



## **Interest for olive oil tourism grows worldwide with the potential to attract millions of travellers**

**In recent years, some European olive oil producing countries have been promoting olive oil routes that integrate traditional "olive oil festivals" and "open olive mills" with local marketing and tourism initiatives.**

The olive oil industry has always been linked to national history, culture and the environment, which, if well integrated with local hospitality infrastructure, services and gastronomic excellency, can become an important element for attracting tourists.

Many countries promote olive oil as a core ingredient of the healthy Mediterranean Diet by offering thematic tours to olive groves and production factories, where tourists can discover the secrets of extra virgin olive cultivation and production with guided olive oil tastings, the degustation of local food and staying in rural guest-houses.

Italy highlights many of its olive oil cities and olive oil tours to enhance and spread olive oil heritage and culture in the name of quality and sustainability. Founded in 2016, the Olive Oil Tourism Movement is promoting the potential of this tourist segment with an ambitious goal to follow the phenomenal success of vine tourism.

It is estimated that the olive oil tourism is able to potentially attract almost 80 million tourists a year, thus contributing to the adjustment of seasonal activity of olive growers and create a stronger connection with consumers of this exceptional product.

More and more olive oil producers choose to take this path to affirm the indissoluble link between product quality, landscape protection, local cuisine and hospitality culture.

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