

PRESS KIT – MARCH 2023

## 2023 Creative Friendly Destinations Overview



## Summary

<b>Creative Friendly Destination – Tunisia .....</b>	<b>3</b>
<b>Creative Friendly Destination – Medellín, Colombia .....</b>	<b>5</b>
<b>Creative Friendly Destination – Saint-Jean-Port-Joli, Canada.....</b>	<b>6</b>
<b>Creative Friendly Destination – Magdalen Islands, Quebec .....</b>	<b>7</b>
<b>Creative Friendly Destination – Nicosia, Cyprus.....</b>	<b>8</b>
<b>Creative Friendly Destination – Recife, Brazil.....</b>	<b>9</b>
<b>Creative Friendly Destination – Essaouira, Maroc .....</b>	<b>10</b>
<b>Creative Friendly Destination – Barcelos, Portugal.....</b>	<b>11</b>
<b>Creative Friendly Destination – Valparaiso, Chile .....</b>	<b>13</b>
<b>Creative Friendly Destination – Loulé, Portugal .....</b>	<b>14</b>
<b>Creative Friendly Destination – Biot, France .....</b>	<b>15</b>
<b>Creative Friendly Destination – Perpignan Méditerranée, France .....</b>	<b>16</b>
<b>Creative Friendly Destination – Empordanet, Catalonia.....</b>	<b>17</b>
<b>Creative Friendly Destination – Gabrovo, Bulgaria .....</b>	<b>18</b>
<b>Creative Friendly Destination – Quito, Equator .....</b>	<b>19</b>
<b>Creative Friendly Destination – Lake Llanquihue, Chile .....</b>	<b>20</b>
<b>About the Creative Tourism Network® .....</b>	<b>21</b>
<b>Press Contact .....</b>	<b>21</b>

## Creative Friendly Destination – Tunisia

**Tunisia, the culinary and creative destination for new travellers in search of authentic experiences!**



Tunisia's Culinary Journey is the new tourism offer that invites travellers to discover the country's culinary heritage through creative experiences, organised around six flagship products.

This project, supported by GIZ and managed by the Creative Tourism Network®, aims to highlight the richness of Tunisia's culinary heritage from all angles – human, cultural, artistic and creative – through quality and authentic tourism development. This itinerary will offer travellers the opportunity to explore an ancestral culinary heritage combining immersion and taste experience.

In consultation with the working group composed of representatives of the professions operating in the field, namely the Ministry of Tourism and Handicrafts, the Tunisian National Tourist Office, the Tunisian Association of Culinary Art Professionals, the General Directorate of Organic Agriculture and the Tunisian Federation of Tourist Restaurants, the choice was made to focus on the following products and regions: "Cheese from the North-West", "Harissa from Cap Bon", "Olive oil from the Centre and Dahar", "Wine from the North", "Dates from the South-West" and "Octopus from Kerkennah".

In addition to promoting new tourist attractions, the Culinary Journey offers itself as a model of virtuous tourism, satisfying various Sustainable Development Goals of the United Nations Agenda 2030, particularly in terms of respect for natural, economic and social ecosystems, by making culinary knowledge new drivers of attractiveness and inclusion for the territories.

Indeed, one of the added values of this project lies in its participatory and inclusive approach with producers, farmers, winegrowers, craftsmen, and restaurateurs in the geographical areas concerned, but also beyond regional borders.

Indeed, the Culinary Journey invites local actors from the agricultural, cultural and tourism sectors in Tunisia to participate in this partnership project, benefiting from improved visibility, training, advice, as well as exchanges of best practices with international experts and entrepreneurs.

This unique project is intended to be a lever for sustainable economic development through the diversification of the tourism offer and the creation of employment opportunities, while optimising existing resources, whether natural, cultural or human.

Harissa is a clear example. Recognised as an intangible heritage of humanity by UNESCO in December 2022, it will be at the heart of the experiences designed by professionals in the Cap Bon region, as part of the training provided by the international experts participating in the programme. Tourists will be able to discover not only the flavours, but also the know-how, by participating themselves in its preparation. This model will be replicated in the 6 previously defined culinary regions.



Follow-up actions along the Route will focus on the development of new culinary experiences, the improvement of existing offers, the enhancement of products and the strengthening of the capacities of tour operators. These activities will be supported by the implementation of a communication and marketing strategy to ensure the promotion of the gastronomic route and its visibility on external markets.



## Creative Friendly Destination – Medellín, Colombia

### Medellín officially launched its creative tourism network

Medellín, recognised as a “Creative Friendly Destination” by the Creative Tourism Network®, created its municipality-wide creative tourism network at the end of 2022.

This initiative is the result of an alliance between the Medellín City Council and the Antioquia Technology Centre (CTA), which aims to provide technical assistance, generate knowledge transfer, and create spaces for collaboration. The aim is to implement actions to combine tourism practices, tradition, and innovation in order to strengthen the city’s tourism ecosystem. The Culture Secretariat’s E-CREA Network (Network of Spaces for the Creation and Exhibition of the Arts) will also be part of the creative tourism network.



With 26 cultural and tourist experiences spread throughout the city, creativity will be highlighted as a guiding principle for generating social and economic development, with community participation being promoted.

The experiences in the network have been carefully observed in order to identify their most representative characteristics, such as location, public presentation and practices, among others. The aim was to identify the challenges of each one and to develop actions to improve and strengthen them.

“We are very pleased that the E-CREA network is participating [in this initiative] and that the Ministry of Economic Development and the Ministry of Culture are joining forces to promote creative tourism. This is a commitment to responsible and immersive tourism, in which people can live and experience how, through culture, Medellín has gone from a violent city to a city of hope, dreams and working together; a city committed to peace, educational and cultural transformation, and to boosting the creative economy,” said the Secretary of Culture, Álvaro Narváez.

Among the tourist experiences offered by the network, those related to culture and creativity, the city’s memory, art and gastronomy stand out.

“We belong to the creative tourism network because of the good practices and the fact that we show a different face of our city. We invite everyone to join us and visit our spaces, our neighbourhoods, to get to know the other side of Medellín and its people. We are proud to be part of this network because we have been able to meet other organisations that have the same objective as us, to show the Medellín that is on the hill, that is in the mountains”, said Jefferson Montoya, director of the “Movimiento Urbano” art training school in municipality 8.

Medellín’s vision and dynamism in favour of community development was recognised in 2022 by the Creative Tourism Network® in the eighth edition of its awards, which recognise companies, projects and destinations that promote the alliance between culture, creativity and tourism in all its forms and transmit their positive values. The city won the award of the Best Strategy for Creative Tourism Development.

## Creative Friendly Destination – Saint-Jean-Port-Joli, Canada

### **Saint-Jean-Port-Joli, a jewel of creativity in Quebec!**

Saint-Jean-Port-Joli is a little gem named Cultural Capital of Canada in 2005 and labelled “Creative Friendly Destination” in 2015 by the Creative Tourism Network®.

This charming Quebec village, located on the south shore of the majestic Saint Lawrence River, Saint-Jean-Port-Joli is full of artists and artisans from various artistic fields such as woodcarving, contemporary sculpture, stained glass, contemporary dance, music, singing...

A tourist village not to be missed, Saint-Jean-Port-Joli occupies a place of choice in the cultural landscape of Quebec. Renowned for its know-how, visitors can discover the history and work of three pioneers who made this picturesque village famous in the 1930s: Médard Bourgault (traditional sculpture), Émilie Chamard (weaving) and Eugène Leclerc (miniature boats).

The town of 3,500 inhabitants is a dynamic and civic-minded place with many cultural events throughout the year, such as the Sculpture Biennial, the Sea Song Festival, concerts in the park, the Winter Festival, which brings together international artists and locals to co-create snow sculptures, the International Dance Festival, and the outstanding work of the Living Memory Museum team in preserving intangible heritage.



New experiences and creative events are to come, to be discovered in a place of relaxation, creation, conviviality and authenticity, one hour from Quebec City!

More info at: <https://destinationlislet.chaudiereappalaches.com/fr/saint-jean-port-joli-village-creatif/>

## Creative Friendly Destination – Magdalen Islands, Quebec

### The Magdalen Islands, a unique creative experience in Quebec!

Located in the heart of the Gulf of Saint Lawrence in Canada, the Magdalen Islands are the experience of a lifetime. Their preserved island culture, generously shared by their inhabitants, is an invitation to a holistic experience.

Its creative tourism programme, labelled “Creative Friendly Destination” by the Creative Tourism Network®, allows everyone to live this dream!

Indeed, this archipelago of a dozen islands fringed with golden sand and red cliffs attracts like a magnet. Travellers are seduced by the beauty of an exceptional maritime environment. The unique luminosity of the islands is an inexhaustible source of inspiration.



The unique culture of the destination and the friendliness of its inhabitants create a vibrant atmosphere that attracts artists and craftsmen. These enchanting islands with their bucolic landscapes have everything to create unforgettable memories, and its unique products have something to satisfy the gourmet.

From pottery and weaving classes to patchwork, glassblowing, land art and sandcastle workshops, the opportunities to participate in unique creative experiences are endless.

The Magdalen Islands are also an example of sustainable development, thanks to the innovative strategies implemented by the local authorities to adapt to the new demands of travellers seeking creativity and respect for local ecosystems.

The Magdalen Islands also received the award of the best strategy for creative tourism development in 2015 at the Creative Tourism Awards. This award aims to recognise institutions, initiatives and destinations around the world that demonstrate a real commitment to creative tourism, tourism that invites visitors to discover local culture by participating in artistic and participatory activities.

## Creative Friendly Destination – Nicosia, Cyprus

### **Nicosie, a creative Mediterranean destination**

The capital of Cyprus is recognized as a creative and friendly destination within the Creative Tourism Network®, both for its creative offering and for its innovative and sustainable vision of tourism.

Indeed, Nicosia stands out among Mediterranean destinations for its model based on programs and campaigns such as Ngage, a brand that promotes Nicosia as a creative industries cluster and a creative destination, or WAST – “Supporting Young Women in Alternative and Sustainable Tourism” – which is committed to a sustainable and inclusive tourism model based on creative industries and community empowerment.

Nicosia is a cosmopolitan city, rich in history and culture, which combines its historical past with the appeal of a modern city. Nicosia has long been home to various forms of art, including goldsmithery, silverware and ceramics.

The Nicosia Tourist Board has taken key initiatives to keep ancient artistic techniques alive, and to stimulate and strengthen the local creative sector, both in the city and in the surrounding villages, such as Fikardou, a flagship of Christmas crafts and traditions.

Nicosia is also home to a thriving art scene. In recent years, a new generation of creative and passionate artists has emerged and presented themselves to the public, establishing the city's contemporary cultural and creative scene.

Design, fashion, crafts, performing arts, music, video, publishing are some of the main productive pillars, which are promoted by the city through the “Capital Creative Business District”, which rehabilitates many abandoned sites and entrusts them to artists and creative entities.

Nicosia has a unique offering of creative tourism all year round and for a variety of audiences: from backpackers to premium, MICE, female travelers, singles, seniors, millennials, food lovers, to name a few.



## Creative Friendly Destination – Recife, Brazil

### Discover Recife, the capital of creativity!

Recife is more than just miles of heavenly beaches: under a blazing sun, people are creating, innovating, inspiring, making and remaking!

The Brazilian city was named Creative Capital in 2017 by the Creative Tourism Network® for the extent of its intangible heritage and the dynamism of its creative industries. From the delicious bolo de rolo to the countless dances and festivals, Recife's cultural heritage is rich and unique. Whether it's innovation, colour, rhythm, sound, flavour or expression, Recife is synonymous with reinvention.

From the best museums in Latin America to the region's richest gastronomic heritage, from Frevo to the timeless ritual of Maracatu, Recife is a reference point for the creative tourist who can experience local culture through a wide range of authentic proposals, from a cooking class in Ilha de Deus, to Frevo dance workshops or photography tours, among many others! Everyone will find beauty in the local culture and artistic districts.



“Recife is always Carnival” is one of the most popular creative experiences. Located in the heart of the Bomba do Hemetério neighbourhood, this first community cultural tour offers a route through the urban area, organised as part of a local development strategy. Bomba do Hemetério is the place that best reflects the roots culture in Recife. The cultural centre offers tours, itineraries, workshops and diverse and alternative gastronomic pleasures, where secrets, details and charms are revealed along the way.

The city of Recife has always been a cradle of cultures and this potential is now being converted in an intelligent and sustainable way into an attraction for new generations of travellers and a value chain that benefits local communities thanks to the pioneering strategic plan for creative tourism developed by the city council and networks such as Recria.

Indeed, creative tourism has emerged in Recife as a territorial development lever that contributes to the integration of inhabitants, places and tourist experiences, governed by co-creation, enchantment and social inclusion.

Recife has thus established itself as one of the main destinations for creative tourism in Latin America, being the only one in the North and Northeast of Brazil to have a public policy that encourages the development of this sector of activity.

## Creative Friendly Destination – Essaouira, Maroc

### Essaouira unveils its proposal of creative experiences

Plastic arts, music, ancestral crafts... Essaouira's many assets provide a framework for local actors to collaborate in the creation of creative tourism experiences that meet the demand of new generations of travelers looking for authenticity and human values. They also participate in the creation of an ecosystem between artists, artisans, creative industries, the tourism and hospitality sector, and of course, the local population.

Essaouira's membership in the Creative Tourism Network® in 2022 will allow it to capitalize on the city's various achievements, notably its designation by UNESCO as a Creative City of Music. It is also a new opportunity to convert Essaouira's cultural potential into a pioneering tourism model, synonymous with economic development, but also with respect for the culture and the inhabitants.

Among all the possibilities offered by the city, discover below some ideas of creative experiences to live during your next trip:

- Creative workshops and courses offered by Izza L'Atelier 198 for adults and children from 8 years old: intuitive watercolor and painting, observation drawing, illustration, travel journal, paper mache.

Find out more information (in French): <https://www.facebook.com/latelier198essaouira>

- Courses of traditional pottery and discovery of primitive pottery at Dar Sitaraa.

Find out more information (in French): <https://www.facebook.com/Segalghis/>

- Cooking and pastry workshops proposed by the women's association El Khir followed by a convivial moment of tasting and exchange.

Find out more information (in French): <http://www.elkhir.ma>

## Creative Friendly Destination – Barcelos, Portugal

### Barcelos, more than a destination, an experience to live!

Barcelos is a territory rich in traditional and creative crafts, giving its artistic sector a sustainable and innovative character.

In this sense, Barcelos offers experiences related to craftsmanship in all its forms, so that you can be inspired by its creative essence. Whether it is modeling clay, handling the potter's wheel, designing your own figurines, painting the typical rooster of Barcelos, an icon of Portugal, creating with paper pulp, working with stone, iron or creating pieces in the embroidery of Saint Miguel de Carreira, the possibilities are endless.

In addition to crafts, vineyards and wine, culinary arts, festivals and pilgrimages offer the opportunity to experience the most authentic traditions of Barcelos.

Thematic Routes also invite you to live unique experiences to meet the craftsmen: 7 itineraries around the gustative, the figurative, the pottery, the embroidery, the weaving, the iron, the basketry, the carpentry and the contemporary art.

Barcelos, labeled Creative Friendly destination, has a strong axis of creative tourism, which makes it more than a destination, an experience to live!

---

### Barcelos' next creative events

- **Battle of Flowers and Barcelos Folklore: a creative world to discover**

The first big pilgrimage in Minho region, the “Festa das Cruzes (Crosses Festivities) which Barcelos celebrates in the first days of May, is one of the most important events in Barcelos, with hundreds of visitors, that “venerates religiosity, honours tradition, promotes tourism, stimulates the economy and exalts entertainment and conviviality.”

The Festival of the Crosses, whose central stage is the Temple of the Bom Jesus da Cruz, has in its genesis the Legend of the Crosses, with the appearance of a cross on the muddy ground of the Campo da Feira in 1504 to the shoemaker João Pires, and whose veneration results today in the great pilgrimage of Minho, with the pilgrimage of thousands of visitors. Some of the high points are the Battle of Flowers (1st May), the Procession of the Invention of the Holy Cross (3rd May), but also the Pilgrimage Arches and the Carpets of Flowers in the Temple of the Lord of the Cross, exhibited during all the days of the festival, as well as street folklore, music concerts, street parades, and all the inherent entertainment.

Part of the programme, and considered one of the highlights, is the Battle of the Flowers, which brings together children and adults in a very special Barcelos revelry.

Its origins date back to the beginning of the 20th century, and it was initially a parade where workers brought flowers from the fields, scattering them around the city in a cathartic act of



spring celebration. Nowadays, the tradition continues, with the municipality's associations gathering the largest number of flowers and throwing them over the city, covering its streets in a truly colourful carpet of flowers.

This experience can be lived every year on the 1st of May, where the aim is to join an association and live this Battle in a special and unforgettable way.

Together with the Battle of Flowers, the animation of the Festival of the Crosses also includes Street Folklore, in which the Folkloric Groups of the municipality animate all those who attend with their traditional dances and costumes, touring the streets of the city. Singing “Viras”, “Vareiras” and “Chulas”, among other songs from the Barcelos repertoire, the dancers recreate dances linked to pilgrimages and even some countryside jobs, such as husking, harvesting and linen work, in an arduous task of preserving and promoting these symbolic and particular traditions.

Also in this area, Barcelos City Council, together with the folkloric groups, presents a range of creative experiences where the aim is to stop being a mere spectator and make you feel part of a typical Minho folk dance group, sharing this passion for folklore with its members.

### **“Touring Barcelos”**

The “Touring Barcelos” program, which includes 16 initiatives that will take place between March and December 2023, aims to enhance and promote the natural and cultural heritage of the municipality, often located outside the usual tourist circuits. This initiative is part of the set of creative actions that promote the discovery of the identity of the municipality of Barcelos and completes the offer for all those who choose Barcelos to spend their vacations or simply a weekend in one of the many accommodations spread throughout the territory.

### **7 Pleasures of Gastronomy**

Are you a fan of gastronomy? The 7 Pleasures of Gastronomy program is for you! The main attraction being the traditional Roasted Root, this program aims to promote various other traditional specialties throughout the year that you can enjoy in local restaurants, on the following dates:

March 10 to 19 – Rooster Gastronomy Week, “Rojões” and “Papas de Sarrabulho” Barcelos style

May 19 to 21 – Cod Weekend

July 14 to 16 – Tidbits Weekend

From 6 to 8 October – Weekend Barcelos Fashion Roast

November 3 to 5 – Weekend “Pica no Chão Rice

December 2 – Contest “Barcelos Doce” – Christmas Temptations

Along with these dates, there is also a series of creative experiences related to the culinary arts and local products, such as the preparation of traditional cakes, Barcelos rooster, pilgrim's bread, as well as visits to two local producers, an oil mill and a chocolate factory.



## Creative Friendly Destination – Valparaíso, Chile

### Valparaíso launches a vast catalogue of creative experiences



Ahead of this year's ITB Berlin, one of the largest trade fairs for the tourism industry sector which will take place from 7 to 9 March 2023, Valparaíso launches a vast catalogue of creative experiences.

Its vibrant atmosphere and the joviality of its people invite you to discover all aspects of its local culture, participating in a wide range of creative workshops, from gastronomy to

photography, painting, upcycling, music and dance.

Creativity is part of Valparaíso's DNA and now also a driving force for tourism development.

Find out more about all the experiences you can live creatively here: Valparaíso ([creativetourismnetwork.org](http://creativetourismnetwork.org))

## Creative Friendly Destination – Loulé, Portugal

### Loulé Criativo : a role model for creative tourism

Loulé Criativo is undoubtedly one of the most successful creative tourism programmes, both in terms of the quality of the tourist experiences it offers and the virtuous ecosystem created throughout the territory, making creative tourism a driver of sustainable development.



The municipality of Loulé, located a few minutes from the Algarve coast, has preserved its intangible heritage, the result of centuries of coexistence between different cultures. The creation of the Loulé Criativo programme has made it possible to transform these skills and traditions into authentic experiences of creative tourism, attractive to international and local visitors.

Loulé is even one of the few destinations to have maintained its activity during the COVID-19 pandemic, thanks to the participation of national tourists in creative tourism activities. One of the keys is precisely its expertise in designing experiences that are not folklorisation or

touristification of folklore, but rather the transmission of knowledge in a more creative and playful setting, conducive to exchange between generations and cultures.

Among a wide variety of activities, constantly renewed and adapted to the seasons and the festive calendar, the Loulé Criativo programme offers the possibility of modelling clay according to the potter's instructions, of weaving cane or palm leaves into baskets or other utensils, of learning how to prepare a typical dish of the regional gastronomy, of recreating a *platabanda*, so characteristic of the traditional architecture of the region, or even of taking part in an artistic residence.

The success of Loulé Criativo has led the municipality to bet on the creative economy with the creation of a creative pole, including a residency and an incubator where international designers choose Loulé to co-create with local craftsmen and artists.

More info at: <https://www.creativetourismnetwork.org/portugal/>

## Creative Friendly Destination – Biot, France

### **BIOT, discover the creative pearl of Provence!**

Biot is not only a charming postcard village. It has been designated a “Creative Friendly Destination” by the Creative Tourism Network® for its rich artistic heritage and creative tourism programmes that invite local and international travellers to co-create in an inspiring atmosphere, immersed in the Provence lifestyle.

For centuries, Biot has held a special place in the prized field of arts and crafts. Today, the pride of the village lies in the various professions that have forged its reputation.

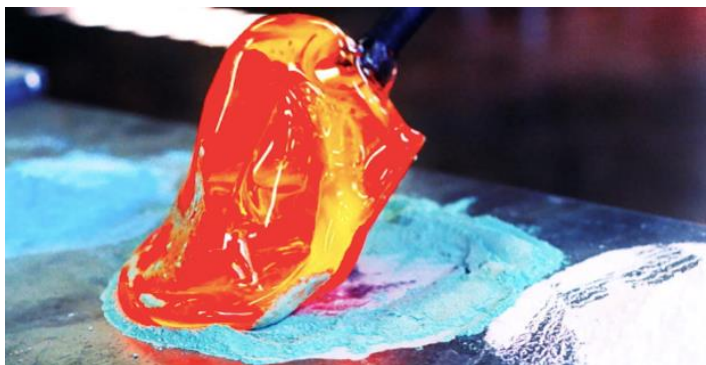
Arts and crafts, both economically and culturally, carry the identity of Biot, with a socio-cultural aspect that has earned it the label. In 1997, Biot was awarded the “Ville des Métiers d’Art” label for its glass craftsmanship, which symbolises both its know-how and its traditions.

The village has many workshops and shops for craftsmen: painters, sculptors, illustrators, ceramists, jewellers, goldsmiths, leatherworkers, photographers, all of whom are passionate about their work, with the authentic setting of a French rural village to inspire their creations. Among the famous artists who found inspiration here was Fernand Léger, who worked in his studio in Biot during the last years of his life. The building is now a monumental national museum that presents his exceptionally diverse work to the public.

In the Middle Ages, pottery began to flourish here, with the art and manufacture of earthenware vessels for storing food and liquids. Until the 18th century, the Biot vase was exported all over the world. Today, it has become a decorative object, but it is still honoured at the Museum of History and Ceramics and at local events.

Since the second half of the 20th century, hand-blown glass has become the new symbol of the village. Bubble glass and the technique developed by the engineer Éloi Monod in 1956 are unique in the world and have trained a whole generation of craftsmen and artists.

Today, the glass works of art have not only forged the reputation of the village but are also its pride and joy. This delicate technique is used by the greatest master glassmakers to create majestic pieces, both domestic objects and works of art. In Biot, several glass factories bear witness to the subtlety of the glass arts, each with its own unique creations that reflect its style.



About twenty artists open the doors of their workshops to let you discover their universe in a unique creative experience in Biot! For an hour, a day or a week, learn their trade, share their daily life, and why not leave with a unique piece of your own creation, blow a vase, a glass or a sculpture, transform an old-fashioned piece of jewellery, illustrate a children’s tale, sculpt metal, carve a bonsai tree...

Don’t hesitate, the village is only a few minutes away from Nice international airport!

## Creative Friendly Destination – Perpignan Méditerranée, France

### **Perpignan Méditerranée, creative tourism as an immersive experience to live the Franco-Catalan culture**

Perpignan-Méditerranée, a Franco-Catalan destination with the “Creative Friendly Destination” label, has a unique dual identity. The French art of living, gastronomy and craftsmanship merge joyfully with Catalan culture, its traditions and its values of generosity, sharing and conviviality.

Creative tourism is the best way to experience the richness of its heritage and the diversity of its territory. A mosaic of varied identities and geographies, Perpignan Méditerranée is made up of 36 municipalities spread over an area of 656 km<sup>2</sup>, including 22 km of coastline. Nestled in the heart of a triangle formed by the metropolises of Toulouse, Barcelona and Montpellier, this territory is a veritable centre of the worlds, as Dali was amused to say. This destination allows travellers to explore and enjoy activities in the city, on the sea and on the land.



The various creative tourism experiences offer the opportunity to criss-cross this rich territory and immerse oneself in the culture thanks to the multiplicity of passionate professionals – craftsmen, winemakers, farmers, breeders, artists and traders – who share their know-how for moments and micro-adventures conducive to exchange, learning and innovation.

Tasting the wines of Roussillon and the products of this generous land, practising a wide range of sporting activities, hiking in protected natural parks, visiting monuments and museums to discover an exceptional heritage, Perpignan is an invitation to travel, thanks in particular to the mild climate and the Catalan art of living.

To find out more and get inspired: Perpignan Méditerranée Tourisme – Accueil ([perpignanmediterraneetourisme.fr](http://perpignanmediterraneetourisme.fr))



## Creative Friendly Destination – Empordanet, Catalonia

### The Empordanet, a paradise for authentic experiences near the Costa Brava

The Empordanet is a “Creative Friendly destination”, located in the province of Girona, on the Costa Brava – Catalonia, and is formed by the municipalities of La Bisbal d’Empordà, Forallac, Cruïlles, Monells i Sant Sadurni de l’Heura, Corçà and Ullastret.

These charming villages seduce the visitor with their authenticity and relaxed atmosphere, as well as their cultural dynamism, which is reflected in the activities organised throughout the year in events and festivals that have become international attractions.

The region also offers a wide range of nature and gastronomic experiences to be discovered in these small villages with their marked medieval charm.



Handicrafts and ceramics are among the main activities (with a tradition of over three centuries). There is the greatest concentration of craftsmen on the Costa Brava and many artists inspired by the breathtaking scenery.

Tourists looking for different experiences can participate in a wide range of creative workshops with friendly local craftsmen and artists: create their own piece of pottery or silver jewellery inspired by nature, make chocolate lollipops with local products, make

their own cheese on the farm, design a natural decoration in the Empordanet style or enjoy traditional Catalan festivals, to name but a few.

The Empordanet is also a model of sustainable, regenerative and creative development. Although internationally recognised, it retains its authenticity thanks to its appeal to the population, generating friendly exchanges between local and foreign travellers throughout the year.

In terms of services, travellers can choose from more than 50 restaurants to discover the local gastronomy and more than 100 tourist accommodations of different types and categories, including 15 hotels – including two 4-star hotels – 27 rural houses and 70 flats for tourist use.

## Creative Friendly Destination – Gabrovo, Bulgaria

### **Gabrovo, a destination of traditions, creativity and humour**

Gabrovo is both a town and a region with hundreds of years of history and culture, located in the “heart” of Bulgaria, not only because of its central geographical position, but because it is a place of productivity, pulsating with energy since its inception.

According to local legend, the village, founded by a blacksmith, took advantage of the river and the forests to produce knives, metal tools, lathe work, textiles and leather goods. This rich intangible heritage is part of today’s creative tourism offer that international travellers enjoy through an immersion in Gabrovo’s culture.

For similar reasons, Gabrovo was designated a Creative City of Crafts and Folk Arts by UNESCO in 2017. As a creative city, Gabrovo is committed to developing and exchanging innovative practices to promote creative industries, enhance participation in cultural life and integrate culture into sustainable urban life.

Gabrovo is also known as the international capital of humour. This is a very specific, self-deprecating humour that characterises Gabrovo people as witty – and creative – when it comes to saving money and all kinds of resources.

The territory of Gabrovo has 133 impressive villages, which are part of the magic of the region. Perched on the slopes of the Balkans, they are the ideal place for relaxation, summer residences for artists, art camps and performances. The nature of this mountain town provides a nuance that softens the typical urban characteristics, where industry coexists in harmony with cultural life and where socio-economic and community development involves messages and practices for a healthy and environmentally friendly life.

Handicrafts, traditions, humour and satire, as well as modern art, are at the heart of Gabrovo’s cultural life. The town has several cultural institutions: the open-air ethnographic museum “Etar”, the museum of the historical architectural reserve of the authentic village of Bozhentsi, the “House of Humour and Satire” and the interactive museum of industry. Gabrovo also hosts numerous international fairs and festivals such as the International Handicraft Fair, the International Festival of Humour and Satire, the International Meeting of Illusionists “Zaltna kotka”, the Festival of Spiritual Music, the International Festival of Chamber Music and a number of other musical and theatrical forums, all of which educate a discerning audience with a keen sense of humour.



## Creative Friendly Destination – Quito, Ecuador

### **Quito, the « capital of the centre of the world » is also creative!**

Quito's geographical location, in the middle of the equatorial line, and its importance throughout history have allowed the city to become the focus of diverse cultural manifestations and syncretism between different traditions.

The development of tourism in the city and the diversification of the sector have stimulated the creation of creative experiences around traditional products that offer a different perspective of the culture and intangible heritage of Quito.

Thanks to this mix of ideas, concepts and inspirations, Quito is the muse city of creative tourism, where visitors can immerse themselves in the culture and discover the charm and magic that surround this UNESCO World Heritage Site. For all these reasons, Quito has been awarded the "Creative Friendly Destination" label by the Creative Tourism Network®.



The creative experiences offered by the Ecuadorian capital range from cooking classes to goldsmith and traditional painting workshops, as well as visits to agro-ecological farms that allow you to discover the varied flavours of artisanal beer and high altitude coffee. Bee honey is also the star of workshops where tourists can learn to make their own products, from cosmetics to candles to sweets.

On the other hand, creative tourism invites travellers to discover areas other than the historic centre, such as La Mariscal, which offers activities with contemporary artists, or La Ronda – with the project "Manos en la Ronda" (Hands in the Round) – where tourists can discover the city's traditional crafts, still preserved, in the hands of skilled artisans who work with metal, wood, or straw.

Creative tourism, in addition to boosting the local economy and providing an authentic approach to the destination, involves the tourist in different aspects of the city, such as its gastronomy, customs and culture.

For more information: <https://visitquito.ec/wp-content/uploads/2021/12/TURISMO-CREATIVO-2.pdf>

## Creative Friendly Destination – Lake Llanquihue, Chile

### **The creative destination Lago Llanquihue invites you to experience the natural and cultural heritage in southern Chile**

Lake Llanquihue, in southern Chile, is the second largest lake in the country. With an area of 860 km<sup>2</sup>, this watershed marks the passage of culture, as river water reaches the lake and, through the river, travels to the sea. A unique destination where natural and cultural heritage flows and converges.

Since 2020, the towns and villages gathered around the basin of Lake Llanquihue are organizing themselves as a creative destination. The world of culture, the arts, the creative economy and the tourism industry come together, promoting and articulating the tourism offer linked to a rich array of initiatives and experiences that deepen the identity of the territory composed of the municipalities of Llanquihue, Puerto Varas, Puerto Octay and Frutillar.

The gastronomic offer is embodied by the 100K initiative, which brings together chefs, restaurants and gastronomic experiences committed to the creation of dishes made with local (obtained within a 100 kilometer radius) and seasonal products, highlighting flavors specific to the territory. As part of this, interested travelers are invited to collect products and learn how to cook exquisite dishes from top chefs. “The 100k fulfills three fundamental objectives: it promotes the development of local identity, reduces the carbon footprint and generates production chains, thus improving the competitiveness of the creative destination,” explains María José Mira, program manager of the Lago Llanquihue Creative Destination.

Music is another of the pillars of this destination, with a long musical tradition, reinforced by the recognition in 2017 of Frutillar as a Creative City of Music by UNESCO. At the level of the Lake Llanquihue basin, the Independent Music Network of Los Lagos (Redmill) is the articulating body that seeks to bring together musicians, creators and producers of the region and that, together with consolidated institutions such as Teatro del Lago, Combas, Camp Música Austral, Sello Música Actual, Semanas Musicales de Frutillar, Estación Rock, Piedrandina, Tronador, among others, seeks to promote music through festivals, workshops and music schools aimed at both beginners and professional musicians.



Handicrafts can be experienced in different ways: exhibitions and textile residencies in Puerto Varas and Llanquihue, or carpentry and shipbuilding workshops in Puerto Octay.

So many experiences and sources of inspiration to discover:  
<https://lagollanquihuedestinocreativo.cl/>



## About the Creative Tourism Network®

The Creative Tourism Network® (CTN) is the international organization responsible for the development of creative tourism in the world. It was created in 2010 as a non-profit organization with the support of the European Union, to promote destinations of all types that rely on creative tourism, both to meet the growing demand of travelers for unique experiences and to create a value chain in their territories.

The CTN collaborates regularly with the World Tourism Organization, UNESCO, as well as Ministries at the global level to structure this growing sector.

## Press Contact

Creative Tourism Network®  
C/ Topazi, 24, 1-3  
08012 Barcelone  
[press@creativetourismnetwork.org](mailto:press@creativetourismnetwork.org)

## Find out more information about the Creative Tourism Network®

[www.creativetourismnetwork.org](http://www.creativetourismnetwork.org)

## Follow us on social media

