



Naturalwalks

Ecotourism, Nature and Sustainability

INHERIT MARKETING STRATEGY



NATURALWALKS

SPAIN



Co-funded by
the European Union

INHERIT Marketing Strategy Spain (Naturalwalks)

Introduction

The Pallars-Jussà and Sobirà regions, located in the heart of the Catalan Pyrenees, has an immense wealth of natural and scenic heritage, cultural heritage, and gastronomic significance. From the snow-capped summits of Pallars-Sobirà to the valleys and cultivated terraces of Pallars-Jussà, the region offers a mosaic of experiences linked to natural heritage, rural history, and mountain flavors.

The INHERIT Project proposes a set of tourist routes that connects key elements of the landscape with gastronomy, traditional architecture, and ancestral knowledge. Through these routes, visitors are immersed in unique experiences that combine hikes along historic trails, visits to local producers, tastings, and cultural narratives.

Goals

- Highlight the natural and cultural heritage of Pallar's through sustainable tourism.
- Promote the routes as a unique tourism product based on authenticity.
- Attract new visitors who are interested in nature, culture, landscape, and local food.
- Stimulate the local economy through collaborations with producers, guides, accommodations, and restaurants.
- Generate identity and cohesion among the local stakeholders involved in the project.

Target

- Visitors interested in nature tourism and Pallars culture in general, and especially its gastronomy.
- Travelers from diverse backgrounds, both national and local, as well as international. Mainly adults.
- Influencers and creators of cultural, gastronomic, nature, or sustainability-related content.
- Educational centers, universities, and interest groups interested in training.
- Tour operators specializing in values-based tourism: ecotourism, slow tourism, responsible tourism, sustainable tourism, etc.
- Local residents, seasonal residents, or second-home owners in Pallars.

Strategy

A. Products

- **Surp: The expression of Pallars gastronomy**
A low-difficulty route that connects the landscape with rural architecture, local gardens, and edible wild flora. It can include a guide (Cesc Capddevila), tastings or visits to producers (Casa Mateu), and show cooking (Lo Paller del Coc).
- **Senterada: An overview of the culture of Pallars**
A medium-difficulty route that explores diverse landscapes, megalithic structures, mature forests, and a community agricultural project. It can include a visit to the Senterada Viu community project and a visit or stay at the Casa Leonardo rural hotel.
- **Savoring the Landscape: From dinosaurs to the glass**
Route focused on the geology of Pallars Jussà, the ancestral connection with the production of millstones and the foods derived from their use (flour, oil), through the common thread of the aromas of the Mediterranean landscape.

B. Prices

- Self-guided route: Free (download map and QR audio guide).

- **Optional additional services** - customized prices:-
Guided tours.
Tastings and workshops.
Gastronomic menus (Lo Paller del Coc, Cal Jou, Casa Leonardo).

C. Places (distribution)

Official project website, with access to maps, routes, and downloadable resources.
Institutional and digital channels in the region, through:

- Web banners with a direct link to the project (Tourist Offices, Town Halls, local entities, etc.).
- Websites of participating town halls, as well as collaborating companies and entities (e.g., ViuJussà, Al teu gust, TotalPallars.cat, Aliments del Pallars).
In physical format, through:
- Regional tourist offices (Pallars Sobirà and Jussà).
- Tourism offices or departments of town halls such as Sort and Tremp.
- Rural accommodation, hotels, campsites, and HUTs in the region.
- Local restaurants and businesses, especially gourmet or artisanal shops (agri-food or not).
- Research or interpretation centers, museums, various information points, and partner companies.

D. Promotion

- **Content creation.**
To ensure a coherent, attractive, and easily recognizable image for the project, a unified graphic identity will be developed, including colors, fonts, and pre-designed templates applicable to all promotional materials. This visual identity will allow all stakeholders (municipalities, businesses, restaurants, accommodations, etc.) to create their own materials tailored to the project and its specific offering.

- **Digital and physical dissemination spaces.**
Information, institutional, and regional channels:
VIRTUAL: Web banner with a link to the project website.

Regional Tourism Office + Participating municipalities + Project participating companies + Local entities (ViuJussà, Al teu gust, aliments del Pallars, Totalpallars.cat, etc.)

PHYSICAL: Printed materials available to visitors (brochures, maps, etc.) in a second phase.

Locally: Tourist offices, museums, restaurants, hotels, rural houses and HUTs, and in collaborating commercial establishments, for example, gourmet shops or places where local artisan products of any kind are sold.

In external public actions: where regional entities and companies participate.

- **Press and publicity.**

Drafting an informational dossier on the routes to be offered to the media during the presentations.

Guided demonstrations of the routes for the press: press trips.

Channels to consider: ACN (Alt Pirineo and Aran delegation), Pallars Digital, Pirineus Televisió, La Borruja, Segre, Manyana, Televisió de Catalunya.

Presentation program for example in Ràdio Tremp (interview proposal with one or more of the project's driving forces)

- **Social media campaigns targeting influential audiences**

Guided demonstrations of the routes are aimed at tour operators and potential sellers or promoters of the experiences: state and national tourism agencies: famtrips.

Guided demonstrations of the routes are aimed at specialists in the cultural, gastronomic, and nature sectors.