

SLOW TOURISM

Core principles

- Supports and protects local culture, nature, and people.
- Promotes authentic, respectful, deeper and more meaningful local experiences.
- Focuses on quality over quantity.
- Enhances environmental, cultural, economic and social sustainability of tourism.
- Is slow-paced and immersive.

Main benefits of slow tourism

Local Connection

Brings value to small towns and rural areas. Revives local traditions and identity.

Sustainable Travel

Uses eco-friendly slow mobility transportation (bike, train, walking, ...). Reduces carbon footprint.

Wellbeing

Focus on the wellbeing of both the local community and environment. Yoga, hiking, digital detox, and support for mental health.

Food & Culture

Promotes local cuisine, wine, and crafts. Encourages farm visits, cooking classes, and food festivals.

Responsible Stays

Prefers sustainable and local accommodation, guesthouses, and host networks. Encourages real contact with local hosts.



Our partners' best practices in slow tourism



Komárom-Esztergom County (HU)

Visitor Centre for Ecotourism in the Danube Region



Amiens Metropole (FR)

Valuation of commitment to sustainable tourism



Region of Murcia (SP)

Quality and Sustainability Programs



Riga Planning Region (LA)

Home Café Days



DELTA 2000 - Po Delta area Emilia-Romagna (IT)

Slow Spring in the Po Delta Park



Sibiu County (RO)

Hiking Years



Galway County (IR)

Lough Derg Visitor Experience



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