



*Den Mythos der Regionen leben*

# EUROPEAN HIKING VILLAGES – PROJECT PRESENTATION

## PROJECT STATUS AT THE ITB – PROJECT PRESENTATION 2016

## 1| OUR PROJECT IDEA – OUTSTANDING EUROPEAN HIKING VILLAGES

"You haven't really been somewhere unless you've been there on foot". With this motto of the legendary prince of poets, Johann Wolfgang von Goethe, invites European Hiking Villages to trace the mythos of Europe and its diverse landscapes. European Hiking Villages beckon visitors with a fresh idea for completely harmonious and novel hiking and nature experiences. Each village represents its mythical landscape, told by its traditions, its history, and its cultural and culinary individual characteristics. Authentic landscapes round off the mythos of the regions and spread the spirit of diversity.

European Hiking Villages bases on the since 25 years successful concept of Austria's Hiking Villages and works with the quality standards of the Austrian Hiking Seal of Approval. The project is understood as a premium offering, whose members are distinguished by an exemplary and impeccable implementation of certification criteria and a unique representation of accentuated landscape.

In the European Hiking Villages, the guest experiences a completely consistent experience placement. They represent not only the mythological landscape of their region but also embody a yearning space of social warmth and functional expertise and constitute the starting point in outstanding natural landscapes. They start the "Age of less," an age of more conscious, more genuine and more valuable use, and convince with imposing elementary nature experiences. Through an unwavering commitment to their main themes, a clear differentiation among the villages is ensured.

### Vorteile der Zertifizierung - Innenwirkung



#### Kritischer Blick auf das Wanderprodukt

- Leitstrategie zum Thema Wandern auf zeitgemäßem Niveau
- Impuls für Angebotsentwicklung
- Steigerung der Gästezufriedenheit
- Profilierung als Spezialist für das Erlebnis Landschaft

#### Einbindung in ein vernetztes System

- Starker Mobilisierungscharakter
- Erfahrungsaustausch
- Möglichkeit zu Marketingkooperationen



## 2| OUR CERTIFICATION CRITERIA – THE STARS OF EUROPE

The certification criteria of Europe's Hiking Villages are based on the criteria for the evaluation and product development of Austria's Hiking Villages. A summary of the list of criteria can be downloaded from [www.europas-wanderdoerfer.com](http://www.europas-wanderdoerfer.com).

Mindestkriterien/Musskriterien für die Zertifizierung

Zu erfüllende Musskriterien	erfüllt	Mindestbewertung
<b>Raumbeziehung</b>		
• Eine öffentliche Landkarte als Orientierungs- und Gestaltungsgrundlage	✓	(10)
• Räumliche Bewertung des örtlichen Erscheinungsbildes z. B. Höhenverlauf	✓	(4)
• Durchführung einer Ortsplanung, der das Wesen des Dorfes und seine Beziehung zur Landschaft anspricht	✓	(4)
• Räumliche Bewertung der vorhandenen städtischen Mindestinfrastruktur z. B. Wasser- und Abwasserleitung	✓	(10)
• Drehtafelplan, via ÖPNV (Anschluss an öffentliche Verkehrsmittel)	✓	(4)
• Mindest 3 qualifizierte Wanderbetriebe (Betreiber/Leitende) sind im Dorfgebiet gegeben	✓	(10)
<b>Dorfbeziehung</b>		
• Das Dorf präsentiert sich als Drehtafelort: Für Natur, Kultur- und Freizeitsportler	✓	(10)
<b>Öffentlichkeitsbeziehung</b>		
• Einbindung im kommunales Leitungs- und Wandererwartungs- und Orientierungssystem	✓	(10)
• Ein Ortsplan, der ein profiliertes Dörfer- und Landschaftsbild zeigt	✓	(4)
<b>Serviceleistung</b>		
• Die Touristenkarte als Wanderkompassentwurf	✓	(10)
• Eine kompetente Wanderinformation in der Hütte	✓	(10)
• Kennzeichnung und Wanderkarten als Orientierungshilfe	✓	(10)
• Ein gemeinsamer Wanderstempel mit Prüfung der Mindestkriterien	✓	(10)
• Ein Wandererwartungsleitfaden als Ansprechpartner und Koordinator	✓	(10)



The assessment is based on a grade system and is graded from 0 to 6 stars. It results from the cumulative overall assessment of each

rating category and is displayed to the first decimal place. All the reviews are merged as the overall result in the village report. An achievement of 3.5 stars after reviewing all relevant areas, was defined as the minimum result to be labeled as an European Hiking Village.



An adaptation of the minimum criteria or the criteria as a whole takes place annually on the platform of the Austrian Hiking Seal of Approval. An evaluation based on the experience of European Hiking Villages can take place at the earliest in the course of the spring symposium.

## 3| THE ADVANTAGES OF THE CERTIFICATION – INTERNAL EFFECTS

The certification as an European Hiking Village not only has a positive effect on the image of the respective region, for the further development of internal aspects also arise a variety of new perspectives and possibilities.

First of all the village leaders are confronted with a critical (external) view at their hiking product. The information thus help in developing a guiding strategy on hiking on a contemporary level and give a valuable boost to the tourism product development (potential increase). This increases not only the customer satisfaction but is also a profiling of the village as a specialist for the adventure landscape.

Through integration into the perfect networked system of all platform partners, a profitable exchange of experience takes place, opportunities for marketing partnerships open up and a strong mobilization character is created.

## 4| OUR PRODUCT RANGE

All participants of Europe's Hiking Villages benefit from our three-stage product range:

1. Exchange of experience based on an innovative product idea (informally)
2. Product development and performance qualification as a landscape and hiking specialist (obligatory)
3. Cooperation marketing with experienced partners who can draw on a wealth of experience.

## 5| EXCHANGE OF EXPERIENCE

The village as a showcase and narrator of strong landscapes opens up a new perspective of thinking and acting for tourist locations (villages, markets, small towns). The experience of a 25-year product development and a very successful market presentation by Austria's Hiking Villages provided the starting point for an idea of the product category hiking villages on an European level:

- The structured performance definition (catalog of criteria) creates a common level of discussion between the partners
- The experience and results of the consulting work are displayed on the homepage of the Austrian Hiking Seal of Approval
- Best practice examples are constantly discussed and presented in block units
- Our newsletter service will keep you up to date about the developments in Europe`s Hiking Villages involve you in the use of our know-how
- Project expert discussions are carried out regularly

## 6| PRODUCT DEVELOPMENT AND PERFORMANCE QUALIFICATION AS LANDSCAPE AND HIKING SPECIALIST

The product Hiking Village is defined both qualitatively and quantitatively in an extensive catalog. A valuable development on the qualitative level can only be reached by means of a continuous face to face exchange of ideas and experiences. Therefore two annually symposia are planned, that will take place each time in another member village and deal with changing work priorities.

An essential component is the education of at least one village responsible as a „village landscape manager“ according to the idea of the European Hiking Villages. The village landscape manager has to be able to act as an advisor and innovative organizer on site for the purposes of the project concept.

As a full member of Europe's Hiking Villages (Member Status) you can also get involved creatively and participate in the development of the project idea, the catalog of criteria and on the configuration of the association's activities. In addition, our award will place your hiking product, as an international premium product, in the showcase of European competition. The resulting trial of strength with international players will let you keep the ball.

## 7| COLLABORATIVE MARKETING AT EUROPEAN LEVEL – EXTERNAL EFFECT

The scope and nature of the marketing program are highly dependent on the number of participants:

- From 10 participants we can offer an attractive base model (see below)
- From 20 participants a very effective overall presentation is ensured
- From 30 participants (target for the third year of development) a significant market presentation is guaranteed

Basically, we offer the opportunity to collaborative marketing activities with experienced partners. Our marketing concept is based on three strategic priorities:

1. To prepare and effectively put in the display respectively permanently develop marketable and demand effective products based on the model of elementary nature experiences.
2. To provide an effective market presence at European level. The recent market experience and -knowledge of the Austrian Hiking Villages and an integration of their structured network and their intelligent marketing ideas are the basis for this step.
3. An emotional experience presentation: according to our requirement for the drawing of emotional landscapes, the presentation of the participants will be made very strong visually. To visualize the mythological landscapes the „experience map“ of the European Hiking Villages and the individual „village experience maps“ will be used as the main media. Of considerable importance in this context is also the virtual presentation on our website [www.europas-wanderdoerfer.com](http://www.europas-wanderdoerfer.com), that will contribute to a strong emotionalising illustration of landscapes and offer various services.

Our marketing services of the first phase include:

- the making of a „European adventure map“ as the basic information medium as a poster or folder (delivery on request), both for self-representation of the members in their regions as well as the basis for public relations according to the program
- the presentation of your region on our website and the website of the Association for Quality Assurance for Hiking in Austria (incl. social media marketing and blog posts).
- a project and region presentation at the ITB (large project presentation on March 10) and TourNatur
- regular press releases (many years maintained hiking media database) with simultaneous building of a press file, the organization of press conferences in Munich and Hamburg and the invitation of journalists for research trips
- an electronic mailing to 1-2 million customer contacts is also being considered by us
- the acquisition of lucrative sponsorship partnerships

In the first marketing phase, we want to achieve maximum customer interest and build a strong customer base. Therefore the following marketing areas enjoy priority for the time being:

- the completion of our new website
- the production of advertising materials, as proposed
- short-term measures to increase presence (exhibitions / PR)

## 8| BECOMING A MEMBER

Interested parties can be part of our European Hiking Village community in three different ways:

1. **Entry into a community of interested parties:** the village has expressed its binding interest in participating and for that reason will have access to and be involved in all information. Moreover, this status includes the right to attend EHV-events, the suitability examination for a possible qualification, and the distinction of becoming a European Hiking Village.
2. **Participation in the working group of Europe`s Hiking Villages:** the villages on this level of participation are in the qualification process. This status guarantees them participation in a control group (about 10 participants), the integration in the EHV-marketing program and participation in the Hiking Village Symposia (with the possibility of showing experience reports and having site visits).
3. **Acquisition of full membership:** Full members have successfully completed the qualification process and are part of the Association for Quality Assurance for Hiking in Europe. Full members can participate in the criteria defining Europe's Hiking Villages.

A subscription is valid for at least three years (2016-2018) and can be terminated at the earliest on 06.30.2018, using a six month notice period.

## 9| COSTS OF PARTICIPATION

<b>Informal participation as an interested party</b>	€ 150,-	€ 150,-
<b>One-time initial expenditure per participant:</b>		
<b>Qualification as EHV / certification costs</b>	€ 10.295,-	
Licensing costs for new entrants	€ 5.000,-	
Adventure map (Village Award)	€ 450,-	€ 16.695,-
<b>Successive approximation possible:</b>		
Suitability examination without compulsory registration (incl. pre-survey / customer interview / situation analysis)	€ 2.500,-	€ 2.500,-
<b>Annual fee per "WG Europe Hiking Village - participant" (until 2018):</b>		
Annual quality assurance fee (incl. management / recertification / training of a village manager)	€ 1.320,-	
Participation in 2 Hiking Symposia for 1 person		
Annual license costs	€ 1.500,-	€ 2.820,-
<b>Annual marketing fee per participant (depending on number of beds):</b>		<b>Regular contribution</b>
<b>In the first year reduced 50%</b>		
Up to 1,000 beds	- 50 % for 2016 € 3.585,-	€ 7.170,-
Up to 2,500 beds	- 50 % for 2016 € 5.085,-	€ 10.170,-
More than 2,500 beds	- 50 % for 2016 € 6.585,-	€ 13.170,-

## REGISTRATION FORM

Our village (market/city) is interested in participating in the project "Europe Wanderdörfer" and we request you to make us a firm offer.

**The key figures of our village are:**

Name:	
Address:	
Responsible person:	
Scenery (mountains, lakelands,...)	
Population:	
Number of tourist beds:	
Overnight stays per year (2014/2015)	

**We are interested in the following form of participation:**

- Entry into a community of interested parties
- Participation in the working group of Europe`s Hiking Villages
- Acquisition of full membership of the Association for Quality Assurance for Hiking in Europe
- We plan a gradual implementation of the recording process
- We want to be present on the market as a European Hiking Village only in 2017

**Thank you for the explanation of the following outstanding issues:**

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- We ask you to contact us



**Please send us the following additional documents:**

Statutes of the Association for Quality Assurance for Hiking in Europe

Schedule of the recording process

**Further procedures:**

All registered villages receive a binding offer (incl. costs, terms of payment and possible and formal completion of the project), which is suitable as a basis for issuing a binding order confirmation.

**Further Information:**

Should there remain open questions regarding the project participation, please contact Dr. Stefan Kohlmaier under the following contact details:

Tel.: +43 (0)4242/25 75 31-31

E-Mail: stefan.kohlmaier@europas-wanderdoerfer.com

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Date/Place

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Signature

