



# FORUM

## DESTINAZIONE TURISTICA DELTA PO *esperienze, progetti e azioni*

**Lunedì 12 dicembre 2022. Sala Polivalente, Palazzo Bellini - Comacchio (FE)**

EXTREMADURA, SPAIN

VANESSA PALACIOS



L'Europa investe nelle zone rurali

# FACTS

Area: 41,634 km<sup>2</sup>

Population: ~1.1 million inhabitants

Provinces: Cáceres  
Badajoz

Capital: Mérida

Transportation:

- Badajoz Airport
- Car
- Train
- Bus



# Extremadura: Culture and Heritage

UNESCO WORLD HERITAGE SITES



Old Quarter of de Cáceres

# Extremadura: Culture and Heritage

UNESCO WORLD HERITAGE SITES



Mérida

# Extremadura: Culture and Heritage

UNESCO WORLD HERITAGE SITES



Monasterio Real de Santa María de Guadalupe

# Extremadura: Culture and Heritage

CHARMING DESTINATIONS

Trujillo



# Extremadura: Culture and Heritage

CHARMING DESTINATIONS

Zafra



# Extremadura Nature

UNESCO TERRITORIES



Parque Nacional de  
Monfragüe  
Reserva de la Biosfera  
UNESCO



Parque Natural de Tajo-  
Tejo Reserva de la  
Biosfera UNESCO



Villuercas Ibores Jara  
Geoparque Mundial  
UNESCO



La Siberia Reserva de  
la Biosfera UNESCO



# Extremadura Nature

NATURAL MONUMENTS

Monumento Natural Los Barruecos, Malpartida  
de Cáceres

Natural monuments, protected landscapes, ecological corridors and many protected areas of special interest such as Los Barruecos Natural Monument, the Garganta de los Infiernos Reserve, el Berrocal de la Data Natural Monument in Valencia de Alcántara and the Jayona Mine in Fuente del Arco.

# Extremadura Nature

STAR LANDSCAPES

Gran Lago de  
Alqueva



Extremadura  
TURISMO  
José Luis Quiñones

Starlight Destinations

Entorno del Gran Lago Alqueva y Reserva  
de la Biosfera de Monfragüe

# Extremadura Nature

BIRDING PARADISE: CLUB DE PRODUCTO BIRDING EXTREMADURA

**74%**

**Special  
Protected Areas**



**369**

Bird species

# Extremadura Nature

## EXTREMADURA IS WATER

50 natural bathing areas and a perfect place for river tourism and sport fishing.



# 1.500

Kilometers of interior fresh water coastline. The first interior Blue Flag beach, now 8.



# Extremadura Gastronomy

12

Denominaciones de Origen Protegidas (DOP)

5

Indicaciones Geográficas Protegidas (IGP)

# Extremadura Gastronomy

NUESTROS CLUBES DE PRODUCTO



# Extremadura Gastronomy

NUESTROS CLUBES DE PRODUCTO



## BIRDING IN EXTREMADURA PRODUCT CLUB





## PROFILE OF BIRDWATCHERS VISITING EXTREMADURA 2011

- More than 17.000 people come to Extremadura every year to watch birds.
- 35% visitors come from outside Spain.
- 86% of foreign birdwatchers visiting Extremadura make their own arrangements rather than using organised tours.

## BIRDING IN EXTREMADURA CLUB



### KEY CRITERIA

- Voluntary
- Requirements
- Cooperation
- Distinguishing
- Dedication
- Benefits

- A voluntary group which brings together **private and public sector interests** to further develop birdwatching tourism throughout the region.
- Creates an alliance to manage and **widely promote** birding tourism services based in Extremadura.
- Guarantees tourists **quality services**, and gives them easier access to these specialized companies when planning their visit to the region.
- Provides strong **support and awareness for the conservation** of the ornithological natural resources abundant in Extremadura.



## TYPES OF COMPANIES

- **Private Sector**
  - Travel Agencies
  - Accommodations
  - Specialized guides
  - Nature photography
- **Public Sector**
  - Interpretation Centers
  - Tourist Offices
  - Local Associations
  - Administrations
  - NGOs

[www.birdinginextremadura.com](http://www.birdinginextremadura.com)

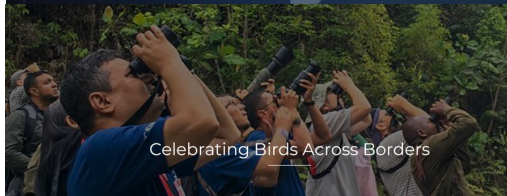
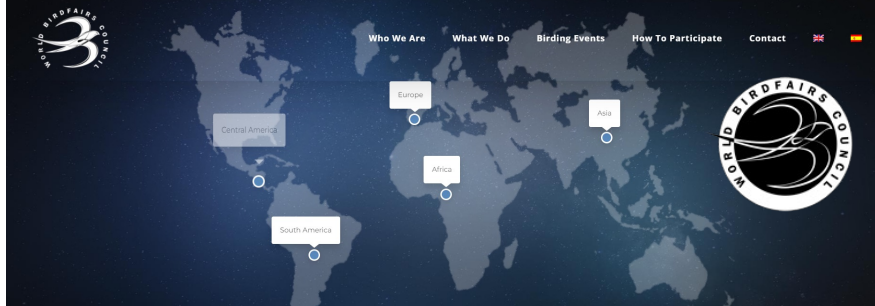
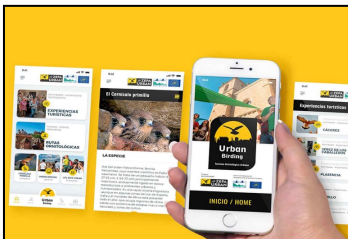
2022

- **138** partners



10 years...

Adding new initiatives

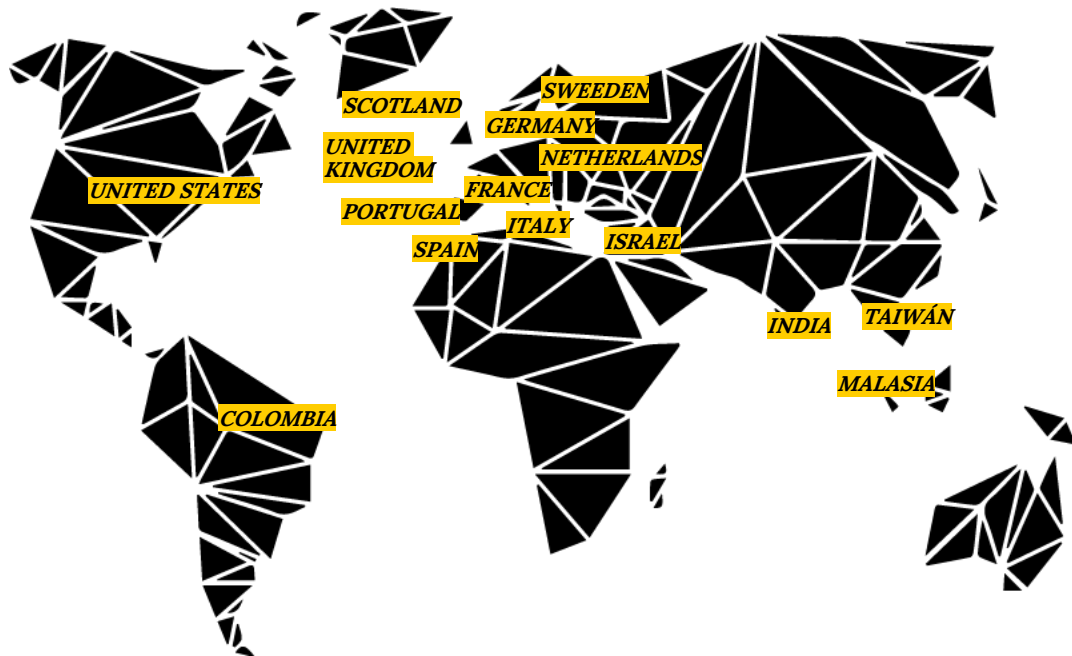


Birdfair



INICIO TERRITORIO EUROBIRD SOCIOS NOTICIAS CONTACTO





10 years...

Placing  
Extremadura  
on the world  
map of birding  
tourism

10 years...

And online...

23.725 bird lovers  
who follow us



facebook

Followers: 14.818  
@BirdinginExtremadura



Followers: 5.366  
@birdextremadura



Followers: 3.541  
@birdextremadura

10 years...

Growing...in companies, publications, etc



Video Encuentro Club Briding 2021 (Trujillo):  
<https://www.youtube.com/watch?v=3fQZgnvduE>





10 years...

... Extremadura Birdwatching Fair keeps getting bigger

2022 (17 edition)

- 16.000 visitors





## FIO 2022



**XVII Feria Internacional  
de Turismo Ornitológico**

Extremadura Birdwatching Fair

**Parque Nacional de Monfragüe**

Villarreal de San Carlos (Serradilla, Cáceres)

Del 18 al 20 de febrero 2022

February 18<sup>th</sup> to 20<sup>th</sup> 2022



**10 years...**

... Extremadura  
Birdwatching  
Fair keeps  
getting bigger



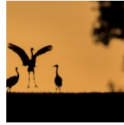
- **100** exhibitors
- **+ 500** meetings
- **29** buyers
- **11** internationals: Holland, France, USA, Portugal, United Kingdom y Germany
- **18** national: Madrid, Castilla La Mancha y Galicia
- **+ 46 expert talks**
- **3 Exhibitions (photography & art)**
- **Workshop & activities**
- **44 routes**
- **+ 80 children & family activities**



10 years...

... Extremadura  
Birdwatching  
Fair keeps  
getting bigger

- + 5.800 images from 33 countries



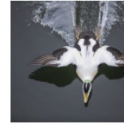
Jose Luis Barriga Rubio  
"Chinescas"



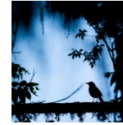
Diego Alves Rodrigues  
"Temprana soledad"



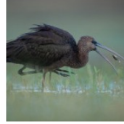
Pal Hermansen  
"Frosty swans"



Pal Hermansen  
"Elder duck landing"



Serafin Robert  
"La silueta de la selva"



Manuel Montero Carrero  
"Moritos en la costa"



Francesco Rovedo  
"Defectos únicos"



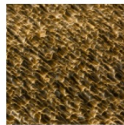
Mateusz Plesiak  
"Standing still"



Jorge De la Cruz Martin  
"Carantoñas"



Julio César González Fernández  
"Frente a frente"



José Miguel Palao Quilez  
"Moritos en la costa"



Renato Granieri  
"Gentoo portrait"



Francis De Andrés  
"La primavera y el torcecuello"



Marco Fabbri  
"Blink of wings"



Marco Fabbri  
"Snowstorm"

# Molte grazie



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