



DESTIMED WILL BRING TOGETHER 13 PROTECTED AREAS TO COLLECTIVELY DEVELOP, MANAGE AND PROMOTE ECOTOURISM IN THE MEDITERRANEAN BASIN



A coordinated approach will transform ecotourism into a concrete alternative for local development by enabling Protected Areas to:

- ➤ Generate employment and revenue for local communities
- ➤ Reduce the environmental impact of tourism
- ➤ Inspire transformative nature experiences and cultural exchange



DestiMED builds on the success of the MEET Network (Mediterranean Experience of Ecotourism), which began developing and testing ecotourism tools in 2014. DestiMED's Protected Areas will join the network. Learn more at www.meetnetwork.org

WHO BENEFITS FROM DESTIMED?

Protected Areas and Tour Operators



Increased nature conservation capacity and support for driving economic development through ecotourism.

Local Communities



Increased employment opportunities and higher value placed on natural and cultural resources.

The Mediterranean Region



Diversified flow of tourism and equity of benefits, relieving pressure on natural ecosystems.

The Tourism Industry



Tested tools and methodologies for ecotourism development that can be shared and replicated.

Travelers



More diverse and high-quality tourism experiences in the Mediterranean, focused on the region's unique cultures and pristine places.

PROJECT OUTCOMES

The DestiMED team will work in 13 Mediterranean Protected Areas to:

- 1 Design ecotourism packages
- 2 Create standards and monitoring methods to measure the quality and sustainability of packages
- 3 Develop guidelines for sustainable tourism management in protected areas
- 4 Establish a regional ecotourism network of tour operators and protected areas

EXPECTED IMPACT

DestiMED is building the foundation of a Destination Management Organization (DMO), which will ultimately be responsible for promoting ecotourism in the Mediterranean.

The DMO will support product development efforts, develop a recognized and trusted brand, and encourage collaborative marketing strategies.



BUDGET



DURATION

INTERESTED IN LEARNING MORE ABOUT DESTIMED OR COLLABORATING WITH OUR PROJECT TEAM?

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DestiMed Project Partners:



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