

CREATIVE TOURISM



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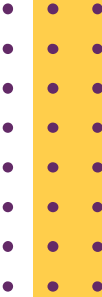
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The Creative Tourism Network®



01

The Creative Tourism





“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**

What is Creative Tourism?

Creative Tourism is a new generation of tourism that enables travelers to discover and understand local culture by participating in artistic and creative activities with local people (co-creation of experiences).



Painting in Tuscany, recycling the red carpet at the Cannes Film Festival, being a "silletero" for a day in Medellín, taking part in a craft workshop in Portugal, taking a photographic tour of Provence, making chocolate in Quito, ice sculpting in Canada, learning traditional dances in Brazil, attending a music master class in Morocco or Jamaica, learning to cook traditional dishes in Thailand...



These are the kinds of experiences that inspire new generations of travellers to travel the world!



Let's experience the world creatively!



POTTERY WORKSHOP



EMBROIDERY WORKSHOP



COOKING CLASSES



UPCYCLING WORKSHOP



PHOTOGRAPHIC ROUTE



CRAFT WORKSHOP



TRADITIONAL DANCE LESSON



HARVESTING & GARDENING



DESIGN WORKSHOP



MUSIC WORKSHOP



NATURAL COSMETIC WORKSHOP



WRITING & POETRY WORKSHOP



CRAFT WORKSHOP



FLORAL ART



PERFORMING TOURS



PAINTING CLASS



STREET ART INITIATION



PASTRIES CLASSES



SCULPTURE WORKSHOP




WINE MAKING & TASTING



A sustainable development lever for territories!

In the wake of the new economies - creative, circular, experiential - Creative Tourism has positioned itself as **THE new-generation tourism.**

Whether it's a question of deseasonalization, inclusion, enhancing the value of intangible heritage, economic revitalization... Creative tourism is emerging as a **solution** for destinations as diverse as a Quebec village, a metropolis like Medellin or a glamorous city like Cannes!



The benefits of Creative Tourism

- **Position the destination internationally to meet the new demands of experiential tourism.**
- **Diversify the tourism offering** by **optimizing** existing (intangible) resources.
- **Create an economic, social and cultural ecosystem**, generating synergies between cross-cutting sectors.
- **Attract quality tourism**, with higher purchasing power, off-season and longer stays.
- **Differentiation of the destination by recreating its cultural DNA** (co-creation of a common narrative).
- **Preservation, transmission and enhancement of cultural heritage by local communities.**
- **Economic engine, job creation, particularly for "vulnerable" groups.**
- **New governance tool.**

➤ **Just to name a few!**

**A model of sustainable tourism,
a value chain covering the entire region.**

A response to the United Nations 2030 Agenda Sustainable Development Goals



Who are the creative tourists?

- **They want to be unique.**
- **Their creative activities may involve learning** (workshops), **creation or performance.**
- **They meet a variety of profiles:** seniors, millennials, premium, kids-friendly, team building, bleisure, women travel communities, foodies, winetourists, sketchers, makers, crafters, dance lovers, etc.



A traveler who takes part in a cooking class to meet the locals and share his love of gastronomy



A choir or amateur orchestra that travels to perform in different creative destinations



Dancers, sketchers or amateur photographers who travel to practice their passion



A family looking for original experiences





Team Building



Rural tourism / Ecotourism



Sketch Tourism



Linguistic Tourism



Performing Tours



MICE

Creative tourism: added value for other segments



Single tourism



Silver Tourism



Makers



Digital NoMads / Remote workers



Staycation



Female Travel Communities

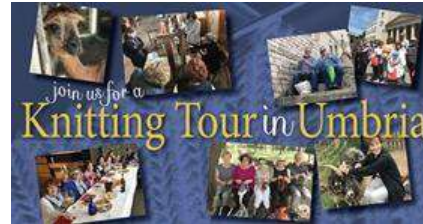
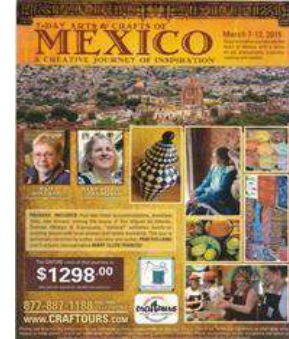


Multigenerational



Millennials

New specialized tour operators with high added value



02

Join the Creative
Tourism Network®



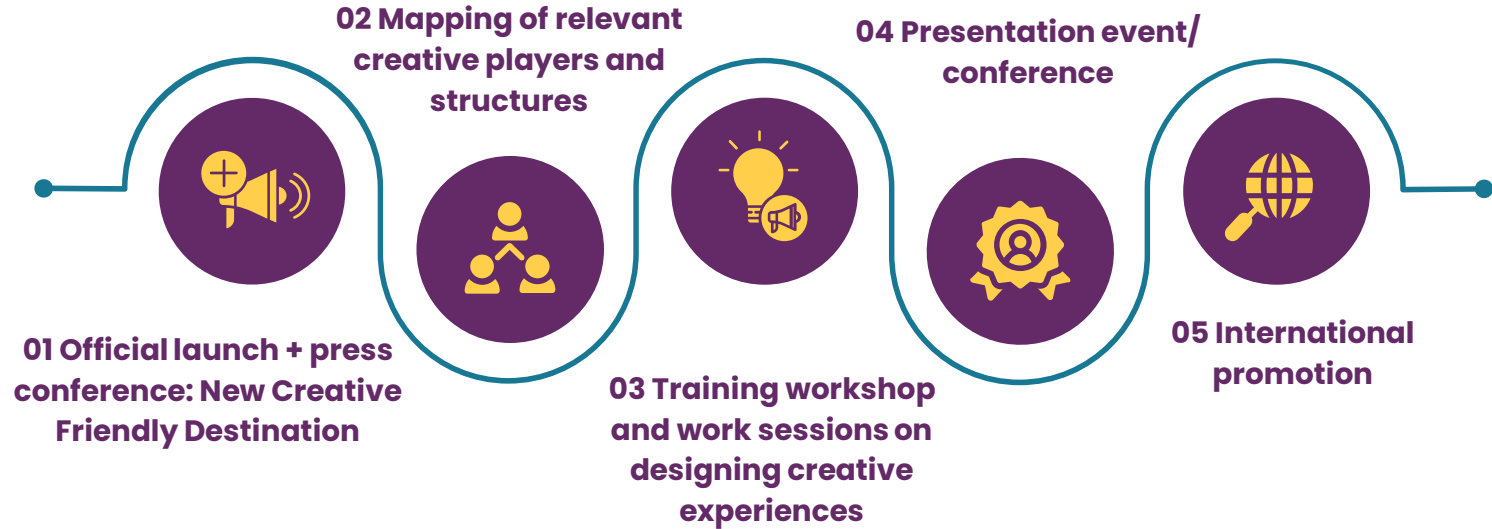
Our proposal

Promote your destination within the Creative Friendly market in order to:

- **Attract new traveler profiles, year-round.**
- **Enhance existing tourism** offerings by adding value.
- **Turn local specificities into an element of differentiation,** which can be marketed without losing its authenticity.
- **Co-create creative tourism programs** involving local players and private and public entities from different sectors (tourism, creative industries, agriculture, etc.).
- **Train local players in new cross-disciplinary skills.**
- **Promote your city internationally** as a creative tourism destination.
- **Network with Creative Friendly destinations worldwide.**
- **Organize exceptional events** in your destination.



Our proposal



Minimum implementation time: 1 month

Benefits for the members

Membership (*) includes the following services:

- **Creative Friendly Destination label and logo.**
- **Ongoing advice from Creative Tourism Network® experts.**
- **Webinars and conferences** (travel expenses not included).
- **International marketing and promotion of your "Creative Friendly" brand** and offer on B2B and B2C markets:
 - ✓ Creation and management of a dedicated section for each destination on our website, translated into 6 languages.
 - ✓ Community management and digital marketing tailored to the specific needs and objectives of each member.
 - ✓ Content marketing: creation of multimedia content (interviews, reports, visuals, etc.)
 - ✓ Monthly newsletter distributed to 10,000 international contacts: specialized travel agencies and tour operators, cultural organizations, creative communities, media.
- **Promotion at international tourism trade shows and conferences.**
- Preferential rates on Creative Tourism Academy training courses.
- Possibility of organizing a network event at your destination.
- **Strategic partnerships with international organizations.**

(*) The cost of membership varies according to the destination: between €800 and €1,500.



Membership process



Application

Please send your application via the following form to:
info@creativetourismnetwork.org



Reply

Evaluation of your application by our Committee and response within 15 days.



Formalization

Payment of annual membership fee.



Implementation and promotion

Help you define your expectations, launch and promote your program.

03

The Creative Tourism Network®



Our missions

The Creative Tourism Network® is the international organization responsible for developing creative tourism worldwide. It was created in 2010 as a non-profit organization with the support of the EU, in order to structure this booming sector. **The CTN collaborates with the World Tourism Organization, UNESCO, as well as Ministries of Tourism and Creative Industries around the world.**



The Creative Friendly Destination certification



Officially awarded by the Creative Tourism Network®, it is designed to distinguish destinations that use creative tourism as a lever for sustainable development.



Developing a comprehensive and inclusive strategy for creative tourism.



Compliance with the network's Code of Ethics and Good Practices.



Creating a value chain in the region.



Medellín, Colombia

Discover the cultural richness of **Medellín**, between tradition and innovation! **Become a "silletero"** by taking part in this traditional flower-covered parade, perfect your **photography** skills during an off-the-beaten-track photowalk, **sculpt** your own pieces inspired by the works of Botero, enjoy a **culinary experience** by sharing the kitchen with a local cook, experience **Colombian music** thanks to a percussion workshop, and much more...



Magdalen Islands, Québec, Canada

The Îles de la Madeleine, located in the heart of Canada's Gulf of St. Lawrence, are an archipelago of a **dozen islands with golden sands** and red cliffs that attract visitors like a magnet. The strong presence of **artists and craftspeople** and the **friendliness** of the locals invite tourists to take part in a wide variety of creative activities such as a **natural soap workshop, glass blowing or honey beekeeping, as well as a pottery or cooking class**, a course to create **land-art works** or improve their sand castles, among others.



Barcelos - Portugal

Barcelos is not only known as the birthplace of Gallo de Barcelos, the emblem of Portugal! The town of Barcelos, also recognized as a Creative City by UNESCO, is an international reference for its **long tradition of craftsmanship and popular arts**, to which great social value is added. This is reflected in its **creative tourism program**, which offers a **wide variety of experiences linked to ceramics and the creation of typical figurines, embroidery, weaving, traditional dances and expressions, gastronomy, oenology, as well as the possibility of tours and concerts in their only heritage buildings.**



Gabrovo - Bulgaria

The town of **Gabrovo**, recognized by **UNESCO** as a "**Creative City of Crafts and Folk Art**", is a treasure trove of Bulgarian intangible heritage. Surrounded by villages dedicated exclusively to crafts, Gabrovo offers a **wide range of workshops in painting, ceramics, weaving and embroidery, cooking, Bulgarian yoghurt-making, natural rose cosmetics, traditional dances, photographic itineraries** and much more. Gabrovo is also famous for its **carnival and comedy festival**!



Biot, France

Biot inspired the greatest artists of the 20th century, and now **attracts creative tourists eager to discover the art-de-vivre of Provence**, by taking part in creative activities. **Biot's artists offer workshops in glassblowing, jewelry-making, sculpture, Mediterranean cuisine and fougasse baking in the communal oven, in the company of locals...**



Recife, Brazil

Under the bubbling sun, people have created Frevo and the timeless ritual of Maracatu. **From the delicious Bolus de Rolo to countless dances and festivals, Recife's cultural heritage is rich and unique. Recife, Capital of Creativity offers a wide variety of creative experiences that can be enjoyed all year round, sharing special moments with its inhabitants: dance workshops, music, crafts, carnival experiences, cooking classes, photographic itineraries, a plunge into local culture and its artistic districts.**



Valparaíso, Chili

Valparaíso ... so many times sung, described, painted and photographed. The city, which sounds like one of the most captivating songs, moves to the **rhythm of Cueca**, sharing exotic scents between its hills and its unique light, which has inspired crowds of artists and seduced today's most creative travelers! **The Valparaíso Creative Tourism program** invites you to live such experiences by taking part in a wide range of workshops and creative experiences: from **music classes to baking courses, craft workshops to photographic walks... the possibilities are endless!**



Quito, Peru

Quito offers a mosaic of authentic experiences, from a **hat-making workshop to an Andean violin-making course, a cooking class, a wood-carving workshop in the tradition of the "Quiteña School", an open-air painting session, a chocolate tasting, or a photographic tour**, among a variety of authentic, high-quality offerings.



Essaouira, Morocco

Creative city par excellence. Its soothing white and blue color palette, enchanting scents, frenzied African rhythms and peaceful, intoxicating ambience take us on an invigorating, enveloping sensory journey. **Workshops in leatherwork, goldsmithing, weaving, natural cosmetics, Gnawa music master classes, photographic routes, cooking classes...**



Cannes, France

Cannes is known worldwide for its Film Festival and its magnificent bay. But beyond the image and the postcard landscape, **Cannes reveals an authentic and friendly soul to those who take the time to discover it. The cultural richness of Cannes, its heritage – tangible and intangible – and the strength of its local craftsmanship** are all assets that have enabled it to obtain the label "Creative Friendly Destination" in 2023. Cannes is where you would not expect it to be, **with experiential offers for all tastes, all year round.**



Autour du Louvre-Lens, France

The destination "**Autour du Louvre-Lens**" is a **gateway to the North of France**, connected to Paris, Brussels and London in less than 2 hours. Along its 120 km, from Béthune to Valenciennes, you will be able to **explore its landscapes and immerse yourself in its culture shaped by mining. In the heart of the destination around the Louvre-Lens, enjoy creative experiences to cook local dishes, discover the craft of stained glass or learn basketry with the giants of Douai.**



Saint Jean Port Joli, Québec, Canada

Saint-Jean-Port-Joli is a pleasant little town on the shores of the St. Lawrence, just an hour from Quebec City. Named Best Creative Destination 2015, Saint-Jean-Port-Joli is characterized by the **uncommon dedication of its 3,500 inhabitants, as well as by the creative dynamism of the many artists and craftspeople** who have settled here. Creative tourists are invited to take part in **ice sculpture workshops, contemporary dance classes on the banks of the St. Lawrence, sea chanteys, land-art, and an intense festive calendar!**



Loulé, Portugal

This charming Portuguese town, ideally located in the Algarve between the ocean and the mountains, has set itself the **goal of introducing its rich intangible heritage to a tourism sector** that has until now been strictly seaside tourism. **The municipality has therefore invited all artists, craftspeople, cultural players and tourism entrepreneurs to co-create authentic experiences to share with these new travelers.** A wide range of workshops will introduce visitors to **pottery, jewelry, basketry, photography, local cuisine, traditional dances** and more.



Empordanet, Catalonia

Empordanet, located in the province of Girona, just a few minutes from the Costa Brava, stands out for the **beauty of its landscapes and its heritage. While crafts and ceramics are one of its main activities, the area also offers a wide range of experiences linked to nature, gastronomy, music and more.** Creative tourists can create their own piece of art in ceramics, jewelry or embroidery, make their own cheese and local products, create their own olive oil soap, take part in a photographic tour or perform a concert at the Monastery of San Miguel de Cruïlles... An invitation to savor the art of living in their charming villages.



Nicosia, Cyprus

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.



Perpignan – Méditerranée, France

Imagine a place where French art de vivre, gastronomy and craftsmanship blend with Catalan culture, traditions and values of generosity, sharing and conviviality. **It's this unique dual identity that Perpignan Méditerranée, the world's only Franco-Catalan creative tourism destination, invites you to discover.** You can taste Roussillon wines, decorate a ceramic object, pick fresh plants and herbs to cook or transform, and discover how to make a jewel from Perpignan garnets.



Lake Llanquihue, Chile

Near the northern entrance to Patagonia, next to the Andes, lies Lake Llanquihue, **Chile's second-largest lake**, whose name derives from the Mapudungun lanquyn-we, Spanish for "sunken place". Lake Llanquihue is a favorite destination for travelers from all over Chile and the world. Here, they find the **tranquility of the natural environment, beautiful landscapes and the cultural richness of a people in constant creative process.** Discover the crafts and gastronomy rooted in local resources such as wool, wood and diverse culinary traditions.

New Creative Friendly Destinations will be presented shortly.



Conferences



LOUVRE-LENS - FRANCE



JINJU - SOUTH KOREA



AMMAN - JORDAN



CURAÇAO - CARIBBEAN



BANGKOK - THAILAND



PORTO ALEGRE - BRAZIL



BARCELONA - SPAIN



BELO HORIZONTE - BRAZIL



LONDON - UNITED KINGDOM



MONTEGO BAY - JAMAICA



RECIFE - BRAZIL

**FIND OUT THE
COMPLET LIST
HERE**

Creative Tourism Academy



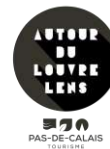
Its objective? To design and run tailor-made training workshops for all types of organisation.

- **Training courses combining theory and practice**, under the guidance of international experts.
- **Seminars and professional workshops bringing together a representative panel of local players** (farmers, craftsmen, cultural managers, tourism entrepreneurs, associations, etc.), in order to 'inspire' them using international examples, and to create in situ a creative tourism programme for the destination.
- **Topics covered:** context, market trends, experience design, revenue generation, communication and digital marketing strategies adapted to creative tourism, etc.





Royaume du Maroc
Ministère du Tourisme, de l'Artisanat
et de l'Economie Sociale et Solidaire



Regione Toscana



The World's
Leading
Travel Trade
Show*

Their trust us

Some of the organisations and institutions with
which the Creative Tourism Network® collaborates

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