



ECOTOURISM GRAND RESERVE

greenspain

PRESS KIT

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1. WHAT IS GREEN SPAIN

It is the oldest existing territorial tourism brand. It was created in 1989 as a result of the collaboration of the four regions of northern Spain (Galicia, Basque Country (Euskadi), Cantabria, Asturias) and with the support of Turespaña.

For the last three decades, these five administrations have been organising a joint action plan to promote international tourism, which each year takes the form of various actions such as presence at trade fairs, familiarisation trips, presentations, creation of promotional media, collaborations with the network of Spanish Tourist Offices abroad and attracting all kinds of opinion leaders, in addition to dissemination through the web platform, social networks and other digital communication elements such as specific posts and newsletters.

The strategic brand objective is to position the Cantabrian coast as an alternative tourist destination in the international market, reinforcing its image as a *slow travel* destination for cultural, gastronomic and nature tourism.

A DISTINCT DESTINATION: The spirit of the north

Geographically, Green Spain is a large area in the North of Spain perfectly framed by four natural jewels: the Atlantic Ocean, the Cantabrian Sea, and two large mountain ranges - the Cantabrian Mountains and the Pyrenees.

Thanks to this orography, Green Spain enjoys a temperate and humid climate that makes the Cantabrian coast an oasis of vegetation within the Spanish territory. With an area of 53,000 km² - larger, for example, than Switzerland, the Netherlands or Belgium - the regions of Green Spain are a haven of unique biodiversity.

But Green Spain is more than a place: it represents the ***Spirit of the North*** of Spain. A personality of its own, within the Spanish way of life. A different way of living and travelling, without haste, through cities, villages and natural spaces that are very different from those of the rest of the country.

It is a way of seeing life; of relating to the landscape, of enjoying nature, of understanding gastronomy and of discovering history.

Green Spain is a **land sculpted by rain and sea**, a dream for lovers of natural beauty, authentic tradition and **history that can be seen and touched**. A way of life and a **gastronomy of great renown**, deeply marked by the omnipresence of the sea and the fertility of the valleys.

Green Spain has its own culture, deeply rooted in tradition (with **its own languages, religious beliefs, myths and legends**), which is nevertheless open to cosmopolitanism and looks to the future, with products such as the Camino de Santiago.

Green Spain is a country of winding roads, solitary lighthouses, sea-weathered cliffs, rocky mountain ranges, beech forests and gorges.

Green Spain is also a universe of cities, seaside towns, mountain villages, solitary hermitages and defiant fortresses. A fertile place for culture that boasts caves that became museums 20,000 years ago, wood carvings sculpted in the Middle Ages, a great wealth of pre-Romanesque and pre-Castre architecture, but also great icons of 20th century architecture.

GREEN SPAIN IN FIGURES

- **8 international airports** with connections to most European airports and to the USA (New York).
- Almost a third of the surface area of Green Spain is protected natural landscapes. The destination has **more than 40 protected areas: 2 National Parks, 25 Natural Parks, 15 Biosphere Reserves, and 2 UNESCO World Geoparks.**
- The **2,500 kilometres of coastline**, spread between the Cantabrian Sea, the Atlantic Ocean and the Galician estuaries, have dozens of tranquil beaches.
- **18 caves with prehistoric art** declared UNESCO World Heritage sites
- **56 Michelin-starred restaurants.**
- **Four routes** with medieval origins to reach Santiago de Compostela or to discover other sanctuaries in the most magical Spain.
- **More than 30 Greenways** (converted former railway tracks) for the exclusive use of pedestrians and cyclists.
- **A dozen medium-sized cities** and provincial capitals (between 50,000 and just over 250,000 inhabitants) with lots of charm... and all the services.
- **2,500 rural lodgings.**

More than 17.8 million tourists visited Green Spain in 2024
(more than 4.6 million from abroad).

DIFFERENT PATHS THROUGH A UNIQUE TERRITORY

The territories of Green Spain are linked by various threads, which serve as an excuse for different journeys (and reports):

- The [Camino de Santiago](#), or Way of St. James, runs through Green Spain and along several routes that are Unesco World Heritage Sites (the impressive Northern Way and the peaceful Primitive Way).
- The [Grand Route of Green Spain](#) is a 16-stage, *slow-travel* concept that takes you from east to west across the whole of northern Spain.
- Route through its [Cities and Heritage](#). Small towns with character, where urban dynamism is enriched by 'The Spirit of the North'.
- [Surfing](#) is another pursuit shared by Galicia, Asturias, Cantabria and the Basque Country (Euskadi). 2,500 kilometres of coastline, beaches, coves, cliffs and mountains that lead to the waves provide lots of space of play. Did you know that it was on these northern beaches where Spain's first surfers emerged?
- [Enogastronomy](#) with the wine routes - unique wines, with the personality of the mountain vineyards and the Cantabrian climate - and the cider routes - more than a drink, a culture. Because if there is one thing Green Spain is known for, it is for being **one of Spain's most famous culinary regions**. Its privileged nature is fertile ground for prime materials that have led to a real veneration of local, autochthonous and nearby products. It is a cuisine **marked by tradition**, but it also stands out for its **avant-garde and signature cuisine**. Green Spain is home to a total of more than 50 Michelin-starred restaurants.

But the new star product is undoubtedly [ecotourism](#). Ecotourism is a shared commitment and is a strategic product for Green Spain, which has two key factors to support nature tourism: a vast network of natural areas protected by UNESCO and the specialised services offered by the **Green Spain Ecotourism Reserve**.

2. THE PROJECT: "THE ECOTOURISM CORRIDOR"

The project called "Green Spain Ecotourism Corridor" competed for the "Experiences Tourism Spain" Programme subsidies published on 30 December 2021.

The **Ministry of Industry and Tourism through the Secretary of State for Tourism** has provided funding amounting to **€938,000** within the *Experiences Tourism Spain* programme, with the financial support of the Next Generation EU Funds.

The call is part of the Modernisation and Competitiveness Plan for the tourism sector, which is financed with European funds. Its aim is to improve the experiential offer that Spain makes available to its visitors and to attract quality tourism. And the strategy for the Creation, Innovation and Strengthening of Tourism Experiences in Spain, which aims to improve and boost the number of tourism experiences in Spain that showcase the tangible and intangible heritage of the territories and their populations for their international promotion.

The project stems from an original idea of the **Spanish Ecotourism Association**, which was the winning proposal in a shortlist of entries received at the time. From the original idea, the project grew and was enriched with marketing and commercialisation actions proposed by the four communities involved.

MANAGEMENT MODEL

The overall coordination of the project was the responsibility of the Principality of Asturias, although management structures such as the Monitoring and Control Commission and the Technical Committee were created, which pivoted administrative management and decision-making. It is a complex but at the same time innovative project in terms of administrative structuring and public procurement.

- 1) Collaboration agreement for the Green Spain unincorporated association to delegate to Asturias, and specifically to the Deputy Minister of Tourism, the representation to apply for and process the aid.
- 2) Collaboration agreement between the public entities that make up the group for the occasional joint procurement of the aid granted within the framework of order/1524/2021.
- 3) Monitoring and Control Commission, made up of institutional representatives.
- 4) Technical Committee, made up of tourism promotion technicians from Asturias, Cantabria, Galicia and the the Basque Country.

PROJECT LINES OF ACTION

As set out in the framework of the call for proposals, a number of lines of action have been approved:

1.- Creation of a network of public-private stakeholders: encouraging companies and entities to participate in awareness-raising campaigns and to join the project. In total, more than 380 private and public stakeholders have been involved.

A B2B network has also been set up with agencies and tour operators to put together trips and packages.

2.- Plan to improve the sustainability of companies. Promotion, training and certification in ecotourism and sustainability for tourist companies located in Natural Protected Areas, so they can be trained in ecotourism. Talks, courses, seminars and audits have been organised in twenty different locations. In total, more than thirty training sessions have been held, including launch days, seminars and workshops.

3.- Design of ecotourism experiences. Fourteen **Experience Creation Workshops** have been organised in which almost 200 entrepreneurs have participated. As a result of the workshops, 118 experiences have been created.

4.- Digital design and creation of communication materials: Design of a brand and marketing plan for the positioning of the destination and experiences in the tourism market. It includes the design of a brand, the creation of digital promotional materials (website, mobile application, digital brochures, image and branding), a promotional plan, with an audiovisual archive featuring photos and videos, and promotional resources for trade fairs.

5. Communication plan for niche tourists: Drive to market ecotourism experiences and packages, carried out by the B2B network involved in the project. Work on the design of tours, routes, experiences and tourist packages to be marketed in nature tourism markets.

6. Dissemination plan: Presentations, press conferences and presence at trade fairs and specialist fairs, as well as the creation of media and content on SoyEcoturista.com and IngreenSpain.com. Green Spain will continue with the dissemination of the project, and it is expected to be presented in future editions of forums such as Global Bird Fair, FIO, Naturcyl and Fitur 2026, among others.

3. THE GREEN SPAIN ECOTOURISM RESERVE

"La Reserva Ecoturista" is the brand created to position this great ecotouring corridor that runs through the communities of the Cantabrian coast, crossing up to 25 protected areas.

The Green Spain *Ecotourism Reserve* is the largest ecotourism product in Spain and one of the most important at European level.

It is a sustainable tourism pilot project, which fulfils the following objectives:

- **De-seasonalise demand**, as wildlife observation and hatching and blossoming seasons take place in autumn and spring.
- **Capture national and international markets**, as there is a strong interest in this product at European level.
- **Revitalise the rural tourism lodgings** involved in the project, with the involvement of the local population.
- **Contribute to the demographic challenge** by boosting the rural economy and strengthening the role of local stakeholders: guides, SMEs, artisanal productions and tourist agencies.
- **Promote more sustainable travel**: longer trips, lower emissions, more leisurely and immersive.

It is a large **Public-Private Governance project** that has brought together almost 400 private stakeholders and five public administrations to work in a coordinated manner. Establishing working groups and commissions at various levels.

INDICATORS

A Public-Private Governance model that has coordinated nearly four hundred stakeholders and agents of various kinds.: 330 tourism SMEs in rural areas, 55 local agents (managers of protected areas, town councils, associations, local action groups), as well as five public administrations (four Autonomous Communities and the Secretary of State for Tourism).

- **We have achieved 100% compliance with the essence of the *Experiences Tourism Spain* programme, creating experiences and tourist packages.**
- **Creation of a network of natural protected areas** - a total of 25 natural protected areas with outstanding biodiversity conditions, home to important species of flora and fauna in coastal and high mountain landscapes.
- **Creation of a Network of Stakeholders in the Corridor** - Tourist accommodation companies, tourist guides, and active tourism companies, among others, have joined the project to carry out activities in nature, respecting sustainable tourism practices in perfect harmony with the conservation of the environment, and integrated into the social and cultural environment of local inhabitants.
- **Creation of 118 Ecotourism Experiences with different themes**
- **Creation of a B2B network to boost marketing:** we have collaborated with more than 20 travel agencies and nature tour operators to market ecotourism trips through the Green Spain Ecotourism Reserve.
- **More than 300 SMEs certified in sustainability and ecotourism, all in rural environments.**
- **Creation of the brand "Reserva Ecoturista" and a comprehensive marketing strategy** that includes a digital communication plan from the social media accounts of *Green Spain, Turespaña and SoyEcoturista.com*.

ECOTOURISM RESERVE STAKEHOLDER NETWORK



THE TOURISM RESOURCES OF THE ECOTOURISM RESERVE

- **Almost a third of the surface area of Green Spain is preserved through an extensive network of natural protected areas.** A journey through the Ecotourism Reserve offers visitors a choice between 25 natural protected areas of particular environmental interest, such as the National Parks of Picos de Europa or the Atlantic Islands National Park; UNESCO Biosphere Reserves such as the Mariñas Coruñesas e Terras do Mandeo, the Somiedo Reserve or the Urdaibai Basque Reserve; Natural Parks such as the Marshes of Santoña, Victoria and Joyel or Izki, or the UNESCO Global Geoparks of Costa Quebrada (Cantabria) and the Basque Coast (Euskadi).
- We have **large forests for flora observation, hiking or nature photography.** A Devesa da Rogueira and Bosque dos Grobos in Galicia; the Enzia or Balgerri Forests in the Basque Country; the Muniellos Forest or the Peloño Forest in Asturias and the holly forest, which extends majestically below the Mirador del Balcón de la Cardosa or the oak forest of Campa de Ucieda, in Cantabria, are just some of the outstanding landmarks.
- **This network of areas is a haven for wildlife.** Large Iberian mammals such as the bear and the wolf have found in Green Spain a favourable habitat for their expansion. There are also different species of ungulates – deer, roe deer, fallow deer, chamois – and small mammals, such as the wild cat, genet and otter.
- **Birdwatching** is another of the Ecotourism Reserve's key resources. Stretching between the western border of France and Portugal are more than 2,500 kilometres of coastline overlooking the Cantabrian Sea or the Atlantic Ocean. These coasts are perfect places for **observing seabird migrations**, with such prestigious sites as the Ría de Villaviciosa Partial Nature Reserve, the Eo estuary, the Costa Quebrada UNESCO Global Geopark and the Mariñas Coruñesas e Terras do Mandeo Biosphere Reserve.

On the other hand, in inland areas it is possible to observe birds of prey in places such as the Valderejo Nature Reserve, the Gorbeia Nature Reserve and the Picos de Europa mountains.

- **The network of viewpoints and observatories** is diverse and important: viewpoints for bear watching, bird watching points, specialist nature interpretation centres... Some of them have protected wildlife as a central theme, with the Cantabrian brown bear, the wolf and the bearded vulture standing out.

- **The offer of expert flora and fauna guide services has grown significantly in recent years.** We have more than 100 companies dedicated to ecotourism and nature tourism agencies. There are local guide companies offering nature activities such as birdwatching, hiking in bear landscapes, visits to local artisans, visits to cheese and wine production centres and hiking in forests and protected areas.
- **We have a wide range of rural accommodation with** more than 20,000 rural tourism places, including hotels, rural houses and flats, which offer a special welcome to the ecotourism traveller who wants to get to know what life is like in the rural regions of the North of Spain.
- Moreover, **zero-km food** is found in the Ecotourism Reserve's offer with countless restaurants serving traditional cuisine, more than 55 Michelin-starred restaurants equally committed to local produce, and artisan agricultural productions that invite you to discover and taste local produce.

Asturias: A Natural Paradise for Ecotourism

Asturias has a large number of natural protected areas, 8 of which form part of the **Green Spain Ecotourism Reserve**. Among its outstanding areas is the **Picos de Europa National Park and Biosphere Reserve**, where you can see the majestic bearded vulture, the characteristic wallcreeper or the agile chamois.

The **Natural Park and Biosphere Reserve of Somiedo** is a reference point for the conservation of the Cantabrian brown bear, a species that can also be observed in other Asturian Biosphere Reserves such as **Las Ubiñas-La Mesa** and **Fuentes del Narcea, Degaña and Ibias**.

The Asturian landscape is completed by the **Río Eo, Oscos e Terras de Burón Biosphere Reserve** (an area shared with Galicia), where the magnificent conservation of its traditional water mills stands out. In the **Ponga Natural Park** and the **Redes Natural Park**, the focus is on lush forests and traditional architecture. Finally, the **Ría de Villaviciosa Partial Nature Reserve** is a key wetland for migratory birds.

Activities for enjoying Asturias in a sustainable way

In Asturias, the project has enabled the adhesion of **8 protected areas** and a total of **100 public and private agents**, of which **83 are tourism companies** and **17 are local agents**.

The Spanish Ecotourism Association (AEE) has carried out seven training activities including talks, workshops and presentations.

27 tourism SMEs have been certified in ecotourism, offering tailored advice, and 53 tourism SMEs that were already members of the Ecotourism in Spain Product Club and its brand Soy Ecoturista have had the opportunity to join the project, as well as 3 companies certified with the CERES Ecotur label.

In the Principality of Asturias, **38 experiences** have been created as a result of the Experiences Kit and Workshops, with diverse themes such as self-guided hiking trails, Cantabrian brown bear watching routes and bird watching, participation in the rutting season in autumn, information on bearded vulture landscapes (noteworthy is the incorporation of the Bearded Vulture Foundation into the project), climate and geotourism routes, stargazing, wool ethnography workshops, artisan cheese-making and introducing visitors to traditional trades.

Cantabria: where the mountains kiss the sea

Cantabria is a destination that dazzles with its diversity of landscapes, its natural wealth and its firm commitment to sustainable tourism.

The **Green Spain Ecotourism Reserve** has incorporated **six of** Cantabria's existing **natural protected areas**, which reflect the richness and variety of its environment. On the coast, the **Costa Quebrada UNESCO Global Geopark** is one of the largest and best-preserved dune systems in northern Spain. The **Nature Reserve of the Marshes of Santoña, Victoria and Joyel** is home to the most important wetland in the Bay of Biscay, an essential stopover for thousands of aquatic and marine birds on their seasonal migrations.

The **Puntal Dunes and Miera Estuary SAC** is home to the first breeding pair of osprey in the north of the peninsula and the **Bay of Santander** is a privileged place to observe this majestic bird of prey.

The **Valles Altos Nansa, Saja and Alto Campoo SAC** stands out for its extensive native woodlands, which are home to important populations of woodpeckers, such as the middle spotted woodpecker and the black woodpecker. The **Liébana SAC** is a territory where the extensive oak and beech forests of the Cantabrian Mountains combine with ancient glacial morphologies and spectacular views of the **Picos de Europa**.

The **Montaña Oriental SAC** is the cradle of the Pasiego landscape, with its steep mountains dotted with shepherds' huts, witnesses to a deep-rooted pastoral tradition. In this environment, the Cantabrian chamois is the protagonist of a recovery and conservation project.

Experiences for all travellers

In Cantabria, the project has enabled the adhesion of a network of **6 protected areas**, as well as a total of **45 public and private agents, including 32 tourist companies and 13 local agents**.

It is worth mentioning that the recent Unesco Global Geopark designation for the Costa Quebrada Geopark has been included in the project, along with other protected areas.

The Spanish Ecotourism Association (AEE) has carried out eleven training activities including talks, workshops and presentations.

22 tourism SMEs have been certified in ecotourism and 10 tourism SMEs that were already members of the Ecotourism in Spain Product Club and its brand Soy Ecoturista have had the opportunity to participate in the project.

And as a result of the Kits and Experience Workshops, **21 experiences** have been created with different themes such as bird watching on the coast, self-guided wildlife trails, routes with forest baths, boat trips to observe marine wildlife and birds, among others.

Basque Country: Between cliffs, forests and living traditions

The Basque Country is a destination that captivates visitors with its landscapes, its rich culture and its firm commitment to sustainability. Green Spain is home to 6 of its natural protected areas. Among them is the **Urdaibai Basque Reserve**, a paradise for birdwatchers and an ecosystem of marshes of great ecological value.

The **Gorbeia Nature Reserve**, the largest in the Basque Country, is home to extensive beech forests, waterfalls such as Gujuli and a network of trails that allow you to explore spectacular landscapes.

The **Valderejo Nature Reserve** is a haven of biodiversity with mid-mountain landscapes, gorges such as the Purón and a remarkable wealth of fauna. The **Izki Nature Reserve** also stands out, known for being home to the largest oak grove in the Basque Country (melojo oak) and for being an ideal place for birdwatching and cycle tourism.

The **Salburua SAC**, in Vitoria-Gasteiz, is an urban wetland of great ecological value, a key point for spotting aquatic and migratory birds.

The **Basque Coast UNESCO Global Geopark**, on the other hand, is a unique place where the impressive flysch has recorded 60 million years of geological history. A visual testimony to the Earth's past.

Activities for enjoying ecotourism in the Basque Country

In the Basque Country, the project has enabled the adhesion of a network of **6 protected areas**, as well as a total of **115 public and private agents, including 101 tourism companies and 14 local agents**.

The Spanish Ecotourism Association (AEE) has carried out ten training actions, and has certified 21 tourism SMEs in ecotourism. Eighty tourism SMEs that were already members of the Ecotourism in Spain product club and its Soy Ecoturista brand have had the opportunity to participate in the project.

As a result of the Kits and Experience Workshops, **27 experiences** have been created with different themes such as geotourism routes along the coast and cliffs, cycling routes, forest walks and baths, birdwatching experiences, ethnographic routes about bees or ancient chestnut trees, mushroom trails, among other ecotourism experiences.

Experiences with identity: Basque ecotourism companies offer more than twenty experiences that combine nature, culture, health and sustainability. From geological routes through the flysch, to birdwatching or mushroom and fungi workshops, guided tours, ethnographic workshops, accommodation in sustainable cabins or wellness experiences.

Galicia: Atlantic nature and ancestral traditions

Galicia is a territory where nature shows its best side. From towering cliffs to lush forests and meandering estuaries. A land of myths and unspoilt landscapes, Galicia strikes the balance between wild and welcoming.

Galicia has a network of natural protected areas that form part of Green Spain. **The Atlantic Islands of Galicia National Park**, which includes the archipelagos of Cíes, Ons, Sálvora and Cortegada, is a sanctuary of marine flora and fauna.

The **Mariñas Coruñesas e Terras do Mandeo Biosphere Reserve** is home to a surprising diversity of landscapes combining coastal and inland areas, while the **Ribeira Sacra e Serras do Oribio e Courel Biosphere Reserve** stands out for its impressive terraced vineyards and river canyons, fossils and flora.

The **Montañas do Courel UNESCO Global Geopark** is a paradise for lovers of hiking and geology, with unique rock formations. The **Biosphere Reserve of Os Ancares Lucenses and Montes de Cervantes, Navia and Becerreá** offers an ideal refuge for iconic species such as the brown bear.

Finally, the **Rio Eo, Oscos e Terras de Burón Biosphere Reserve**, shared with Asturias, is a perfect example of the connection between nature and culture, with its traditional villages surrounded by landscapes of great ecological value.

Activities for discovering Galicia with the five senses

In Galicia, the project has enabled the adhesion of a network of **6 protected areas**, a total of **126 public and private agents** have joined the project, including **114 tourism companies** and **12 local agents**.

The Spanish Ecotourism Association (AEE) has carried out ten training activities including talks, workshops and presentations. And 24 tourism SMEs have been certified in ecotourism.

As a result of the Kits and Experience Workshops, **32 experiences** have been created with different themes such as geotourism and fossil observation, astro-tourism, orchid observation routes, *birding* in coastal areas, photography and underwater excursions or wildlife watching boat tours, among other unique activities.

ECOTOURISM EXPERIENCES AND PACKAGES

We have achieved 100% compliance with the essence of what was required by the *Spanish Tourism Experiences programme* and the European funds with the creation of up to 118 Ecotourism Experiences: wildlife watching, nature and photography routes, ethnography experiences, craft and local product workshops, geotourism visits and scientific tourism.

[Discover them here.](#)

We have created a web catalogue of Travel Packages created by travel agencies and tour operators, long touring trips covering various regions that you can [consult here](#).

POSITIONING AND MARKETING PLAN

To launch and position this new Green Spain brand, called **Reserva Ecoturista**, an ambitious product positioning plan and marketing strategy has been developed, financed by the *Next Generation EU Funds*.

The strategy has focused on creating the brand and developing branding, designing and producing audiovisual and text media, developing digital content, a branding action plan, a digital communication strategy and co-marketing agreements.

Brand creation and branding: Identity for Ecotourism

One of the pillars of the plan has been the creation of the "**Ecotourism Reserve**" brand image, with versions in English and French for international dissemination. After a detailed market study and a comparison with other similar national and international products, a *naming* and logo have been created that reflect the essence of ecotourism, convey respect for the environment and reflect the idea of Green Spain as a territory on the Cantabrian coast where tourism is conceived from the perspective of sustainability and respect for local communities.

In addition, an Identity Handbook has been drawn up detailing the technical specifications and applications of the brand, and the Ecotourism Reserve has been officially registered at the Spanish Patent and Trademark Office.

Digital Platform: Microsite and App

The plan has included programming and creating a **microsite of ecotourism experiences** (www.reservaecoturista.com) hosted within the existing Green Spain website www.ingreenspain.es.

This platform, adaptable to fixed and mobile devices, features and disseminates a catalogue of 118 ecotourism experiences and travel packages in 25 natural areas of Galicia, Asturias, Cantabria and the Basque Country that can be booked through the website itself: hiking trails and self-guided geotourism, native wildlife observation trails, *birding*, stargazing, wine tourism and gastronomy, among many others.

The website has a map viewer that geolocates the natural resources, observation areas and companies participating in this project.

All this information is also available in App format. A **customised application for ecotourists**, based on augmented reality technology, offering dynamic and interactive content in real time.

In addition, within the SoyEcoturista.com website of the Spanish Ecotourism Association (AEE), there is also a large space dedicated to the Ecotourism Reserve with a panel showing the experiences and packages created under the project.

Digital and Audiovisual Content: Boosting Promotion

Another of the main pillars of this marketing plan has been the creation of various digital communication resources, as well as a specific audiovisual archive with the aim of inspiring future trips and showcasing the natural and cultural wealth of Green Spain.

Within this project, the following have been created:

- **12 thematic newsletters** on ecotourism experiences (birdwatching, fauna, flora, forests, crafts...), and on the natural protected areas of Green Spain.
- **24 blog posts**, about ecotourism in Galicia, Asturias, the Basque Country and Cantabria, about fauna and flora observation, gastronomy, culture and traditions, among other content.
- **A flyer for digital distribution and fairs**, with a description of the Ecotourism Reserve, main attractions and links to the experience and travel pages of the website.
- **An experience guide** in digital format in Spanish and English. The guide includes information about the protected areas, a map of their location and descriptions of the experiences (with QR to the experience pages on the website).

As for the **audiovisual archive**, filming and photography have been carried out in the 25 protected areas that make up the Green Spain Ecotourism Reserve in order to produce:

A 10 to 12 minute promotional video about the Ecotourism Reserve

A short, 120-180 second video about the Ecotourism Reserve .

Four 60-120 second videos on the Ecotourism Reserve in Galicia, Asturias, Cantabria and the Basque Country.

3 thematic videos on ecotourism in Green Spain, focusing on birding, wildlife observation

32 reels on the natural areas of the Green Spain Ecotourism Reserve

A photographic collection of 320 unpublished photographs (with 20% of images taken with a drone) of the 25 natural areas of the Ecotourism Reserve and their main species of fauna, flora and birding, as well as the ecotourism experiences that can be enjoyed in these areas.

Trade Fair and Promotional Actions

Branding resources have been designed and produced for trade fairs and promotional actions, various presentations have already been delivered in technical forums and from now on, Green Spain plans to continue to promote the Ecotourism Reserve product at specialist nature tourism fairs such as Global Bird Fair, FIO, Naturcyl, Fitur 2026, Feria Free, among others.

Each of the Green Spain Autonomous Communities has **roller banners**, a **"photocall"** and a **desk** featuring the graphic image and promotional images of the Green Spain Ecotourism Reserve.

B2B Digital Communication to Issuing Markets and Co-marketing Agreements

Email marketing campaigns have been scheduled to position the newsletters in digital media, blogs, travel websites and professional contacts in priority markets for Green Spain, as well as sponsorship actions for insertions in Green Spain's social networks (Facebook, Instagram and YouTube), segmented for users interested in ecotourism in various markets.

Co-marketing agreements have been established for the positioning of Ecotourism Reserve content in specialised media to reach an audience interested in ecotourism experiences.

4. PRESS RESOURCES

With the support of a group of experts, a very powerful marketing and branding plan has been defined with a comprehensive promotional approach containing, among others, the following pieces and media:

1. Microsite within IngreenSpain :

<https://ingreenspain.es/reserva-ecoturista/>

2. Microsite within SOYECOTURISTA : <https://www.soyecoturista.com/en/>

3. Mobile application as a digital travel guide: [EcotourismSpainGreen](#)

a. [Android mobile APP](#)

b. [IOS mobile APP](#)

4. Documentary archive: [An archive of 320 photos and 32 audiovisual pieces](#)

5. Experience Guide: www.reservaecoturista.com/experiencias

6. Travel guide: www.reservaecoturista.com/viajes

7. [Brand identity book](#)

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