Gastronomy & Agritourism Synergies
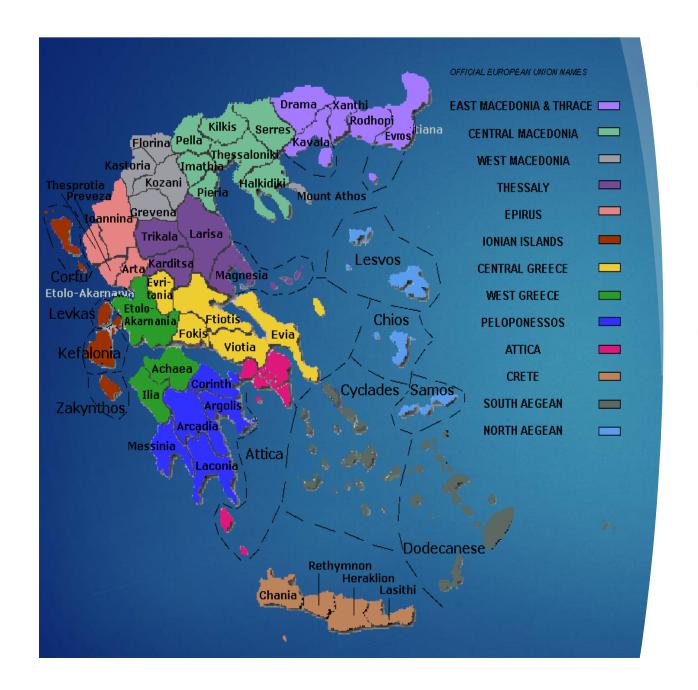
Networking
with primary production and stakeholders

Ministry of Tourism of Greece
Directorate of Strategic Planning

Quality labels
issued by the Ministry of Tourism

Research on the Agritourism Label

Primary quality research

Aims

Stages

Key Findings

Rural and mountainous areas

High resilience

Local production- short supply chains

Cooperation networks

Greek village

Agritourism & Gastronomy

The Directorate of Strategic Planning (Ministry of Tourism) has been assigned with the implementation of Subproject 4 "Agritourism and Gastronomy", with a total budget of 17.185.160,00 €

(including VAT)

The main objective the development of a network (interconnection system) of agri-food, gastronomy and tourism which will ultimately function as a thematic national DMO for gastronomy and agritourism.

The end-result shall reflect all existing gastronomy and agritourism-related products, services and experiences available in Greece.

Agritourism & Gastronomy
3 steps

PLATFORM WITH INTERACTIVE DIGITAL MAPPING

Development of a platform with interactive digital mapping of the existing tourism products and services, to be connected to the portal of the Greek National Tourism Organization www.visitgreece.gr.

BRANDING AND PROMOTIONAL ACTIVITIES

Branding and promotional activities for both the information and mobilization of interested parties to participate in the network and the international promotion of the network

INDUSTRY STUDY
STRATEGIC ACTION PLAN

Financing an industry study concerning the mapping of offered products and services and a respective strategic action plan

Agri-Food, Gastronomy & Tourism Interconnection System

HELLENIC REPUBLIC
MINISTRY OF TOURISM

GREECE
ALL TIME CLASSIC
www.visitgreece.gr

Gastronomy

PDO-PGI – TSG Products

Agritourism

Authentic Experience

Culture

Budget 17m

AGTIS

Accommodation

Wine Tourism

Festivals | Local Markets

Greece 2.0
NATIONAL RECOVERY AND RESILIENCE PLAN

Funded by the European Union
NextGenerationEU

| Under development |

Thank you for your attention !!

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