



## COOPERATION



### LAG LAYON SAUMUROIS (FRANCE, LOIRE VALLEY)

<b>Title</b>	<b>CRÉATION OF AN EUROPEAN NETWORK FOR RURAL TOURISM PROMOTION</b>
<b>Possible partners</b>	<ul style="list-style-type: none"> <li>- LAG of the Loire Valley which already are working on wine tourism projects</li> <li>- LAG of Northern Europe (Great Britain, Ireland, Scandinavia, Belgium, Netherlands, Germany, Denmark...) which are working in rural tourism, agritourism and local product valorisation</li> </ul>
<b>Local partners</b>	<ul style="list-style-type: none"> <li>- Wine maker association</li> <li>- Layon County</li> <li>- GAL Layon Saumurois</li> </ul>
<b>Goals</b>	<ul style="list-style-type: none"> <li>- To develop tourism in all territories involved in the project</li> <li>- To help direct sale and promotion of local products</li> <li>- To communicate to local inhabitants about local tourism and local products to make them becoming ambassadors</li> <li>- To activate local networks through collective actions</li> <li>- To create links between tourism and gastronomy</li> </ul>
<b>Actions</b>	<p><b>1. Events:</b></p> <ul style="list-style-type: none"> <li>- Include gastronomic and culture heritage of each partner to local event and fairs (festivals, fresh markets, hiking events...)</li> <li>- Forums on the valorisation of good practices</li> <li>- Professional exchange travels with local producers and tourism actors: work meeting, visit of local experiences in term of rural tourism</li> <li>- Creation of an event with the them of gastronomy and rural tourism (music, tasting, hiking...). This event will take place every 6month (less or more) in each one of the partner's territory..</li> </ul> <p><b>2. Creation of promotion tools:</b></p> <ul style="list-style-type: none"> <li>- Creation of an European menu and European recipes (including local products of each partner).</li> <li>- Creation of rural tourism packages with common rules (label) and valorisation of these packages through brochure, Internet....</li> <li>- Edition of an European footpath guide including footpath of each partner.</li> <li>- Website on the project (with an intranet) with valorisation of tourism packages and projects of the network.</li> <li>- Common participation at some International tourism tradeshow</li> </ul> <p><b>3. Commercialisation of local products:</b></p> <ul style="list-style-type: none"> <li>- Tasting sessions (local products of each partner) with local distributors and medias (press, radio, tv...)</li> <li>- Common participation at some International agricultural tradeshow where it's possible to sell local products (slow food in Torino, Paris agricultural tradeshow...)</li> <li>- Creation of a local products guides for professional distributors (fine food shops, supermarkets, importers...).</li> </ul>

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