



You are cordially invited to a webinar entitled

MEDITERRANEAN ADVENTURES IN PRACTICE

led by

Barbara Fritz

CEO of AGEG tourism for sustainability

Thursday July 28, 2022

From 10 to 12:30 CET

To register

[CLICK HERE](#)

OBJECTIVES

- Provide adventure tour operators and service providers in the MEDUSA destinations with guidance on marketing practices to promote their business
- Inform about the MEDUSA project marketing activities and tools.

AGENDA HIGHLIGHTS

- Introduction to Sustainable Adventure Tourism Practices
- Presentation of Marketing Good Practices in Adventure Tourism
- Introducing the “Mediterranean Adventures” Brand Marketing tools and channels of the “Mediterranean Adventures” brand supported by MEDUSA project

ATTENDEES

- Tour operators
- Service providers
- DMOs established in Catalonia, Jordan, Lebanon, Puglia and Tunisia