



**European Union**  
European Regional  
Development Fund

# Valorising a natural footpaths in Alto Alentejo

*The Alentejo Feel Nature case*



November 9<sup>th</sup> 2021



Alentejo Feel Nature develops around the valorisation and promotion of nature tourism and its protection, in Protected Areas or areas integrated in Natura 2000 Network.

Alentejo Feel Nature intends to support the "valorisation and increase the offer, namely in the context of cycle, pedestrian and spiritual paths, contributing to the international positioning of a region as a competitive destination for the practice of these activities".

# Objectives



**Strengthening  
mobility**



**Valuing the  
territory**



**Aggregating  
communities**



**Consolidating the  
development  
network**



**Leveraging  
entrepreneurship**



**Promoting  
citizenship**



**Regulating passage in  
environmentally  
sensitive areas**



**More than a tourism project, Alentejo Feel Nature project has the potential to be a structuring vector for the development of the region boosting the region as an innovative international destination**



# Permanent structures





**Digital pedestrian routes  
(portal and app)**



**Data collection for the analysis of tourist flows on the routes  
(sensors, app, site and social networks)**



**Integrated resources, to attract tourist flows that generate economic activity  
(app, portal, social networks)**



**Accessible routes to tourists with special needs  
(audio-guides, video with sign language)**

# Partners





# Resources



Investment around 1 million €

Financing - national and regional programmes – The project integrates the *inMotion* strategy

Human resources

External services  
(maintenance, events presence,  
communication...)





# Challenges

Create a project that allowed the opening of an inland region to less explored touristic aspects

To have the support of public institutions

Find funding



# Evidences of success

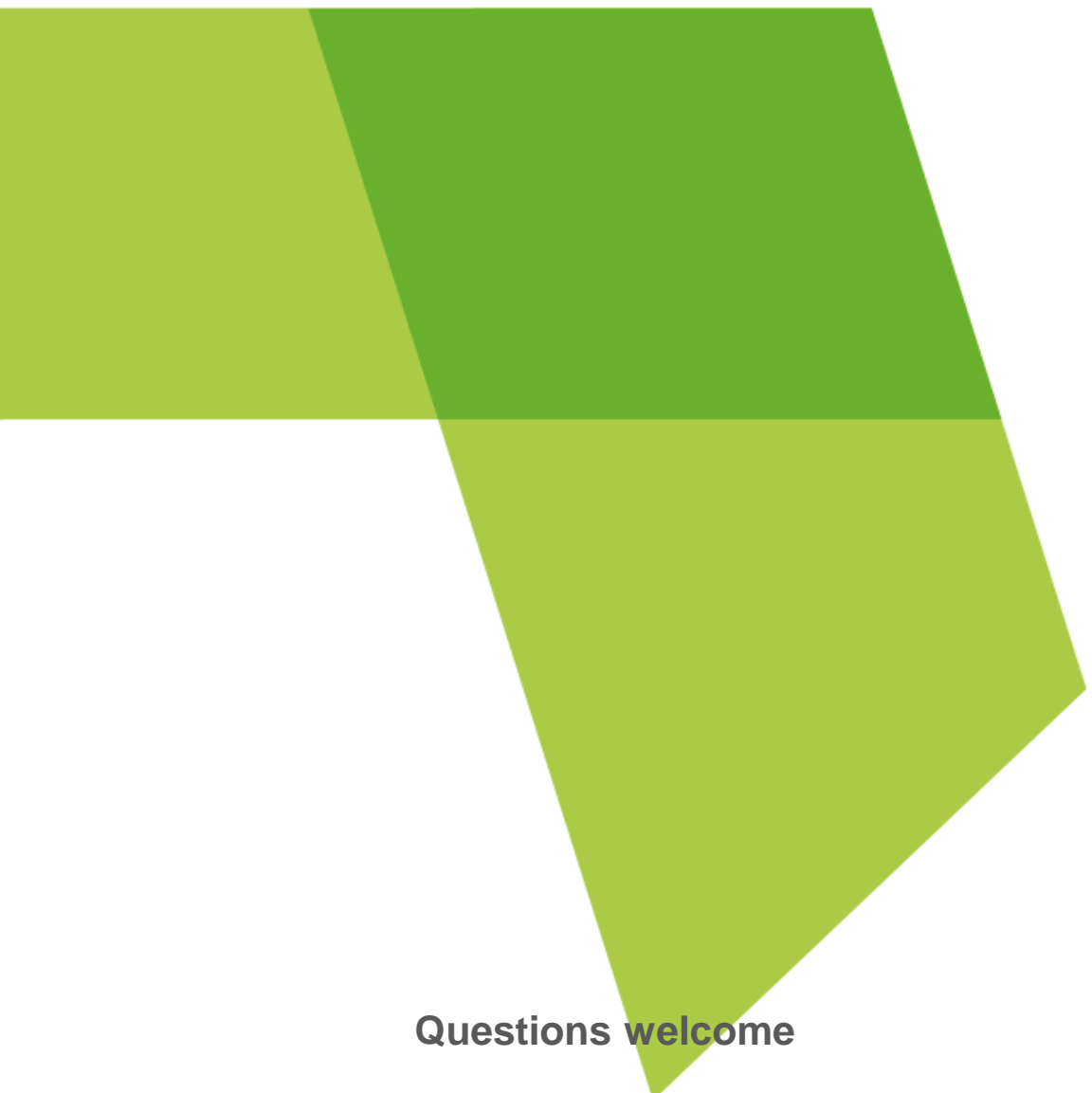


41 Routes duly signposted and with a total of 615km, allowing travels in total autonomy and security and with the support of ICT tools

Natural.PT Award in 2016

Identified as one of its national anchor lines for the practice of Walking by Portuguese Tourism Authority

Creation of the Alentejo Feel Nature Brand



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**Thank you!**

Questions welcome



*Project smedia*