



Leading Quality Trails – Best of Europe REGION

Sustainable quality brand of international importance - awarded by the European Ramblers' Association

Requirements and content: The criteria for the quality region enable the objective assessment of a region's offer.

Five categories define the various aspects of an attractive hiking region. These are: ***trail network & visitor guiding, accommodation & hosts, service, tourist-office/ information, organization***

Objectives of the quality initiative

- Promotion of sustainable regional development
- Continuous regional quality process
- Strengthening cooperation between regional stakeholders
- Creation of an authentic hiking image
- Transparency of offers for hikers
- Marketing opportunity for tourist operators

Target group: It is aimed at tourism regions, nature reserves, walking groups/associations, local authorities, LEADER action groups and service providers who are working together to optimize the offer in a hiking region.

Period of validity: Limited to 3 years

Benefits of certification at a glance

Recognition: Awarded at international level with the only recognized theme- and target group-specific quality label for hiking destinations (according to the minimum criteria of the European Ramblers Association)

International perception: Certification raises the profile of the quality region both nationally and internationally.

Knowledge advantage: Thanks to the transfer of know-how in the form of training courses, your stakeholders in the region are equipped with useful knowledge and customized tools for analyzing and improving your hiking region.

Quality optimization: By applying the standardized and transparent criteria throughout Europe, you receive valuable support in the comprehensive and long-term quality optimization of your hiking region.

Competitive advantage: Use the logo and certification materials as a competitive advantage in the marketing of your region and present yourself to the public as the destination for the target group of hikers. Use this to increase your attractiveness and thus receive satisfied and enthusiastic guests.

Social media & passing on knowledge: The European Ramblers Association regularly posts information to its hiking-affine Facebook and Instagram followers and advises those interested in hiking about the quality seal.

Marketing: Benefit from the international marketing of the quality label in the press and public relations work of the European Ramblers Association:
<https://www.era-ewv-ferp.org/>

Exchange of ideas: In the network of certified quality regions, you are in regular dialogue with partner destinations. You learn and benefit from each other and work together to strengthen hiking throughout Europe.

First certified quality region in Europe

Why is certification as a Leading Quality Trails – Best of Europe REGION worthwhile?



Eislek: "The certification criteria are a helpful basis for optimizing hiking trails. The overall quality is improved and a coherent overall image of the hiking region is formed. The necessary uniform and error-free marking and signposting serves to provide safe orientation for all hikers and characterizes the image of the destination as an outstanding hiking region. The quality control by the European Ramblers' Association is an important tool in communication and helps guests to choose their hiking experience."