



COOPERATION OFFER

Name of the project: Nature Tourism Biennial

Partners so far: 3 LAGs from Portugal and 1 LAG from Spain

Portuguese LAG: ADERE

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Description

The increasing demand of nature tourism activities (national and international) promotes the development of infrastructure support, enterprises and companies that provide services in this area. Being a business that is not concentrated during the summer can minimize the effects of seasonality of the sun and beach tourism in the rural areas.

The tourism industry represents an extremely important area of business in that territory and may constitute a significant source of income for many farms to support their viability. Promoting activities, promotes the landscape, historical and archaeological heritage and the products and local food.

Main objectives of the project:

1. To promote the territory as a national reference in the field of Nature Tourism;
2. Contribute to the development of tourism planning and to increase its critical mass;
3. Promote nationally and internationally this type of tourist industry seeking to facilitate existing initiatives (nature trails, bird watching, mountain biking, surfing) or to create new ones and respond to the needs of the market;
4. Contribute to the integration of the existing supply in the country and facilitate their approach to different national and international actors.

This project aims to contribute to the organization and qualification of the offer around the Nature Tourism, and is structured around two main axes:

1. Qualification and Territorial Promotion
2. Creating a network of cooperation among national and international territories



Results:

- To increase the number of visitors to the territory to participate in activities associated with nature tourism;
- Creating a network of agents involved in nature tourism;
- Realization of the first international event of Nature Tourism held in Portugal;
- Links with enterprises and hotels in the area;
- Organizing events across the country linked to each other, throughout the year with the goal of a permanent promotion of the nature tourism activities;
- Organizing a big event in the territory that meet the diverse activities and attract a wide domestic and foreign audience;
- Production of various promotional materials including catalogs of local enterprises that participate in the event, brochures, billboards, leaflets, press advertisements, movies, and a site of activities to support this event;
- Creation of a network of cooperation among national and international territories.

