



# 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**  
Sustainable Tourism  
in Protected Areas



**BIOSPHERE**  
committed entity

# Location



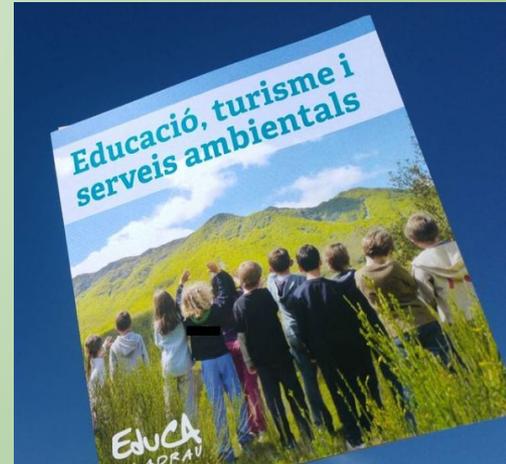
# Why to choose Educa Viladrau?



- 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.

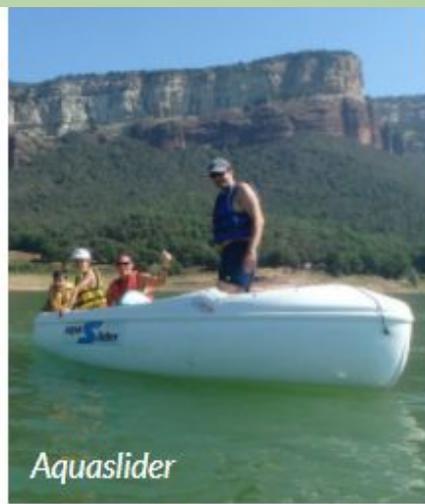




Kayak



Segway 4x4



Aquaslider



Marxa nòrdica



Paddel Surf



Senderisme



Packs Multiaventura



Slackline

**A  
C  
T  
I  
V  
I  
T  
I  
E  
S**

# 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 a navigation menu: 'Inici · Qui som · Empreses i Escoles · Activitats · Club Aquaterra · Videos · Galeria · Enllaços · Contacte'. A large banner features a photo of a group on a raft with the text 'Una nova forma de navegar' and 'Novetats' in an orange circle. Below the banner are several promotional cards for activities like 'KAYAK', 'CANOT', and 'AQUA SLIDER'. A sidebar on the left lists services like 'Kajak', 'Sopany', and 'Ajuda'. A Facebook widget is visible on the right.

**at aqua terra club**

Kajak  
Sopany  
Ajuda  
Nordic Walking  
Tri amb Aire i Sòdium  
Biciclos-Muntanyes  
Biciclos amb abajament  
Comals de Soler  
Activitats per exportar

Inici · Qui som · Empreses i Escoles · Activitats · Club Aquaterra · Videos · Galeria · Enllaços · Contacte

Una nova forma de navegar

Novetats

aqua lider

Trobar-nos a Facebook

**AQUATERRA CL**  
Activitats d'oci i aventura

**AQUATERRA CL**  
Activitats d'oci i aventura ha compartit una foto de Racó del Blandíer.cat

**Aventura Catalunya**

**KAYAK**  
Us oferim cursos, passejos i excursions en kayak.

**CANOT**  
Vine a provar els nous Segways tot terreny. Vehicles ecològics, intuïus i divertits.

**AQUA SLIDER**  
Nova activitat per navegar al vostre aire.

**PACKS ALLOTJAMENT**  
Allotjament al cor del parc Natural Garrotxes (Sabadell)

**PACKS MULTIAVENTURA**  
Combinem dues o més activitats: Surfmoza (via i reserva).

**PROGRAMA "ACTIVITATS PER EMPRESES"**  
Programa dissenyat a mida per portar una o més activitats als clients.



# 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.



# Why to choose RUPITVIU?



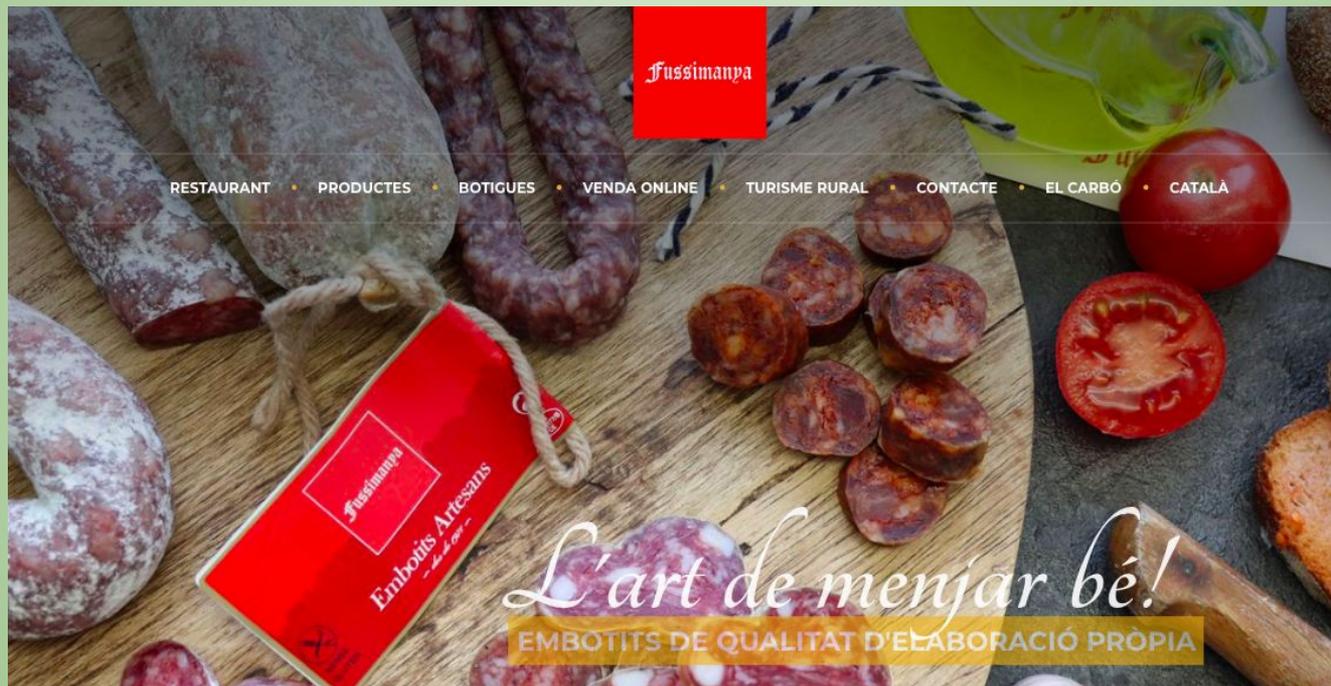
sustainable experiences for kids in a pace with many cultural and historical elements and surrounded by amazing landscape and kilometric cliffs.

# 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

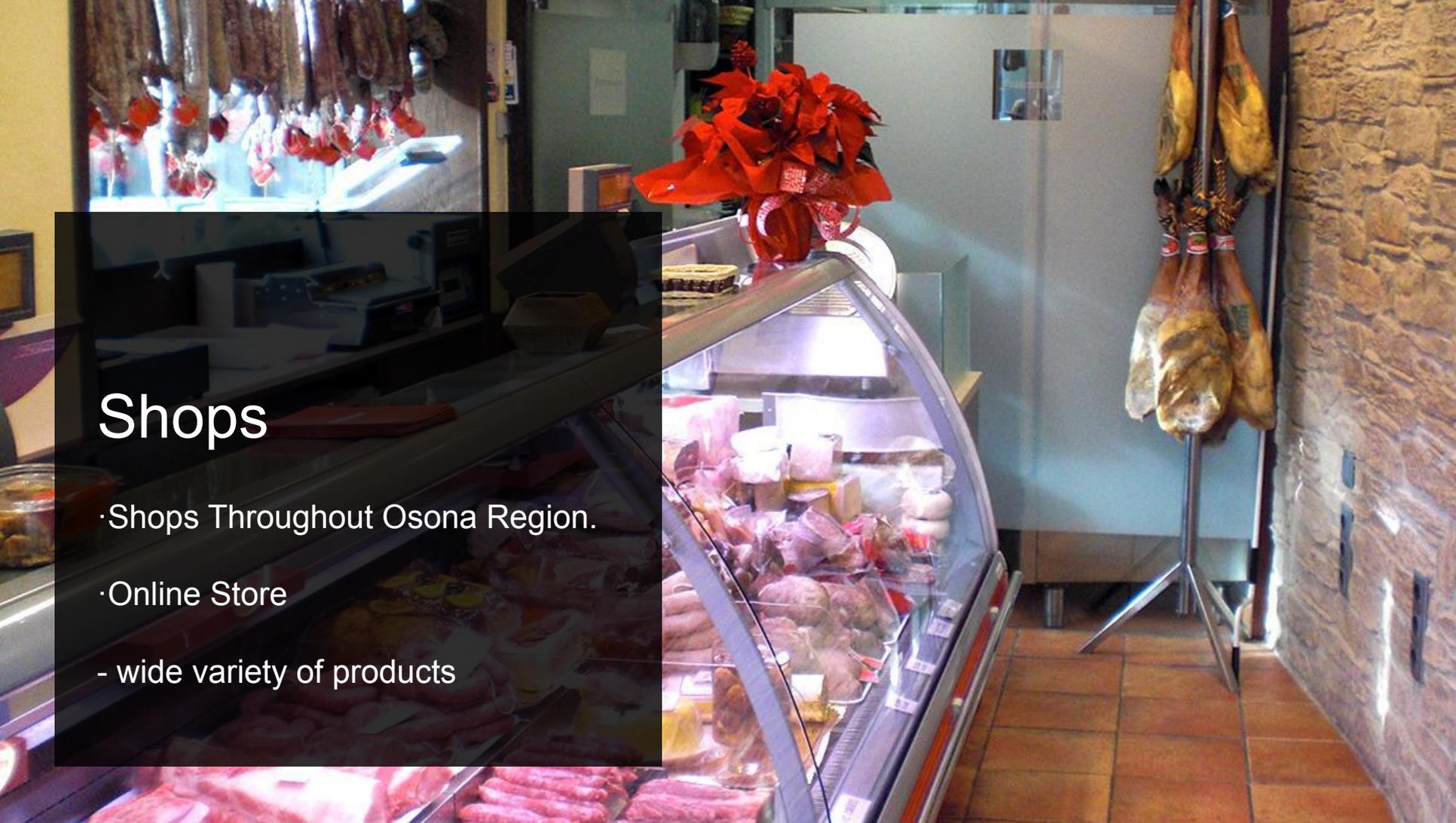
- quality and personality
- artisan and eco-friendly products
- made by and for our people





## 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

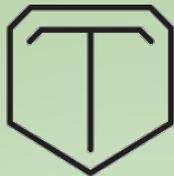


**social media**

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 & CUSTOMERS RELATIONSHIP



+34 93 881 61 59



[info@avenc.com](mailto:info@avenc.com)



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





# Why to choose Forum Vicus?

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

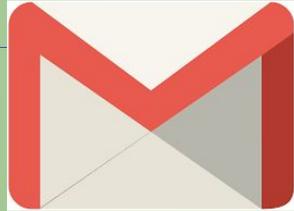


# Who are the customers?

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



# CHANNELS & COSTUMERS RELATIONSHIP



visites@forumvicus.cat

646 41 33 10

# **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**

