also a photographer and guide some of the tours. They offer other activities like "Postproduction with Jill".
- Basic and modern website in English with "Tours" section, which is the calendar of the upcoming tours. The website has a section "About us", where the philosophy of the trips are explained.
- The website has "Testimonials" section.



Interest for Med Pearls

- Photographic travel agency, offering only photo tours. Photo tours are offered to some of the most photogenic places in Europe.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name Sights and Soul Travels
Address 13610 Chrisbar Ct.
Post code MD 20874
Town Germantown, Maryland
Country USA
Telephone 866-737-9602
E-Mail travel@sightsandsoul.com
WEB Page www.sightsandsoul.com



Products

Culture ✓
 Luxury ✓
 Women travel ✓

General Information

Foundation: 2004

Client type: Adult

Product type: guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Travel information



- ✓ There is no a category of “slow tourism” but big range of products can be classified as “slow tourism”
- ✓ Small groups
- ✓ Local partners



Sustainability communication

- ✓ No information on “sustainability”



Observations

- Travel agency only for women. Scheduled small group tours.
- Clear and long website in English. Clients can search by Destination or Calendar. It is not possible to search by activity
- Main classification of products by type: sightseeing, outdoor activities, wine tastings, fine dining, spas and luxury hotels, and cultural.
- Website has a "Testimonials" section.
- Paper brochure on request.



Interest for Med Pearls

- Tour operator specializing in luxury travel for women with a wide range of activities and countries.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://sightsandsoul.com/sicilyoverview

JORDAN	
Jordan Valley	
As Salt	https://sightsandsoul.com/jordanpreservation

PALESTINE	
Palestine Jenin	
Bethlehem	https://sightsandsoul.com/israelpreservation Also close to Jenin

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name	The Blue Walk
Address	Not found
Post code	Not found
Town	Orlando – Florida
Country	USA
Telephone	+1 (551) 258.3955
E-Mail	info@thebluewalk.com
WEB Page	www.thebluewalk.com



Products

Walking ✓
Art vacation workshops ✓

General Information

Foundation: Not found

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ There is no a category of “slow tourism” but big range of products can be classified as “slow tourism”. One of their slogans is “When traveling with us, you’ll enjoy a pace that favours quality over quantity”.
- ✓ Small groups
- ✓ Local partners



Sustainability communication

- ✓ No information on “sustainability”



Observations

- Travel agency specialised in experience leisurely, small groups, guided walking vacations and art workshops.
- Modern and clear website in English. In the main menu, clients can search by "Tours", where they find the activities (walking or art) and destinations (France, Greece, Italy, Spain and United States).
- They have "News" section. And a "Travel agents" intranet.



Interest for Med Pearls

- Tour operator small agency specialised in walking and art tours, with small groups. They programs take time to visit the region and relax.
- They offer only 5 countries, so it could be an opportunity to offer new destinations.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name The Wayfarers
Address 174 Bellevue Avenue
Post code RI 02840
Town Newport, Rhode Island
Country USA
Telephone +1 (800) 249-4620
E-Mail walk-info@thewayfarers.com
WEB Page www.thewayfarers.com



Products

Walking ✓

General Information

Foundation: 1984

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ There is no a category of “slow tourism” but they have like a slogan sharing the philosophy of slow travel:

“‘Wayfaring’, the ultimate in slow travel, means absorbing each destination up close, on foot and with friends. With The Wayfarers you can literally walk away from the noisy highway of motorized travel and escape along a greener, fresher, more natural path.”

- ✓ Small groups
- ✓ Local partners



Sustainability communication

- ✓ No specific section on “sustainability”, but they are members of The International Ecotourism Society (www.ecotourism.org). It is a American non-profit organization that promotes ecotourism worldwide.

Observations

- Travel agency specialised in walking guided groups. They offer tailor made programs.
- Website in English. The main menu contains: “our Walks”, “Private and Custom Walks”, “About us”, “Get ready”, “Blog”, “Review”. Clients can search the tour in “Our Walks” by destination. There is no a search engine to help clients filter their searching.
- There is no calendar. Scheduled tours can be found in the brochure.
- Section “Review” is linked to Google Place/Business.
- Brochures on-line available and on paper by request: The Wayfarers Brochure 2020, Private Walks Planning Guide, Exotic destinations, Walk Away Guide

Interest for Med Pearls

- Experienced walking travel agency for small groups, with a clear slow tourism philosophy on their website.
- They have a wide portfolio and it is possible to offer Med Pearls products.

Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.thewayfarers.com/europe/italy-walking-vacations/eastern-sicily-walking-vacations
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Tour de Forks
Address 12 East 86th Street, Suite 529
Post code NY 10028
Town New York, New York
Country USA
Telephone +1 212 327 3424
E-Mail info@tourdeforks.com
WEB Page www.tourdeforks.com

Products

Culture ✓
 Gastronomy ✓

General Information

Foundation: not found

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ There is no a category of “slow tourism”, but their philosophy focuses on discovering a destination, its history and culture through its cuisine.
- ✓ Travels are experiential and adhere to the principles of the Slow Food movement; travellers engage with artisans, chefs, producers and observe time-honoured traditions.



Sustainability communication

- ✓ There is no a “sustainable section” but in “About us”, there is an explanation about travel agency engagement with sustainability of local communities.



Observations

- Tour de Forks is a boutique culinary travel company whose philosophy focuses on discovering a destination, its history and culture through its cuisine.
- Modern and useful website in English. Main menu is divided into “Destinations” and “Tours 2021” (calendar), Travelling with us. There is also a Testimonial section and Press section.
- They offer scheduled group tours and also tailor made programs.
- They have a form to encourage to Travel partners and Agencies to contact them.
- Member of Ensemble Travel (www.ensembletravel.com), organization of top-tier travel agencies throughout the U.S. and Canada.



Interest for Med Pearls

- Tour operator specialized in wine and culinary tours. Their tours are based on “slow food” movement.
- They offer culinary tours combined with other activities.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://tourdeforks.com/spain/priorat-and-tarragona Also close to Les Garrigues

5.2. Institutions and entities

5.2.1. The USA Institutions and entities

NAME	TYPE	WEB
American Birding Association (ABA)	Non-profit organization	www.aba.org
American Hiking Society	Non-profit organization	www.americanhiking.org
Adventure Travel Trade Association (ATTA)	Trade association	www.adventuretravel.biz
American Society of Travel Advisors (ASTA)	Trade association	www.asta.org
National Tour Association (NTA)	Trade association	www.ntaonline.com
Slow Travel Tours	Informal affiliation	www.slowtraveltours.com
United States Tour Operators Association (USTOA)	Trade association	www.ustoa.com

AMERICAN BIRDING ASSOCIATION (ABA)



American Birding Association is a non-profit organization that provides leadership to bird watchers by increasing their knowledge, skills and enjoyment of birdwatching.

General information

Type: Non-profit organization

Number of members: Not found

Foundation: 1969

Address: 93 Clinton Street, Suite ABA

City: Delaware City, DE 19706

Phone: +1 (302) 838-3660 / (800) 850-2473

Email: info@aba.org

Website: www.aba.org

Social Media:



30.070 fans on facebook
27.590 followers on twitter
7.875 followers on instagram
543 subscribers on youtube



Slow Tourism Information

Specific information not found.



Observations

- It is the only organization in North America that specifically encompasses recreational birdwatchers. It organizes conferences and workshops but it also publishes different publications.
- It also contributes to the conservation of birds and bird habitats through various programs.
- The association organizes tours in the United States but also abroad, through specialized tour operators and travel agencies. Tours are based on the birdwatching experience, but they also support local on-the-ground conservation efforts.
- Website has also a "shop" where users can buy gadgets and equipment for birdwatching.



Interest for Med Pearls

- ✓ Interesting entity for those "slow products" based on "birdwatching" as it is one of the most important institution of the world.
- ✓ The association organizes its own trips.

AMERICAN HIKING SOCIETY

The *American Hiking Society* is a non-profit organization, which aims to preserve hiking trails, especially in areas with higher risk.



General information

Type: Non-profit organization

Number of members: over 7.500

Foundation: 1976

Address: 8403 Colesville Rd., Suite
1100

City: Silver Spring, MD 20910

Phone: +1 800-972-8608

Email: info@americanhiking.org

Website: www.americanhiking.org

Social Media:



255.911 fans on facebook

61.033 followers on twitter

71.521 followers on instagram



Slow Tourism Information

Specific information not found. But their principles are linked to “sustainability, equity, diversity and inclusion”.



Observations

- The association has a Volunteer program, which is divided in three: Volunteer Vacations (long weekend), Alternative Break (designed for college students groups and professionals) and National Trail Days (meet people in the area of a national trail).
- It works together with Congress and federal agencies to shape public policy and legislation affecting hiking.
- All its works and efforts are dedicated to the American trails.



Interest for Med Pearls

- ✓ Even if the entity works entirely in America, it is a big association that tries to collaborate promoting Med Pearl project and product portfolio based on trails (like horse-riding, walking or cycling products).

ADVENTURE TRAVEL ASSOCIATION (ATTA)



ADVENTURE TRAVEL
TRADE ASSOCIATION

The *Adventure Travel Trade Association* is the leadership voice and partner for the adventure travel industry around the world.

General information

Type: Travel association

Number of members: more than 1.300

Foundation: 1990

Address: 14751 N Kelsey St, Suite 105

PMB 604

City: Monroe, WA 98272

Phone: +1 360.805.3131

Email: info@adventuretravel.biz

Website: www.adventuretravel.biz

Social Media:



30.863 fans on facebook
15.241 followers on twitter
1.660 subscribers on youtube
2.023 followers on instagram
25.896 followers on linkedin



Slow Tourism Information

Specific information not found. But they have published news about “slow travel”. Their philosophy is based in “sustainable and responsible tourism”.



Observations

- The association is made up of tour operators, tourist offices, specialized agencies AND accommodations that share a personal interest in the sustainable development of adventure tourism.
- Members around the world (not only from the US).
- ATTA’s services are based on research, events, education, media and advocacy. They are highly active in researching and new trends information.



Interest for Med Pearls

- ✓ It is the most important Adventure travel association in the world.
- ✓ It is a very good platform to offer the “slow products” related to adventure (nature, physical activity and culture).
- ✓ They have “regional” offices, such as in Jordan for the Middle East and North Africa, which are very active, especially in training and consultancy.

AMERICAN SOCIETY OF TRAVEL ADVISORS (ASTA)



American Society of
Travel Advisors

The *American Society of Travel Advisors* is the world's largest association of travel advisors. The association includes travel agencies, tour operators and companies selling tours, cruises, hotels, car rentals, etc.

General information

Type: Travel association

Number of members: Not found

Foundation: 1931

Address: 675 N Washington St

City: Alexandria, VA 22314

Phone: +1 800-275-2782

Email: askasta@asta.org

Website: www.asta.org

Social Media:



37.005 fans on facebook
11.040 followers on twitter
2.070 subscribers on youtube
3.012 followers on instagram
14.645 followers on linkedin



Slow Tourism Information

Specific information not found.



Observations

- ASTA's services are based into research, events, education, media and legal advisors.
- The association has a commercial portal (www.travelsense.org/) where travelers can buy a trip at any destination worldwide.
- They offer many member categories, such as for students, school trips, retail travel sellers, and others.



Interest for Med Pearls

- ✓ It is the most important trade tourism association in the USA.
- ✓ It has its own portal to commercialize the members products.

NATIONAL TOUR ASSOCIATION (NTA)



General information

Type: Non-profit organization
 Number of members: Not found
 Foundation: Not found
 Address: 101 Prosperous Place
 City: Lexington, KY 40509
 Phone: +1 800.682.8886
 Email: headquarters@ntastaff.com

Website: www.ntaonline.com

Social Media:



5.894 fans on facebook
 10.605 followers on twitter
 702 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- *NTA* members are based in all 50 USA states, each of the 13 Canadian provinces and territories, and more than 40 countries worldwide. They represent tour operators and travel agencies working the North America market (incoming, outcoming or within the country).
- *NTA* creates a welcoming environment for those who seek expanded access to new markets, fresh ideas and valuable business partners.
- *NTA* created the “Faith Travel Association”, a worldwide community of tour operators, travel agents, destinations and travel suppliers serving the faith-based travel market.
- *NTA* services are based into research, events, education and market knowledge. One of their services is “Product development trip”. So, the association organizes fam trips into destinations to know better the product and sales it better.



Interest for Med Pearls

- ✓ Med Pearls could organize a fam trip in each of the partners countries jointly with *NTA* to show “slow products” in the pilot areas.

UNITED STATES TOUR OPERATORS (USTOA)



The *United States Tour Operators Association* is a professional non-profit association that represents the industry of American tour operators and offers trips around the world.

General information

Type: Trade association

Number of members: Not found

Foundation: 1972

Address: 345 7th Ave.

City: New York, NY 10001

Phone: +1 212-599-6599

Email: information@ustoa.com

Website: www.ustoa.com

Social Media:



44.473 fans on facebook

5.439 followers on twitter

478 subscribers on youtube

1.434 followers on instagram

118 followers on linkedin

565 followers on pinterest



Slow Tourism Information

Specific information not found.



Observations

- The main purpose of *USTOA* is to promote the integrity within the tour operator industry. For this reason, members must demonstrate ethical and financial responsibility in their business conduct.
- *USTOA* services are advocacy, education, business development and information about trends and industry changes.
- The association has a commercial portal (<https://ustoa.travelstride.com/>) where travelers can buy a trip at any destination worldwide. There is a search engine where travelers can filter by “theme”. One of the “themes” is “sustainable and green”, but there is no “slow tourism”.
- In 2020, they launched the “USTOA Virtual Conference & Marketplace”, a virtual network for members.



Interest for Med Pearls

- ✓ It is one of the most important tour operators association in US.
- ✓ It is an important platform to promote the project and meet sensitive tour operators.

5.2.2. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

Europe by Rail

EUROPE BY RAIL

Exploring Europe by train is easy, economical and enjoyable train guide.

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



3.588 fans on Facebook
12.330 followers on twitter
753 followers on Instagram



Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and offbeat diversions.
- It is also a website with updated news about railways and train in Europe.



Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.



SLOW ART DAY

Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](#)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. www.slowfood.com/what-we-do/themes/slow-food-travel/



Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

SLOW PHOTOGRAPY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

General Information

Type: Website

Address: not found

City: not found

Phone: not found

Email:

slowphotographymovement@gmail.com

Website:

www.slowphotographymovement.com

Social Media:



302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- Their main goals are:
 - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
 - o Focus on the quality of the photographic experience, in a way that enhances the final result.
 - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about “slow photography”.



Interest for Med Pearls

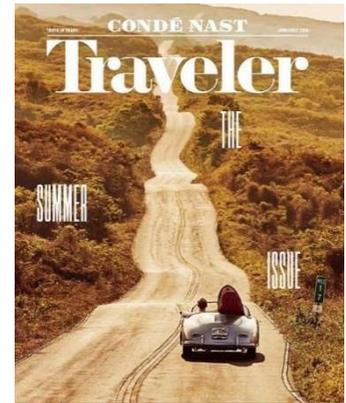
- ✓ It is important for the project to know the global initiatives about “slow” movement.

5.3. Media

NAME	TYPE	THEME	WEB
Condé Nast Traveller	Magazine & Site	Travel	www.cntraveller.com
National Geographic Traveller	Magazine & Portal	Travel	www.nationalgeographic.com
Saveur	Magazine & Site	Gastronomy	www.saveur.com
Slow Travel Story	Blog	Slow Travel	www.slowtravelstory.com
Travel and Leisure	Magazine & Portal	Travel	www.travelandleisure.com
Travel Agent Magazine	Magazine & Site	Trade Magazine	www.travelagentcentral.com

CONDE NAST TRAVELLER

Conde Nast Traveller is a magazine and a portal filled with articles related to the travel industry.



General information:

Type: Magazine & site

Theme: Travel

Language: English

Publications: 10 - 11 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.cntraveler.com

Social media:



1 877 864 fans on facebook
 2.732.570 followers on instagram
 3.205.804 followers on twitter
 361.000 followers on pinterest
 7.140 subscribers on youtube



Slow Tourism Information

Specific information not found. But they publish some pieces of news about the “slow tourism” concept.



Observations

- Conde Nast Traveller is a worldwide brand with national editions in many countries. The magazine was founded in 1987 in United States. There is an entirely separate UK edition, Condé Nast Traveller, is produced from Condé Nast's offices at Vogue House in London.
- The USA edition has 3,3 million readers monthly. The website has 5,8 million unique users.
- The USA website is divided into 7 sections:
 - o The intel: travel news and tips.
 - o The bests: inspiration destinations.
 - o The places: cities worldwide.
 - o Cruise: information worldwide about cruises.
 - o Women who travel: sub-brand with its own platform and social networks.

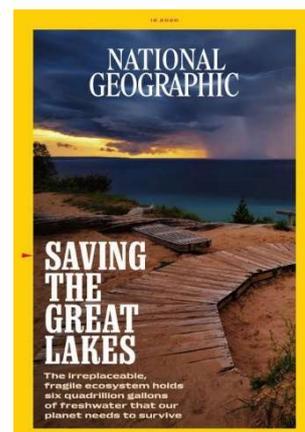


Interest for Med Pearls

- ✓ One of the most important magazines in the US, jointly with National Geographic and Travel+Leisure.

NATIONAL GEOGRAPHIC

National Geographic, is the most famous brand through its reports, amazing photographs, research work and channel around the world.



General information

Type: Magazine

Theme: Travel

Language: English

Publications: 12 issues per year and 6 special issues

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Web: www.nationalgeographic.com

Social media:



28.913 followers on flipboard

22.006.803 fans on facebook

46.800 followers on twitter



Slow Tourism Information

There are pieces of news related to “slow tourism”.



Observations

- National Geographic is a worldwide brand with national editions in many countries. First edition was in 1888 in the United States. The publisher company is NG Media (National Geographic and Disney Publishing Worldwide).
- Following the publication of the Dec 2019/Jan 2020 issue, the U.S. edition of National Geographic Traveler magazine will cease publication and content will be moved to NationalGeographic.com and National Geographic magazine.
- The USA edition has almost 28 million of multi-readers monthly. Readers profile: more than 50% men; average age 47,6 years old; postgraduate degree, self-employed, professionals and managers.
- The website, on the travel section, offers a portal where readers can book a trip. (www.nationalgeographic.com/travel/).
- The website is very complete with different options, even the TV channel of National Geographic.



Interest for Med Pearls

- ✓ One of the most important tourism magazines in the US, jointly Conde Nast and Travel+Leisure.

SAVEUR

Saveur is a gourmet, food, wine, and travel magazine specialized in articles about world cuisines. It is famous for its, realistic style of food photography and impressive writing.

General information

Type: Magazine & site

Theme: Food & travel

Language: English

Publications: 6 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.saveur.com



Social media:



547.395 fans on facebook

809.431 followers on instagram

666.592 followers on twitter

144.920 followers on pinterest

33.400 subscribers on youtube



Slow Tourism Information

Specific information not found.



Observations

- First edition was in 1994 in United States. The publisher company is Bonnier Company (www.bonniercorp.com).
- The print edition has over 444.000 readers. The readers profile is: average of 52 years old, 56% female and 44% male, 99% graduated college, 81% employed (74% professional or managerial), 89% married or partnered, 34% any kids, 92% own home.
- The website has 10 million monthly page view and 2.3 million unique users. The users' profile is: average of 43 years old, 56% female and 44% male, 95% graduated college, 83% employed (76% professional or managerial), 80% married or partnered, 45% any kids, 88% own home.
- Website with a lot of content and with many sections. There is a "Travel" section, with the best recipes and places to eat from their many food trips around the world.



Interest for Med Pearls

- ✓ The most important gastronomy magazine.
- ✓ It could be interesting to publish some articles about the pilot areas and its cuisine to show the "slow destinations".

SLOW TRAVEL STORY

Slow Travel Story

Slow Travel Story is a blog based in slow travel and focused on travellers who want to travel the world slowly.

General information

Type: Blog

Theme: Slow Tourism

Language: English

Newsletter: Yes

Website: www.slowtravelstory.com

Social media:



5.823 fans on facebook

7.597 followers on instagram



Slow Tourism Information

Yes, all the blog is based on “slow tourism”.



Observations

- Small blog with information to travel slowly. It is also a food, and lifestyle guide.
- The posts are from various destinations but there are not many destination information from Europe.
- The website is divided into 4 sections: about, destinations, contribute, travel resources.



Interest for Med Pearls

- ✓ Small blog based exclusively in “slow travel”.
- ✓ It could be interesting to publish some articles about pilot areas and its products.

TRAVEL + LEISURE

Travel + Leisure is a travel magazine and a useful guide to where to stay, what to eat, and what to do around the globe.



General information

Type: Magazine & site

Theme: Travel

Language: English

Publications: 12 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.travelandleisure.com

Social media:



3.980.937 fans on facebook

5.630.481 followers on instagram

141.600 followers on twitter

367.476 followers on pinterest



Slow Tourism Information

There are news related to "slow tourism".



Observations

- First edition was in 1937 in United States. The publisher company is Meredith Corporation (www.meredith.com).
- The readers and audience of the magazine: 98% travelled in 2020, 97% own a valid passport, Average of 8 leisure trips within the the USA taken in the last year, average of 5 weekend getaways per year.
- The print edition has 6.1 million readers. The readers profile is: average of 53 years old, 58% female and 42% male, average house hold income 110.550€.
- The website has 51 million monthly page view and 11.5 million unique users. The users' profile is: average of 49 years old, 66% female and 34% male, average house hold income 103.500€.
- The magazine is edited in different countries around the world. *Kapture Media* is the publishing company for France and Germany, but the magazine language is in English.



Interest for Med Pearls

- ✓ One of the most important magazines in the USA, jointly with Conde Nast and National Geographic.
- ✓ Cross-selling in French and Germany market.

TRAVEL AGENT MAGAZINE

Travel Agent Central is an independent business magazine and website targeted at tourism professionals, tour operators, travel agencies and tourism industry in general.



General information

Type: Trade magazine

Theme: Travel

Language: English

Publications: 108 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.travelagentcentral.com

Social media:



72 809 fans on facebook
4.660 followers on instagram
43.724 followers on twitter
931 subscribers on linkedin
10.000 followers on pinterest

Slow Tourism Information

Specific information not found.

Observations

- First edition was in 1930 in the United States.
- Website has breaking news all day and it is over 100,000 unique visitors monthly.
- Website is divided into 6 sections: hotels, cruises, destinations, transportation, your business, and people. It has also a “Resources” section for training and education.
- Travel Agent University (Travelagentuniversity.com) is a sub product of the travel industry’s premier platform for integrated online education and loyalty programs targeted to the travel agent community, which offers 40+ specialist and rewards programs on the world’s most attractive and lucrative travel experiences.

Interest for Med Pearls

- ✓ Important magazine for the tourism industry in the USA.
- ✓ It could be interesting to promote project and “slow travel” products.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
The New York Times Travel Show	January	New York	Travel	International	www.nytravelshow.com
The Boston Globe Travel Show	January	Boston	Travel	National	www.bostonglobetravelshow.com
Travel Adventure Show Atlanta	April	Georgia	Outdoor	Regional	www.travelshows.com/shows/atlanta/
Travel Adventure Show Los Angeles	March	Los Angeles	Outdoor	National	www.travelshows.com/shows/los-angeles/
Travel Adventure Show Chicago	February	Chicago	Outdoor	Regional	www.travelshows.com/shows/chicago/
Travel Adventure Show Boston	October	Boston	Outdoor	Regional	www.travelshows.com/shows/boston
Travel Adventure Show Dallas	April	Dallas	Outdoor	Regional	www.travelshows.com/shows/dallas/
Travel Adventure Show Denver	November	Denver	Outdoor	Regional	www.travelshows.com/shows/denver
Travel Adventure Show Philadelphia	April	Philadelphia	Outdoor	Regional	www.travelshows.com/shows/philadelphia/
Travel Adventure Show San Diego	October	San Diego	Outdoor	Regional	www.travelshows.com/shows/san-diego/
Travel Adventure Show Santa Clara	March	Santa Clara	Outdoor	Regional	www.travelshows.com/shows/san-francisco-bay-area
Travel Adventure Show Tampa	October	Tampa	Outdoor	Regional	www.travelshows.com/become-an-exhibitor/tampa/
Travel Adventure Show Washington	March	Washington	Outdoor	Regional	www.travelshows.com/shows/washingtondc

THE NEW YORK TIMES

The New York Times Travel Show is the largest travel trade and consumer fair in the United States.

The New York Times TRAVELSHOW

General Information

City: New York

Place: Jacob K. Javits Convention Center

Address: 11th Avenue 429

Post Code: NY 10001

Website: www.nytravelshow.com

Social Media:



Specific Information

Type of fair: Travel

Classification: International

Format: B2B and B2C

Next edition: January 2022

Number of visitors (2019): 34.075

Number of exhibitors (2019): 757



Slow Tourism Information

Specific information not found.



Observations

- There is one "Trade Day" before opening the fair to the public. Attendance included 11,041 travel professionals and 22,974 consumers (2019).
- In 2019, a "Sustainable and Socially Conscious Travel" seminar was organized in the exhibition.
- The exhibition hosted 750 exhibitors representing 175 countries and from various sectors: overseas and national tourism boards, airlines, hotels, destinations tour operators and packagers.
- 2021 edition cancelled due to Covid-19.



Interest for Med Pearls

- ✓ It is North America's largest travel show.
- ✓ Good fair to meet tour operators and media and to promote the product portfolio of "slow products".

THE BOSTON GLOBE

The Boston Globe show is a travel fair in United States with travel deals, cultural performances, and events for the whole family.

The Boston Globe
travel
show

General Information

City: Boston

Place: Seaport World Trade Center

Address: One Seaport Lande Boston

Post Code: Massachusetts 02210

Website: www.bostonglobetravelshow.com

Social Media:



Specific Information

Type of fair: Travel

Classification: National

Format: B2B and B2C

Next edition: January 2021 (18th and 19th)

Number of visitors (2019): around 50.000

Number of exhibitors (2019): + 500



Slow Tourism Information

Specific information not found.



Observations

- There is one "Trade Day" before to open the fair to the public (first day from 8.30 to 17.30).
- Exhibition is divided into 4 pavilions:
 - o Cultural stage
 - o Craft Beer
 - o Show specials and giveaways
 - o Culinary stage
- Exhibitors are: associations & organizations, cruise Lines, destinations, entertainment companies, hotels & resorts, media, touristic services, tour Operators, tourist Offices, transport, travel agencies.
- 2021 edition cancelled due to Covid-19.



Interest for Med Pearls

- ✓ Biggest travel fair in the Boston area.
- ✓ It could be an opportunity to promote the project and the product portfolio.

TRAVEL ADVENTURE SHOW

Travel Adventure Show is a series of 11 shows around all United States. *Travel & Adventure Show* welcomes hundreds of travel advisors to connect with the industry's leading destinations, tour operators, and travel suppliers.

**TRAVEL &
ADVENTURE
SHOW®**

TRAVEL SHOW ATLANTA

General Information

City: Atlanta (Georgia)

Place: Georgia World Congress Center

Address: 285 Andrew Young International Blvd

Post code: GA 30313

Website: www.travelshows.com/shows/atlanta/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: October 2021 (23rd and 24th)

Number of visitors (2020): 11.837 from them 1.187 travel trade.

Visitors profile: 52% women and 48% men

+61% spend over \$5.000 on travel

61% are from 35 from 65 years old

TRAVEL SHOW LOS ANGELES

General Information

City: Los Angeles (California)

Place: **Los Angeles Convention Center (Hall AB)**

Address: **1201 South Figueroa Street**

Post Code: California 90015

Website: www.travelshows.com/shows/los-angeles/event-info/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: National

Format: B2B and B2C

Next edition: March 2021 (6th and 7th)

Number of visitors (2020): 32.117 from them 4.312 travel trade.

Visitors profile: 52% women and 48% men

+69% spend over \$5.000 on travel

76% in peak earning from 35 to 65 years

TRAVEL SHOW CHICAGO

General Information

City: Rosemont, Illinois (Chicago)

Place: Donald E. Stephens Convention Center
(Rosemont Convention Center)

Address: 5555 N. River Road

Post Code: Rosemont, Illinois 60018

Website: www.travelshows.com/shows/chicago/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: February 2021 (13th and 14th)

Number of visitors (2020): 27.981 from
them 1.950 travel trade.

Visitors profile: 52% women and 48% men
+49% spend over \$5.000 on travel

76% in peak earning from 35 to 65 years

TRAVEL SHOW BOSTON

General Information

City: Boston (Massachusetts)

Place: Hynes Convention Center

Address: 900 Boylston St.

Post Code : 02215

Website : www.travelshows.com/shows/boston

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: October 2021 (9th and 10th)

Number of visitors (2020): 13.078 from
them 984 travel trade.

Visitors profile: 53% women and 47% men
+73% spend over \$5.000 on travel

70% are from 45 to more than 65 years old

TRAVEL SHOW DALLAS

General Information

City: Dallas (Texas)

Place: Dallas Market Hall

Address: 2200 N Stemmons Fwy

Post Code: TX 75207

Website: www.travelshows.com/shows/dallas/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: April 2021 (10th and 11th)

Number of visitors (2019): 15.387 from
them 1.332 travel trade.

Visitors profile: 51% women and 49% men
+65% spend over \$5.000 on travel

72% in peak earning from 35 to 65 years

TRAVEL SHOW DENVER

General Information

City: Denver

Place: Colorado Convention Center

Address: 700 14th Street

Post Code: Colorado 80202

Website: www.travelshows.com/shows/denver

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: November 2021 (6th and 7th)

Number of visitors (2020): 16.182 from them 1.118 travel trade.

Visitors profile: 51% women and 49% men

+67% spend over \$5.000 on travel

55% are from 45 to 65 years old

TRAVEL SHOW PHILADELPHIA

General Information

City: Philadelphia (Pennsylvania)

Place: Pennsylvania Convention Center

Address: 1101 Arch Street

Post Code: PA 19107

Website: www.travelshows.com/shows/philadelphia/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: April 2021 (17th to 18th)

Number of visitors (2019): 14.273 from them 891 travel trade.

Visitors profile: 52% women and 48% men

+71% spend over \$5.000 on travel

70% in peak earning from 35 to 65 years

TRAVEL SHOW SAN DIEGO

General Information

City: San Diego (California)

Place: San Diego Convention Center

Address: 111 W Harbor Dr

Post Code: CA 92101

Website: www.travelshows.com/shows/san-diego/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: October 2021 (16th and 17th)

Number of visitors (2020): 15.437 from them 1.322 travel trade.

Visitors profile: 52% women and 48% men

+76% spend over \$5.000 on travel

55% are from 55 to more than 65 years old

TRAVEL SHOW SANTA CLARA

General Information

City: Santa Clara (California)

Place: Santa Clara Convention Center

Address: 5001 Great America Pkwy

Post Code CA 95054

Website: www.travelshows.com/shows/san-francisco-bay-area

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: October 2021 (16th and 17th)

Number of visitors (2020): 22.578 from them 1.823 travel trade.

Visitors profile: 52% women and 48% men
+71% spend over \$5.000 on travel

74% in peak earning from 35 to 65 years

TRAVEL SHOW TAMPA

General Information

City: Tampa (Florida)

Place: Tampa Convention Center

Address: 333 S Franklin St,

Post Code : FL 33602

Website: www.travelshows.com/become-an-exhibitor/tampa/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: Regional

Format: B2C

Next edition: October 2021 (23rd to 24th)

Number of visitors: not statistics. 2021 will be the first edition.

TRAVEL SHOW WASHINGTON

General Information

City: Washington (Washington)

Place: Washington Convention Center

Address: 801 Mt Vernon PI NW

Post Code: DC 20001

Website: www.travelshows.com/shows/washingtondc/

Social Media:



Specific Information

Type of fair: Travel & Outdoor

Classification: International

Format: B2B and B2C

Next edition: March 2021 (13th and 14th)

Number of visitors (2020): 11.323 from them 2.468 travel trade.

Visitors profile: 52% women and 48% men
+58% spend over \$5.000 on travel

76% in peak earning from 35 to 65 years

 **Slow Tourism Information**

Specific information not found.

 **Observations**

- All shows welcome international exhibitors from all over the world, but *Los Angeles show* is the most important one of the series. *Chicago show* is the second most important fair of the series.
- In total, *Travel & Adventure Show* series has welcomed over 2.1 million visitors with over 4,500 unique travel marketers in a professional setting that facilitates face-to-face conversations (2019).
- *Philadelphia show* was cancelled in 2019 and, at the moment, *Travel Shows* are going virtual on 2021.
- They offer a new tool “Travel & Tourism Connected Marketplace” that allows destinations, tour operators and travel supplier to connect with travel advisors and travel agencies, as well as consumers (www.directory.travelshows.com/).

 **Interest for Med Pearls**

- ✓ It is not worth to attend all the fairs, but it could be interesting to promote the project and the product portfolio in one of them. The biggest one is *Los Angeles show*.