

# MED PEARLS

## Experiencing Slow Tourism in the Mediterranean



### PROJECT TITLE

**Med Pearls – the Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives**

### IMPLEMENTATION PERIOD

01.09.2019 – 31.05.2023

### ORGANISATIONS INVOLVED

Catalan Tourist Board (SP); Confederation of Egyptian European Business Associations (EG); Municipality of Thessaloniki (GR); Discovery Travel & Tourism LLC (JO); APS MEDITERRANEAN PEARLS (IT); Palestine information & communications technology incubator (PS); Palestine Wildlife Society (PS); Federation of Egyptian Chambers of Commerce – Alexandria Chamber (EG)

### PROGRAMME

Mediterranean Sea Basin  
ENI CBC 2014-2020

### TOTAL BUDGET

3.015.132,67 €



Slow Tourism (ST) is an emerging tourism trend which places a strong emphasis on sustainability, engagement with local culture, and full appreciation of the travel experiences. The Med Pearls project aims at positioning the Mediterranean as a unique and integral international destination to experience the Med lifestyle through Slow Tourism. The project delivers a set of 26 new ST products created by local Destination Management Companies (DMCs) and ICT enterprises. The idea is to create similar experiences based on the typology of products and themes agreed among partners, to make visitors live similar experiences in any of the thirteen areas targeted by Med Pearls.



## BUSINESS



# ECONOMIC DEVELOPMENT



Project co-funded by  
the European Union