



Taste it, enjoy it. it's olive oil.

24

MADRID, SPAIN
26-28 JUNE 2024

**Spanish National
Research Council (CSIC)**



Organiza:



Colaboradores institucionales:



CSIC
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS



ICEX

#alimentosdespaña

**EL PAÍS
MÁS RICO DEL
MUNDO**



INTERNATIONAL OLIVE COUNCIL



Imene Trabelsi Trigui
HEAD OF PROMOTION DEPARTMENT



Olive Oil World Congress
Madrid, June 26, 2024

Olive oil and tourism: Business diversification of the olive oil industry – Creation of added value through differentiation and Valorization



Presented by :

Pr. Imene Trabelsi Trigui
Head of Promotion Department, IOC

Full Professor in Marketing, PhD, Ecole Nationale d'Ingénieurs
des Travaux Agricoles (ENITA) CLERMONT FERRAND-FRANCE
Women in Olive Oil Assn. Executive Vice President
OLIVE OIL SOMMELIER—OLIVE OIL SCHOOL OF SPAIN-ESAO



Plan



Introduction



What is Olive Oil
Tourism?



Why Olive Oil Tourism
is important?



How to conduct a
successful OOT Project?



Conclusion





Introduction





■ Nowadays, climate crises, drought and water shortage, degradation of natural resources, largely affect the international market of olive oil, from both levels, the offer and the demand sides.

Prices are increasing continuously due to the increase of olive oil production costs (increase in energy, labor shortages, the rise in fertilizers,..)

This can negatively affect consumer behavior towards olive oil consumption and willingness to pay for high quality olive oils compared to other more affordable vegetable seed oils



A cross-cultural study on consumer preferences for olive oil

Polymeros Chrysochou^{a,*}, Antonios Tiganis^b, Imene Trabelsi Trigui^c, Klaus G. Grunert^{a,d}

^a MAPP Centre, Department of Management, Aarhus University, Denmark

^b Mediterranean Agronomic Institute of Chania, CIHEAM, Greece

^c Marketing Research Laboratory, Faculty of Economic Sciences and Management of Sfax, University of Sfax, Tunisia

^d School of Marketing and Communication, University of Vaasa, Finland

Table 3

Average individual Best-Worst scores of olive oil product attributes across countries and analysis of variance.

Product Attribute	Total		Denmark			France			Tunisia			US			F	p-value
	Score	Ratio ^a	Score ^{**}	Ratio	Rank	Score	Ratio	Rank	Score	Ratio	Rank	Score	Ratio	Rank		
Type (i.e., regular, extra virgin)	1.59	100.0	1.72 ^a	100.0	1	1.66 ^{a,b}	100.0	1	1.41 ^c	100.0	1	1.50 ^{b,c}	100.0	1	7.70	<0.001
Price	1.06	65.0	1.40 ^a	70.2	2	0.84 ^b	55.3	2	0.69 ^b	63.3	4	1.14 ^c	73.5	2	26.74	<0.001
Experience (I bought it before)	0.73	60.7	1.09 ^a	67.5	3	0.41 ^b	50.5	4	0.74 ^c	71.5	3	0.70 ^c	64.3	3	30.40	<0.001
Country of origin	0.16	42.0	-0.25 ^a	29.2	4	0.61 ^b	48.1	3	1.11 ^c	79.4	2	-0.40 ^a	34.3	5	138.19	<0.001
Brand name	-0.51	28.9	-1.30 ^a	14.8	6	-0.13 ^b	34.4	5	-0.54 ^c	32.2	5	-0.15 ^b	39.1	4	144.76	<0.001
Packaging	-1.35	16.2	-0.87 ^a	17.7	5	-1.68 ^b	12.7	6	-1.68 ^b	14.9	6	-1.30 ^c	18.8	6	70.16	<0.001
Attractive label	-1.67	13.7	-1.78 ^a	11.3	7	-1.70 ^a	12.5	7	-1.72 ^a	12.8	7	-1.49 ^b	17.4	7	9.94	<0.001

Notes: ^a "Ratio" refers to the standardized ratio scale (see Mueller Loose & Lockshin, 2013); ^{**} Subscripts indicate significant ($p < .05$) post hoc Tukey-b.

1. Consumers across all countries prioritize type, price, prior experience, and country of origin, while they don't consider packaging, label design, and brands to be of equal perceived importance

2. While a large proportion of consumers prioritizes price, this segment scores low in knowledge, involvement, and attitudinal beliefs. This allows producers to build on strategies that can positively impact such consumer responses (e.g., targeted educational campaigns, in-store tasting)

OLIVE OIL TOURISM



There is an urgent need to adopt more effective marketing strategies to mitigate climate change threats

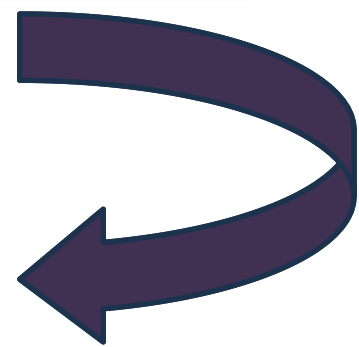
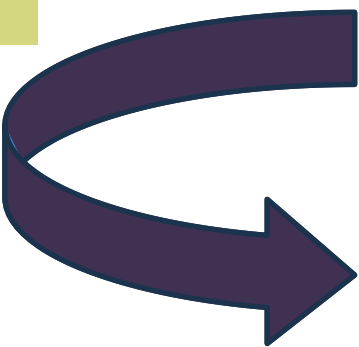


Promote the health and sustainable benefits of olive oil, disseminate more the culture of Olive Oil consumption which is in line with national preventive public health strategies.

Olive oil Tourism could largely offer to olive oil companies an excellent opportunity to promote their products through the whole olive oil value chain



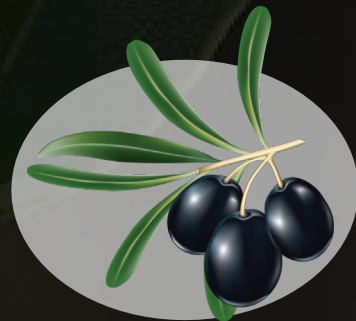
Allowing to advocate for the virtues and diversity of olive oil (sensory, health, culinary, cultural), connecting and educating consumers who will be able to go beyond the product, consider and embrace the olive oil experience.



Olive oil tourism could therefore promote sustainable practices, ensure territorial marketing and contribute to the overall well-being of local communities



Olive Oil Tourism



OLIVE OIL TOURISM

Olive oil tourism is defined as a type of tourism 'whose motivation is related with everything that has to do with olive oil and the resources associated with the olive grove such as the terrain, water, landscape, culture or climate, gastronomy, wellness, among others'



This entails converting the mill to a place that is no longer merely a factory but a unique space where visitors can enjoy a tourist experience.

Source: Ben Ismail Olive Farm (TUNISIA)

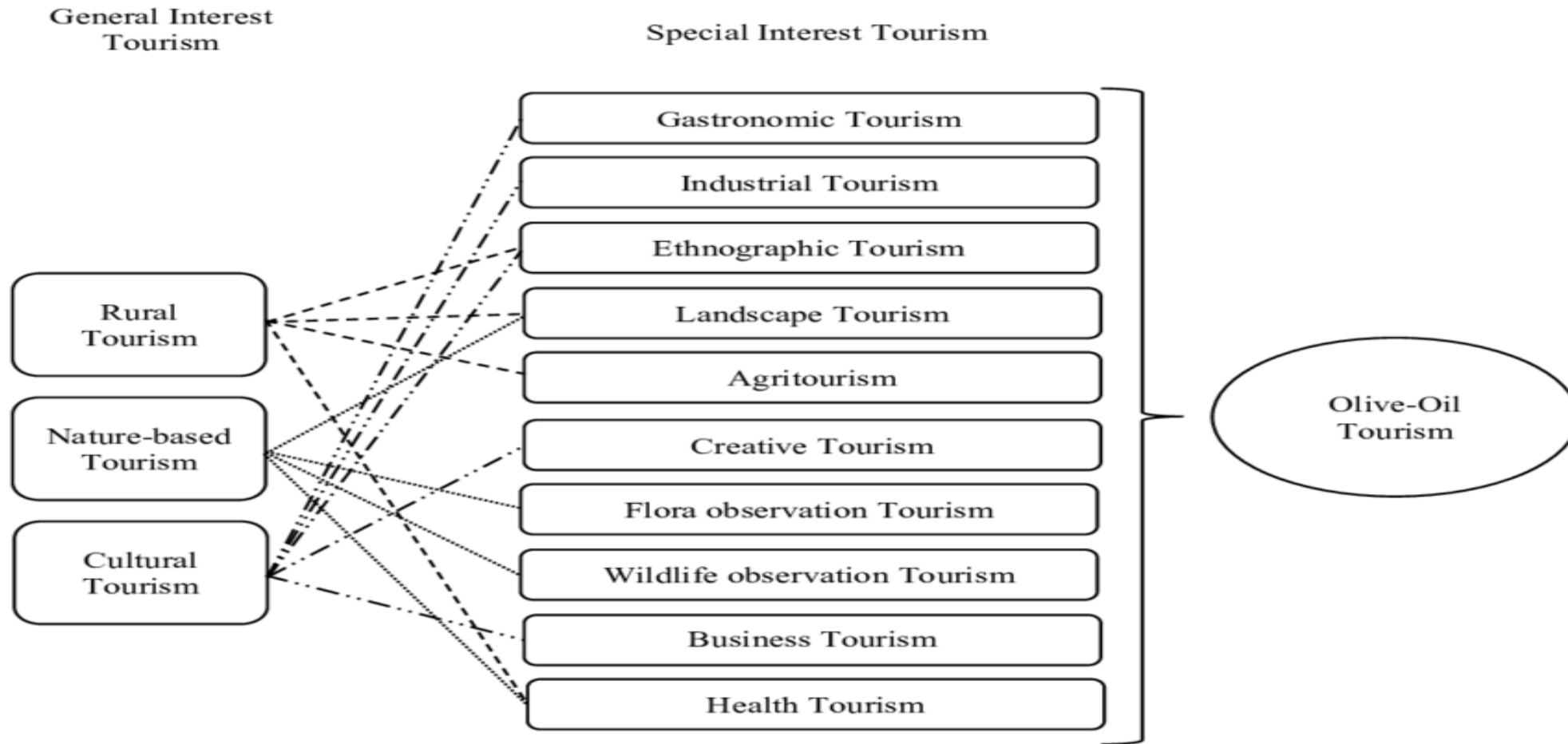


These spaces also serve as informative components, providing insights into the culture of olive oil, its health properties, and the cultural and social heritage of the environment where the activity is carried out.



At the same time, they encourage the tourist to become ambassadors for this product, as it satisfies their needs and wants and lives up to their expectations.

Types of tourism that shape olive-oil tourism



Pulido-Fernández, J.I., Casado-Montilla, J., y Carrillo-Hidalgo, I. (2019) Introducing olive-oil tourism as a special interest tourism. Heliyon, 5(12).

Examples of IOC Awarded Grants -OOT



ACOM-GREECE

4. Workshop for the promotion of health and cultural value of olive oil through olive tourism

The workshop took place in the conference hall of the "Ioulianos Tsirakios" Institution, on the 18th of November 2022.

The program included the following topics:

- Presentations on the quality, health and cultural value of olive oil Presentation about Good practices in olive oil mills
- Lecture for the significance of "Olive oil tourism", specifically: "Olive tourism as a new form of alternative tourism in Crete" by Dr. Nikos Michelakis
- Lectures on the historical and cultural value of the Olive and the health and taste value of olive oil, specifically: "Diet in Prehistoric and Minoan Crete" by the Archaeologist Anaya Sarpakis
- Speeches by experts who have experience in olive oil tourism
- Book presentation "Oil & olive oil in Painting and literature", by the Philologist Angela Malmou
- Awarding olive mills, olive oil museums and hotels distinguished for innovative actions in olive tourism
- Providing participants with informational material including books & brochures
- Overall, the event was attended by over 150 people.



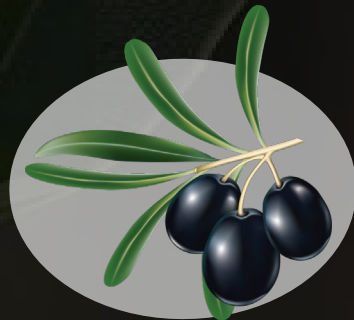
Tasting olive oil delicacies in the Botanical Park in Chania



Visit in the Olive & oil Museum



**Why Olive Oil Tourism
is important?**



The demand by consumers for value added food products has remarkably increased instead of for greater quantities of food.

Promoting sustainability, supporting local farmers and small producers and ensuring traceability.

Promoting the culture of EVOO , increase consumers awareness about its benefits, help them understand the rigorous process of production and make them more passionate about Olive Oil.

Educating about how can we produce high quality OO properly, with health claim and longer shelf life by respecting rigorous practices along the whole production value chain, achieving IOC standards.

Promoting the brand image of the product and the destination.



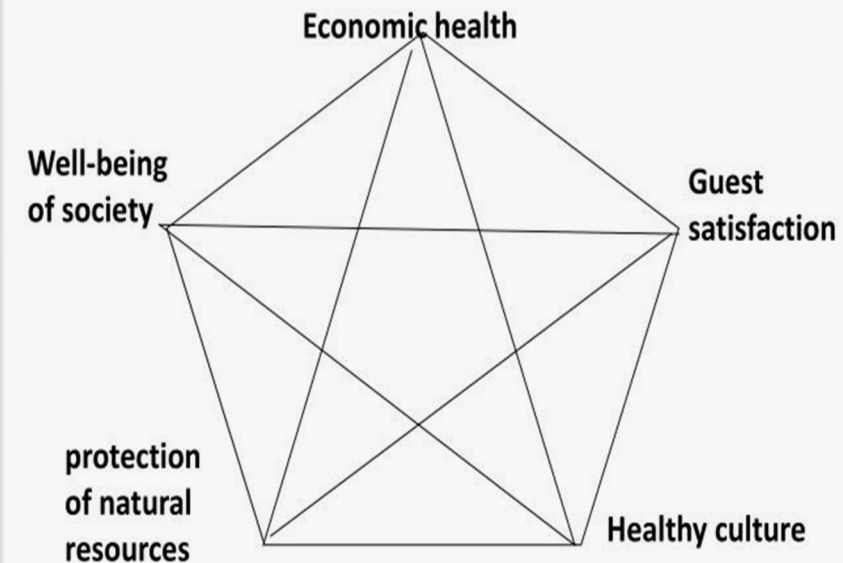
IOC AWARDED GRANT: PROMOLIVE FRANCE



OLIVE OIL TOURISM: SUSTAINABLE TOURISM, SOCIETY WELL-BEING & ECONOMIC GROWTH



OOT can include multiple cultural and economic activities related to nature, local heritage, the environment, culture, and the traditions of the territory in order to contribute to the economic, environmental, and sociocultural sustainability of the region.



Balanced priorities in sustainable tourism

Source: Pato ML. A Decade of Olive Oil Tourism: A Bibliometric Survey. *Sustainability*. 2024; 16(4):1665.
<https://doi.org/10.3390/su16041665>

Culinary and cultural values of OOT



Source: Ben Ismail-Triomphe Thuccabor Olive Farm -TUNISIA

TARGET MARKET

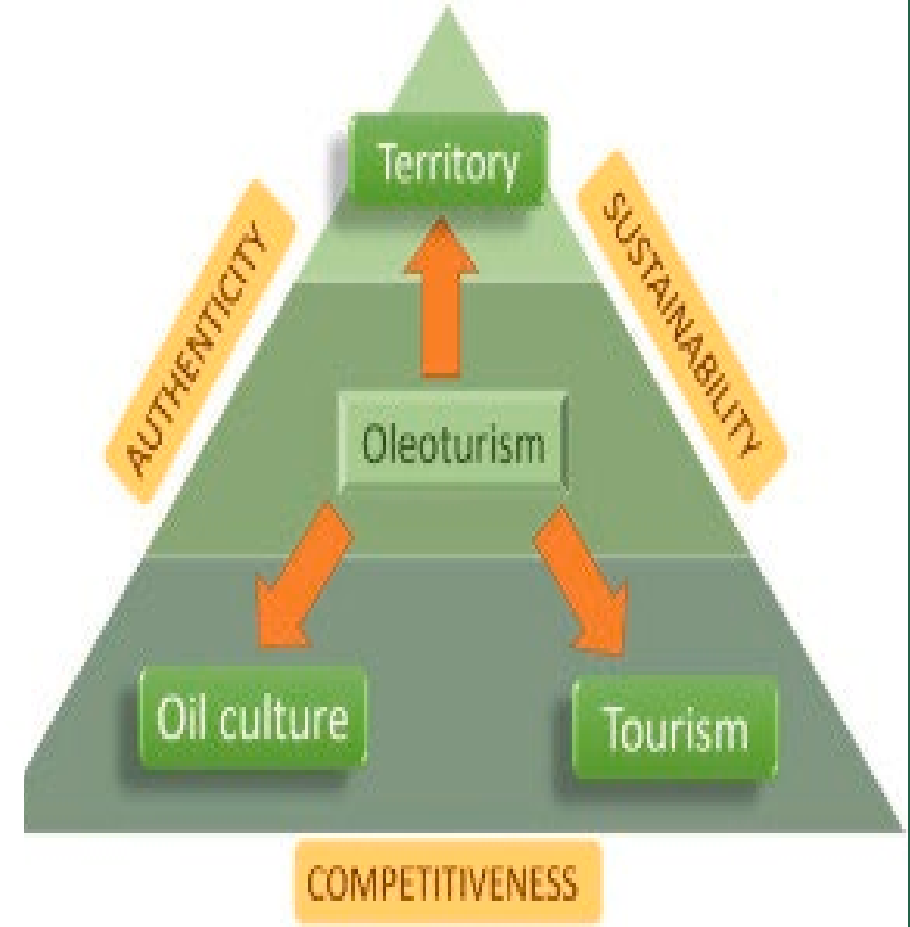


- The direct focus of the OOT project is not only final consumers but also intermediary operators who educate the final consumer:

- Restaurant managers and Ho.Re.Ca staff, importers, distributors, customer managers in gourmet stores, chefs and trainee chefs, doctors, nutritionists...

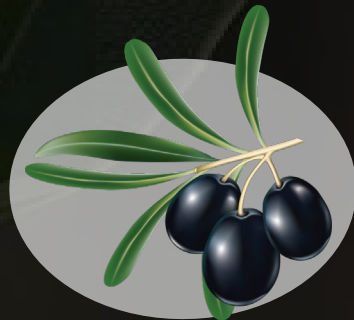


- New ambassadors of the brand.
- Transfer their knowledge.
- Explain to the people they meet, the importance of the positive nutritional characteristics, the careful selection, use and conservation of the product in question.





**How to conduct a
successful Olive Oil Tourism
Project?**



How to conduct a successful Olive Oil Tourism Project?

- Adopt an effective Marketing strategy based on differentiation and valorisation
- Adopt a long term Customer Relationship management strategy based on communication, satisfaction and fidelization





I. Adopt an effective **Marketing strategy** based on differentiation and valorisation



What is Marketing?



What is Marketing?



Marketing is “the science and art of exploring, creating, and delivering value to satisfy the needs of a target **market** at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified **market** and the profit potential” Philippe Kotler
This definition highlights 3 features of Marketing:



Market Studies

- ❖ Market Research, customers prospection, consumer behavior studies
- ❖ Monitoring of competitive positions (panels, consumer surveys...)
- ❖ Control of the effectiveness of marketing actions (Marketing Data Analytics, KPIs..)

Strategic Marketing

- ❖ Choice of markets, segments or targets
- ❖ Determination of the positioning and policy of brand
- ❖ Design of the product and accompanying services
- ❖ CRM

Operational marketing

- ❖ 4 P: Product, Price, Promotion , Place



- 
- HOW olive oil tourism Project could be a success?



Differentiation

Innovative Marketing strategies for Olive Oil Tourism Project



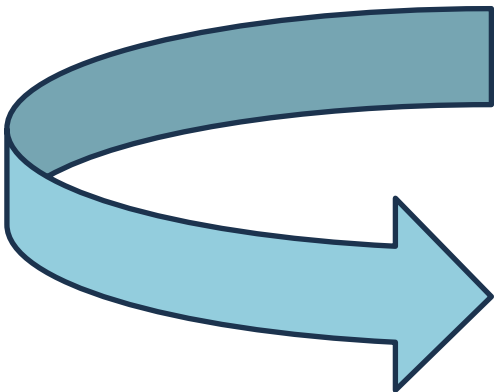
- Creative marketing strategies are essential to be differentiated from the competitors:
 - High emotional connection/telling a story that resonates with your audience.
 - Effective storytelling with compelling narratives around the historical, cultural and all what is related to the authenticity of the production method.
 - Engaging visually appealing content (Social Media platforms/traditional advertising channels)

Elevate the brand- Enhance recall and making it more memorable and desirable.

Plays a crucial role in capturing the attention of potential customers-Interest & Loyalty

EDUACATE WELL!

- Olive Oil Tourism is likely to offer the best opportunity for training and education since customers could learn all the requirements for producing high quality olive oil through the whole production value chain, from the grove to the plate.
- Other associated activities related to history, culture, arts, gastronomy and wellness could add a greater value to the tourist's experience.



When the consumer is well informed and asks for quality, this will bring the change in all the chain behind olive oil production and supply.

The essential role of EDUCATION



Consumer education is essential to be aware that virgin olive oil is NOT a refinery or industrial product, where we artificially create a fat.

It is a NATURAL product,
and its price will be
naturally affected by the
evolution and climatic state
as well as the uncertainties
of agriculture.



The increase that has
occurred is insignificant
compared to the benefits it
will bring to a healthy and
balanced diet.

**Adopting a preventive public health strategy by consuming healthy food products (Olive Oil: a Functional Food product) is more effective than curative public health strategy
(less health expenditure, improvement of well-being&quality of life, self care....)**

World intangible CULTURAL Heritage



Mediterranean Diet



ADAPTING EDUCATIONAL TOOLS



- **Market positioning requires to convey to the target market a clear message based on emotional cues** (cultural and historical factors of the product) **and Rational cues** highlighting the superiority of the destination/brand and differentiation from competitors in terms of its quality, authenticity, traceability, sustainability, healthiness, uniqueness,....
- Consumers must be trained **from a young age** about the health benefits and the gustatory pleasure that a unique product like EVOO offers.
- **Children are the consumers or/and the olive oil professionals of the future.** If we want to put the foundation for a better olive oil sector we should start by training them early when they are still at school.

Adapting methods for OO children education



Olive Oil
world
Congress

<https://drive.google.com/file/d/11sNIXW-qLKrPdGg5YM1B4b2gfK0F0U3Q/view>



Source: La Molienda de Riogordo OOT festival, 2024

OOT FOR KIDS



CEPAAL
Centro de Estudos e
Promoção do Azeite do Alentejo



Visits to Olive Groves and Olive Mills



IOC AWARDED
GRANT
CEPAAL
PORTUGAL

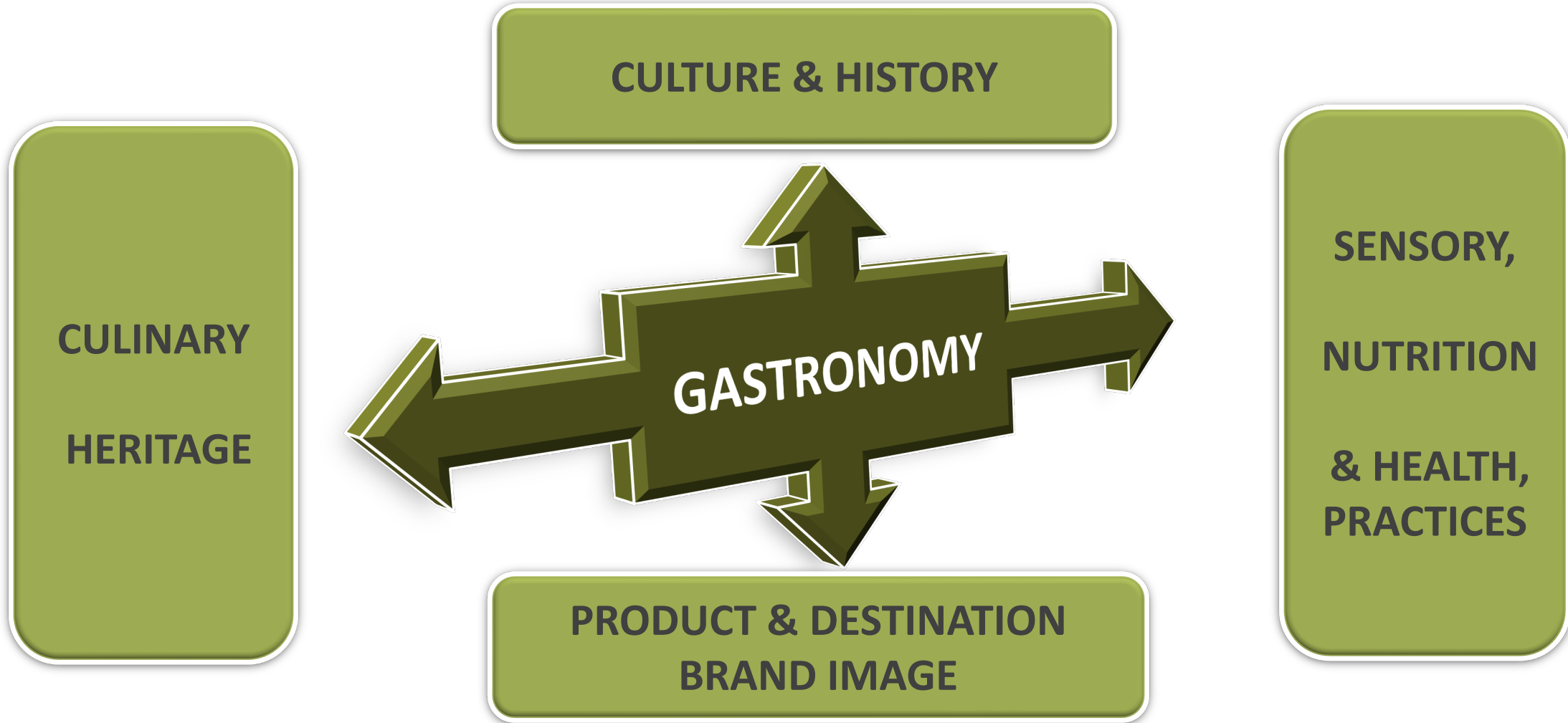
In this activity, which took place from the week of December 11th to 15th, we involved classes from schools in Sobral da Adiça, Santo Amador and Reguengos de Monsaraz. We had the opportunity to visit a traditional olive grove, owned by a local producer, a olive mill, in Sobral da Adiça, and the olive mill from Esporão.



GASTRONOMY & OOT PROMOTION

Values associated to Gastronomic Tourism

- Gastronomy tourism is a way for a destination to prosper by showcasing their local cuisine cultures and local products and contribute to the destination's brand image.



Cultural & Historical Values of OOT



Olive Oil
world
Congress
Taste it, enjoy it, it's olive oil



Source: La Molienda de Riogordo OOT festival, 2024



Gastronomy is a fun, tasteful and enjoyable way to explore the various nuances of olive oil's aromas and flavors and the countless ways to pair it with food in order to create memorable dishes.



We should teach people that Extra Virgin Olive Oil is the healthiest fat on earth, it is the best condiment for their food, and that every variety has a unique bouquet of aromas which is extremely interesting



Food has become a vital engine not only for increasing a destination's attractiveness but also to add value to the place and provide economic benefits.



The gastronomy of olive oil can offer unforgettable experiences capable to impact positively consumer food habits.





- HOW olive oil tourism Project could be a success?



COMMUNICATION





I. Adopt an effective **CRM strategy** based on satisfaction and fidelization



HOW

A Good communication for a better satisfaction & Fidelization



Story and quality: Share the story behind our olive oil, highlighting the tradition and quality of the ingredients used. This helps to establish an emotional connection with customers and highlight the authenticity of the product.

Live demonstrations: Organize live demonstrations, such as oil tastings or cooking workshops, to show customers how to use our olive oil in different recipes and the advantages of its flavor.

Collaborations with local chefs: Collaborate with local chefs to create exclusive recipes with our product. This can increase the visibility of the product and demonstrate its versatility in the kitchen.

Social networks: Use social networks to promote our olive oil, sharing recipes, pictures, visits, and testimonials from satisfied customers. This can increase exposure and make our product more interesting to the public.

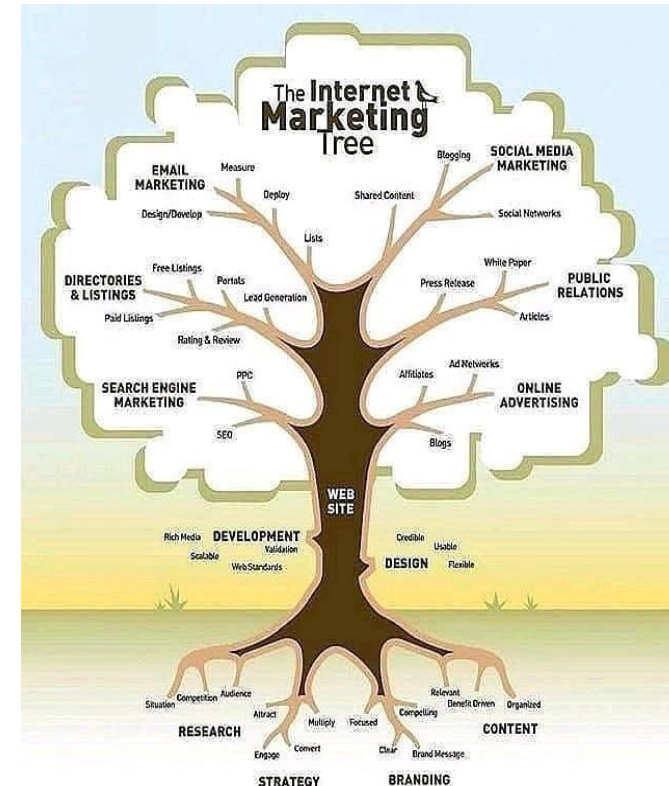
Effective Communication through Social Networks, Web sites and Digital Marketing Tools

Olive producers and businesses should adopt an effective digital marketing strategy: **Word of mouth** referrals and on-line reviews, encourage olive oil tourists to visit and explore the landscape.

Farm visits should be Good in quality, exiting and interesting.

Emphasize on sustainable and ethical production practices, such as using local ingredients, recycling packaging or minimizing waste. **This can attract customers concerns about the environment and social responsibility.**

Implement a loyalty program to reward frequent customers with discounts, gifts or exclusive promotions. ➡ **This Will build customer loyalty and encourage repeat purchases.**



Customer Relationship Management

- **Be in touch with our target audience** and ask for their opinion about the brand. by posting **brief questionnaires**, about the brand and its identity, on social media and other online networks that we use.
- **Collect and analyze the quantitative data from our online tools.** We can count followers, friend requests (accepted or requested), likes, shares, website quests and received questions.
- **KPIs to measure the OOT project performance (Customer acquisition cost, conversion rate, customer life time value...)**
- **Analyzing product sales data** can reveal if the communication plan was successful or not.



Source: La Molienda de Riogordo
OOT festival, 2024

Fidelization through on-line programs



- Attracting traffic and transforming it into value is one thing, being able to repeat that value over time is quite another; this is the art of loyalty building.
- User satisfaction is a decisive driver of loyalty, and helps to reduce the churn rate, i.e. the percentage of users lost over a given period.
- **Keeping a customer costs five to ten times less than winning a new one"! This statement, which has become a veritable marketing adage**



It is essential to try to maximize the value created at the time of acquisition throughout the period of activity



Source: QVEXTRA! INTERNATIONAL ASSOCIATION



- HOW olive oil tourism Project could be a success?



Valorisation





PROMOTING SUSTAINABLE PRACTICES IN OLIVE OIL SECTOR

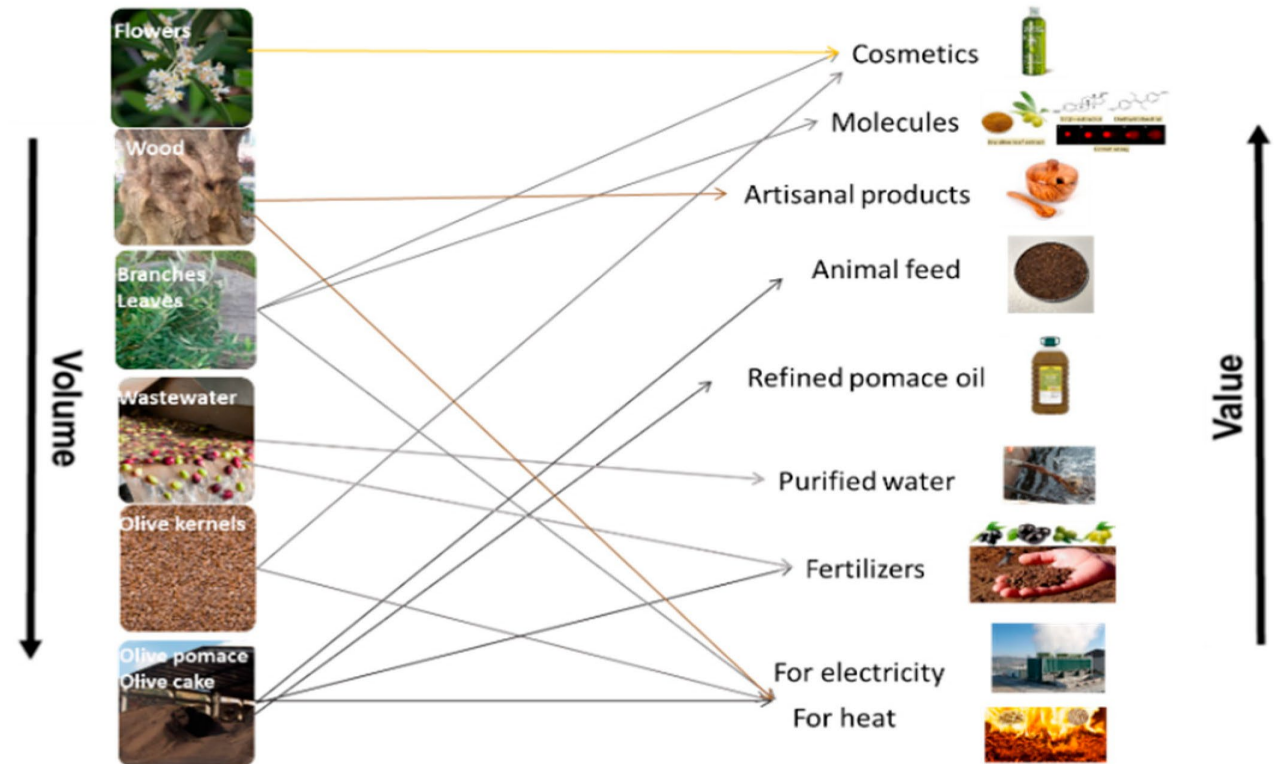
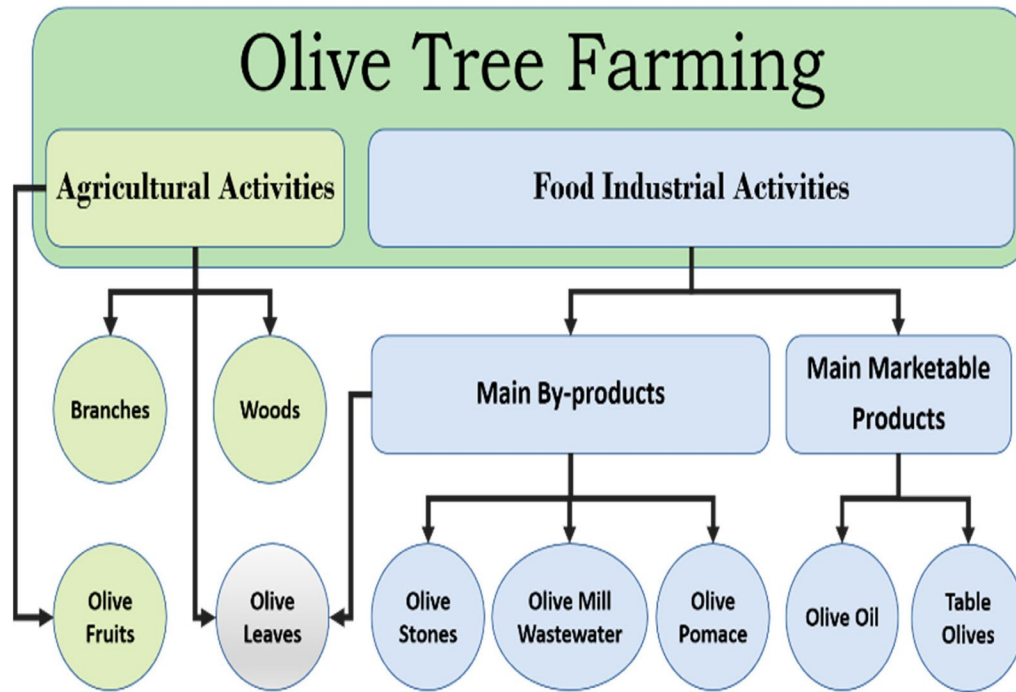
- CIRCULAR ECONOMY

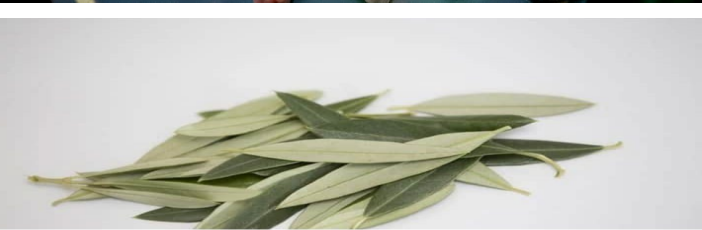
3R principles: reusing materials, avoiding and recycling wastes, reducing energy

www.internationaloliveoil.org

Offering to OO Tourists Valorized Olive Oil by products

- Olive tree cultivation and the olive oil industry involve different processes, such as cutting branches and wood from pruning, and leave removal, olive washing, grinding, beating, and separation of the oil from extraction. The production of olive oil thus generates different wastes (wood, branches, leaves) and by-products (olive pomace, olive mill wastewater, olive stones)





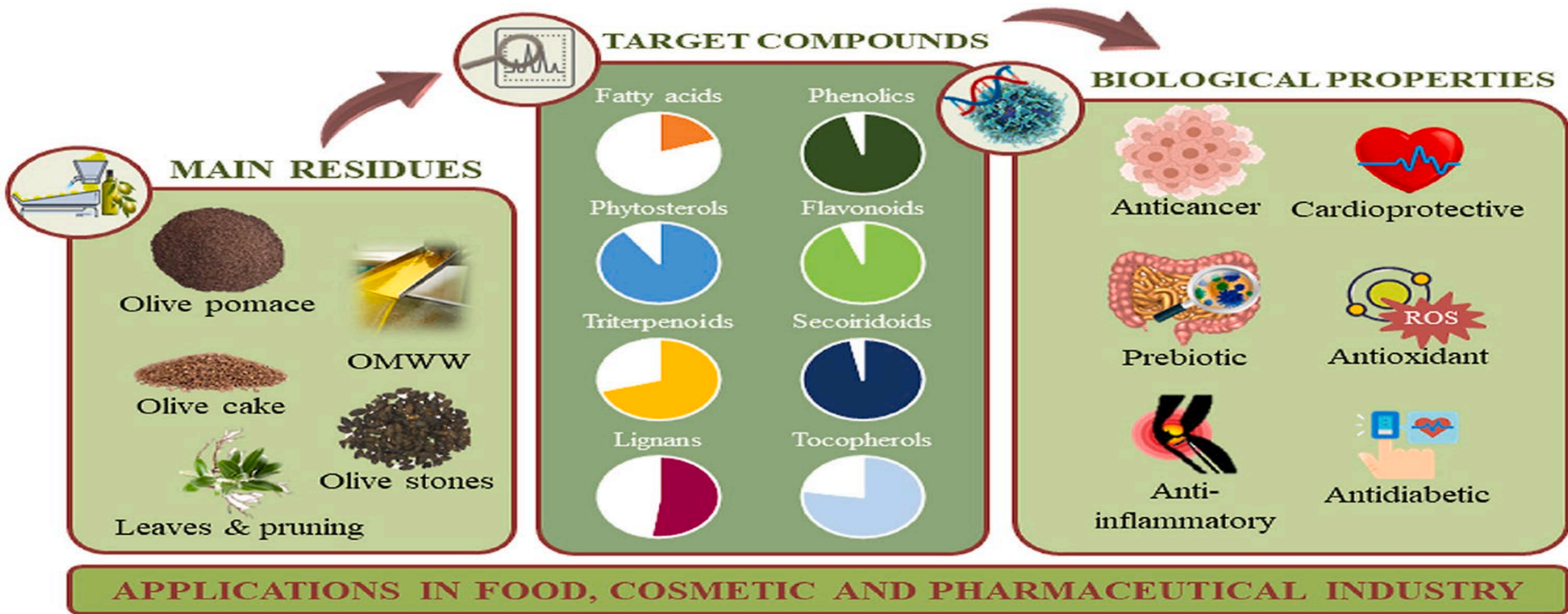
Production of Olive Leaf Tea



Charcoal from Olive Pips | Ma



Olive oil by-products are an opportunity for valorization approaches for the obtaining of target compounds and their related biological properties and their mechanisms of action.



Source: Otero et al., (2021). Applications of by-products from the olive oil processing: Revalorization strategies based on target molecules and green extraction technologies. *Trends in Food Science & Technology*, Volume 116. 2021. Pages 1084-1104

INNOVATION & CREATIVITY FOR MORE PROXIMITY & ENGAGEMENT

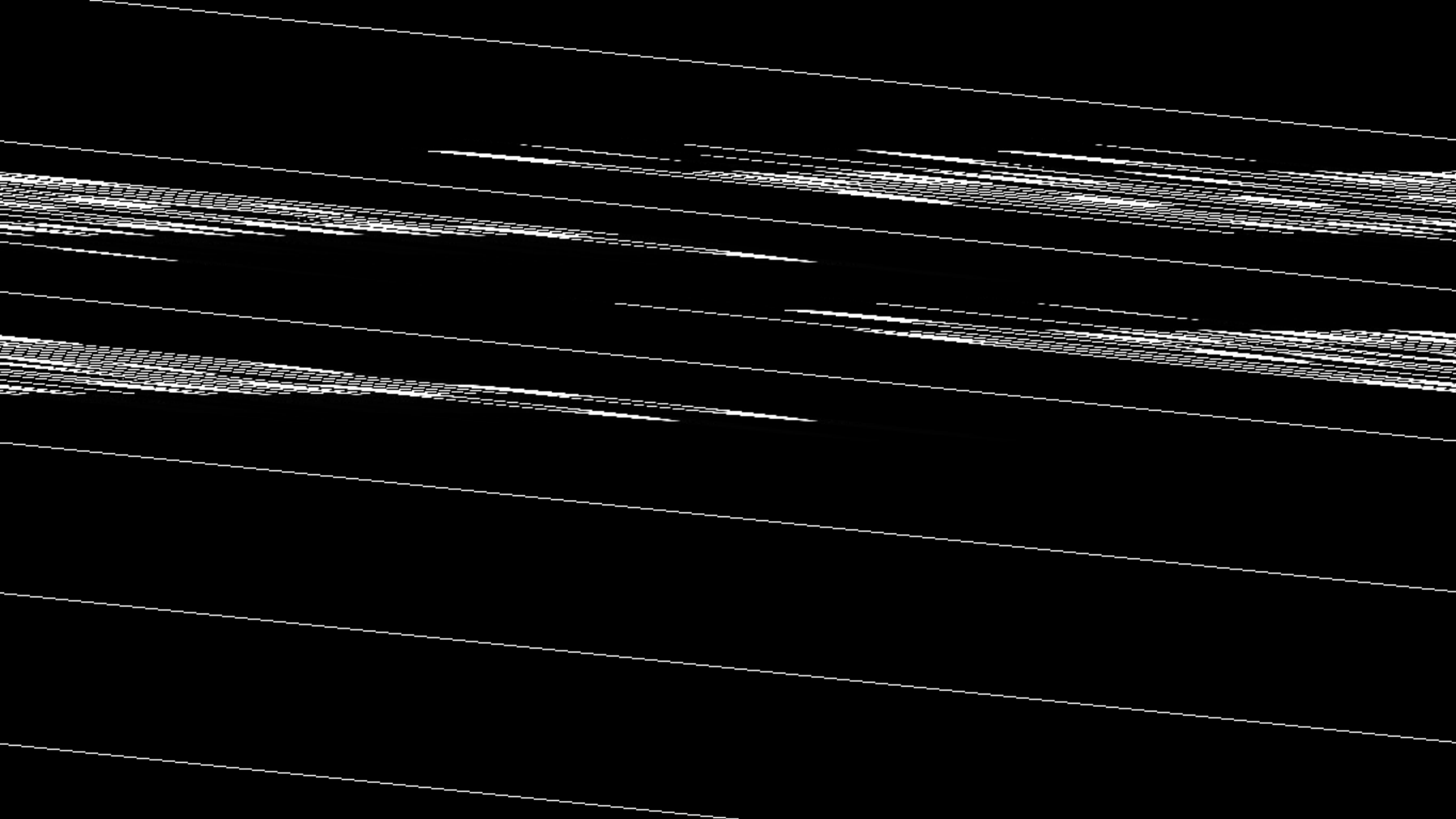


- • Organising competitions (painting, arts, writing, cooking, sports.....) targeting kids/teenagers/women... dealing with all the olive oil production value chain
- Possibility of selecting an olive tree and care about it all the year, participating in its harvesting, olive oil extraction, bottling....



One to one Marketing: Mass customisation strategy

Ex: Offering personalized Packaging to tourists through co-creation design platforms (with written names on the bottles and QR codes for visualisation of all the story/VR-AR)



Exploring Olive Oil Versatility for Medical Tourism and Wellness



- Extra virgin olive oil has been used for the skin for centuries;
- The ladies of ancient civilizations mixed olive oil with essential oils making balms for their face and hair and it was used as massage oil in Andalusian, Carthaginian and Roman baths.
- Extra virgin olive oil is known to have anti-inflammatory, antibacterial, and anti-aging properties because it is packed with antioxidants and vitamins. It also hydrates the skin by building the skin's moisture barrier to prevent loss of moisture.



Olive Oil contributing to wellness, mental and physical health



- Highlighting the untapped potential of **olive oil** beyond its culinary uses, its significance occurs also in the **wellness industry**. **Olive oil's and its by-products** myriad **health benefits**, ranging from **skincare to medical treatments**, make it a valuable asset in the pursuit of holistic well-being. By bridging the gap between **olive oil** and **wellness tourism**, we can create diversified markets that cater to the needs of health-conscious consumers seeking authenticity and quality.
- Let's embrace the holistic potential of **olive oil** and explore its role in **promoting health, wellness, and beauty**. Together, we can unlock new opportunities for collaboration and innovation in the fields of **olive oil** and **health tourism**



Conclusion



- OOT creates a second tourist season in winter, during the olive harvest, once traditional beach tourists have all returned home.
- It is necessary to establish small hotels and guesthouses in the rural interior of the country.
- Olive oil tourism therefore presents a significant opportunity to diversify the country tourism offering while bringing sustainable development to rural communities.
- The involvement and collaboration of various stakeholders is essential (hotels/travel agencies & tours operators, public administration,...).
- OOT contributes significantly to the employment creation and the whole economic growth of the destination and the country.
- It is important to create and deliver perceptible values to tourists, INNOVATION, CREATIVITY & PROXIMITY are key factors for success!

References



- www.internationaloliveoil.org
- www.fao.org
- **Trabelsi Trigui, I., et al. (2022)**, A cross-cultural study on consumer preferences for olive oil, *Food Quality and Preference* Volume 97, April.
- **Trabelsi Trigui, I., Abdelmoula, M. (2019)**, The Effect of Packaging Size on Purchase Intention: The Case of Tunisian Olive Oil in the USA Market, *International Journal of Business and Economics Research*, Vol. 8, No. 5, pp. 307-311
- **Karoui, M. et Trabelsi Trigui, I. (2019)**. Smart packaging: Consumer's perception and diagnostic of traceability information, 4th Conference of ICDEc, 3-5 May, Beirut, Lebanon
- **Ammar O., Trabelsi Trigui, I. (2017)**, "Consumer engagement in packaging co- design: A research model proposal", **CMC Conference** 2-4 Mai, Saragosse, Spain
- **Trabelsi Trigui, I., Giraud G., (2012)**, Brand Proneness Versus Experiential Effect? Explaining Consumer Preferences Towards Labeled Food Products, *Journal of Global Scholars of Marketing Science*, **Volume 22, Issue 2**
- **Pato ML. (2024)**, A Decade of Olive Oil Tourism: A Bibliometric Survey, *Sustainability*. 2024; 16(4):1665. <https://doi.org/10.3390/su16041665>
- **Pulido-Fernández, J.I., Casado-Montilla, J., y Carrillo-Hidalgo, I. (2019)** Introducing olive-oil tourism as a special interest tourism. *Heliyon*, 5(12).
- **Radic, I. & Donner, M. (2021)**, Innovative Circular Business Models in the Olive Oil Sector for sustainable Mediterranean Agrifood Systems, *Sustainability*, 13 (5), 2588
- **Otero et al., (2021)**. Applications of by-products from the olive oil processing: Revalorization strategies based on target molecules and green extraction technologies. *Trends in Food Science & Technology*, Volume 116. 2021. Pages 1084-1104
- **FaceOil Project (University of Sfax-Aarhus University-Denmark)**
- **La Molienda de Riogordo Olive Oil Tourism Festival, 2024**



*Taste it, enjoy it.
it's olive oil.*

**Olive oil is good for your
health and for the planet!**

Thank you!

Imene Trabelsi Trigui
Head of Promotion Department

E-mail: i.trabelsi@internationaloliveoil.org

