

# Title of the project: **TASTES OF TRAPPISTS – A SLOW TOURISM EXPERIENCE**

**Acronym:** TATRA



## **Project duration:**

15 months (April 2014- June 2015)

## **Lead partner/coordinator:**

- Belgian-Italian Chamber of Commerce (BELGIUM)

## **Partners:**

- Toerisme Vlaanderen (BELGIUM)
- Toerisme Provincie Antwerpen (BELGIUM)
- Italienische Handelskammer für Deutschland (GERMANY)
- Fondazione per le Scienze Religiose Giovanni XXIII (ITALY)
- Regio Hart van Brabant (THE NETHERLANDS)
- Bierevents (THE NETHERLANDS)

## **Short description of the project:**

The project has involved 12 Trappist abbeys from each partner country as Koningshoeven and Zundert in the Netherlands; Mariawald in Germany; Tre Fontane in Italy; Mont des Cats in France; Westmalle, Brecht, Achel, Westvleteren, Rochefort, Chimay, and Orval in Belgium.

The Trappist abbeys produce typical products such as beer, cheese, chocolate, bread, soap and candles, which attract many tourists interested in discovering the production systems and the whole range of products. At the same time the Trappist abbeys are located in the countryside and surrounded by natural reserves and beautiful green landscapes.

Therefore the TATRA project aims to promote the development and recognition of a sustainable tourism strategy within the Trappists' sites area and to foster the creation of an international environment for SMEs' transnational co-operation. Furthermore, this project aims to increase the visibility of thematic cycling/hiking routes and create customized vacation packages.

## Main results and deliverables:

The main outcome of the TATRA project is an international multi-linguistic web platform([www.tastesofabbeyes.com](http://www.tastesofabbeyes.com)) which encourages visitors to undertake a transnational, "slow-tourism" experience in the regions around the Trappist abbeys (most of them are in fact closed to the public). The aim of the web platform is also to promote the hiking and cycling routes available, providing interactive maps of the routes, highlighting the points of interest for individual travelers and suggesting different types of holiday packages.

During the project different workshops were organized in the regions of the Trappist abbeys: they were addressed to the local SMEs in the ho.re.ca. and touristic sectors, with the aim of involving them in the development of a touristic strategy linked to slow tourism standards and to the local products.

Moreover 4 open public events were organized in Rome and in Brussels and the leaflets were distributed in the local and regional tourist offices.

## Contact:

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The project activities are described in the website: [www.tatraproject.eu](http://www.tatraproject.eu)

