



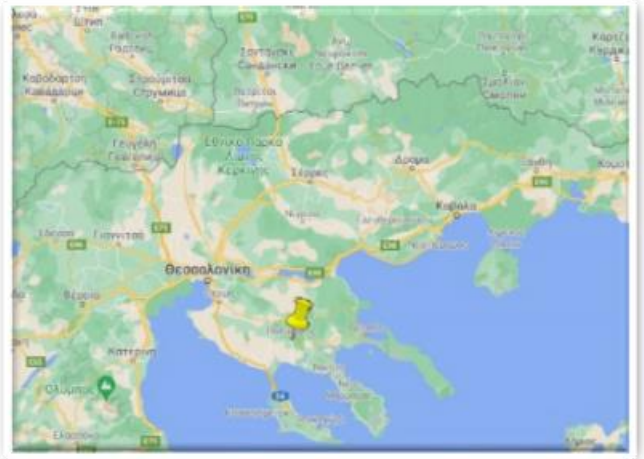
Project funded by EUROPEAN UNION



KTIMA TSIPELIS

Location: Agios Dimitrios, Polygyros, Halkidiki, Central Macedonia

Key words: essential oils, vineyard and olives



Tsipeli's estate is a 100 acres land full of olive trees and vineyards. It offers to its visitors possibility to learn about essential oils distillery, taste local food and wine and take part in guided tours in olive groves and vineyards.

Marketing approach

The place is promoted through the Airbnb platform, Halkidiki Tourism Organization and runs own profile in the Social media (Facebook fan page).

Key success factors and challenges

The most important factor for the success of the business is the focus on

alternative tourism activities/experiences despite the dominance of mass tourism, which makes their offer unique. The team of the estate is passionate about what they do and possess deep knowledge about the history of the place and the local culture. All this, combined with well-developed social and communication skills of the staff, ensure positive and

unforgettable experience for the visitors.

Plans for future development

At the moment, the most important task is to adapt the activities and experiences to the new conditions, caused by the pandemic.

GALLERY:



Source of the images:

<https://www.facebook.com/%CE%9A%CF%84%CE%AE%CE%BC%CE%B1-%CE%A4%CF%83%CE%B9%CF%80%CE%AD%CE%BB%CE%B7-1411291145866997/>

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EUROPEAN UNION



Joint Operational Programme Black Sea Basin 2014-2020
Varna University of Management
May 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Varna University of Management and do not necessarily reflect the views of the European Union.