



STAY

Newsletter 6

This is the SIXTH newsletter of the STAY project, where you will be able to:



Get to know our success stories from agrotourism farms located in the Czech Republic and Italy



Join us at our European Conference!



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The STAY project continues to present its results ahead of the European Conference, which will take place at the end of October in Brussels. You will get a sneak peek at what is coming up in this issue.

In this newsletter, we showcase the last case studies, our successful agrotourism stories from the Czech Republic and Italy. Do you want to hear more? STAY with us!



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Case studies from Italy

Podere la Villetta



Podere La Villetta is an agrotourism project created by young farmer Cristina Salvadori, who turned her passion for farming into a profession while keeping her work connected to the wider world and local community. Nestled in the heart of the Val di Chiana, the farmhouse lies in a fertile area known for its cereal and fruit production, as well as its renowned Chianina cattle and Val di Chiana aglione garlic. Its location is ideal, close to the medieval village of Lucignano and within easy reach of major cities such as Arezzo, Florence and Rome via the A1 motorway.



The farmhouse is a traditional Tuscan building offering 12 beds across six rooms, each named after a woman from the Salvadori family, who still own the property. The agrotourism venture was initiated by the women of the family, with Cristina at the forefront.

Read the case study in full [here](#).



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Case studies from Italy

La Ginestra



Bio Agriturismo La Ginestra is located in the scenic Chianti hills, one of the most beautiful areas of Tuscany. The farm originated as an agricultural cooperative with the mission of reclaiming abandoned land following the depopulation of the countryside in the 1960s. From the start, it practised natural and sustainable farming, cultivating without chemicals long before these methods became widely known. This commitment to natural agriculture has shaped the character of the farm and remains central to its activities today.



Since 1993, agritourism has been part of the farm's offerings, complementing its diverse agricultural operations. The farm produces a wide range of goods including livestock, wine, cereals and honey, creating a rich and varied environment where visitors can experience the full scope of its agricultural life.

Read the case study in full [here](#).



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Case studies from Italy

Tenute di Paganico



Tenute di Paganico Società Agricola is a large farm situated in the hinterland of Grosseto in Tuscany. The agrotourism is closely linked to its agricultural activities, which include the cultivation of cereals, vines and olive trees, as well as the production of wine and extra virgin olive oil. Livestock farming is also important, with semi-wild breeding of native cattle and pigs.

What sets Tenute di Paganico apart is its ability to combine productive farming with agrotourism, enhancing the local territory while keeping agriculture at the heart of the business. The farm is actively involved in scientific projects with universities and research organisations.



Read the case study in full [here](#).



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Case studies from the Czech Republic

Pension U Sebastiana



Pension U Sebastiana is an agrotourism farm located in the foothills of the Sumava Mountains, combining agricultural production with hosting activities. Founded in 1992, it began operating agrotourism in 1996 and offers accommodation for 27 guests in four apartments, with the option to rent the whole building. The farm cultivates cereals such as spelt, oats, wheat and occasionally rapeseed across 55 hectares.

Horse breeding is also part of the experience, allowing guests to take rides, observe the farm animals and try operating a tractor or combine harvester during the working seasons. For families with children, the farm provides an outdoor playground, an indoor play area and all necessary amenities including cots and high chairs. Agrotourism contributes around 25% of the family income, providing a diverse source of revenue for the owners.

Read the case study in full [here](#).



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Case studies from the Czech Republic

Levandulový statek Bezděkov



Lavander Farm Bezděkov is a 17-hectare lavender farm in the Olomouc Region of the Czech Republic, combining agriculture with agrotourism. Located in the picturesque village of Bezděkov, the farm cultivates lavender, fruits, vegetables and herbs while keeping a variety of animals. The family-owned business started its agrotourism activities in 2015, using the beauty of the lavender fields and the peaceful Zábřežská hills to welcome visitors.

The farm offers camping for up to 25 people and a caravan for four guests. During the peak months of June and July, it is often fully booked, while quieter periods see around four guests per day. Families with children can enjoy the lavender trail, a shop selling lavender products and a snack bar by the fields. The farm also hosts events such as weddings and family photo shoots, adding a special dimension to the agrotourism experience.

Read the case study in full [here](#).



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Case studies from the Czech Republic

Farma Basařovi



Farma Basařovi s.r.o. is a family-owned farm in the peaceful village of Prosečná, Czech Republic, with agrotourism established in 2016. Eight family members manage both farm work and hosting, welcoming around 2,000 guests each year. The farm provides a quiet retreat close to attractions such as Hostinné and Vrchlabí.

The family promotes the farm through a user-friendly website and active social media on Facebook and Instagram. Bookings are mainly handled via booking.com, supported by the farm's own online platform. The agrotourism venture began when the family purchased and renovated a guesthouse, facing and overcoming bureaucratic challenges. Adding breakfast proved to be a key step in attracting more guests.



Read the case study in full [here](#).



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What's coming next...

The European Conference is approaching and the final details are being finalised. This joint event, organised together with the WESEM project, will focus on the future for rural Europe, from ethical land management to agrotourism innovation. It will take place on 30 October 2025 at the European Economic and Social Committee from 10:00 to 14:55. Participants will have the opportunity to explore tools to revitalise, modernise and diversify rural areas, hear about the latest results from the STAY and WESEM projects, and engage with experts in sustainable agriculture and rural tourism.



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