

EDEN 2017 (PEARL) – Promoting European Attractions, Regions and Locations

COSME considers the tourism sector as a driver of competitiveness and sustainability, hence the importance of tourism related projects.

Besides the importance of creating sustainability, it is essential that the latter is maintained and developed. In fact, this project EDEN 2017, focuses on the promotion of EDEN destinations and awareness raising. It will address four key challenges:

- Increasing Tourism flows in the low season
- Diversifying the EU Tourism Offer and Products
- Enhance tourism quality sustainability, accessibility, skills, information and innovation
- Increasing Europe's visibility as a tourist destination as well as diverse destinations

'Secondary destinations' lack visibility, mainly due to limited marketing opportunities. Thus, the fundamental aim of this project is to serve as an awareness platform to these destinations. The Ministry for Tourism envisages to participate in international fairs, familiarisation and press trips will be organised to create awareness of Europe's tourist diversity and quality while also improving digital presence as well as serving as a valid platform for best practice sharing.

Concisely, the project aims at further enhancing local EDEN awarded destinations and the general EDEN brand by consolidating past marketing initiatives whilst also creating new ones, promoting the EDEN brand in an international context, create more awareness in the consideration for tourists amongst local councils and implementing actions with long-term benefits that go beyond project completion.