

SPAIN, ITALY, AND GREECE ARE THE BEST COUNTRIES FOR OLIVE OIL TOURISM



The rise of experience tourism and the high appreciation of olive oil have become great allies in promoting olive oil tourism. This activity is gaining more and more followers every day.

Spain, known for its tourism and olive production, leads the world in olive oil tourism destinations. **As the world's top producer of olive oil, Spain has incorporated olive oil tourism into its wide range of tourist attractions.** Many olive oil producers have developed unique and intriguing experiences in their oil mills and the surrounding areas, unveiling the secrets of this highly valued food product.

According to a Compare the Market Au study, the popularity of olive oil tasting is on the rise, with 470,760 annual Google searches for this experience. This trend is a testament to the increasing interest in olive oil tourism. The study identifies the best areas in the world for rural and ecological tourism related to olive oil. The study is based on five factors: the number of olive groves, olive oil production levels, the number of tasting sessions, local product ratings, and social media data.

Spain ranked first in the study, producing the highest amount of olive oil (5,965,080 metric tons) and offering 18 personalized olive oil tastings throughout the country, according to the ranking of the World's Best Destinations for Olive Oil Tourism.

Themed experiences related to olive oil tourism are becoming increasingly popular in the tourism industry. **Countries like Italy and Greece, known for their long history of olive cultivation and unique, immersive offerings, have become popular destinations for travelers seeking an in-depth experience in olive oil.**

10 Best Olive Oil Tourism Destinations:

- 1/ Spain
- 2/ Italy
- 3/ Greece
- 4/ Turkey
- 5/ Albania
- 6/ Morocco
- 7/ Argentina
- 8/ Portugal
- 9/ Tunisia
- 10/ Australia

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