



**CHARM**  
*Discovering charming villages*



Co-funded by the COSME programme  
of the European Union

# INTERACTIVE PRESENTATION OF THE EUROPEAN HIDDEN GEMS

*Immersive experiences in European charming villages*





WOULD YOU LIKE TO OFFER  
YOUR TRAVELLERS A **UNIQUE AND  
UNFORGETTABLE EXPERIENCE IN  
ONE OF OUR CHARMING VILLAGES?**

DO YOU WANT TO GIVE THEM  
SOMETHING **DIFFERENT, SPECIAL  
AND AT THE SAME TIME SUSTAINABLE?**

Which route would you prefer?  
**Take a look at our Map.**



- Have a look at any of these **hidden European treasures** by simply clicking on them. When you arrived at the village you can find all the key information about it. Look into the colourful videos and imagine yourself visiting it! A journey that will be worth it!
- If you get lost at any point just click on the **CHARM logo** and you will be back where we have started.



*Are you ready for this  
CHARM Journey?*



**THEN LET'S GET STARTED!**





## #authentictravel

People are avoiding mass tourism and desire more **authentic and unique experiences!**



## #reconnect

Get out of the hectic cities and spend some time closer to nature, **reconnect with yourself!**



## #diverseoffer

Whether it is a **relaxing** sauna getaway or an **active** cycling contemplating the surroundings we have made it ready for you!



## #localhosts

While discovering these hidden gems, **connect with the local people, stories and customs!**



## #sustainable

All experiences are designed so that they **respect the local natural environment and culture!**



## #travelallyear

Come and enjoy these Charming Experiences **throughout the whole year!**

# #charmingvillages





# MAP



**BURG-REULAND**

BELGIUM



**RUPIT**

CATALONIA  
(SPAIN)



**TAÜLL**



**SORTELHA**

PORTUGAL



**MONSARAZ**



**ORAVI**

FINLAND



**MATHILDEDAL**



**FRIEDRICHSTADT**

GERMANY

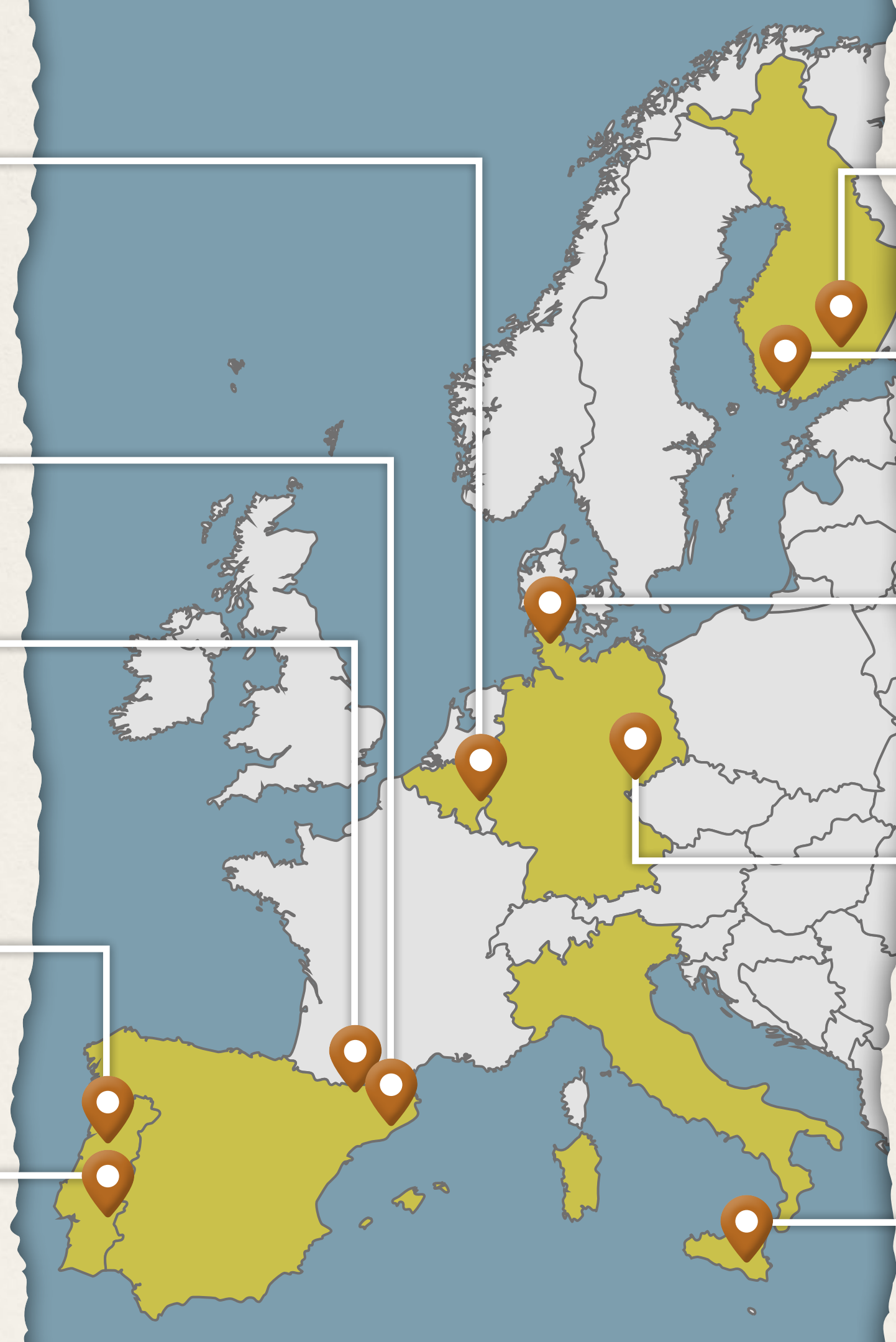


**SEIFFEN**



**CUNZIRIA**

ITALY







**An enchanted village  
surrounded by the lush green  
of the hilly countryside &  
romantic valleys.**

This small village in the meeting point  
of three borders - Belgium, Germany,  
and Luxemburg - welcomes you with  
its rich untouched nature and historical  
monuments, whether you want to  
discover it on foot, bike or maybe  
a horseback!

## ACTIVITIES

*Country art & creative craft workshop,  
Castle & Foto Safari in Burg-Reuland,  
Our Valley hike.*

*Contact us for special inquiries.*

SEE ALL ACTIVITIES & MORE INFO



## BURG-REULAND



## TAILOR-MADE TIP



Some days will allow you to get to know the  
most important historical monuments of Burg-  
Reuland and also to dive deep into its nature  
as it is a true paradise for hikers and nature  
enthusiasts. You could combine your trip with  
visiting one of the closeby bigger cities like:  
Brussels, Luxembourg or Liège. You could  
also sign up for a longer journey and visit  
**Friedrichstadt** stopping by in Köln on the way.

WATCH  
THE VIDEO



### How to get here?



#### TRAIN FROM

Liège + 1h 30min  
Brussels + 3h 40min



#### CAR FROM

Liège 90 km  
Brussels 185 km



#### NEAREST AIRPORTS

Liège 90 km  
Brussels 185 km  
Luxembourg 180 km







## A true time-travel to the 13th century.

Enjoy the clam, narrow and cobbled streets, stone houses and the hanging bridge of Rupit, a jewel of Baroque style. Here in the Collsacabra, in Catalonia, you can reconnect with Nature, hike by waterfalls and meet with locals while practicing their traditional professions.

## ACTIVITIES

Join a local Wafer maker, Nature Bath, Catalan Gastronomy Workshop.

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## RUPIT



## TAILOR-MADE TIP








It is an ideal place to plan a weekend getaway from the busy cities and reconnect with old traditions and with this unique natural surrounding. After a 2 days retreat, getting the sense of the medieval times, you can continue your trip towards the Pyrenees and make a visit to the Charming **Taüll**, with several amazing World Heritage Sites.

WATCH THE VIDEO



### How to get here?

-  **TRAIN FROM**  
Barcelona +  3h
-  **BUS FROM**  
Girona 3h
-  **CAR FROM**  
Barcelona 110 km  
Girona 70 km
-  **NEAREST AIRPORTS**  
Girona 70 km  
Barcelona 110 km  
València 450 km







## A mountain village with a number of UNESCO World Heritage Sites.

Come and visit some of Taüll's Romanesque churches in the Vall de Boí (UNESCO World Heritage Site), do some trekking in the Catalan Pyrenees while enjoying the infinite stars in its night sky as part of the Starlight Reserve, in the local National Park. Recharge by taking a bath in one of the pure mineral springs on 1500 meters above sea level!

## ACTIVITIES

Romanesque Heritage Tour, Cheese workshop with local Shepherd, Wellness Caldes de Boí.

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## TAÜLL



## TAILOR-MADE TIP


It is an ideal place in winter for alpine and mountain skiing, while during the rest of the year it is a paradise for trekkers with a lot of open routes of different difficulty. After recharging here of medical springs and high mountains, while you are on your way to the Catalan capital, Barcelona you can stop by in **Rupit**, waiting for you with a Charming time-travel experience back to the 13th century.

WATCH THE VIDEO 

### How to get here?

 **TRAIN FROM**  
Barcelona +  5h

 **BUS FROM**  
Lleida 3h 20min

 **CAR FROM**  
Lleida 150 km  
Barcelona 300 km

 **NEAREST AIRPORTS**  
Lleida 150 km  
Barcelona 300 km  
València 470 km







## A mystical medieval village.

Enter in Sortelha, one of the most beautiful villages of Portugal, and let yourself go back in time. The alleys show the old house and the towering castle, dating from the XIII century. There are walls to climb, views that extend to Serra da Estrela, secular doors, two stones that “kiss” and crafts made from an herb.

## ACTIVITIES

*Donkey rides, Fine art of sculpting, Ancestral art - the bracejo.*

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## SORTELHA



### How to get here?

 **TRAIN FROM**  
Lisbon +  4h 15min

 **BUS FROM**  
Lisbon +  4h 15min  
Porto +  3h 50m

 **CAR FROM**  
Porto 230 km  
Lisbon 300 km

 **NEAREST AIRPORTS**  
Porto 230 km  
Lisbon 300 km

WATCH  
THE VIDEO



## TAILOR-MADE TIP



Following a historical and cultural trip in Sortelha, adventure yourself to experience the surrounding historic villages. Make a hike or enjoy skiing (even in the summer) in the highest mountain of Portugal. You can also visit some of the nearby towns: Sabugal, Covilhã and Guarda. In case you turn towards South, come and see the Charming Monsaraz!







## A breathtaking village in Alentejo.

Monsaraz, a graceful medieval village that retains its former magic like few places in the world. Discovering Monsaraz is time travel and enjoying history in the present. And there is so much to see and feel in this charming time machine, right in the heart of the Alentejo!

## ACTIVITIES

*Milenary traditions, Alentejo pottery workshop, Star gaze.*

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## MONSARAZ



## TAILOR-MADE TIP



*Spend some time exploring the beautiful village of Monsaraz, then discover the golden plains of Alentejo. Find a village deeply connected to artisanal tapestry manufacture and visit an old equestrian school dedicated to the Lusitano horse. Closeby you can visit Évora, Estremoz or Beja. Continue your medieval journey to the North and visit Sortelha!*

WATCH THE VIDEO



### How to get here?



TRAIN FROM  
Lisbon + 2h 15min



CAR FROM  
Lisbon 185 km  
Porto 460 km



NEAREST AIRPORTS  
Lisbon 185 km  
Porto 460 km







## A gateway to the purest Nordic lakeland nature.

Visit this ancient charming village, situated in the middle of the archipelago of lake Saimaa, in between 2 National Parks. Experience it by seal watching, canoeing and hiking.

Do you want to try something new and special? Here you can do ice-hole fishing, cross-country skiing and tour skating.



## ORAVI

## ACTIVITIES

Finnish Sauna experience, Kayak-tour in nature reserve, Seal watching in Saimaa.

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## TAILOR-MADE TIP



Spend a couple of days in Oravi to experience the Nordic magic of this lake with lush green and rocky islets. Sign up for the day tours to see the local wildlife from a boat, canoe or a sleigh. If you would like to see more, visit Savonlinna or Punkaharju, both located in this same lake area. Another Charming delight Mathildedal awaits you in south of Finland, while bigger cities like Helsinki or St. Petersburg (RU) can be planned together with your Nordic trip.

WATCH THE VIDEO




### How to get here?

 **TRAIN FROM**  
Lappeenranta +  3h 30min

 **BUS FROM**  
Savonlinna 1h 25min

 **CAR FROM**  
Savonlinna 45 km  
Lappeenranta 190 km

 **NEAREST AIRPORTS**  
Savonlinna 45 km  
Lappeenranta 190 km  
Helsinki 370 km







## A happy village with the immense beauty of the Finnish nature.

Visit this cozy village where Teijo National Park meets with the freshwater Matilda Lake and the Baltic Sea. Experience its tranquility, harmony and rustic beauty with all your senses. Take some of its trails for hiking, knowing that after a hot Finnish sauna awaits you! Have a refreshing jump to the Baltic Sea, enjoy true mother nature!

## ACTIVITIES

*Finnish archipelago Fishing trip, Artesian tour, Mountain Bike adventure.*

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## MATHILDEDAL



## TAILOR-MADE TIP



Give yourself a couple of days of retreat surrounded by peaceful nature. Taste some of the local craft beers, ciders or handmade sweets. When you have fully recharged and wish to see some more in the neighbourhood you can head to Salo, Tammisaari, Fiskars village or in case you are craving for bigger cities visit Turku or Helsinki. If you fancy, visit our other hidden gem Oravi as well!

WATCH THE VIDEO



### How to get here?



TRAIN FROM  
Turku + 1h  
Helsinki + 1h 50min



BUS FROM  
Turku + 1h 30min  
Helsinki + 2h



CAR FROM  
Turku 80 km  
Helsinki 140 km



NEAREST AIRPORTS  
Turku 80 km  
Helsinki 140 km







**It's like a little Amsterdam,  
just way less crowded!**

This colourful and vibrant little town  
beats between canals and stepped  
gables: discover its eventful  
history, paddle through, or enjoy the  
romantic atmosphere on the water  
during a canal tour experience!

## ACTIVITIES

Canal tours or Paddling through the city,  
Hiking along the green dykes, Traditional  
Beach chair manufacture visit.

Contact us for special inquiries.

SEE ALL ACTIVITIES & MORE INFO



## FRIEDRICHSTADT



## TAILOR-MADE TIP



Explore Friedrichstadt at your own pace. You  
can spend here a day or two, in between take  
the opportunity to discover the nearby World  
Heritage Wadden Sea with its magnificent  
beaches, if the weather allows, try to bath in the  
North Sea or do some birdwatching. You might  
wish to combine it with another hidden gem like  
**Seiffen** by visiting along the way bigger cities  
like; Hamburg, Hanover, Berlin or Dresden.

WATCH  
THE VIDEO



### How to get here?



TRAIN FROM  
Hamburg 1h 40min  
Kiel 1h 35min



CAR FROM  
Hamburg 130 km



NEAREST AIRPORT  
Hamburg 130 km







**The world-famous toy-making village welcomes you with its rich and long-standing history!**

Make a cultural visit to its Baroque Mountain Church overlooking the picturesque surroundings of Seiffen in the heart of the Erzgebirge (Ore Mountain Range).

## ACTIVITIES

*Toy making workshop, Underground Historic Mine, Play in the Seiffen Adventure World.*

*Contact us for special inquiries.*

SEE ALL ACTIVITIES & MORE INFO



## SEIFFEN



## TAILOR-MADE TIP



*You can spend here a day or two and get a feeling of the local traditions, craftsmanship and passion for dealing with wood, directly from the local people. In the winter, it is strongly recommended to visit the magical Christmas market. After that, you might want to continue your journey to the North, to another Charming Village like **Friedrichstadt** by visiting along the way bigger cities like; Leipzig, Hamburg or Hanover.*

WATCH THE VIDEO



### How to get here?



**TRAIN/BUS FROM**  
Dresden 2h 15min  
Leipzig 3h 30min



**CAR FROM**  
Chemnitz 60km  
Dresden 70km  
Leipzig 140km



**NEAREST AIRPORTS**  
Dresden 70 km  
Leipzig 140 km  
Berlin 270 km







## A truly inspirational place with rich history, wild Nature and tasty food.

Come to visit the sites which inspired Giovanni Verga in Cunziria in Vizzini. Here you can have real culinary experiences by making & tasting the Sicilian typical specialties like ricotta, tuma or pecorino cheese. If you get thirsty you can pass by the town's traditional small distillery to make your own traditional "Sambuca", the most valued liqueur in Sicily!

## ACTIVITIES

*Sicilian evening at Agriturismo,  
Interactive Cheese workshop,  
Sicilian Pizza & Arancini Making class.*

*Contact us for special inquiries.*

SEE ALL ACTIVITIES & MORE INFO



## CUNZIRIA



## TAILOR-MADE TIP



*After you have learned how to make the amazing local food of Vizzini, met its happy people and wish to discover more, you will be surrounded by numerous great options on this beautiful island! You could visit smaller villages like Buccheri, Francofonte, Giarratana, Licodia Eubea or if you feel like seeing bigger cities, then head to Catania & Siracusa. All are highly recommended!*


WATCH  
THE VIDEO



### How to get here?

 **TRAIN FROM**  
Catania +  1h 10min

 **BUS FROM**  
Catania 2h

 **CAR FROM**  
Comiso 40 km  
Catania 65 km

 **NEAREST AIRPORTS**  
Comiso 40 km  
Catania 65 km  
Palermo 280 km







# GET IN TOUCH WITH US!

WE CAN HELP TO  
**TAILOR-MAKE THESE  
CHARMING EXPERIENCES**  
FOR YOU!

**Everything is ready made for you!** We have already prepared an appealing audio-visual kit with all photos, videos and promotional tools that you could need.

CONTACT US FOR MORE INFO!

*Visit our YouTube  
channel to discover  
more on our  
Charming Villages!*



*Download  
our APP!*



**charmingvillages.eu**







## ARE YOU INTERESTED IN **APPEARING ON OUR MAP OF CHARMING VILLAGES?**

These are some of the things **your Village can benefit from joining us:**

- Develop new products for national and international markets & be part of a European network of villages in numerous countries,
- Profit of the expertise of the CHARM in tourism products,
- Participate to the workshops and trainings in how to apply the common CHARM methodology,
- Apply new technologies such as VR/AR, benefit for the CCI-technologies,
- Appear in the project website, App, leaflets and at Travel exhibitions,
- Be included in the joint promotional plan for CHARM villages & be part of a cross-selling platform to market Europe as an integral destination for rural and cultural tourism,
- Get access to market intelligence report.

## ARE YOU WONDERING IF **YOUR VILLAGE COULD BECOME ONE OF THESE?**

We are assessing a village based on its physical appearance, the characteristics of the local community, the tourism & IT infrastructure, its cultural & natural assets, its accessibility, and its approach towards sustainability.

**Doesn't sound so complicated right?**

*Join the CHARM  
Network here!*



**GET IN TOUCH WITH US!**





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Discovering charming villages



Co-funded by the COSME programme  
of the European Union

CHARM HAS BEEN A **PROJECT CO-FINANCED BY THE COSME PROGRAMME OF THE EUROPEAN COMMISSION** THAT AIMED TO BOOST THE COMPETITIVENESS OF EUROPEAN TOURISM AND PROMOTE THE IMAGE OF EUROPE AS A GLOBAL TOURIST DESTINATION OF EXCELLENCE.

CHARM HAS IMPLEMENTED A **SMART STRATEGY** UNDER THE VISION OF **SUSTAINABLE TOURISM**.

The CHARM project aimed to take advantage of the growing trend of tourism in Europe by creating new flows towards rural or less touristic areas, to help decongesting areas and cities with high concentration of visitors and to preserve and promote the historical and traditional heritage of the villages and rural areas, as well as its architecture and landscape by creating innovative experiences thanks to the CCIs engagement.

The project has been implemented (2019-2021) by 7 partners coming from 6 different European countries namely two DMCs: **TUVI** (Spain) & **Travel4Experiences** (Portugal), furthermore **TGF** (Finland), **NECSTOUR** (Belgium), **SE IT** (Italy), **NIT** (Germany) with the leader being the **CTB** (Spain).

#### PARTNERS



Grant Agreement  
**832101**

[charmingvillages.eu](https://charmingvillages.eu)

For more  
information





# CHARM

*Discovering charming villages*