



Case Study

Quinta do Olival

Exterior- Grandparents house (image provided by Nuno Amorim)

1. Introduction

Quinta do Olival is an agrotourism made up of 5 houses: Grandparents' House (3 bedrooms), "Casa do Lagar" (2 bedrooms) and "Casa da Adega do Buraco" (1 bedroom) which share the same swimming pool. The Lavoeria I and Lavoeria II houses (both with one bedroom) also share a swimming pool.

Quinta do Olival invites guests to immerse themselves in the rustic charm of the outdoors. Beyond the confines of the houses, the estate generously opens its arms, allowing visitors to explore outdoor spaces, savour fruits plucked from the orchard, indulge in vegetables harvested from the organic garden, and engage with the lively farm animals. The spirit of exploration is further encouraged with complimentary bicycles, facilitating a leisurely exploration of the picturesque surroundings.

"Quinta do Olival revives the history and experience of Rita and Francisco's house. They were farmers who made wine in the Adega do Buraco, baked bread in the wood-fired oven in the Grandparents' House and told their stories to their grandchildren by the stone fireplace. This is how they lived in community, as a family and in perfect balance with nature. We want to pass on these values, offering those who visit us the pleasure of contact with nature in its purest state, accompanied by a familiar and cosy atmosphere. Quinta do Olival is a place of breathtaking scenery that will provide visitors with an unforgettable and unique experience" – Owner, Nuno Amorim.

NAME OF THE BUSINESS

Quinta do Olival

LOCATION

Távora Stª Maria
– Arcos de Valdevez

2. About the agrotourism

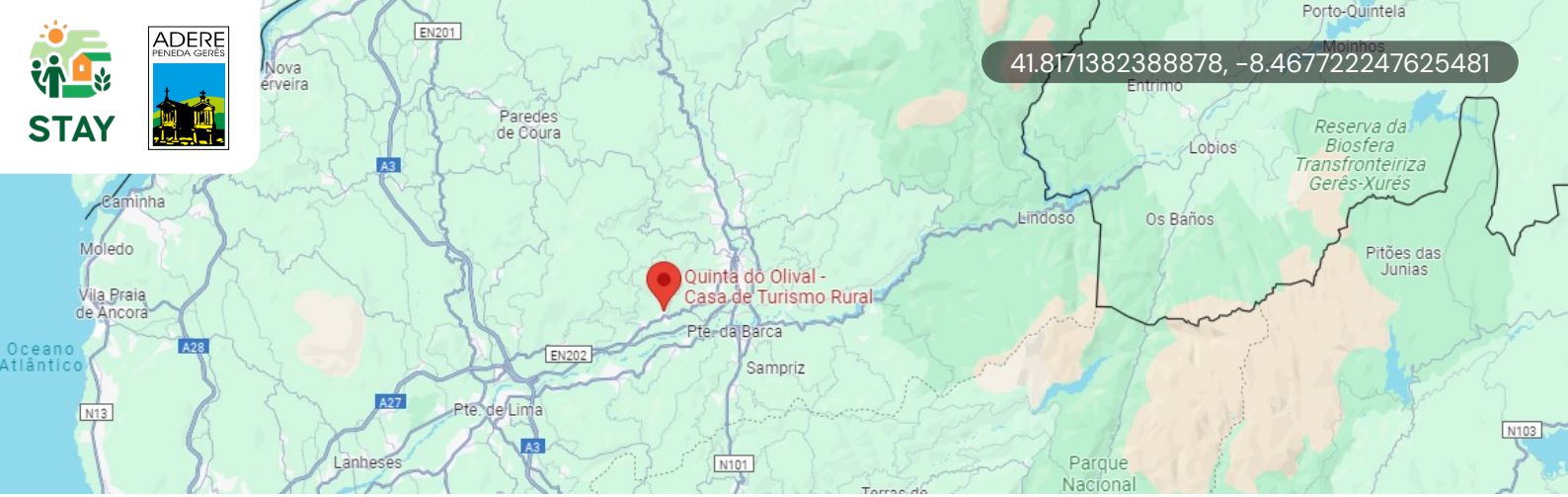
Quinta do Olival is located in the municipality of Arcos de Valdevez in the heart of Alto Minho region. This region, with its beautiful natural and pastoral landscapes, green hills furrowed by clear waters, a rich and varied gastronomy and the region's vinho verde are privileges that visitors can enjoy. Walking, cycling and water activities such as rafting and canyoning are also available in the territory.



Exterior – Casa do Lagar (image provided by Nuno Amorim)



41.8171382388878, -8.467722247625481



When did the agrotourism business start?

Quinta do Olival began operating on 6 July 2012, however, the plans started in 2006 with the approval of a funding project to restore a simple house belonging to humble farmers. The driving force behind this endeavour was the granddaughter of the original owners, who, motivated by a deep-seated connection to the premises where personal happiness had thrived, embarked on a mission to rebuild the house.

The vision was not only to revitalise a physical space but also to craft a haven that extends the same happiness and warmth she once experienced, to their guests.

Number of workers

Quinta do Olival has two part-time employees. In addition to the tasks associated with the accommodation, they also support the agricultural work.

Some tourist data from the agrotourism

Quinta do Olival is a holiday resort that offers its clients a wide range of houses. They have three one-bedroom houses, a two-bedroom house and a three-bedroom house. In total, 16 people can stay at this agrotourism. The variety of housing options ensures that guests can choose accommodations that align with their specific needs and group sizes. Annually, Quinta do Olival welcomes an average of 800 visitors, translating into more than 1,400 overnight stays. During the high season, the occupancy rate consistently exceeds 90%, attesting to the popularity of the retreat as a sought-after destination. In contrast, the low season witnesses a decline in occupancy, settling within the range of 30–40%.

Guests are offered the chance to enjoy the fruits of the orchards and the leisurely landscape of Alto Minho region. Guests can also accompany on farm work, such as tending to the organic vegetable garden, picking blueberries, or harvesting grapes.



Exterior – night (image provided by Nuno Amorim)



Interior – Casa do Lagar (image provided by Nuno Amorim)



Interior – kitchen (image provided by Nuno Amorim)

Room 3 (image provided by Nuno Amorim)

About commercialisation

Guests can make their bookings on the website or via the usual channels such as booking.com or Airbnb. All bookings are managed through a system designed for this purpose, but the management is entirely carried out by the owners of Quinta do Olival.

The regional products produced here, such as various kinds of jam, blueberry liqueur, vinho verde (Green wine), fruits and vegetables from the organic farm, are only for sale to visitors. They consider that this availability of regional products for purchase enhances the overall guest experience by allowing them to bring a taste of Quinta do Olival's unique offerings back home.

About advertising

The agrotourism has a website where direct bookings can be made and is also present on the main international booking channels, namely booking.com and Airbnb.

Recognising the influence of social media in contemporary marketing, Quinta do Olival actively promotes its offerings on popular platforms such as Facebook and Instagram. These channels serve as dynamic mediums to engage with audiences, showcase the unique features of the agrotourism, and foster a sense of community. Social media promotion enables Quinta do Olival to stay connected with past, present, and potential guests, creating a virtual space where the essence of the agrotourism experience is vividly portrayed.

Furthermore, Quinta do Olival collaborates with bloggers who play a pivotal role in disseminating information and experiences related to travel and hospitality. Leveraging the influence of bloggers allows the agrotourism to tap into diverse audiences and benefit from the credibility and reach of these online influencers.

Website: <https://www.quintadoolival.pt/>

Facebook https://www.facebook.com/quintadoolival/?locale=pt_PT

Instagram https://www.instagram.com/quinta_do_olival/



Pool area (image provided by Nuno Amorim)

About starting up the business

As the houses at Quinta do Olival are located in a rural environment, agricultural work has always had a very close relationship with the owners, so it made perfect sense for them to combine tourism and agricultural activity.

When they started the tourism business, they had no experience in the hotel industry, but with a lot of commitment, dedication, and love for the art of hospitality, they quickly found the path that would allow them to provide those who visit them with a cosy and unique experience.



Livestock- Sheep (image provided by Nuno Amorim)



Blueberries (image provided by Nuno Amorim)

Quinta do Olival has undergone several changes over the years. Prior to the remodelling of the three original structures for agrotourism, the vineyards and animals already existed on the farm (namely ducks, and chickens). Once the homes were opened to guests, these activities continued and guests were welcomed and encouraged to view the farm animals, participate in the grape harvest in September, taste their homemade wine, etc. After a few years, under the guidance of one of the younger members of the family, a blueberry crop project was implemented. After 3 years of growth, the harvest of the blueberry fields began and once again, guests were

encouraged to go blueberry picking on the property. In addition to being a pleasant activity for guests to carry out while staying at the Quinta (farm), the collection of this crop also allowed them to make their own blueberry jams and blueberry liquor to offer their guests. During this time, the physical expansion of the Quinta was also underway, in that two new more modern houses were built to offer guests some variety in the choice of accommodation. These two cube/cottage-like homes offered the same comfort as the original remodelled stone homes but with a more modern architecture and amenities such as whirlpool/jacuzzi bath and sauna.

The owners identified a need for proficiency in foreign languages, specifically French and English. Acknowledging the diverse backgrounds of potential guests, language training became a priority.

About managing an agrotourism business

Quinta do Olival is a family-run business that is managed by various family members who carry out the various day-to-day activities. All members of the family have other professions, and as such, the agrotourism activity accounts for less than 25% of the family income. Quinta do Olival's main income comes from accommodation, and agricultural products only account for 1% of the company's turnover.

By employing the various skills of the variety of members, they are able to distribute the tasks amongst all of the family members (i.e., younger members of the family deal with the e-business/marketing/reservation platforms whilst older members tend to the caretaking of the agrarian production and animals, etc.) In terms of training programmes, they believe that language training is perhaps the most useful as they continue to have a growing number of guests from foreign countries. Regarding expectations for the near future, as one of the members has recently retired from his profession, they would like to dedicate more time to working on the agrarian aspect of the business by dedicating more time to the vineyards and blueberry crops and taking care of additional animals on the farm.

Advices for new entrepreneurs

“The main advice we can offer is simple and objective: work with love, dedication, commitment and strive for constant improvement in the service we provide.”
– Owner Nuno Amorim



Lavoeira I and II houses (image provided by Nuno Amorim)

Still Tourism Around Yard



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