

Packaging tourism assets



The Millennium Tuna Route

Over 100 local companies (fishing and processing companies, restaurants, tourist operators...) as well as two natural parks have been brought together to build a series of different tourist packages along the coast of the Cadiz Straights in Spain.

With high unemployment in the area and a struggling fishing sector, Cádiz Estrecho FLAG has invested in promoting its fishing heritage – and in particular its traditional “*almadraba*” tuna fishing activity – as a unique selling point to attract quality tourism beyond the peak season. It has worked with local fishing organisations, fish auctions and processing companies to develop different guided tours and workshops of these traditional activities and package and promote them as part of a comprehensive offer of tourist activities, nature sites and cultural and gastronomic experiences. A website has been developed to present this diverse tourism offer of the Cadiz Straights and both local and international tourist operators mobilised to discover and promote the so called “millennium tuna route”.

CÁDIZ ESTRECHO FLAG, SPAIN

RESULTS (AFTER 2 YEARS):

- > 100 companies mobilised
- > 5 new products created
- > 4 jobs created
- > More than €200 000 generated

SUCCESS FACTORS:

- > Identification of synergies among different local economic actors in the tourism sector
- > A strategic focus on the interests of local economic actors
- > The FLAG's ability to bring together & coordinate cooperation between different actors

TOTAL PROJECT COST: €389 240

- > EFF Axis 4: €291 929.50
- > National / Regional co-financing: €97 309.83
- > Other/ Private: €20 000

Project promoter

Cádiz Estrecho FLAG

info@gdpcadizestrecho.es

+34 956 922 396

www.rutamilenariadelatun.com

