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BARCELOS, North Portugal, new *CreativeFriendlyDestination* presents its **Creative Tourism offer** in FITUR

FITUR - Pabellón 4, 4G03



The Portuguese city of Barcelos (North Portugal), that has just received the label "***CreativeFriendlyDestination***" from the Creative Tourism Network® will present its creative tourism offer at FITUR 2020.

Barcelos is not only known for being the cradle of the Rooster of Barcelos (Galo de Barcelos); the Portuguese emblem and symbol of good faith and justice and the most popular tourist symbols of Portugal! ...

... The city of Barcelos, also recognized as **Creative City by the UNESCO**, is an international reference for its long tradition of crafts and popular arts, to which it adds great social value.



This is reflected in its program of creative tourism that proposes a great variety of experiences related to ceramics and the creation of typical figurines, embroidery, weaving, traditional dances and expressions, gastronomy, oenology, as well as the possibility for the performing tours, to interpret concerts in its unique heritage buildings.

Press corner and interview opportunities with:

- Representatives of the Tourism Cabinet of the Municipality of Barcelos,
- representatives of the organization Barcelos, UNESCO Creative City
- the director of the Creative Tourism Network®

+ painting workshops of the rooster of Barcelos

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HASHTAGS:

#FITUR2020 #CreativeTourism #TurismoCriativo #Barcelos #municipiodeBarcelos #cidadecriativa #ciudadcreativa #creativecity #visitebarcelos #craftwork #Portugal

➤ About Barcelos' Creative Tourism offer:

Barcelos' unique culture, nature and traditions have many experiences to offer:

...From learning the traditional music and dances,
...To the experience the culinary arts of cooking the rooster, lamprey, cod, or the delicious pastries,
...To unveil all the secrets of the traditional wines – Vinhos Verdes, in the many local wineries,
...The nature lovers will enjoy the creative and meaningful walks along the St James Way,
Experiential and creative tourism will show you the way to Barcelos!



Paint the "Barcelo's Rooster"

The Imagery is incomparable to any other artisanal production in Barcelos due to its unique features. It is a production of excellence, of which the most common pieces are related to religion and celebrations, everyday life or beasts, among others, with the Rooster of Barcelos in the spotlight. With these workshops, tourists will be able to mold their own clay figurines and paint them with colors that reflect their soul!



Traditional music and dances workshop

To experience local folklore is to go far beyond music and dance, it means to meet local history, traditions and culture. It is a very enriching experience for all participants and visitors.



Barcelos Imagery workshop:

Barcelos Imagery started as a subsidiary activity of pottery, using small portions of clay and occupying the spaces left free in the oven by the main set of pieces of bigger dimensions. They were small figures shaped in the form of people and animals and on their base was placed a whistle or some musical instruments (harmonica, nightingales,...). In this workshop, tourists will be able to create their own pieces



Performing Tours

Barcelos vast heritage sites, landscapes and magnificent viewpoints is an ideal place for touring performing artists. The city center beautiful gothic and baroque churches, the ruins of the palace of the Counts, or the river shores, often become stages for concerts of national and international artists, but all over the very extended council territory, churches, ancient convents, scenic hilltops or along the famous StJamesWay, there are fabulous sites for concert lovers.



The **Festival of the Crosses** is the local most important and symbolic traditional festivity of the year. It mixes perfectly the profound religious spirit, common of the these people, with the ethnographic and popular events. In this event tourists are invited to take part on battle and blend with the true festive local spirit. This activity is also a “must” for sketch tourism passionates as the city center becomes the perfect backdrop for the most fantastic and colorful drawings.



Cooking workshop:

The richness of Barcelos cuisine, allows a varied program of activities throughout the year, sustained on the richness and quality of the local culinary arts and on the excellence of the local restaurants. The experience turns around the annual program “7 Pleasures of Gastronomy” where tourists can participate in the preparation of some of the local most renowned dishes, tidbits or even **make their own traditional corn bread cooked a wooden-stove.**



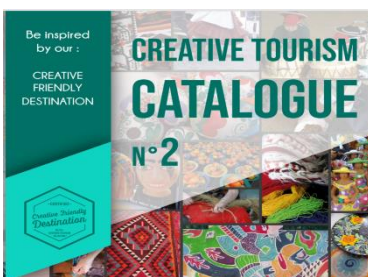
Ceramic and crafts workshops:

Barcelos is undoubtedly a land of ceramists. All year round, tourists are welcomed to discover the art of working on the potters wheel, create their own clay crockery or imagery. Barcelos is also a land of **embroiders, carpenters, blacksmiths and basketmakers.** Artisans and arts that are alive and well. The workshops of the local experienced artisans are open for people to discover their arts and become more than a curious spectator, by experiencing different creations and techniques.



Wine experiences:

Wine is one of the local major productions, Barcelos is located in the heart of the Vinho Verde demarcated region. To visit our local wineries is to discover the true alchemist spirit behind all the wine-making. Immerse yourself in this unique world, learn more about its history, production techniques and styles of wines, and most of all enjoy them!



More experiences are available in the Creative Tourism Catalogue published at www.creativetourismnetwork.org

➤ **About Creative Tourism:**

The Creative Tourism is considered a new generation of tourism by involving the tourists themselves and the locals in the co-creation of the tourist experiences.

The Creative Tourism concept appeared in the 2000's, and was defined as a: *“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken”* (Crispin Raymond and Greg Richards, 2000).

Painting in Tuscany, being a “silleteiro” for a day in Medellín, participating in a craft workshop in Loulé (South Portugal) or in the charming villages of the Empordanet (Catalonia), taking part in a photographic route in the French Provence, preparing your chocolate in Quito, carving sculpture on ice in Canada, learning traditional dances in Brazil, participating in a cooking classes in Thailand, mixing like a DJ in Ibiza or even performing your own concert in Barcelona ... are just some examples of the endless list of experiences that the new generation of travelers is looking for!

This requires to manage the tourism sector in a more creative way, which implies to overcome these new challenges by converting them into new opportunities and **creating a value chain for the territories.**

– The Creative Tourism's assets:

Among the many virtues of the creative tourism, we can mention the following ones:

- **Diversification of the offers** without any investment, just by optimizing the intangible heritage.
- **Quality tourism** endowed with a high added value and purchasing power.
- **Unseasonality of tourism**, which allows a better distribution of the activities along the year.
- **Geographical outsourcing**: minor interest from creative tourists in the “tourist hotspots”.
- Self-confidence of the locals thanks to this **new interest for their culture** and traditions.
- **Community empowerment** and professionalization.
- **Social cohesion** through the co-creation of meaningful storytelling.
- **Sustainability** relying on authenticity and creativity as main resource.
- **Intangible heritage recovery.**
- Governance tool.

➤ **About the Creative Tourism Network® / www.creativetourismnetwork.org**

The Creative Tourism Network® is the international organism for the creative tourism development. It was founded in 2010 as a non-profit organization to promote destinations of all kinds that bet on the creative tourism as a differential element to attract the new generations of travelers as well as to create a value chain for the territory.

Such destinations include rural areas, islands, medium cities and metropolis from around the world that benefit from the CTN's assessment and promotion and are officially labelled "**Creative Friendly Destinations®**" by the Creative Tourism Network®.

ITS MISSIONS

- Identification, support & promotion of destinations that deserve the label **CreativeFriendly Destinations®**
- Identification of creative tourism segments and the design of **marketing strategies** with the aim to create a VALUE CHAIN for the territory
- The **Creative Tourism Academy**: a program of tourism engineering, including the academic research and the organization of tailored trainings.
- Annual organization of the **Creative Tourism Awards** to foster the Best Practices of the Creative Tourism

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