

TURISME EN FAMÍLIA

A LA COSTA DAURADA
I LES TERRES DE L'EBRE

Dibuixem junts el futur



Diputació Tarragona

turístic
en família



COSTA DAURADA



 Generalitat
de Catalunya

 Unió Europea
Fons Europeu
de Desenvolupament Regional



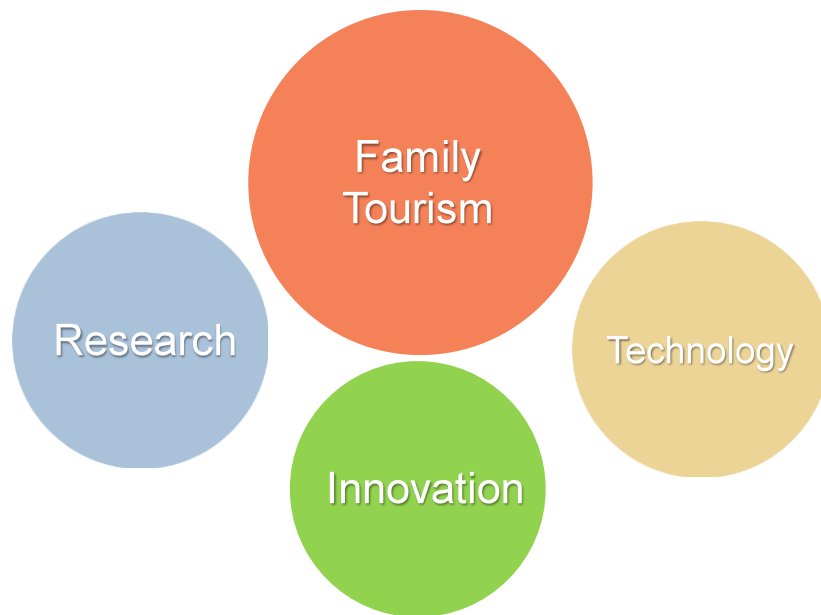
Marta Farrero

Director of Tarragona
Province Tourism Board

 [@marfamu](https://twitter.com/marfamu)

1. TurisTIC en família

- It's a Specialisation and Territorial Competitiveness Project (PECT)
- Led by the Tarragona Provincial Council (Diputació de Tarragona)
- Co-financed by **the European Regional Development Fund of the European Union**
- 11 operations



2. TurisTIC en família: Costa Daurada & Terres de l'Ebre

This project wants to turn the tourist destinations of the Costa Daurada and Terres de l'Ebre into a **global innovative reference in family tourism**





3. TurisTIC en família: Smart Beach, Vineyards with the family and Cultural Heritage





Vinya en família

Vineyards with the family

4. Vineyards with the family: generating wine tourism experiences for families

- 1 New wine tourism activities and services for families
- 2 Addressing different age groups and new family forms
- 3 Involving wineries, accommodation and catering (among others)





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L'EXPERIÈNCIA
I LA CULTURA
DEL VI



ÉS COMPATIBLE AMB
ELS **NENS**

Compatible with children



Activities for everyone



*Wine tourism is not only
visiting wineries*



accessibility



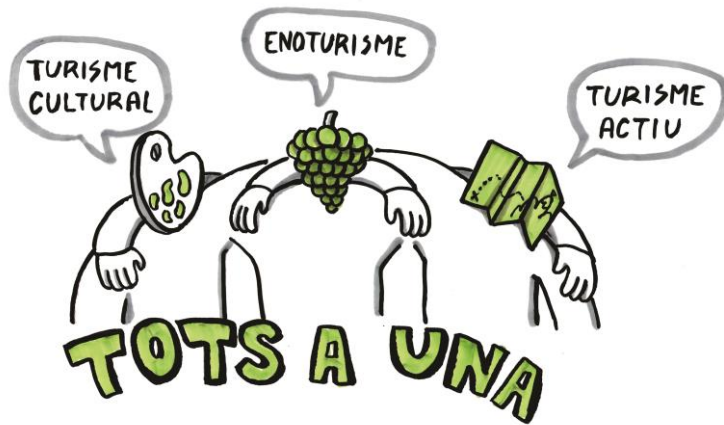
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sustainability



Sensory, experiential, intergenerational



Cultural tourism, wine tourism, active tourism



“Family tourism is a niche market and product opportunity for wine destinations”



turístic
en família



Thank you!

