

BEST PRACTICES

“Nature Park Hiking Trail: Obstbrennerweg”

Institutional information

Yvonne Flesch

flesch@naturparkschwarzwald.de

Naturpark Schwarzwald Mitte/Nord

Naturpark Schwarzwald Mitte/Nord – Gemeinde Nordrach

www.naturparkschwarzwald.de

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Summary

Explain your case in one or two sentences

The “Obstbrennerweg” is a hiking trail in the municipality of Nordrach with a length of 20 kilometres. It leads past 15 farms or distilleries, where hikers can take a break and taste the in-house distillates and, of course, do some shopping.

Along the way, the guests receive various information about the distillery, distillery history as well as about old, regional straw fruit varieties in the form of information boards. During the year, there are also action days and the distilleries offer culinary highlights in addition to their own distilled spirits.

Background information: How was the situation previous to your actions?

In tourism, regionality and, in particular, regional products are increasingly being used for the marketing of a region. At the same time, guests are looking for authentic active experiences and culinary pleasure. The municipality of Nordrach has recognised this trend. The small community is home to a comparatively large number of distilleries that still exercise the distilling right in the traditional manner.

What were the needs you identified?

Nature park and tourism managers are still looking for possibilities to satisfy the trends / conditions described above.

What solution you found to cover those needs?

A touristic (hiking) offer should be combined with the unique selling proposition of the municipality (brandies and liqueurs made from local straw fruit) to create a new offer.

What actions did you take to reach the solution?

The municipality of Nordrach, together with the local agricultural enterprises, has designed and implemented the routing of the hiking trail. Information boards were placed along the way. A flyer was developed to market the newly created offer. The nature park has supported the implementation of the project by subsidies and advertises the offer.

If any, which partners or other organisations did you involve during the process?

The distilleries located along the hiking route and the local tourism managers are also involved in the project.

The municipality of Nordrach is also behind the project: it maintains the signposting on the hiking trail, the information boards along the way and advertises the offer.

Furthermore, the so-called Black Forest Guides, the landscape guides of the nature park, are also involved in the project: they offer guided hikes along the “Obstbrennerweg”.

What were the main problems or difficulties you had to face?

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What is the situation now, after your actions?

The “Obstbrennerweg” is visited by many hikers, the information boards along the way are well received. The farms and distilleries along the route can now also offer their products to hikers for tasting and sale and benefit from the increased added value.

Main lessons learned along the way?

The combination of a touristic offer with regional products works well.

Annex:

Obstbrennerweg01

Obstbrennerweg02

Obstbrennerweg03