



**ALGARVENSIS**  
GEOPARQUE



# A STRATEGIC-TO-ACTION MARKETING BLUEPRINT FOR THE ALGARVENSIS GEOPARK: FROM BRAND VISION TO COMMUNICATION





## Technical Data

### Research Team

Manuela Guerreiro | CinTurs & FEUAlg (Coordinator)  
Patrícia Pinto | CinTurs & FEUAlg (Coordinator)  
Bernardete Sequeira | CinTurs & FEUAlg (Senior researcher)  
Ana Rita Cruz | CinTurs & FEUAlg (Senior researcher)  
Cláudia Henriques | CinTurs & ESGHT (Senior researcher)  
Gonçalo Bentes (Research fellow)  
Sofia Soeiro (Research fellow)

### Graphic Design

Gonçalo Bentes (Research fellow)  
Sofia Soeiro (Research fellow)

# **A Strategic-to-Action Marketing Blueprint for the *Algarvensis* *Geopark*: From Brand Vision to Communication**

# INDEX

<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>1. MARKETING GOALS FOR GEOTOURISM .....</b>	<b>7</b>
<b>2. UNESCO GLOBAL GEOPARKS BRAND ARCHITECTURE.....</b>	<b>8</b>
<b>3. THE ALGARVENSIS BRANDING STRATEGY .....</b>	<b>10</b>
3.1 Brand Vision.....	10
3.2 The Brand Scope .....	13
3.3 Brand Promise and Positioning .....	19
3.4 Codes of Expression .....	20
3.5 Brand Manifesto.....	22
3.6. Algarvensis Geopark Brand within the Algarve.....	22
3.7 Algarvesis Geopark Brand Extension.....	23
3.7.1. Local product and experience lines.....	24
3.7.2. Strategic Co-branding Partnerships.....	26
3.7.3 Themed events and festivals .....	26
<b>4. PEOPLE.....</b>	<b>28</b>
<b>5. DISTRIBUTION .....</b>	<b>30</b>
<b>6. INTEGRATED MARKETING COMMUNICATIONS PLAN .....</b>	<b>34</b>
6.1 Value proposition pillars .....	34
6.2 Communication objectives.....	35
6.3 Communication targets.....	36
6.4 Communication tools and channels.....	37
6.5 Specific Communication Messages .....	41
6.6. Smart technologies.....	43
<b>7. ACTION PLAN .....</b>	<b>44</b>
7.1. Calendar .....	44
<b>8. REFERENCES .....</b>	<b>49</b>
Appendix.....	51

## EXECUTIVE SUMMARY

The Algarvensis Geopark, located in southern Portugal, is a territory of extraordinary geological, cultural, and natural significance. It is a testimony to Earth's history, showcasing geological formations that date back over 350 million years. This unique landscape, shaped by ancient seas, tectonic forces, and the evolution of continents, offers inhabitants and visitors a rare opportunity to explore the origins of our planet. Divided into five chromatic zones—brown, red, silver, gold, and blue—the Geopark Algarvensis reflects the diversity of its lithologies and geomorphologies, creating a visually stunning and scientifically rich environment.

As the only Geopark in southern Portugal, Algarvensis is more than a destination; it is a "Territory of Science and Beauty." Its exceptional geological heritage is the foundation for a distinctive value proposition where science meets education, tourism, and local culture. The Geopark Algarvensis invites visitors to immerse themselves in its landscapes, uncover its stories, and connect deeply with its people and traditions. This approach aligns with UNESCO's vision for Global Geoparks, which emphasises conservation, education, and sustainable development, and the United Nations' Sustainable Development Goals (SDGs).

This document presents a strategic marketing blueprint for the Algarvensis Geopark, designed to position it as a national and international benchmark in sustainable geotourism. The strategy is rooted in "active slowness," which encourages visitors and residents to slow down, explore at their own pace, and engage meaningfully with the territory. By adopting this approach, Geopark aims to offer authentic, sensory, and transformative experiences that resonate with environmentally conscious travellers and those seeking relaxation, discovery, and self-reflection.

The branding strategy outlined in this document leverages Geopark's identity as a destination where geology meets culture, traditions, and local communities by emphasising the integration of three anchor themes—Land, Sea, and People—which serve as inspiring metaphors for the territory's narrative and experience design. These themes guide the development of geotourism offerings, ensuring alignment with the principles of sustainability, innovation, and community involvement in a deep connection with the Arouca Declaration (2022).

Central to the strategy is the involvement of local communities, who are positioned as ambassadors and co-creators of the Geopark's identity. Their participation is essential for fostering a sense of pride, belonging, and stewardship, ensuring the project's sustainability. Initiatives such as educational programs, thematic festivals, and partnerships with local stakeholders aim to empower residents and promote their active engagement in Geopark's development.

The document also details an integrated marketing communications plan to create a coherent and engaging narrative for the Algarvensis Geopark. By leveraging storytelling, smart technologies, and multichannel communication tools, the plan aims to connect with diverse audiences, including residents, visitors, schools, universities, scientists, businesses, and media. The communication strategy highlights Geopark's unique attributes, fosters emotional connections, and encourages sustainable tourism practices.

Additionally, the blueprint includes actionable steps for brand extension, such as developing certified local products, creative workshops, and co-branded experiences. These initiatives aim to enhance Geopark's visibility, generate complementary income, and reinforce its identity. Strategic partnerships with local projects, such as Loulé Criativo, further enrich the Geopark's offerings by combining geoscience with cultural innovation.

The document concludes with a phased action plan outlining specific initiatives to be implemented over 24 months. These actions consolidate Geopark's identity, create positive associations, and drive visitation. The plan provides a clear roadmap for achieving Geopark's strategic objectives, from educational kits and influencer campaigns to exclusive experiences and international events.

This document is a comprehensive guide for Algarvensis Geopark's journey from brand vision to action. It is a call to explore slowly, experience fully, and reconnect with the land, sea, and people of this extraordinary territory. By embracing its geological heritage, cultural richness, and sustainable ethos, the Algarvensis Geopark is poised to become a leading destination in the global geotourism landscape.

# 1. MARKETING GOALS FOR GEOTOURISM

Algarvensis Geopark's marketing objectives are based on an integrated strategy to position the territory as a national and international benchmark in sustainable geotourism, in line with the United Nations' Sustainable Development Goals (SDGs) and UNESCO's vision for Global Geoparks. Bearing this in mind and leveraged by the report on "Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024) the formulation of the following objectives, reflects the principles of 'active slowness', the valorisation of the territory and the involvement of local communities.

## 1. To consolidate the Algarvensis Geopark Brand

To consolidate the reputation and identity of the Algarvensis Geopark as a distinctive destination within the Algarve's tourism offer, highlighting its unique attributes based on geodiversity, cultural heritage and educational offer.

## 2. To align with the Sustainable Development Goals (SDGs)

Operationalise practices that contribute directly to SDGs 4 (Quality Education), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), 12 (Sustainable Production and Consumption) and 17 (Partnerships for the Implementation of the Goals), as defined in the Geoparks framework.

## 3. To (Re)Position the territory as a "Territory of Science"

Repositioning the Algarvensis territory as a Science Territory of Science, inspired by the 'active slowness' concept as a brand vision that guides the experience design strategy, where visitors are invited to *explore slowly and experience fully*, in a setting that combines geoscience, local culture, nature and beauty.

## 4. To capture high-value markets

To attract national and international visitors with greater environmental sensitivity and educational, cultural, and scientific interest, aligned with the pillars of the territory's value proposition: discovery, engagement, search for novelties, relaxation, escape, and self-reflection.

## **5. To develop Strategic Partnerships**

Create and consolidate high-value partnerships with local stakeholders (schools, universities, companies, guides, cultural and environmental associations), as well as specialised distribution and promotion channels, fostering a collaborative and sustainable ecosystem.

## **6. To involve Local Communities**

Promoting the active participation of local communities as ambassadors for the territory, valuing local knowledge, a sense of belonging and pride in identity, through educational, cultural and training programmes.

# **2. UNESCO GLOBAL GEOPARKS BRAND ARCHITECTURE**

Recognising the power of the brand, UNESCO Global Geoparks, in 2015, when it was created, defined the brand strategy that, in addition to the corporate brand, develops a brand extension strategy with site-specific logos issued to each Geopark and National Committee.

A logo toolkit was provided (UNESCO, 2023). The logo can be used in one of the official UN languages (Arabic, Chinese, English, French, Russian, and Spanish), a national language, or a multilingual version combining both. The logo is available in three colours: blue, black and white. UNESCO encourages the use of the blue version of the logo. The UNESCO temple symbol must be at least 12 mm in height from top to bottom.

A UNESCO Global Geopark can continue to use its own logo, in addition to the new UNESCO Global Geopark generic logo. However, the two logos must be displayed separately and should not be combined into a single logo block. For clarity, a Geopark's logo or name must not include the acronym "UNESCO," in accordance with UNESCO's policies and guidelines (see examples below).



Figure 1-Use of the UNESCO logo



Source: (UNESCO, 2023)

In line with these rules, neither the generic UNESCO logo nor a site-specific UNESCO logo may be used by local partners, as this could result in misuse for commercial purposes by hotels, restaurants, or tour operators. Therefore, the term “UNESCO Global Geopark” should only be mentioned in an accurate textual reference, for instance, stating that a territory is “a UNESCO Global Geopark since 2023.” While individual UNESCO Global Geoparks are permitted to use the logo for their own institutional and promotional activities, they are not authorised to grant permission for logo use to third parties (UNESCO, 2023). Aligned with this policy, Algarvensis Geopark should start by defining its branding strategy, which is as follows.

### 3. THE ALGARVENSIS BRANDING STRATEGY

#### 3.1 Brand Vision

The Algarve Geopark is the only UNESCO Global Geopark located in southern Portugal. The Geopark is a territory where the chromatic landscapes witness a geological history of more than 350 million years. This narrative predates the existence of dinosaurs and the current design of the continents, revealing the birth of mountain ranges and ancient seas. The territory is popularly divided into **five colour zones** that reflect the diversity of its lithologies and geomorphologies: brown, red, silver, gold and blue.

This exceptional geological heritage serves as the basis for a **distinctive value proposition, where science meets education, tourism and local culture.** The territory's natural characteristics, combined with its scientific and symbolic narrative, position Algarvensis as a brand-territory with the potential to generate emotional involvement, attract conscious visitors and promote the region's sustainable development.

The name Algarvensis has Latin origins, being an adjective of belonging derived from 'Algarve', with the suffix '-ensis' indicating provenance. It therefore means 'from the Algarve', reinforcing the project's territorial and scientific roots. The Algarvensis Geopark symbol is inspired by the Penina deposit, considered the territory's 'cathedral', and its most emblematic inhabitant, the Metoposaurus Algarvensis, a prehistoric amphibian that inhabited the region around 227 million years ago.

The predominant colour of the logo refers to Silves' sandstone ("*grés*"), and its shapes represent, in a stylised way, the dynamic interaction between nature, material and immaterial culture: from castles to archaeological remains, from water to local ways of life. It's a strong and unique visual composition reflects the territory's deep identity.

The report 'Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis' is the result of a collaboration between the Geopark Algarvensis (AGA), the Centre for Research in Tourism, Sustainability and Well-being (CinTurs) and the University of the Algarve. This study provided preliminary strategic contributions to the development of geotourism in the AGA territory. Considering the rapid changes in tourism trends, consumer profiles and technological advances, this

document proposes lines of action that reconcile the enhancement of geological and cultural heritage with the principles of sustainability and innovation. In developing the conclusions presented in this report, namely those that led to identifying the three anchor themes of the Algarvensis Geopark, an exhaustive literature review was conducted to establish the theoretical framework and support the development of appropriate methodological strategies. Aligned with the Arouca Declaration (European Geoparks Network, 2012) and by adopting exploratory and participative research methodologies, including the use of focus groups and nominal group techniques, involving various stakeholders in the Algarvensis Geopark territory, the destination **brand philosophy and vision** arise.

Destination	Adoption of an approach aligned with the principles of
Philosophy and Vision:	slowness and slow tourism applied to the management of
<b>SLOWLESS</b>	the Geopark Algarvensis as a destination area.

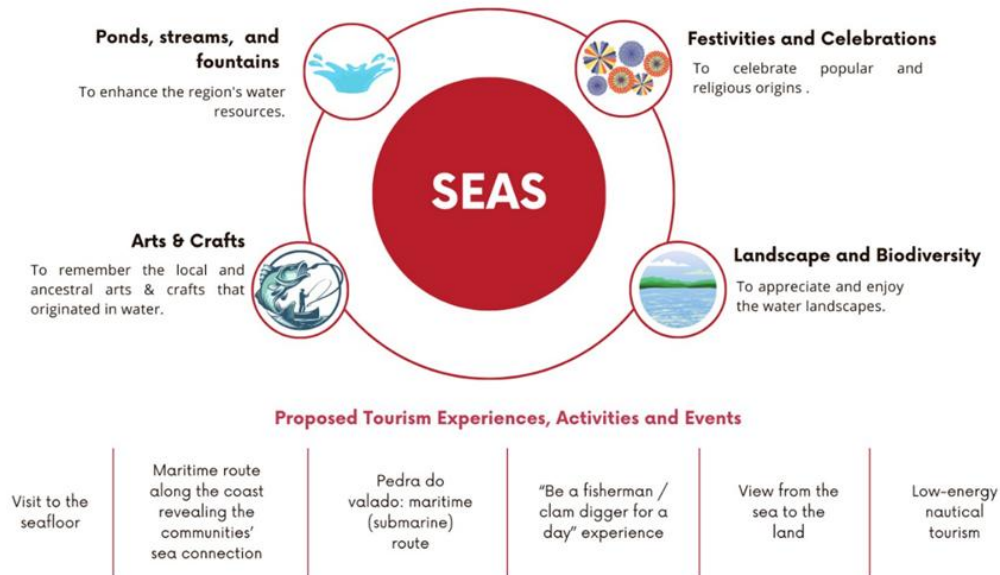
The slow philosophy as the core of the destination brand vision has been proposed as it reflects the motivations of those seeking to enjoy the experience of being a visitor or a resident at their own pace, without rushing, and in a more mindful and meaningful way. The slow philosophy can be compatible with various forms of tourism, as it emphasises the value of the experience, guided by ethical behaviour and a slow mindset. Slowness in tourism is understood as an individual state of mind that combines activity with tranquillity. Each person interprets the balance between action and deceleration in their way. The fundamental principles of slow tourism include travelling less per day, staying longer in a destination, and deeply appreciating the people, places and local culture (Serdane et al., 2020).

Aligned by this brand vision, the Algarvensis Geopark invites its residents and visitors to slow down their pace of life and enjoy the small, detail-oriented recreation in a land with more than 350 million years of History.

From the report ‘Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis’, it is also possible to identify the anchor themes that inform this geo-destination storyworlds and the offer design: **SEA, LAND and PEOPLE** as illustrated in figures 2, 3 and 4. These concepts must be taken as inspiring metaphors

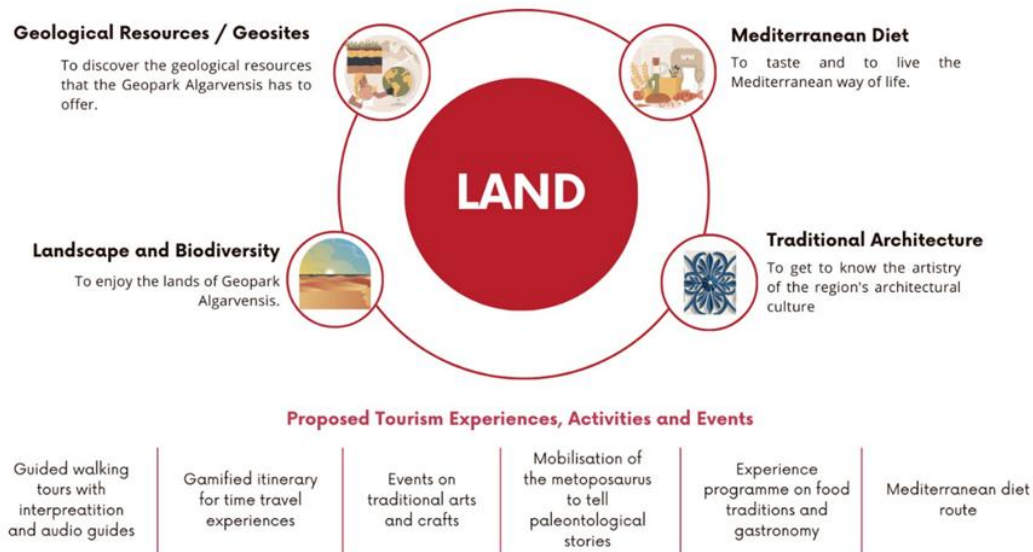
through which the History and the stories of this unique territory with a rich geological history can be told and lived thoroughly its land, sea and people. The anchor themes are essential to align the geotourism strategy, namely its operational plan.

Figure 2- Seas



Source: "Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024)

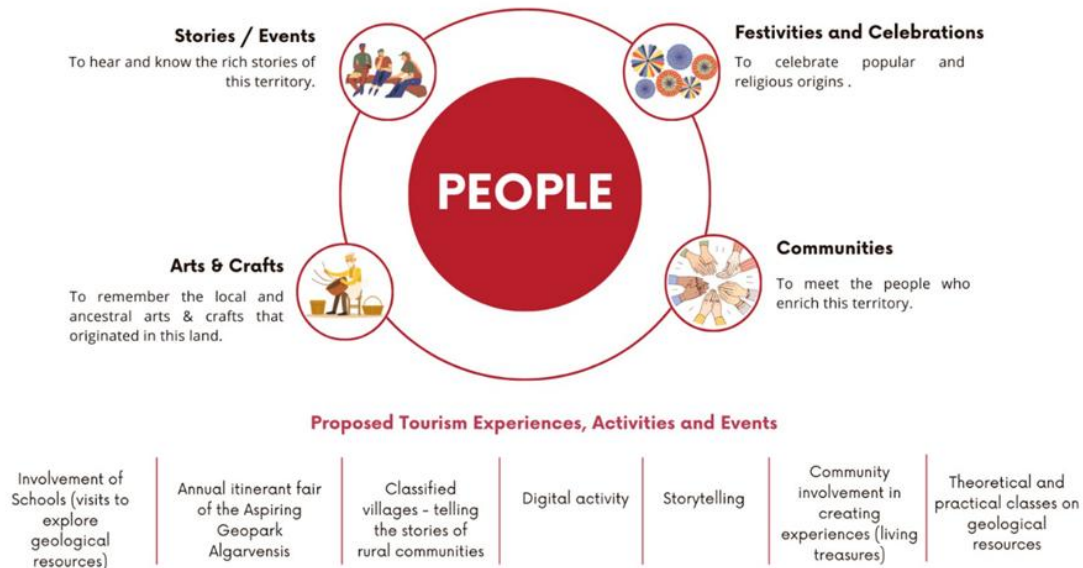
Figure 3- Land





Source: “Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis” (Guerreiro et al., 2024)

Figure 4- People

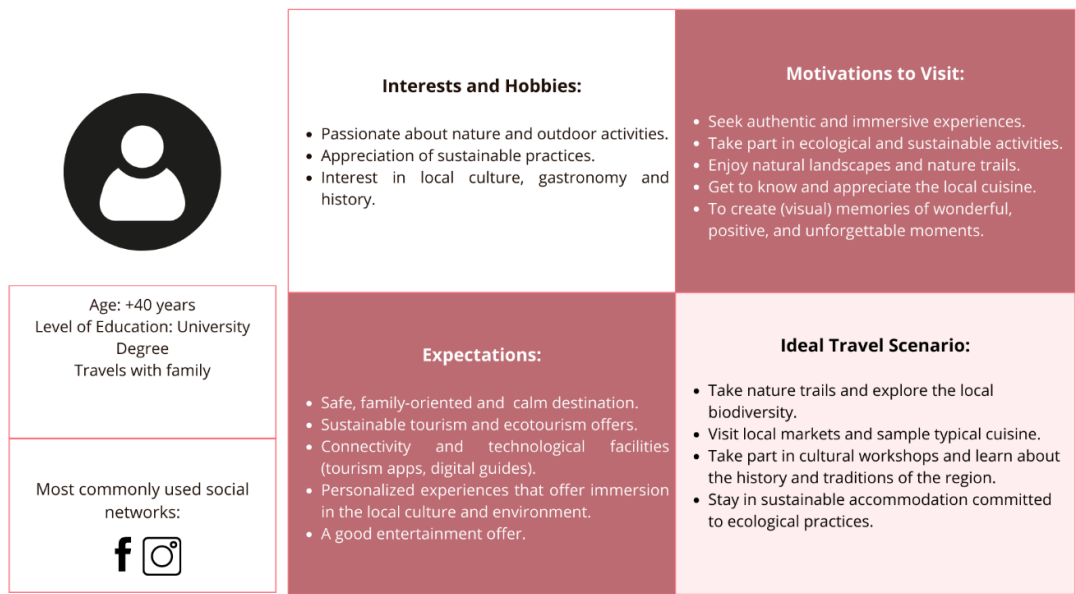


Source: “Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis” (Guerreiro et al., 2024).

### 3.2 The Brand Scope

Furthermore, from the report ‘Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis’ (Guerreiro et al, 2024), based on research into global consumer trends in tourism, particularly in the Algarve region and the UNESCO geoparks, especially across Europe, Spain and Portugal, a potential market segment was identified. Its profile can be broadly profiled in Figure 5.

Figure 5- Profiling a global segment for Algarvensis Geopark



Source: “Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis” (Guerreiro et al., 2024)

More precisely, in Table 1, visitor profiles across well-established UNESCO Geoparks is presented.

Table 1- Visitor profiles in other geoparks

Arouca Geopark, Portugal
<ul style="list-style-type: none"><li>• <i>Want it all Geotourists</i> - sports, nature, educational and leisure</li><li>• <i>True Geotourists</i>- learning activities, novelty seeking, socialising</li><li>• <i>Sensational seekers</i>- more interested in sports, nature, adrenaline and getting away from the everyday grind.</li><li>• <i>Accidental Geotourists</i> -less inclined to visit the geopark</li></ul>
Mourne -Gullion-Strangford Geopark, UK of Great Britain + Northern Ireland
<ul style="list-style-type: none"><li>• <i>Active maximisers</i>- maximise short breaks with a passion for nature and unique experiences.</li><li>• <i>Open-Minded Explorers</i>- Seeks local culture and unique experiences, enjoys scenic beauty.</li><li>• <i>Great escapers</i>- Breath-taking landscapes, ancient sites, remote places and landmarks.</li></ul>

- *Open to Ideas-* Enjoys outdoors, sports, music and history.
- *Cultural Curious-* Broadening the mind, active sightseeing, historical buildings and attractions.
- *Social Energisers-* Entertainment, festivals, contemporary culture and music, clubbing, water sports, the pub experience, shopping, sightseeing.

### Bohemian Paradise Geopark, Czech Republic

- *Nature lover-* likes to rest, positive experiences from nature, but also gastronomy. More cultural than natural monuments.
- *Relaxing social tourist-* Rest and social events. Best experiences: fun, gastronomy and staying by the water.
- *Family traveller-* Natural, cultural, and entertainment attractions, but most recommend natural monuments.
- *Calm Loving Hiker-* Nature and exploration of the region. Positive experiences with natural and cultural monuments, visits, and hiking.
- *Sports tourist-* Most positive experiences concerned nature (sports to spend time in nature)
- *Active family tourist-* Positive experiences from visits to natural, cultural monuments and entertainment attractions. Returned due to previous experiences.
- *Cultural tourist-* Most positive experiences were from visits to cultural monuments; also look for entertainment; also visit nature, even though it is not their main motivation.

Source: Own elaboration based on (Amaro et al., 2023a; Drápela et al., 2025; Newry Mourne and Down District Council [NMDDC], 2017)

The study conducted by Amaro et al. (2023) carried out a detailed review of various studies that identify different segments and motivations of geotourists. The results of this analysis are organised and presented in Tables 2 and 3.

Table 2- Different studies on geotourist segmentation

Segments	Based on	Authors
Beetles (experienced geologists), ants (amateur geologists), butterflies (general tourists), and wasps (students)	Knowledge and level of interest	Hose (1998)
Accidental visitors (no prior decision made to visit), General, Interested, and Scholarly	Knowledge and level of interest	Gorman (2007)
Escape-seeking, Knowledge and Novelty seeking, Novelty-seeking and socialisation seeking	Motivations	Kim et al. (2008)
The visitors (unaware, aware, and interested) and the geotourists (the geo-amateur, the geologist-specialist, and the geo-expert)	Knowledge and level of interest	Grant (2010)
The purposeful geotourist, the intentional geotourist, the serendipitous geotourist, the accidental geo-tourist, and the incidental geotourist	Motivations and experience	Hurtado et al. (2014)
Nature-seeking escapists, convenience-oriented, Socialisers, Heritage enthusiasts, Passive visitors and Want it Alls	Motivations	Fung and Jim (2015)

Source: Own elaboration based on (Amaro et al., 2023)

Table 3- Different studies on motivations in Geotourism

Motivations	Geosite and country	Author
Escape, Knowledge, Novelty, Socialisation	Hwansun Cave, Korea	Kim et al. (2008)
Curiosity, Education, Great interest in caves	Crystal Cave in Yanchep National Park, Western Australia	Hurtado et al. (2014)
Sense of Wonder, Relaxation, Knowledge, Escape (from the pressures of study), Enjoyment, Friendship	Dead Sea, Jordan	Allan (2014)
Sense of Wonder, Relaxation, Knowledge, Escape, Enjoyment, Friendship	Crystal Cave, Western Australia	Allan et al. (2015)



Nature ambience, inherent heritage, social and accessibility	Hong Kong Global Geopark, China	Fung and Jim (2015)
Enjoyment, Novelty seeking, Social interaction, Escaping	Hong Kong Global Geopark, China	Cheung (2015)
Enjoyment, Relaxation, Novelty Seeking, Escape, Socialisation and Knowledge	Alisadr Cave, Iran	Shavanddasht et al. (2017)
Natural beauty and socialisation	Bohemian Paradise Geopark, Czech Republic	Drápela et al. (2021)
Visiting attractions, Research and prestige, Rest and relaxation, Knowledge and Friendship	Serbs who had visited geosites within the Middle and Lower Danube region, Serbia	Tomić and Marjanović (2022)

Source: Own elaboration based on (Amaro et al., 2023)

Looking at the **Slow Tourism** literature, it is possible to identify the six main motivations that help to understand slow tourists' mindset and behaviour (Fusté-Forné, 2023), as illustrated in Figure 6.

*Figure 6- Slow tourism motivations*



Source: Own elaboration based on (Fusté-Forné, 2023).

These motivations align with the profiles and motivations of visitors to UNESCO Global Geoparks (Amaro et al., 2023b; Drápela et al., 2025; Newry Mourne and Down District Council [NMDDC], 2017). It is also in line with the Algarve Tourism Board's segmentation policies (Região do Turismo do Algarve, 2024) and geopark Algarvensis' municipalities target markets (e.g., Albufeira, where the Strategy for Development, Promotion and Attraction of New Tourists 2024 - 2030 posits that the "Segments not to be valued" are those "Looking for low-cost destinations, short stays [less than 3 nights], with the sole motivation of having fun, without cultural motivations, not very sensitive to local life and interaction with residents". On the contrary the "high-value segments" are those "Looking for sun and beach destinations of recognised quality, with high added value, that are safe, with warm/smooth temperatures all year round (higher than in their countries of residence), who appreciate and look for experiences and activities beyond the beach, are sensitive to local cultures and are concerned about preserving the natural resources of the places they visit" (Município de Albufeira, 2024).

Beyond visitors, it is essential to consider other strategic target audiences. The Northwest Highlands Geopark (2017) defines three priority segments in its strategy: tourists, businesses and residents. The residents are considered its 'most valuable asset' in promoting the geopark, taking an active role in enhancing and publicising the territory to visitors. Recognising the power of word of mouth as an authentic and effective marketing tool, the geopark is committed to a robust programme of local ambassadors, which reinforces a sense of belonging and community involvement.

This approach is also in line with the guidelines of the Geopark Management Toolkit (2025) which identifies schools and universities, scientists and researchers, the community at large (local and regional) and tourists and visitors as strategic audiences. Therefore, an effective marketing plan for the Algarvensis Geopark should go beyond focusing exclusively on occasional visitors, strategically integrating the local community, educational institutions, the scientific community and economic agents, promoting a sustainable and participatory connection with the territory.

### 3.3 Brand Promise and Positioning

From the above, the Algarvensis Geopark **brand promise** is designed: **ACTIVE SLOWNESS for all in a TERRITORY OF SCIENCE and BEAUTY**

The Algarvensis Geopark promises an active but peaceful tourism experience, where each visitor can slow down at their own pace, in contact with science, nature, culture, people and the unique beauty of the territory.

Aligned with the report 'Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis', this geotourism destination area's **brand positioning** invites visitors and residents to "***Explore Slowly. Experience Fully.***", a proposal that favours authentic, sensory and meaningful experiences by offering opportunities to **discover, engage, relax, escape from routine, novelty-seeking and self-reflection** for those living and visiting the Algarvensis geopark across the Algarve region. This approach invites visitors to slow down, valuing the quality of the experience, the connection to the territory and the local communities. The concepts around the destination-area positioning will guarantee that it is managed and communicated as a destination area within a major destination – the Algarve region – which is, at the same time, differentiated in terms of its value proposition and complementary to the existing offer by adding value. It is in line with the principles of UNESCO's World Geoparks Network and clearly differentiates a tourist destination area predominantly characterised by seasonality associated with mass tourism, mainly focused on sun and beach offers. The **destination brand DNA** (Destination's Non-imitable Assets) lies in its exceptional geological heritage, which serves as the basis for a **distinctive value proposition, where science meets education, tourism and local culture** through the anchor themes – Land, Seas, People. Thus, the Geopark Algarvensis is a place where geology meets culture, traditions and local communities, gastronomy, nature and sea, and where there is space for both fun and disconnection. It's a territory where science takes shape in the landscapes and beauty is revealed in the slow pace of discovery. Being a UNESCO Global Geopark is another compelling reason to visit this unique territory, especially as it is the only one located in southern Portugal.

### 3.4 Codes of Expression

In Algarvensis Geopark, every **trail**, every **hill** and every **stone** tells chapters of a story that is more than 350 million years old, a story written at the bottom of ancient **oceans**, sculpted by colossal **tectonic forces** and revealed today in the form of unique **fossils**, **colourful landscapes** and a rare **geological diversity**.

This is where residents and visitors find the Penina site, a veritable geological cathedral where the *Metoposaurus Algarvensis*, an amphibian fossil unique in the world, was discovered. But this is not the end of the story: it's here that one can walk along trails between red sandstone and dry-stone walls, listen to the sound of hidden streams and taste artisanal medronho, produced by those who have been moulding the relationship between people and the land for generations. This territory is symbolically and sensorially structured into five distinct colour zones: the *Algarve Pardo* (brown), *Algarve Vermelho* (red), *Algarve Prata* (silver), *Algarve Dourado* (golden), and *Algarve Azul* (blue). Each one reflects the dominant lithologies, geomorphological features, vegetation, and the enduring influence of the ocean.

More than a destination, the Algarvensis Geopark is a territory of science, active learning and deep contemplation. Here, the trails are signposted with plaques, interpretive tables and totems that invite visitors to understand, at their own pace, the grandeur of geological time and the intimate relationship between the land and the communities that inhabit it.

The experiences here are not generic; they are unique because they are participatory and transformative. This is the essence of the concept of active slowness, living intensely but with time. It's a space where science isn't confined to books; it's lived in the rocks, the fossils, the phenomena that still mould the landscape today, such as coastal erosion or the deposits that bear witness to the 1755 tsunami.



Figure 7- Geosites of international value



Source: Own Elaboration

Figure 8- Some Geosites of the Algarvensis Geopark



Source: Own Elaboration

Figure 9- The identity of the Algarvensis Geopark



Source: Own Elaboration

### 3.5 Brand Manifesto

Crafted around its three anchor themes or pillars - Land, Seas and People -, the Geopark Algarvensis's **brand manifesto** envisages **sustainable, educational, regenerative and immersive tourism experiences**. It is a territory where science and beauty intersect, and where every step brings the visitor closer to something greater: the history of the Earth, the culture of the local people and their own connection to the natural world. Here, visitors are explorers of time, of the territory and of themselves. Because this is a place where nature and (geo)science speak, and where people have time to listen to it.

### 3.6. Algarvensis Geopark Brand within the Algarve

Although aligned by the UNESCO Global Geoparks conceptualisation (UNESCO, 2024), the Algarvensis Geopark is located within the Algarve region, one of Europe's most prominent tourism destinations. The region is managed by a Destination Management Organisation (DMO), the Algarve Tourism Board, which plays a central role in guiding

the strategic development of the destination. Currently, the Algarve Tourism Board leads the regional tourism agenda by enhancing the destination's appeal to both domestic and international visitors, identifying target markets, crafting the positioning strategy, shaping the destination branding, and operating product development and communication (Turismo do Algarve, 2024). Given this context, the Algarvensis Geopark must align with the local DMO as outlined in Turismo do Algarve (PMETA 2.0, 2021) by adding to the existing tourism offerings, targeting more selective demand, reducing environmental impact, and mitigating seasonality.

In light of the Algarve's strong international reputation and numerous tourism awards (e.g., Guerreiro et al., 2023), it is advisable that the Algarvensis Geopark, located in the central Algarve, adopt a master/sub-brand relationship strategy. This approach would leverage the positive brand associations linked to the Algarve master brand, while the sub-brand—Algarvensis Geopark—adds unique attributes to the overall brand identity. At the same time, the Geopark would benefit from the established reputation of the master brand (Datzira-Masip & Poluzzi, 2014). Through this strategy, the Algarvensis Geopark can also capitalise on the broader recognition of Portugal as a nation brand. It is then recommended that this strategy be discussed with the DMO political and executive board ("Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024)

### **3.7 Algarvesis Geopark Brand Extension**

According to Aaker (1990), Brand extension is a strategy that introduces an established master brand into new product categories, thus being widely used by a variety of products. Following the UNESCO Global Geopark guidelines for the use of the UNESCO Global Geopark Logo by Geoparks and National Committees (2023), a clear brand extension strategy must be defined in the Algarvensis Geopark.

Local partners are not permitted to use either the generic or a site-specific UNESCO logo as this may result in misuse for commercial gain by entities such as hotels, restaurants, or tour operators. However, partners may include a factual text reference to UNESCO near their own logo. For example, a business partner may state: *"[NAME OF THE PARTNER] is a proud partner of [NAME OF THE GEOPARK], designated a UNESCO Global Geopark since [DATE]."*(UNESCO, 2023).

### 3.7.1. Local product and experience lines

Valuing the territory and its communities involves not only promoting the geosites for tourism and interpretation but also creating a sustainable economic ecosystem with the Algarvensis brand as a catalyst for differentiation and quality. The economic, socio-cultural and environmental axes are accurate guides to pursue the sustainable development of the territory.

In the part of the brand extension, the development of an official and emotionally relevant **product line** represents a strategic opportunity to strengthen the Algarvensis brand awareness, expand the points of contact with different audiences and generate complementary income that can be reinvested in educational, cultural and conservation actions in the territory. In this context, **it is proposed to create an 'Algarvensis Product' certification label**, which will function as a legitimate and strategic extension of the brand for the territory's endogenous products. In Table 4, a list of product lines from other geoparks must inspire the Algarvensis team.

*Table 4- Products from other geoparks*

Geopark	Location	Products
Dehondsrug	Netherlands	Eight storylines with a booklet explaining the theme and linking the Gateways to the Hotspots
Reykjanes	Iceland	Books and Children's Books
North-West Highlands	UK of Great Britain + Northern Ireland	Fleeces, T-shirts - Geodetective and rock themed; Hat/Buff/Beanies; Small souvenirs for coach parties; Books covering local walks; Maps and map cases; Car window stickers; Embroidered badges; Pebble routes guidebook



Buzau Land	Romenia	It promotes local products, where a simplified version of the Buzău Land logo is applied to locally made products. It also has an online shop for geoproducts and uses a Google Ad Grant for online marketing.
Naturtejo	Portugal	Aromas do Valado, a brand that produces essential oils, cosmetics and personal care products with aromatic and medicinal plants native to the geopark; Geocakes; Geobakery - 100% organic bread; jewellery line made by an artisan, Trilobite...Precious-for a million years' bags and wool slippers made by an artisan; olive oil; trilobite biscuits; Geowine
Magma	Portugal	<i>GEOfood</i> brand for local food (the GEOfood brand is currently in the private domain)
Langkawi	Malaysia	Books, teddies and t-shirts of the official mascot, figures of local animals, key rings, magnets, stationery

Source: Own elaboration

To highlight the difference of Algarvensis Geopark in this global scenario, we suggest a set of product/experience extension solutions properly certified by the Algarvensis certification label:

1. **Creative Geo-workshops:** Implementation of a programme of craft workshops inspired by elements of the Algarvensis territory, such as fossils, rock formations or geological textures, guided by master craftsmen. These activities will allow visitors to 'feel the earth with their hands', reinforcing the link between science, culture and the community.
2. **Collection of Local Products:** Development of an exclusive line of craft products (ceramics, textiles, empreita, among others) inspired by the Geopark's five colour zones

(brown, red, silver, gold, blue), duly certified with the 'Algarvensis Geopark Product' label. Each piece will be accompanied by interpretative storytelling linking the object to the territory's geodiversity.

3. **Creative Residencies at Geosites:** Promotion of artistic residencies with artisans, designers and researchers at emblematic geosites, such as the Loulé Rock Salt Mine or the *Metoposaurus algarvensis* deposit, with the aim of developing original pieces that communicate the scientific and symbolic value of the territory.

4. **Geo-artisanal Experiences Integrated into Tourist Itineraries:** Creation of visit packages and tourist experiences that include moments of interaction with local artisans, reinforcing the authenticity and participatory dimension of the tourist proposal.

5. **'Lands of Craft' Thematic Festival:** Design of an annual travelling event centred on the confluence of folk art, geosciences and the arts.

### **3.7.2. Strategic Co-branding Partnerships**

The co-operation between Algarvensis Geopark and the **Loulé Criativo** project is a strategic alliance between two complementary territorial brands, aimed at enhancing natural and cultural heritage, promoting local identity and developing authentic and sustainable experiences. This co-branding action is based on a partnership model based on shared values, aligning two distinctive proposals: on the one hand, the Geopark as a territory of geoscience, beauty and 'active slowness'; on the other, Loulé Criativo as a platform for craft innovation and cultural expression rooted in the community.

By promoting synergies between science and creativity, between nature and culture, this partnership will deepen the connection between the territory and its cultural agents, reinforcing the Geopark's position as a distinctive, sustainable and regenerative destination.

### **3.7.3 Themed events and festivals**

The organisation of branded themed events and festivals is one of the most effective ways of extending the Algarvensis Geopark brand, by transforming the Geopark's values and identity into shared, engaging and emotionally memorable experiences.

From the report '*Shaping the Future: Strategic Insights for Geotourism Development in the Geopark Algarvensis*', the second nominal group aimed to create/adapt tourist routes, circuits, themed events, and tourism experiences aligned with the three key themes that emerged from the analysis of ideas from the focus groups and the first nominal group session: Land, Seas and People. This session helped identify the main tourism experiences, activities and events to develop in each key theme of the Algarvensis Geopark geotourism axis development strategy and establish a prioritisation order for each proposed idea. The following table summarises the main results of this session.

*Table 5- Summary of nominal group 2: Tourism experiences, activities and events*

Nominal Group 2: Tourism Experiences, Activities and Events				
Themes	Experiences, Activities and Associated Events	Order	Experiences, Activities and Associated Events	Order
<b>LAND</b>	Guided walking tours with interpretation and audio guides	IIII	Regional gastronomic menu	II
	Gamified itinerary for time travel experiences	IIII	Viewpoints along the trails	II
	Events on traditional arts and crafts	III	Nighttime observations	II
	Mobilisation of the metoposaurus to tell paleontological stories	III	Karst heritage (e.g., caves)	I
	Experience programme on food traditions and gastronomy	III	Polynucleated events to recreate lands' cycles	I
	Mediterranean diet route	III		
	Polynucleated events to recreate lands' cycles	II		
<b>SEAS</b>	Visits to the seafloor	IIII	Low-energy nautical tourism	III
	Maritime route along the coast revealing the communities' sea connection	IIII	Scientific routes	II
	Pedra do valado: maritime (submarine) route	III	Coastal cycling path	II
	"Be a fisherman/clam digger for a day" experience	III	Water Route	I
	View from the sea to the land	III	Underwater exhibitions	I
<b>PEOPLE</b>	Involvement of Schools (visits to explore geological resources)	IIII	Community involvement in creating experiences (living treasures)	III
	Annual itinerant fair of the Aspiring Geopark Algarvensis	IIII	Theoretical and practical classes on geological resources	III
	Classified villages – telling the stories of rural communities	III	Fairs and Markets	II
	Digital activity	III	Hydraulic heritage	I
	Storytelling	III		

Source: "Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024)

## 4. PEOPLE

The strategy reflects the centrality of resident communities in consolidating the territory's identity and affirming it as a UNESCO World Geopark. In line with the official definition of a Geopark, these territories constitute 'unique and unified geographical areas where sites and landscapes of international geological significance are managed with a holistic approach to protection, education and sustainable development' (UNESCO, 2024). In this context, the involvement of local communities, not just as beneficiaries but as co-producers of territorial value, is an essential condition for the sustainability of the project.

The Arouca Declaration (2011) reinforces this approach by stating that geotourism should 'sustain and strengthen the identity of a territory, taking into account its geology, environment, culture, aesthetics, heritage and the well-being of its residents'. Valuing the geological legacy of the Algarvensis Geopark is therefore inseparable from recognising and mobilising its communities, the people who inhabit and shape the territory on a daily basis.

Based on data from the RESTUR and Monitor (2023) projects, it can be seen that the residents of the three municipalities (Albufeira, Loulé and Silves) recognise the economic benefits of tourism, but also express concerns about environmental pressure, the rising cost of living and preserving their way of life. These results support the need for a strategy that promotes not only the mitigation of negative impacts, but the strengthening of identity pride, local empowerment and the role of the community as promoter and guardian of the Geopark.

In this sense, the Geopark is positioning the host community as a strategic target segment, in conjunction with its marketing and communication objectives. A number of integrated initiatives are to be developed to encourage participation, knowledge and a sense of belonging:

- **Faces of Algarvensis:** a programme to actively involve members of local communities as representatives of the Algarvensis Geopark, promoters of good practices and narrators of the territory.

- **Algarvensis Eco-Club:** a school club aimed at 2nd and 3rd cycle students, which promotes environmental and geoscientific education based on participatory methodologies.
- **School Algarvensis Experts:** liaising with teachers and pedagogical teams to organise themed workshops, interdisciplinary projects, photography and art competitions, field trips and other initiatives integrated into the curricula, with an emphasis on liaising with subjects such as Biology and Geology (e.g. 11th grade National Exam, 2023).
- **Algarvensis Week in Schools:** presence of the Algarvensis Geopark team in schools, promoting direct contact with students and teachers through immersive activities.
- **UNESCO Clubs and Associated Schools:** integration and dynamisation of local schools in UNESCO's network of clubs and associated schools, promoting alignment with the Sustainable Development Goals.
- **Capacity Building:** training activities for tour guides, local authority technicians, local entertainment agents, associations, companies and Geopark ambassadors, fostering specialisation and ownership of the territory.
- **Algarvensis Walk:** an initiative open to residents, visitors, students and partners, promoting sensory, cultural and scientific contact with the territory.
- **Thematic Weekend in Each Parish:** programme of local events, organised in the various parishes, with a view to raising awareness, boosting culture and strengthening the sense of belonging.

These actions materialise an approach that is consistent with the objectives of the Marketing Plan, namely: (3) (Re)positioning the territory as a 'Territory of Science and Beauty', (5) developing strategic partnerships with local agents, and (6) involving local communities. It is thus a policy of valuing people and their stories, transforming residents into protagonists of their own heritage, combining science, culture and identity in a sustainable model of tourism and educational development.

## 5. DISTRIBUTION

In terms of distributing the Algarvensis Geopark's tourism products, it is important to consider the diversity of channels available to ensure greater reach and effectiveness in promoting and marketing the offer. Considering the specific nature of the territory and the profile of the visitor, the distribution strategy should adopt a mixed approach, combining traditional and digital channels. The focus on digital media is particularly important, not only because of its segmentation capacity and international reach, but also because of the flexibility, speed and cost savings it offers. The following tables show the main traditional and digital distribution channels, as well as some suggestions for operators and platforms where Algarvensis Geopark can promote and market its tourism products.

### Traditional channels

The Algarve's tourism offers in terms of Tourist Agents and Travel and Tourism Agencies, in 3 Algarve municipalities, were considered based on statistical sources such as INE and RNT (National Tourism Register).

*Table 6- Tourist Entertainment Agents (RNAAT) and Travel and Tourism Agencies (RNAVT) in 3 Algarve municipalities - Albufeira, Loulé, Silves (June 2025)*

Municipalities	RNAAT (Nº of records)	RNAVT (Nº of records)
Albufeira	292	203
Loulé	175	167
Silves	79	37
The 3 municipalities	546	407.
Total Algarve	1484	803

Source: (RNT, 2025)

In addition, an analysis was made of the existence of specialised companies with a greater association with certain scientific areas, such as geology, among others. Furthermore, the offer of tours publicised through platforms such as TripAdvisor was



determined. Priority was given to companies that were located in the municipalities under study, or that had tours in all three municipalities.

Table 7- Tourist Agents and Travel Agencies

	Tourist Agents and Travel agencies (Location)	Excursions and Activities	Website
National	GeoWalks & Talks	The first company to operate in the Algarve, specialising in geotourism. GeoWalks & Talks is recognised as a Nature Tourism activity by the ICNF (Institute for Nature Conservation and Forests).	<a href="https://www.gwt.pt/">https://www.gwt.pt/</a>
	Alsafari Tours (Albufeira)	Historical Algarve Full Day Guided Tour (Albufeira, Silves, Monchique)	<a href="https://alsafaritours.com/pt/root/">https://alsafaritours.com/pt/root/</a>
	Coast and Country Tours (Albufeira)	Safari Coast and Country Tours; Monchique and Silves tour; Albufeira city and coast tour	<a href="https://www.coastandcountrytours.com/">https://www.coastandcountrytours.com/</a>
	Algarving Tours (Albufeira)	Wine tasting tours and private tours	<a href="https://www.algarvingtours.com/">https://www.algarvingtours.com/</a>
	Emotions Tours (Silves)	Buggy and Jeep Safaris in Silves	<a href="https://www.emotions-tours.com/">https://www.emotions-tours.com/</a>
	MegaSport Travel (Loulé)	Cycling Road Tour Algarve - Sagres to Tavira - 7 nights   6 stages	<a href="https://megasporttravel.com/en/">https://megasporttravel.com/en/</a>
	Algar Tour (Faro)	Secrets of the Algarve: Guided Tour (Loulé Market, Salir; Alte; Benagil)	<a href="https://algartour.pt/">https://algartour.pt/</a>
	South Explorers (Lagos)	Sagres Sunset Tour, West Coast Full-Day Tour, Silves + Monchique + Wine Tasting, Sagres and Cape St. Vincent Half-day Tour, Wine Tasting Tour from Lagos, Benagil Boat Tour	<a href="https://southexplorers.pt/">https://southexplorers.pt/</a>

		and Algarseco, Monchique and Fôia Half-Day Tour, West Coast Half-Day Tour	
	Sagres Discovery (Sagres)	Full day/half day Sagres and off-road Natural Park west coast tour, Sagres off road sunset, Half day/Full day off road tour Monchique, Mountain and Lake Bravura tour	<a href="https://www.sagres-discovery.com/">https://www.sagres-discovery.com/</a>
	Rota Vicentina	Rota Vicentina Travel Agencies and Tour Operators that are part of this official partner companies.	<a href="https://rotavicentina.com/en/travel-agencies-tour-operators/">https://rotavicentina.com/en/travel-agencies-tour-operators/</a>
	Geotourism	Geological field trips	<a href="https://www.geologica.xyz/geotourism">https://www.geologica.xyz/geotourism</a>
	Portitours (Portimão)	Wild West Coast Algarve à la Carte (Silves, Monchique, ...) Jeep Safari #1 in the Algarve	<a href="https://portitours.pt/pt/">https://portitours.pt/pt/</a>
Internacional	Compass Expeditions	Bike Tours (Spain Portugal and Morocco)	<a href="https://compassexpeditions.com/tours/spain-portugal-and-morocco/">https://compassexpeditions.com/tours/spain-portugal-and-morocco/</a>
	GeoWorldTravel (Wales, United Kingdom)	Geology Tours around the world.	<a href="https://www.geoworldtravel.com/">https://www.geoworldtravel.com/</a>
	Geographic Algarve (Portimão)	Best Coast Tour, Ria Formosa Supreme, Lost Heritage, Benagil 7	<a href="https://geographic-algarve.com/">https://geographic-algarve.com/</a>

		Hanging Valleys, Jeep Tour, Algarve Gourmet	
	Geocultura Tours	Immersive travel tours to classic geological and historical destinations.	<a href="https://geoculturatours.com/scheduled-tours/?destination=portugal">https://geoculturatours.com/scheduled-tours/?destination=portugal</a>
	Adventure Geology Tours	Geology Tours	<a href="https://adventuregeologytours.com/">https://adventuregeologytours.com/</a>

Source: Own elaboration

## Online channels

Table 8- Online Channels

	Sample cases:
Online booking platforms	<ul style="list-style-type: none"> <li>• Viator (by Tripadvisor);</li> <li>• GetYourGuide</li> <li>• Among others</li> </ul>
Websites	<ul style="list-style-type: none"> <li>• Website of the Algarvensis Geopark</li> <li>• Websites of the destination service providers (e.g. QRER; In-loco; Almargem; Via Algarviana)</li> <li>• Website of the partners of the Geopark</li> <li>• Websites of Loulé, Albufeira and Silves</li> <li>• Website RTA</li> <li>• Website Visit Portugal</li> <li>• Among others</li> </ul>

Source: Own elaboration

## 6. INTEGRATED MARKETING COMMUNICATIONS PLAN

This section establishes the Integrated Marketing Communications Plan of the Algarvensis Geopark, systematically structuring the strategic orientation of the brand's communication actions. Its purpose is to ensure coherence between the project's strategic objectives, the identity of the Algarvensis Geopark brand, and the way it is conveyed to its various target audiences through consistent messaging, appropriate channels, and a coordinated implementation timeline. As explained in the report 'Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis' (2024), this constitutes an essential strategic line to ensure the narrative coherence of the Algarvensis Geopark brand, fostering an engaging, distinctive, and audience-oriented communication experience. This storytelling approach seeks to structure narrative universes that bring the territory's identity pillars (Land, Sea, and People) to life, transforming them into interconnected and emotionally meaningful storyworlds. By integrating storytelling as the guiding thread of communication, the plan reinforces the positioning of the Algarvensis Geopark as a destination of science and beauty, while promoting a symbolic and participatory connection between visitors and the territory, in alignment with UNESCO principles and the recommended practices for Global Geoparks.

This plan stems directly from the territory's value proposition, anchored in the motivations of discovery, engagement, escape, novelty-seeking, relaxation, and self-reflection. It is operationalised through an integrated, multichannel, and multi-audience approach, in alignment with the principles of sustainability, inclusion, and territorial enhancement that guide the mission of UNESCO Global Geoparks.

### 6.1 Value proposition pillars

The communication approach will be developed around the following value proposition pillars informed by the UNESCO Geoparks visitors' profile and slow tourists' motivations, which are aligned with the region's uniqueness.

Table 9- Value Proposition pillars and Reason Why

Value proposition pillars	Reason why
Discovery	Here, each trail tells a story more than 350 million years old. From the geological 'cathedral' of Penina to the Metoposaurus Algarvensis, visitors embark on a journey of deep knowledge about the evolution of the planet and the identity of the territory.
Engagement	The deep connection between people, land and sea is realised through experiences with local communities, ancestral traditions, vernacular architecture, biodiversity and folk art. Visitors are invited to actively participate in the living identity of the territory, where their involvement happens with what is genuine, diverse and deeply rooted.
Escape	The Geopark invites you to a real renewal of energy, where the body slows down, the mind frees itself and time takes on another dimension. It's the perfect refuge to get out of automatic mode and reconnect with what's essential.
Novelty-seeking	Here, each visitor becomes a protagonist: they actively participate in local traditions, explore unique landscapes and discover unique cultural heritages. Nothing is generic. Everything is authentic.
Relaxation	A territory where there is no lack of invitations to slow down, from the natural landscape to the silence of the mountains, from the fountains and streams to the flavours of the Mediterranean diet. Here, the rhythm is different, more human, more sensorial and healthier. And when summer arrives, the warmth of the sun, the scent of salt in the air, and the nearby beaches complete this invitation to disconnect, breathe deeply and simply enjoy.
Self-reflection	This territory offers time for you and yours. Nature, symbolic spaces and slow experiences create opportunities for personal growth, inner reconnection and moments that stay with you forever.

Source: Own elaboration

## 6.2 Communication objectives

Aligned with the main learning stages useful to disclose how consumers learn about a product or brand, it is possible to set the major communication objectives that will guide the communication plan for the Algarvensis Geopark:

**Cognitive learning:** To create brand awareness and understanding to inform targets about the product's features, benefits and purpose (objective).

**Associative learning:** To create positive associations to trigger the targets' emotions and feelings (objective).

**Autonomous Learning:** To perform the desired action (e.g., making a purchase, visiting, etc) without conscious thought, thus leading to automatic behaviour (objective).

### 6.3 Communication targets

Table 10- Communication targets

Targets	Sub segments	Description	Value proposition pillar
<i>Residents</i>	Young people, families, seniors, local producers and artisans	They live in the territory of the geopark	Engagement, Self-reflection
<i>Visitors and tourists</i>	National, International (aligned with the RTA targets)	National and international tourists aligned with the slowness mentality and are interested in authentic experiences, landscapes and culture	Discovery, Escape, Relaxation
<i>Schools</i>	Students, from nursery to secondary, teachers and other staff	Educational institutions and educators/teachers seeking to integrate the Geopark into pedagogical activities	Discovery, Engagement
<i>Universities</i>	Students, researchers, teachers	Academic and research institutions interested in research on related topics	Discovery, Engagement
<i>Scientific communities</i>	Paleontologists, geologists, biologists, archaeologists, sociologists, economists, among many others	Professionals dedicated to scientific research into the territory and its biodiversity	Discovery, Novelty-seeking
<i>Businesses</i>	Companies and entrepreneurs	Economic agents in the territory or elsewhere with an interest in local development, tourism and sustainable development and aligned with the slow philosophy	Engagement, Novelty-seeking
<i>Tour operators and travel agencies</i>	Local guides, tourist agencies, cultural operators	Economic agents that promote and market offers from the territory	Engagement, Novelty-seeking



<i>Media</i>	Press, Radio, TV, Travel bloggers, specialised media, content creators	They are looking for unique and appealing stories for their audience	Discovery. Novelty-seeking, Engagement
--------------	------------------------------------------------------------------------	----------------------------------------------------------------------	----------------------------------------

Source: Own elaboration

## 6.4 Communication tools and channels

From the report 'Shaping the Future: Strategic Insights for Geotourism Development in the Geopark Algarvensis', the third nominal group session, which involved the communication departments of the regional organisations involved with the Algarvensis Geopark (AG) (the AG itself and its dedicated collaborators, the communication managers of the three municipalities involved with the AG, the University of the Algarve and the Algarve Tourism Region - RTA), aimed to promote the AG, taking into account the key themes - Seas, Land and People - and the specific activities, experiences and events that should be developed for each key theme. The following tables show the results of this session in terms of the communication techniques and channels to be favoured:

*Table 11- Nominal Group 3- Communication Techniques/Actions*

Nominal Group 3 - Communication Techniques/Actions			
Communication Techniques/Actions	Order	Communication Techniques/Actions	Order
Training on the Algarvensis brand	IIII	Ambassador programme	II
Products and services of the Algarvensis brand	IIII	Strategic partnership with stakeholders	II
Storytelling for children (children's books, theatres, mascots, etc.)	IIII	Public awareness campaigns	II
Inviting communication experts	III	Scientific visits (with specific packages) - "meeting industry"	I
Promoting corporate social responsibility	III	Exhibitions in shopping centres	I
Brand testing	III	Communication brand vs. Institutional brand	I
Radio campaigns with content	III	Scientific grants programme	I
Standardising the brand	II	Inter-school competitions with the "I am a geopark" brand	I
Content production - for example, storytelling	II	Algarvensis horticultural basket	I
Establishing collaborative networks with partnerships among stakeholders	II	Associating with eco-labels and other corresponding actions	I
Creation of packages marketed by travel agencies	II	Association with the N2 route	I
Advertising	II		

Source: "Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024)

Table 12- Nominal Group 3- Communication Channels

Nominal Group 3 - Communication Channels			
Communication Channels	Order	Communication Channels	Order
Press trips	IIII	Educational visits	I
Involvement of the tourism industry	IIII	Artificial intelligence tools (e.g. chatbots)	I
Influencer marketing	IIII	Billboards with attractive photographs of the area on A2, A22, and boarders	I
Traditional channels (radio, TV, etc..)	III	Regional tourists information points	I
Publereporting	III	Online actions	I
Digital panels/MUPIs	III	Involvement of research units at the University of Algarve	I
Specialist press with a storytelling approach	III	Professional orders and associations	I
Key actores for raising awareness among rural populations	III	Institucional mailing	I
Instagram (with strong aesthetic language)	II	Thematic TV channels	I
Tiktok (non-institucional communication for younger generations)	II	Linkedin ( for under 30s)	I
Youtube (video content, promotional films)	II	Website with multilingual translation	I
Radio shows	II	Printed Brochures	I
Participation in events (brand activation)	II	QR Codes	I
Participation in B2B and B2C fairs	I	Merchandising	I

Source: "Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" (Guerreiro et al., 2024)

The following table presents concrete examples of communication channels and actions currently used and developed by other UNESCO Global Geoparks.

Table 13-Communication channels and actions- UNESCO Global Geoparks

Geopark	Location	Communication Channels
Spanish Geoparks	Spain	Joint Communication Strategy- Joint Website, Instagram, Facebook, Twitter
Dehondsrug	Netherlands	Facebook, Twitter, leaflets and Brochures, Hondsrug newspaper, articles in newspapers, magazines and press reports, A toolbox on the Geopark de Hondsrug website for use by all partners, and an app for smartphones
Holy Cross	Poland	Facebook, Instagram, YouTube, Local and national media (TV, radio, press)
North-West Highlands	UK of Great Britain + Northern Ireland	Local newspapers, Facebook, TV, Twitter, Visit Scotland website, EGN magazines
North Pennines	UK of Great Britain + Northern Ireland	Facebook, Instagram, YouTube (Geoheritage-themed films and geoheritage-themed animations with school groups; short Atlantic Area Geoparks promotional film)
Arouca	Portugal	Facebook, Arouca Agrícola Facebook page, Instagram, Twitter, LinkedIn, YouTube (promotional videos on

		gastronomy and the geopark's identity), Arouca Geopark App, Geology Chart and Descriptive Memory distributed to institutions, Thematic guide in educational and training institutions, Disclosure at fairs and festivals, Nature Diary
--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Source: Own elaboration

Based on the results of the focus group and the analysis of communication practices from other UNESCO Global Geoparks, Table 14, therefore, shows the proposed action plan in which the communication channels are aligned with specific segments.

Table 14- Tentative Action Plan

Target	Sub-target	Channels
Residents	Seniors	Local radio, Local newspapers, Digital Pannels /MUPIs; Outdoors; Events; Regional tourist information points; Exhibitions; Visits in the official routes; Algarvensis ambassadors; Mascots; Local Facebook Groups; Public Reporting; Regional Tourist information points
	Young people	Website; Instagram; TikTok; YouTube; Spotify; Digital Pannels /MUPIs; Outdoors; Events; Public Reporting; Regional tourist information points; Influencer marketing; Exhibitions; QR Codes; Visits in the official routes; Algarvensis ambassadors; Mascots
	Families	Website; Instagram; Facebook; Local radio; Local newspapers, Digital Pannels /MUPIs; Outdoors; Events; Public Reporting; Regional tourist information points; Influencer marketing; Exhibitions; Visits in the official routes; Algarvensis ambassadors; Mascots; QR Codes
	Local producers and artisans	Website; Local radio; Local newspapers, Digital Pannels /MUPIs; Outdoors; Events; Public Reporting; Regional tourist information points; Exhibitions; Visits in the official routes; Algarvensis ambassadors; Mascots; QR Codes; Local Development Associations (cultural facilitators)
Visitors	National visitors	Website, Instagram, Facebook, Digital Pannels /MUPIs; Outdoors, Influencer Marketing; Regional tourist information points; QR Codes; Exhibitions; Travel blogs; Travel magazines; Events in low season; Workshops on gastronomy, handicrafts; Mascots and other memorabilia, etc.; Trip Advisor
	International visitors	Website, Instagram, Facebook, Digital Pannels /MUPIs; Outdoors, Influencer Marketing; Regional tourist information points; QR Codes; Exhibitions; Travel blogs; Travel magazines; Events in low season; Workshops on

		gastronomy, handicrafts; Mascots and other memorabilia, etc...; Trip Advisor
Schools	Pre-school	Educational visits; Exhibitions; School Contests; Mascots
	Basic education	Educational visits; Exhibitions; School Contests; QR Codes, Pedagogical kits, Mascots
	Secondary school	Website; Instagram; TikTok; Educational visits; Exhibitions; School Contests; QR Codes, Pedagogical kits, Mascots
	Teachers	Website; Facebook; Instagram; Formation; Newsletter; Educational materials; Educational visits; Exhibitions; QR Codes, Pedagogical kits, Mascots; School competitions; YouTube (educational playlist with short videos on geoscience and local history)
Universities	Students	Website; LinkedIn; Instagram; University presentations; Bimonthly digital scientific newsletter with highlights and opportunities; Guided visits; Sponsorship of local academic events; seminars/webinars; QR Codes; Thematic TV/Documentary Channels, Scientific Kits; Moodle platform
	Researchers and Teachers	Website; Scientific publications; Conferences; Newsletter; Guided visits; Sponsorship of local academic events; seminars/webinars; QR Codes; Scientific Kits; Seminars/Webinars; Moodle platform; Public reporting
Scientific communities	Geologists Palaeontologists Biologists Archaeologists	Website; Scientific journals; Conferences; Newsletter; Thematic TV/ Documentary Channels; Thematic Newsletter; University Networks & Research Portals; QR Codes
Businesses	Local businesses	Website; LinkedIn; B2B fairs; Public Reporting; Local Partnerships (ex., Regional Business Associations); Public Presentations & Info Sessions; Networking Events; Targeted Email Marketing; QR Codes; Mascots; Co-creation platforms such as Slack or Basecamp (for collaborative projects); In-person workshops live-streamed on Facebook / YouTube
	Tourism businesses	Website; LinkedIn; B2B fairs; Public Reporting; Email Marketing; Tourism Fairs; Destination Management Platforms; Co-branded Experiences; QR Codes; Mascots
Tourism Operators	Local guides	Website; Newsletter; Field trips; Public Reporting; Knowledge transfer activities, Fam trips, Mascots and memorabilia
	Tourism agencies	LinkedIn; Professional Platforms; Email Campaigns; Roadshows; Press Trips; Online Booking Platforms; Knowledge transfer activities, Fam trips, Mascots and memorabilia
	Cultural operators	Cultural Networks; Workshops; Promotional Toolkits; Knowledge transfer activities, Fam trips, Mascots and memorabilia
Med	Press, Radio, TV	Press trips; Press Releases; Public Reporting; Media Kits; Hosted Press Trips & Exclusive Experiences; Collaboration

	with travel and culture magazines; QR Codes; Mascots and memorabilia
Influencers and Bloggers	Social Networks: Instagram, TikTok, YouTube; Events; Partnerships with regional micro and mid-tier influencers; Content Co-creation; Hashtag campaigns + User Generated Content (UGC); Exclusive creator events; QR Codes; Mascots and memorabilia

## 6.5 Specific Communication Messages

- **The Algarvensis Geopark is a territory located in the south of Portugal**

Objective: To inform about the exact location of the Algarvensis Geopark.

Value proposition based on the visitors' motivation: discovery

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, travel blogs and magazines, QR codes, TripAdvisor.

- **Recognised internationally by UNESCO as a Global Geopark**

Objective: To highlight the international recognition and credibility of the project

Value proposition based on the visitors' motivation: Discovery; Engagement; Self-reflection

Channel: Official website, Facebook, Instagram, regional tourist information points, TripAdvisor, travel blogs and magazines, press releases, media kits, international tourism fairs.

- **A geopark is not a park...**

Objective: To explain in simple terms what a geopark is and what makes it special. A geopark is not a park, but rather a territory internationally recognised for its unique geological heritage, where education, sustainable tourism, and community development come together.

Value proposition based on the visitors' motivation: Discovery, Novelty-seeking, Engagement

Channel: Official website, Instagram, Facebook, regional tourist information points, digital panels (MUPIs), outdoors, QR codes, exhibitions, TripAdvisor.

- **Where every trail tells a story that is more than 350 million years old**

Objective: To highlight the region's exceptional geological heritage, inviting visitors to discover the planet's evolution. To promote the territory's geological assets.

Value proposition based on the visitors' motivation: Discovery, Novelty-seeking, Self-reflection

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, QR codes, exhibitions, TripAdvisor, travel blogs and magazines.

- **A genuine connection between the land, the sea and the people**

Objective: To show the deep connection between the people, land and sea. Inviting visitors to participate in an immersive experience.

Value proposition based on the visitors' motivation: Discovery, Engagement, Novelty-seeking.

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, QR codes, exhibitions, influencer marketing, travel blogs and magazines, TripAdvisor.

- **Here, each visitor becomes a protagonist**

Objective: To encourage active participation in local traditions, culture and nature through authentic experiences and regenerative tourism.

Value proposition based on the visitors' motivation: Novelty-seeking; Escape

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, QR codes, exhibitions, influencer marketing, travel blogs and magazines, TripAdvisor, events in low season, workshops on gastronomy and handicrafts.

- **An ideal refuge to slow down, breathe and reconnect**

Objective: To offer time for you and yours. To invite you to an authentic renewal of energy and to slow down.

Value proposition based on the visitors' motivation: Escape; Relaxation; Self-Reflection

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, QR codes, exhibitions, TripAdvisor, travel blogs and magazines, events in low season, workshops on gastronomy and handicrafts.

- **Rediscover Algarve**

Objective: To reposition the Algarve beyond sun and beach.

Value proposition based on the visitors' motivation: Discovery

Channel: Official website, Instagram, Facebook, digital panels (MUPIs), outdoors, regional tourist information points, travel blogs and magazines, QR codes, TripAdvisor.



## 6.6. Smart technologies

The report “Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis” highlighted the importance of adopting a smart approach to territory management, suggesting that the transition to a “smart destination” model should be a priority in the Algarvensis Geopark. Information and communication technologies have been transforming how tourist destinations relate to their audiences, enabling experiences more adapted to the demands of the contemporary traveller (Buhalis & Amaranggana, 2013; Jovicic, 2019; Lin et al., 2020). Cerdá-Mansilla et al. (2024) define a smart destination as a space where the various players collaborate in efficiently managing infrastructure, using technology to improve the quality of life of residents and visitors. In the case of geoparks, these digital solutions, such as multimedia content, georeferenced information, virtual tours and interactive guides, play a key role in enhancing the natural and cultural heritage, by facilitating the interpretation of the territory's anchor themes (Land, Sea and People), and its geological particularities (Buhalis & Amaranggana, 2013; Buonincontri & Micera, 2016).

In addition, the “wise destination” concept proposed by Coca-Stefaniak (2020) advocates a more humane and balanced use of technology, encouraging moments of digital disconnection to combat loneliness and promote well-being. Thus, a hybrid model is proposed for Algarvensis Geopark: in areas with internet access, use **smart technologies** to enrich the visitor experience and support the interpretation of content; and in areas without internet coverage, to turn this limitation into a competitive advantage, by creating intentionally **wireless-free zones**. These zones reinforce the territory's position as a slow tourism destination, responding to motivations linked to relaxation, self-reflection and allowing a reconnection with nature.

## 7. ACTION PLAN

In line with the actions described throughout this document, tables 15, 16 and 17 present a suggested calendar of actions that can be implemented, divided into three phases according to the objectives of this plan. This should be read as suggestions that need to be discussed and validated with the Algarvensis Geopark Executive Board, as well as with those already in charge of the execution of the communication strategy.

### 7.1. Calendar

*Table 15- Phase 1 Action Plan*

Phase 1- Identity Consolidation (6 months) Months 1-6		
Objective- Cognitive learning: To create brand awareness and understanding to inform targets about the Algarvensis Geopark values and purpose		
Actions to be developed	Indicators	Timeline
Creation of specific sections on the website for the different segments (residents, visitors, schools, universities, the scientific community, businesses, tour operators and the media).	Average navigation time	Month 1-2
Creation of a section on the website for Geopark partners	Number of visits	Month 1-2
Monthly update of the news section on the website	Number of visits	Month 1 - Ongoing
Place promotional videos on the website	Video reach and number of interactions	Month 1
Creation of a LinkedIn Company Page	Number of followers and reach of publications	Month 1
Uniformise biographies on all social media with the same slogan, a link to the official website and removal of the designation 'aspirant' where it still exists	Clicks on the link	Month 1
Weekly publications exploring key messages (section 6.5)	Reach of the publications	Month 1- Ongoing

"Faces of Algarvensis" social media campaign, recording videos of people from local communities saying 'Eu sou Algarvensis Geoparque'.	Reach of videos and number of interactions	Month 2-3
Videos with the storytelling of the various geosites in the Geopark	Reach of videos and number of interactions	Months 3-6
Videos with the partners and ambassadors of the Geopark	Reach of videos and number of interactions	Months 3-6
Present the strategic and marketing plan to the Geopark's partners	Number of partners	Month 1
Definition and presentation of the official Algarvensis Mascot	Engagement in posts with the Mascot	Months 1-4
Establish partnerships with local radio stations for a monthly programme	Estimated audience	Month 3
Establish collaborations with local newspapers	Number of articles published, estimated reach	Month 3
Installation of MUPis/Digital Panels at strategic points in the territory	Units	Months 4-5
Educational kit for schools with itinerant exhibitions	Number of schools visited, Feedback of the students and teachers	Months 3-6
Establishing distribution points (Suggestions-Section 5)	Number of distribution points	Months 4-6
Mapping of local products	Number of products	Months 4-6
Implement joint visits to interpretive with Info Centre staff	Number of joint visits conducted	Months 4-6
Capacity building of the Info centres' staff	Number of trained staff members, average satisfaction rating from training sessions	Months 4 - 5
Participation in local fairs and events	Number of events attended, visitor interactions	Month 1- Ongoing
First training sessions for guides, teachers and local technicians.	Number of participants	Month 5-6

Source: Own elaboration

Table 16- Phase 2 Action Plan

Phase 2- Positive Emotions (12 months) Months 6-18		
<b>Objective- Associative learning:</b> To create positive associations to trigger the targets' emotions and feelings (objective).		
Actions to be developed	Indicators	Timeline
Creation and launch of the 'Algarvensis Product' certification label with clear criteria	Number of certified products	Months 7-8
Development of the official product line	Number of sales, Profit margin, Customer satisfaction	Months 8-10
Start developing the Algarvensis Eco-Club (Section 4) in schools (Section 4)	The number of schools involved satisfaction of the students and teachers	Months 8-18
Start developing the 'Faces of Algarvensis' programme (Section 4)	The number of schools involved satisfaction of the students and teachers	Months 8-18
Start developing the School Algarvensis Experts and Algarvensis Week in schools (Section 4)	The number of schools involved satisfaction of the students and teachers	Months 8-18
Development of the Algarvensis Geopark App	Number of downloads	Months 7-12
Develop partnerships with universities for research programmes	Number of research projects	Months 10-15
Start a paid Google Ads campaign to attract visitors	ROI	Month 8-Ongoing
Integration of smart technologies in the geopark (virtual reality, augmented reality, artificial intelligence, gamification...)	Technology usage rate, User experience score	Months 12-16
Creation of an educational playlist on YouTube with short videos on geosciences and local history	Number of subscribers, Reach of videos and number of interactions	Months 9-18
Development and implementation of a Structured influencer marketing programme	Engagement	Months 10-17

TikTok #AlgarvensisChallenge contest	Number of submissions, hashtag reach	Months 14-16
Monthly workshops with live streaming on social media	Number of participants, Online views	Months 8-18
Planning of the Seasonal events during the low season	Number of participants	Months 7-Ongoing
Development and implementation of a structured school visits programme	Participating schools, Teacher and students' satisfaction	Months 9-12
Host press trips and experiences	Number of articles posted	Months 13-17
Targeted email marketing	Open rate, click rate, conversion rate	Months 7-Ongoing
Route expansion with trails adapted for diverse audiences	Accessibility compliance	Months 10-16

Source: Own elaboration

*Table 17- Phase 3 Action Plan*

Phase 3- Visiting the Algarvensis Geopark (6 months) Months 19-24		
Objective- Autonomous Learning: To perform the desired action		
Actions	Indicators	Timeline
Comprehensive impact study (economic, social, environmental)	NPS (Net Promoter Score) of visitors	Month 18-21
Publication of a public report with results and good practices.	Revenue generated by products and visits.	Month 21-24
Start campaigns in priority international markets	Number of news/articles generated in the international media, Number of international visitors	Month 19-Ongoing
Develop a co-branding strategy with other regional brands (e.g. Loulé Criativo).	External evaluation of implementation.	Months 19-24
Launch of premium experiences (Algarvensis residences, themed retreats, etc).	Revenue per visitor	Months 20-24
Development and implementation of a structured User-Generated Content programme	Engagement and reach	Months 18-24

Host press trips for international media	Number of articles posted	Months 19-23
Develop a customer journey, segmented email marketing	Open rate, click rate, conversion rate	Months 18-24
Secure an external audit or peer review for implementation quality and governance	Completion of the audit, qualitative score or feedback	Months 20-22
Organize an international event or conference hosted in the territory	Number of participants, diversity of countries represented	Months 22-24
Update website and communication materials with consolidated achievements and international positioning	Number of updates published, consistency with new positioning	Months 20-24
Produce a documentary-style video summarising the Geopark journey	Number of views, engagement rate, and media coverage	Months 22-24

Source: Own elaboration

## 8. REFERENCES

- Amaro, S., Chaves, N. B., Henriques, C., & Barroco, C. (2023a). Motivation-Based Segmentation of Visitors to a UNESCO Global Geopark. *Geoheritage*, 15(2). <https://doi.org/10.1007/s12371-023-00848-3>
- Amaro, S., Chaves, N. B., Henriques, C., & Barroco, C. (2023b). Motivation-Based Segmentation of Visitors to a UNESCO Global Geopark. *Geoheritage*, 15(2). <https://doi.org/10.1007/s12371-023-00848-3>
- Buhalis, D., & Amaranggana, A. (2013). Smart Tourism Destinations. In *Information and Communication Technologies in Tourism 2014* (pp. 553–564). Springer International Publishing. [https://doi.org/10.1007/978-3-319-03973-2\\_40](https://doi.org/10.1007/978-3-319-03973-2_40)
- Buonincontri, P., & Micera, R. (2016). The experience co-creation in smart tourism destinations: a multiple case analysis of European destinations. *Information Technology and Tourism*, 16(3), 285–315. <https://doi.org/10.1007/s40558-016-0060-5>
- Cerdá-Mansilla, E., Tussyadiah, I., Campo, S., & Rubio, N. (2024). Smart destinations: A holistic view from researchers and managers to tourists and locals. *Tourism Management Perspectives*, 51. <https://doi.org/10.1016/j.tmp.2024.101223>
- Coca-Stefaniak, J. A. (2020). Beyond smart tourism cities – towards a new generation of “wise” tourism destinations. *Journal of Tourism Futures*, 7(2), 251–258. <https://doi.org/10.1108/JTF-11-2019-0130>
- Drápela, E., Pánek, J., Boháč, A., & Böhm, H. (2025). Overtourism in the Bohemian Paradise UNESCO Global Geopark: Identifying Affected Sites Through Participatory Mapping. *Geoheritage*, 17(2). <https://doi.org/10.1007/s12371-025-01088-3>
- European Geoparks Network. (2012). *Arouca Declaration on Geotourism November 12, 2011 Portugal – European Geoparks Network*. <https://www.europeangeoparks.org/?p=223>
- Fusté-Forné, F. (2023). A slow tourist in the Basque Coast Geopark (Spain). *International Journal of Geoheritage and Parks*, 11(2), 247–258. <https://doi.org/10.1016/j.ijgeop.2023.03.003>
- Geopark Management Toolkit. (2025). *Marketing & Promoting*. <https://www.geoparktoolkit.org/marketing-promotion/>
- Guerreiro, M., Pinto, P., Sequeira, B., Cruz, A. R., Henriques, C., Branco, R., & Soeiro, S. (2024). *Shaping the Future: Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis*.



- Jovicic, D. Z. (2019). From the traditional understanding of tourism destination to the smart tourism destination. *Current Issues in Tourism*, 22(3), 276–282. <https://doi.org/10.1080/13683500.2017.1313203>
- Lin, L. P. (Lynn), Huang, S. C. (Lucy), & Ho, Y. C. (2020). Could virtual reality effectively market slow travel in a heritage destination? *Tourism Management*, 78. <https://doi.org/10.1016/j.tourman.2019.104027>
- Município de Albufeira. (2024). *Estratégia de Desenvolvimento, Promoção e Captação de Novos Turistas 2030*.
- Newry Mourne and Down District Council [NMDDC]. (2017). *Mourne-Gullion-Strangford Experience Development Plan and Workbook*.
- North West Highlands Geopark. (2017). *Business Plan 2017-18*.
- Região do Turismo do Algarve. (2024). *Plano de Marketing Estratégico do Turismo do Algarve 2028*.
- RNT. (2025). *Registo Nacional de Agentes de Animação Turística*. [https://rnt.turismodeportugal.pt/RNT/Pesquisa\\_AAT.aspx](https://rnt.turismodeportugal.pt/RNT/Pesquisa_AAT.aspx)
- Serdane, Z., Maccarrone-Eaglen, A., & Sharifi, S. (2020). Conceptualising slow tourism: a perspective from Latvia. *Tourism Recreation Research*, 45(3), 337–350. <https://doi.org/10.1080/02508281.2020.1726614>
- UNESCO. (2023). *Use of the UNESCO Global Geopark logo by Geoparks and National Committees*. <https://unesdoc.unesco.org/ark:/48223/pf0000386697>

## Appendix

### Appendix 1- Communication channels

Channel	Targets	For what?
Outdoors	Residents and Visitors	High impact visuals promoting the Geopark's identity and values; Event promotion
Digital Panels/MUPIs	Residents and Visitors	High impact visuals promoting the Geopark's identity and values; Event promotion; Educational facts; QR Codes
Regional tourist information points	Residents and Visitors	Selling geopark products; Promotional material- Brochures, maps and flyers; Screens with promotional videos; Geopark passport (gamification)- system to encourage visits to various points in the territory; Small exhibitions
Local Radio	Residents	Radio spots; Thematic interviews; Regular segments; Contests and giveaways; Event coverage
Local Newspapers	Residents	News articles and features; Editorials or opinion pieces; Event announcements; Educational columns
Scientific Journals	Scientists	Peer-reviewed publication of research tied to the Geopark's natural heritage.
Public Reporting	Residents; Businesses; Tourism Operators; Media	Regular and transparent sharing of Geopark reports, adapted to different audiences, to inform, involve and show the positive impact of the Geopark on the territory
Website	All	Central hub for updated information, downloadable resources, and storytelling content. Create its own section on the Geopark website to provide resources: - specific content by profile (tourist, teacher, resident, entrepreneur, etc.) - calendar of activities - educational and multimedia materials
Instagram	Residents, Media	Visual storytelling, UGC, influencer partnerships, and trend engagement.
Facebook	Residents, Media	Visual storytelling, UGC, influencer partnerships, and trend engagement.
TikTok	Residents, Media	Visual storytelling, UGC, influencer partnerships, and trend engagement.
LinkedIn	Tourism Operators	Professional content sharing, event promotion, and networking with institutional stakeholders.
YouTube	Residents, Media	Visual storytelling, UGC, influencer partnerships, and trend engagement.
Spotify	Residents	

Newsletter	Scientists, Tourism Operators	Regular updates, storytelling, and call-to-action distribution to subscribed audiences.
Influencer Marketing	Visitors and Residents (Young people and Families)	Sponsored visits; Content collaborations; Event coverage; Ambassador program; Campaigns
Field Trips	Tourism Operators	On-site experiential learning and emotional connection with the landscape.
Educational visits	Schools	Interactive learning stations; Workshops and demonstrations; Virtual educational tours; Promotion of visits through digital channels
Exhibitions	Residents, Visitors, Schools	Thematic exhibitions; Pop up shows in schools and community centers; Interactive displays; Mascots; Multilingual exhibit information; Promotion through media and social networks
School Contests	Schools	Themed competitions; interactive quizzes and games;
Educational materials?	Schools	Printed brochures and booklets; activity kits and workbooks; digital resources; Storybooks and educational games
Conferences	Scientists	Scientific presence through oral presentations, poster sessions, and networking at academic or thematic events to promote the Geopark as a living laboratory.
Scientific publications	Scientists	Dissemination of original research and case studies in peer-reviewed journals to enhance the Geopark's credibility and academic impact.
Promotional Toolkits	Tourism Operators	Ready-to-use materials to support partner communication and brand alignment.
Workshops	Tourism Operators	Interactive sessions to build capacity and promote thematic engagement.
Cultural Networks	Tourism Operators	Partnerships and dissemination within artistic and heritage-focused communities.
Online Booking Platforms	Tourism Operators	Visibility of experiences and offers to independent travelers in digital marketplaces.
Exclusive creator events	Media	Immersive and shareable experiences tailored to influencers and digital creators.
Hashtag campaigns + UGC	Media	Community-driven visibility and engagement through branded hashtags.
Content Co-creation	Media	Collaborative production of content that aligns creator voice with brand identity.
Events	Media	Moments of interaction that reinforce branding and enable real-time storytelling.
Collaboration with magazines	Media	Long-form editorial storytelling in relevant travel and cultural publications.

Hosted Press Trips & Exclusive Experiences	Media	Curated experiences to deepen press engagement and content quality.
Media Kits	Media	Visual and textual assets that facilitate accurate and impactful media coverage.
Press Releases	Media	Structured announcements to mainstream or specialized media.
Press trips	Tourism Operators, Media	Immersive journalist experiences to generate earned media and organic storytelling.
Roadshows	Tourism Operators	Travelling presentations to promote the Geopark in different locations and events.
Email Campaigns	Tourism Operators	Strategic information delivery and lead nurturing for specific audiences.
Professional Platforms	Tourism Operators	B2B communication and service promotion (e.g., tourism offerings).
University Networks & Research Portals	Scientists	Knowledge dissemination and collaborative academic visibility.
Thematic TV/Documentary Channels	Scientists	Visual storytelling with strong emotional and educational appeal.
Targeted Email Marketing	Businesses	Direct communication with tailored messages, invitations, and resource sharing.
Networking Events	Businesses	Relationship building, stakeholder engagement, and informal brand advocacy.
Public Presentations & Info Sessions	Businesses	Live communication of key messages and data to local stakeholders.
Local Partnerships	Businesses	Collaborative initiatives, co-branded materials, and mutual value creation at community level.
B2B fairs	Businesses	In-person brand exposure, partnership development, and networking with tourism and business sectors.