



GASTROTOUR

Cycling – Gastronomy – Sustainability

A European network for sustainable tourism, local food and rural development

A PAN-EUROPEAN INITIATIVE 5 COUNTRIES – 1 COMMON GOAL

- Spain
- France
- Finland
- Hungary
- Greece



THE PROBLEM

European rural and less-known destinations face common challenges:

- Seasonality and low tourist flows
- Underutilised potential of local food and gastronomy
- Fragmented cycling tourism services and infrastructure
- Limited cooperation and cross-border collaboration
- Young people leaving rural areas, lack of local engagement

THE SOLUTION

GASTROTOUR creates an integrated ecosystem where cycling, gastronomy and sustainability drive:

- Sustainable tourism all year round based on authentic experiences
- Stronger local economies through short supply chains and local producers
- Green mobility and low-impact travel solutions
- Cross-border cooperation and knowledge exchange
- More attractive rural areas for visitors and for living

GASTROTOUR connects 5 European countries to pilot, test and scale innovative solutions for cycling tourism, local gastronomy and sustainability.



LOCAL FOOD & GASTRONOMY



CYCLING TOURISM & MOBILITY



SUSTAINABILITY & CLIMATE ACTION



RURAL DEVELOPMENT & COMMUNITIES



INNOVATION & COOPERATION

A STRONG EUROPEAN CONSORTIUM – 8 PARTNERS

1 HUNGARY



World Gastronomy Network (Coordinator)

Gastronomy network and platform promoting local food, territories and sustainable rural development.

2 FRANCE



Euromontana (BSO)

European association for mountain areas, policy advocacy and sustainable territorial development.

3 GREECE



Smart Agro Hub (BSO)

Innovation hub for agriculture and rural development, capacity building and digital transformation.

4 SPAIN



SaboreaEspania (DMO)

Spanish gastronomy network promoting local food culture, destinations and tourism development.

5 SPAIN



Alimara Living Lab – CETT

Tourism innovation and living lab for research, training and co-creation in hospitality and tourism.

6 FINLAND



EcoFellows (DMO) & TAMK / Lake Trails Living Lab (Partner)

EcoFellows acts as the regional DMO for cycling tourism in Tampere Region, leading the Finnish pilot. TAMK / Lake Trails Living Lab provides research, innovation and living lab support for ecosystem experimentation and development.

7 FRANCE



Seine-Saint-Denis Tourisme (DMO)

Destination management organisation promoting sustainable and responsible tourism in Seine-Saint-Denis.

8 FRANCE



DÉDALE / Rosa Lab

Social innovation lab developing digital solutions for inclusion, participation and cultural tourism.

OUR IMPACT



Empowering rural communities



Strengthening local food systems



Promoting sustainable mobility



Enhancing cultural heritage & gastronomy



Building a greener, more connected Europe



Creating jobs, value and lasting economic growth



OUR VISION

A Europe where cycling tourism, local gastronomy and sustainability create vibrant destinations, strong communities and a better future for all.



www.gastrotour.eu



info@gastrotour.eu

#GASTROTOUR

