

**Interreg  
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**SMEOrigin**

# Best Practice: Pöllauer hiking day around the “Hirschbirne”

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# SMEOrigin

## SMEs & European Original Geographical Indications Original Products for interregional geographical network

- 01.03.2023 – 31.05.2027
- 7 Partners
- Austria, Bulgaria, Poland, Finland, Greece, Spain and France
- LP: SFG
- SMEOrigin improves regional development policies and funding programs to increase the **competitiveness of food SMEs** specialized in geographical indication (GI) products.
- The project focus on strengthening the **value chain**, supporting and promoting the **digital transformation**, reviewing and improving **product labelling**, while considering sustainable development.



# Hiking around the Pöllauer Pear

## Overview

- Traditional **hiking day**
- Take place **every year** (Austrian bank holiday)
- It is a **tourist activity + cultural event**
- The focus is on the “ **Pöllauer Hirschbirne**”
- The aim is to **promote the region** where the special pear grows
- Good example for using an **Event as marketing tool**
- The focus is on **revitalizing rural areas** in order to **reduce migration** from small communities and preserve **local culture and tradition**

- ▶ **Event organizer: “Werbekreis Pöllau Tal”**
- ▶ **Location: Pöllau**
- ▶ **Next date: 26.10.2024**



# Hiking around the Pöllauer Pear

## Facts

- The **Pöllauer Valley advertising association** and the **Styrian Tourist Board** organize the annual **hiking day**
- The event has **established itself** as a **brand** and attracted well-known sponsors
- The region attracts attention
- There are **different** hiking routes
- The event is very **family-friendly**
- **Free entry**
- In addition to the hike, there is **an exciting program** (musical performance, a tombolo and much more)

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**WANDERTAG**

RUND UM DIE PÖLLAUER HIRSCHBIRNE

**26. OKTOBER 2023**

ab 08:30 Uhr: HI. Messe, Pfarrkirche Pöllau

ab 09:15 Uhr: **TREFFEN & STÄRKEN, Schloss Pöllau**  
START mit ORF-Moderator PAUL PRÄTTES  
KURZE STRECKE 6,6 km | LANGE STRECKE 10,4 km

ab 11:00 Uhr: **Großes Abschlussfest** im Schlosspark Pöllau  
**KONZERT „DIE EDLSEER“**  
HAGL-MUSI  
HIRSCHBIRN-MUSI

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Veranstalter: Werbekreis Pöllauer Tal • Infos im Tourismusbüro: 03335/4210 • [www.oststeiermark.com](http://www.oststeiermark.com)

Oststeiermark Puntigamer GRAWE E

Der Veranstalter und von ihm Beauftragte entstehen während der Veranstaltung Videos und Bildaufnahmen. Diese werden für die eigene Nutzung durch den Veranstalter sowie Werbemaßnahmen verwendet.

# Hiking around the Pöllauer Pear

## Evidence of success

- Years of realization
- Event **grows** every year
- Increasing number of participants
- Positive feedback all over Austria
- The event also has a positive **economic impact** (local businesses and tourism)
- The event receives a lot of **media** attention, which has a positive effect on sponsors





# Hiking around the Pöllauer Pear

## Resources needed

- Support from **sponsors**
- Regional support
- **Volunteer** helpers
- Free access, money comes from tombola tickets and the sale of foods and drinks

## Goals

- Making new people aware of the region
- Bringing people closer to the cultural and culinary food heritage
- Promoting **tourism**
- Strengthen the **local economy**



# Hiking around the Pöllauer Pear

## Potential for learning

- Hiking together often promotes a sense of **community** and togetherness
- Bringing the **local community** together
- Meeting new people, experience teamwork and share common interests
- Hiking has a positive effect on the body
- **Environmental awareness** and spotlight on nature as well as regions **cultural heritage**
- Learn about local traditions, customs and the history of the region in a great setting
- Discover and enjoy **regional specialties**
- Closer **cooperation** between local producers and tourism



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# Thank you!



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