WINE AND GASTRONOMY IN THE COSTA DAURADA AND TERRES DE L'EBRE: TERRITORY, IDENTITY AND TOURISM PROMOTION STRATEGY

IFOODTC
international food tourism conference

COSTA DAURADA

RESERVA DE LA BIOSFERA · TERRES DE L'EBRE ·

Diputació Tarragona



•A well-established Mediterranean tourism destination.
• Strong focus on family holidays and coastal tourism.
• Extensive accommodation and leisure facilities, including PortAventura World.
• Outstanding cultural heritage, including two UNESCO World Heritage Sites.
• Inland landscapes shaped by vineyards and wine culture.
• Strong presence in international tourism markets.

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•A destination with lower tourism density.
• Coastal tourism combined with nature and rural experiences.
• Outstanding natural areas, including the Ebre Delta and Els Ports.
• The Ebro River as the heart of the territory.
• Strong rural identity, with farming, fishing and local traditions.
• UNESCO Biosphere Reserve, with a mainly domestic tourism market.

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1. Builds the destination’s identity and image
2. Connects different parts of the territory
3. Creates new tourism products
4. Helps reduce seasonality
5. Makes the visitor experience richer
6. Supports the local economy
7. Helps reach international markets
8. Strengthens local identity and pride


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