



What is the story to tell?

Connection with nature, local people, landscape, cultures, stories, self...

Share our special places, "the real life"

Receive visitors as friends: "We are opening the doors of our homes", places and certain "secrets"

Make the visitor feel special - make them feel part of something, family, friends

Share the Journey: See the landscape as a narrative, that can be visited, seen in "chapters", return visits - the diversity tells a story -> connection