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Good Practice 19: Route of Delights

SKIVRE Training Scheme



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Good Practice 19: Route of Delights

Route of Delights



Description

The Route of Delights is an alliance of businesses in the German Tauber-Franconia region from Aschaffenburg, along the Main via Miltenberg and Wertheim to Würzburg and along the Tauber up to Rothenburg ob der Tauber. The Route aims to showcase the variety, quality and particularities of the regional products including monastic products. The co-operating manufacturers are united by their love of crafts skills, as well as by the creation and processing of their products in harmony with nature and the environment. The 'Route of Delights' is a guide from TOURISMUS REGION WERTHEIM GmbH

Monasteries of the region are invited to become a partner in the Route that guides visitors to very different though highly attractive companies and institutions.

■ Why is this a good practice for monastic products?

The route is initially an offer for guests and locals alike, who are interested in quality and the unique products of the region. It follows the approach of an economic network that creates a benefit for all partners and generates value chains. Kloster Bronnbach is one of the Route's partners. The former Cistercian monastery uses the network to establish itself as an attractive tourist destination in the context of the Route and to offer monastic products along it. The integration into the network enables access to (new) customers for monastic products.

Pictures



Picture 1: The Route of Delights © <https://route-of-delights.com>



Picture 2: The Guide © <https://route-of-delights.com>



Source/link

This good practice available under the following link:

<https://route-of-delights.com/home.html> 7/

A catalogue in English is available:

<https://route-of-delights.com/order-delights-guide-1/order-delights-guide.html>

Country

Germany

Topic

SKIVRE Training Scheme	
	Module 1: Introduction Module
	Module 2: Marketing Strategies
	Module 3: Monastic Products
	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Channels
	Module 6: Social Media and Communication
X	Module 7: Value Adding Through Networks
	Module 8: Creating a Strong Brand
	Module 9: Financing Strategies
X	Module 10: Aspects of Sustainability



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<https://www.skivre.eu/>