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Villa Melnik Winery's Regenerative Tourism Experiences

Type of experience (in BOLD): Local producers

Local producers – Communities – Virtual experiences

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| Sector If not Gastronomy then agriculture, heritage, hospitality, regenerative communities in general. If other, please define. | Gastronomy and heritage |
| Country and place of experience | Bulgaria |
| Description of experience (Main concept) | <p>Villa Melnik offers a range of immersive experiences that focus on local culture, traditions, and sustainability while promoting the winery and its products:</p> <p>Trifon Zarezan: Held in February, this event features vineyard blessing rituals, hands-on pruning experiences with skilled vineyard workers, winery tours, discussions on production practices and winemaking traditions, tastings of new white, red, rosé, and orange vintages, a farmers' market showcasing local products, and a rich folklore program with traditional food and wine.</p> <p>Lazarovden Celebration: This spring event involves traditional activities like wreath-making from willow branches and fresh flowers, art workshops for creating jewellery from natural materials, painting with natural dyes and wine, and playing sports and board games. The celebration also includes planting flowers, tending to fruit trees, enjoying outdoor barbecues and sangria, music, dancing, wine tours, and tasting new white and rosé vintages.</p> <p>July Morning Celebration: This event takes place on a picturesque hill above Villa Melnik Winery,</p> |



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| | <p>offering 360-degree views of the surrounding vineyards. The party starts at sunset on June 30th and lasts until sunrise on July 1st. The celebration includes music from different decades, a live concert with rock and rising music stars, an open stage for various talents, a barbecue, and Villa Melnik wines. In the morning, participants can enjoy aromatic coffee and fresh fruits. The event also offers a camping experience, combining wine tourism with outdoor activities.</p> <p>Wine Cellar Villa Melnik as a Film Set: The winery is a popular film set for a TV series promoting the Melnik region, local winemaking, and tourism. This unique aspect of Villa Melnik allows visitors to explore the winery's connection to the entertainment industry while learning about the local culture and wine production.</p> |
| <p>Key objectives of the experience</p> | <p>To preserve local traditions, promote sustainable practices, engage visitors in authentic activities, and support the local community and economy.</p> |
| <p>If your practice is not linked to Gastronomy or culinary heritage, how can it be relevant for or applied to this sector?</p> | |
| <p>Details about any specific target group (if applicable)</p> | <p>The experiences cater to wine enthusiasts, tourists interested in local culture and traditions, and individuals seeking eco-friendly and sustainable travel options.</p> |
| <p>Why can this experience be considered regenerative?</p> | <p>Villa Melnik's experiences are regenerative because they promote the preservation of local traditions, support the local economy and community, foster environmental stewardship, and encourage a sustainable mindset among visitors.</p> |
| <p>What is the positive impact that is being generated with this practice overall - taking all aspects into account? ON:</p> | <p>Environment: Sustainable vineyard management practices, promoting environmental awareness among visitors.</p> |




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| <ul style="list-style-type: none"> - The Environment - The Community - The Economy - The Mindset - The organization/Governance | <p>Community: Supporting local artisans and producers, preserving and promoting local traditions and culture.</p> <p>Economy: Boosting the local economy through tourism and promoting local products.</p> <p>Mindset: Encouraging sustainable and responsible tourism practices among visitors.</p> <p>Organization/Governance: Enhancing the winery's reputation and fostering collaboration with other local entities.</p> |
| <p>Innovativeness - Why can this practice be considered innovative, and why is it special?</p> | <p>Villa Melnik's experiences are innovative due to their focus on preserving local traditions while promoting sustainability, combining wine tourism with cultural and outdoor activities, and using the winery as a film set to further promote the region.</p> |
| <p>Replicability and transferability and suggestions for adaptation</p> | <p>Other wineries and tourism businesses can adapt these practices by focusing on local traditions, collaborating with local partners, promoting sustainable practices, and creating immersive experiences for visitors.</p> |
| <p>Challenges and barriers for the development of the experience</p> | <p>Potential challenges include maintaining the balance between commercial success and sustainability, ensuring the preservation of local culture and traditions, and attracting a diverse range of visitors.</p> |
| <p>Collaborations and partnerships for the development of the experience</p> | <p>Villa Melnik works with local artisans, producers, and organizations to develop and promote their regenerative experiences, fostering a network of like-minded partners.</p> |
| <p>How is the practice being promoted and communicated about?</p> | <p>The experiences are promoted through Villa Melnik's website, social media, and collaborations with local partners.</p> |
| <p>Link to Website</p> | <p>https://villamelnik.com/en/</p> |
| <p>Comments (why the practice is relevant for</p> | |



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| several of the three categories) | |
| Other relevant comments | |
| GPS Coordinates | Latitude: 41.4732052871659 Longitude: 23.390324637542033 |
| Further reading & contact details (name, address, phone) | ADDRESS Harsovo Village, Melnik Region PHONE: +359 884 840320 +359 888 007266 email: office@villamelnik.com |
| Illustration/picture of Experience |  |
| Source (article, interview, podcast,...) and link to source | https://slowtours.bg |

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