



Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

OBSERVAFIO 2018
General Directorate of Tourism

Programa Operativo de Extremadura

Año 2018

Fondo Europeo de Desarrollo Regional

OBSERVAFIO 2018

The autonomous region of Extremadura is considered one of the most important European regions for birdwatching, and due to this fact, it is one of the most desired destinations for birdwatchers and wildlife enthusiasts from all over the world. The excellent conservation of the habitats sustains a high diversity of species. Taking advantage of this diversity, the Junta de Extremadura through the Extremadura Tourist Board in collaboration with other entities, institutions and businesses have dedicated themselves to developing birdwatching tourism. This type of tourism already has a good number of companies that specialize in the services demanded by this market.

ObservaFIO is an event promoted by the Extremadura Tourist Board for the general public. The goal is to bring the touristic activities to the cities and the influential area of the Monfragüe National Park through activities based on birdwatching and star gazing. In the later case, the Extremadura Tourist Board wanted to introduce a strategic market niche of star tourism to attract more tourists. It is worth mentioning that in Extremadura the light pollution is minimal which combined with the good climate and lack of clouds throughout most of the year allows for the observation of dark clear skies. It is also one of the least polluted skies in Europe.



FIO 2018

Siguiente

REPRODUCCIÓN AUTOMÁTICA

Having stated this, The Extremadura Tourist Board organizes the Extremadura Birdwatching Fair (FIO) every year in the Monfragüe National Park at the end of February. The Extremadura Birdwatching Fair has put Extremadura on the world map of birdwatching and has evolved into the second most important fair of its kind in Europe. It is the leader of its kind in Spain. In this context and as a prior tourist activity, ObservaFIO is organized in the city of Trujillo which is one of the main entrances to the Monfragüe National Park.

The cost of the celebration of this event is 19,542 euros, with the support of the an additional 15,633 euros from the Fondo Europeo de Desarrollo Regional.

The impact of the 2018 edition was the participation of 2,500 people in the different activities related to nature, culture, birdwatching and star gazing that were organized.

This event is considered as a Good Practice for the following reasons:

The event was conveniently publicized amongst the recipients, potential recipients and general public.

Publicity amongst the recipients, potential recipients and the general public was made using the following materials:

In the Media Plan for FIO, ObservaFIO was mentioned in the press (both printed and digital media) and radio advertisements within the region and district.



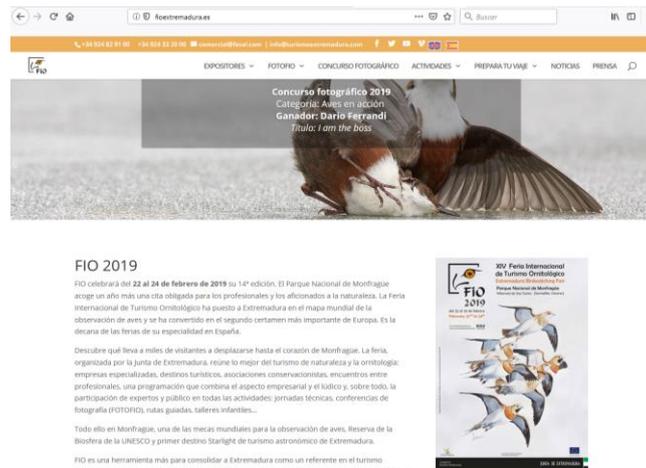
The Extremadura Tourist Board created specific posts for their social networks to give publicity to the most important activities.



Flyers and posters were distributed in the area surrounded Monfragüe as well as nearby towns and cities.



Publicity on the web: www.fioextremadura.com/observafio.



The event incorporated innovative elements:

The incorporation of differential elements justifies the unification of touristic market niches of importance for the region. There was also the addition of touristic trade-marks that aided the participation of associations, organizations, companies, centers and entities.

The activity on social networks of this event was to encourage new generations to participate which would achieve the goal of the social awareness for sustainability of the environment, the economy and the society.

Lastly, an example of a creative design that had a large impact which was adapted to the theme of the event:



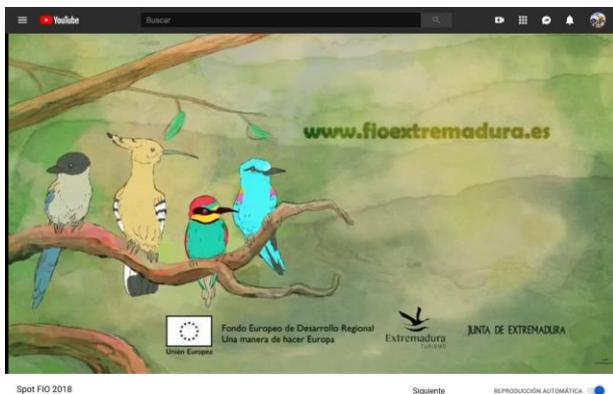
The contribution to the resolution of a problem or weakness detected in the area

Extremadura is an interior tourist destination on the rise. Interior destinations encounter their own problems in areas that are mostly rural where the lack of activity contributes to the loss of population and employment in the past years. Tourism has demonstrated a multiplying effect in this area helped by the creation of combined initiatives between urban and nature areas. This type of event allows the creation of dynamics for development that have a direct affect on: the increase of tourists to the city of Trujillo; promoting the observation of the sky, birds and the stars; development of an endogenous resource abundant in the region like ornithology with a large biodiversity that encourages the attendance to the Extremadura Birdwatching Fair.



Wide coverage of the target audience

The primary objective was to have the desired result achieved of a wide coverage which was reached through the broadening of the target audience through the use of new technology and apps to promote and advertise along with the presence in social media.



The consideration of horizontal criterias of equal opportunity and no discrimination as well as social responsibility and territorial environmental sustainability

There is a large environmental and cultural component. The event takes place in a cultural environment, Trujillo, that is surrounded by nature. This component of nature, culture and history give it certain privileges that position the event in a strategic place compared to other events of the same theme.

It increases the great importance that should be held for environment sustainability and the natural habitat in the basis of the funds. It creates awareness of the sustainable values of tourism including sustainable activities that in large part were aimed at the younger public as part of a strategic teaching of the future generations.

Throughout the event it was evident the attendance of all types of public without distinction between gender, but it is also worth mentioning that special attention was thought of and planned out in order to ensure the possibility for handicapped to participate in the activities.



Synergy with other projects or initiatives

There are connections with other projects included in the Plan Turístico de Extremadura 2017-2020 such as the implementation of the project Cities of Extremadura, la promotion of tourist events for the Extremadura people or the projection of the Red Miradores de Extremadura.

The Birding in Extremadura Club is an example of good practice both nationally and internationally. The Club's app for mobile phones offers detailed information of 23 birding routes, 150 species and their calls that can be found in the region, 10 habitats and over 60 specialized companies and 150 bird watching points.

As a spin-off of this product club, the project LIFE ZEPA URBAN encourages the observation of birds in urban habitats or "urban birding" and is based on the colonies of Lesser Kestrel. The Extremadura Tourist Board is a partner of this club.





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