



EUROSTAR

(EUROpean Sustainable Tourism And entRepreneurship)

BUSINESS MODELS IN OSONA

visit 3 - Cyprus



Co-funded by the
Erasmus+ Programme
of the European Union





EUROPARC
Sustainable Tourism
in Protected Areas



BIOSPHERE
committed entity



1. EDUCA VILADRAU

What is *Educa Viladrau*?

A team that will make you enjoy terrific experiences in the nature.

Different intensities of guided tours with cultural and historic stories.

An experience in a country house with farm animals and ecological products.



The company

Professional civil company (s.c.p).



EUROPARC
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BIOSPHERE
committed entity

Location



Why to choose Educa Viladrau?



- Privileged environment.
- They care about nature.
- They participate at interventions to improve the landscape.
- Studies to preserve the environment, animals...

Who are the customers?

- Families
- Schools
- Public administrations





social media



fairs

CHANNELS & CUSTOMER RELATIONSHIP



click on the icons to get more information.

2. AQUATERRA CLUB



What is *Aquaterra club*?

- A company which organise a wide range of leisure activities, adventure and nature sports or you can even have a “take-away” pack.
- The idea of creating a company comes from a hobbit. Firstly they did it for fun and it has ended up being a commercial activity.





Kayak



Segway 4x4



Aquaslider



Marxa nòrdica



Paddel Surf



Senderisme



Packs Multiaventura



Slackline

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Location

- They are located in Vilanova de Sau. all the activities are done in the Sau Reservoir and its surrounding area, which has a beautiful landscape.



who are the customers?

- groups, families or couples.
- The main ones are families and also people between 25 and 50 years old.
- special activities for the families with kids so that children can also take part in all the activities.



CHANNELS & CUSTOMER RELATIONSHIP

The image shows a screenshot of the website for 'Aventura Catalunya'. The header includes navigation links: 'Inici · Qui som · Empreses i Escoles · Activitats · Club Aquaterra · Videos · Galeria · Enllaços · Contacte'. A large banner features a photo of people in a raft on a river with the text 'Una nova forma de navegar' and 'Novetats' in an orange circle. Below the banner are several promotional cards for different activities: 'KAYAK' (offering courses, packages, and excursions), 'KAYAK' (offering eco-friendly vehicles), 'AQUA SLIDER' (a new activity for river navigation), 'PACKS ALLOGUJAMENT' (accommodation packages), 'PACKS MULTIAVENTURA' (multi-activity packages), and 'PROGRAMA "ACTIVITATS PER EMERGENCIA"' (emergency activity program).



3. RUPITVIU



Do you want to live the best experience ever?

COMPANY STRUCTURE

& Tarpuna

**Una cooperativa
d'iniciatives sostenibles**

A startup created by Llorenç with the help of Tarpuna, a cooperative of sustainable initiatives.

What is RUPITVIU?

RupitViu is a startup company that offers a unique experience to Catalan children. It consists of going to the forest and hunting a Tió.



What is a tió?



It is a “magic” wooden log that poops presents after being hit. It’s the most popular Catalan Christmas tradition.

Location

It is located in Rupit.



Why to choose RUPITVIU?



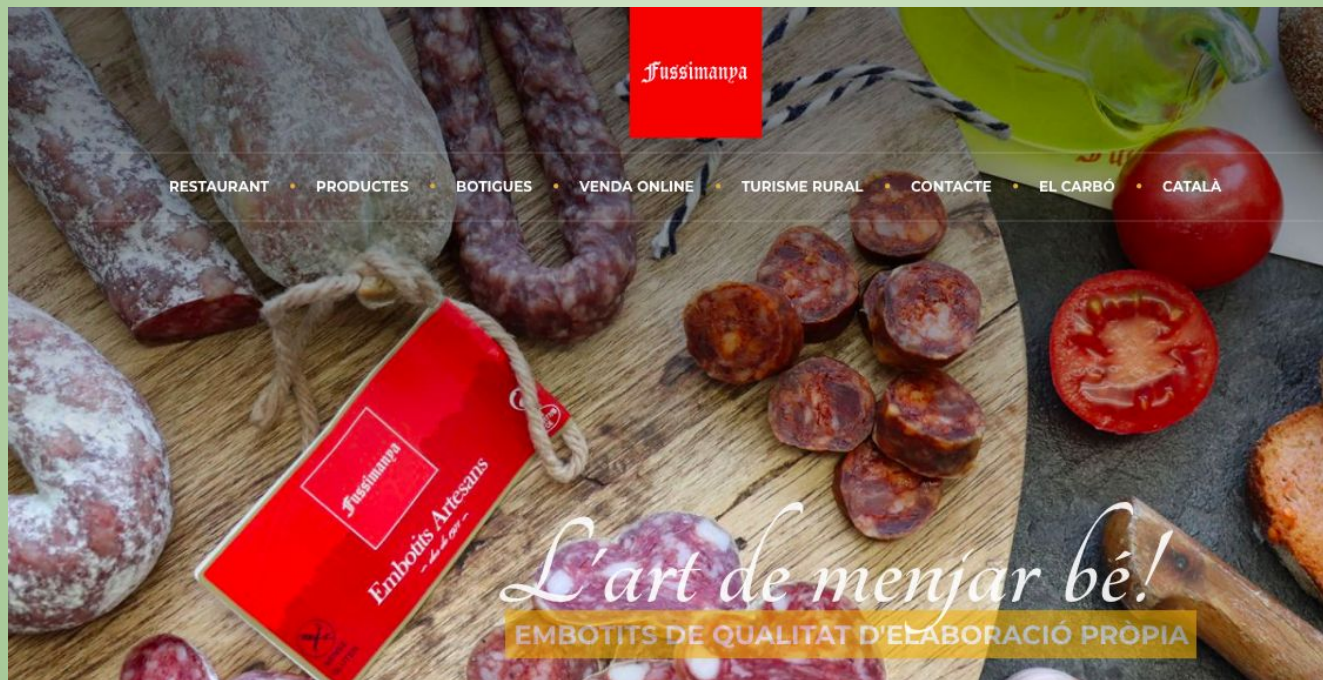
sustainable experiences for kids in a pace with many cultural and historical elements and surrounded by amazing landscape and kilometric cliffs.

CHANNELS & CUSTOMER RELATIONSHIP

The company is promoted online. It also appears on some Catalan TV channels, on the radio and in the newspaper. They offer their services to families with children.



4. FUSSIMANYA



What is Fussimanya?

- popular network of butchers in Osona
- shops to buy the products all around Osona
- well-known restaurant
- good place for rural tourism



The company

- Limited Society
- Founded in 1971 by a couple (Rossend and Dolors)
- nearly 50 years of success with a nearly-impossible formula
- It is committed with the Biosphere Tourist sustainability.



Fussimanya Embotits

- quality and personality
- artisan and eco-friendly products
- made by and for our people





Restaurant

- Restaurant that offers different menus during the week and also at the weekend
- They serve artisanal, eco-friendly and seasonal products.
- Fussimanya has opened a new restaurant in Vic, called El Carbó (coal in English)



Shops

- Shops Throughout Osona Region.
- Online Store
- wide variety of products

Rural tourism

- Masia Mas Sabater, a Rural farmhouse
- Mas Sabaters an unbeatable environment
- The Sau reservoir
- The humid forests



Who are the customers?

- families who want local and proximity food as well as artisan products.





CHANNELS & CUSTOMER RELATIONSHIP

social media

click on the icons to get more information.

5. LA PLANA DE VIC



The company

- Created in 1966 by farmers
- aims:
 - defending their interests
 - no intermediaries
- together, we'll preserve the origin



What do they offer?



- Proximity products
- Animal feed
- Products only available in the cooperative

PRODUCTS



COMPANY'S ACTIVITY

km. 0





CHANNELS & CUSTOMER RELATIONSHIP



social media

click on the icons to get more information.

Other partners





L'AVENC

6. L'AVENC DE TAVERTET

What is *l'Avenc de Tavertet*?

Sustainable rural aparthotel above the cliffs

Services:

- Breakfast and dinner (ecological and local products).
- indoor swimming pool.
- Massages and wellness.
- activities in the surroundings



Location



THE COMPANY

Avenc Benestar Rural SL is a limited liability company.



Why to choose l'Avenc?

- unique environment and privileged views
- committed with sustainability
- ecologic and local produce



CHANNELS & COSTUMERS RELATIONSHIP



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FORUM VICUS

Visites i rutes culturals guiades per Vic i Osona

7. FORUM VICUS

What is Forum Vicus?

- Forum Vicus is a company dedicated to offer guided and personalized tours around the Osona region, especially Vic.
- An experience to enjoy and discover the landscapes and the history of our region.



The company

- Created by Xavier Cervera
- Founded in 2012



Location



Why to choose Forum Vicus?

“My visits are not history classes. They are a journey full of emotions and surprises”
Xavier Cervera.



Who are the customers?

- Families
- Groups of friends
- Primary schools
- High schools



CHANNELS & COSTUMERS RELATIONSHIP



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ALL IN ALL...

Different business types and organizations

Sustainable activities

Proximity products

Renewable energies

Social and environmental needs and problems

innovative ideas

= S U C C E S S

