



ECOTOURISM FAM TRIP MENORCA, SPAIN 16-20th October 2020

This Fam Trip and the final B2B Meeting are connected with the [V National Congress of Ecotourism](#), that will be held in [Menorca](#) (Balearic Islands, Spain).

This trip is organized by the Spanish Tourism Office (Turespaña), the Menorca Tourist Board (Fundació Foment del Turisme de Menorca), the Ecotourism Strategic Segment of the Balearic Islands, the Menorca Biosphere Reserve Agency, and the Ecotourism Club in Spain.



Menorca, a small island in the Mediterranean Sea

Menorca is nature. Generation after generation, the people of Menorca have known how to preserve and respect the treasure embodied by their countryside, their flowers and wildlife. The island was granted the status of [Biosphere Reserve](#) in 1993, in recognition of its ability to develop and grow sustainably whilst safeguarding its ecosystem. Its island nature means that Menorca is home to a number of endemic animal and plant species. The close proximity of its unspoilt reserves, and their well-balanced relationship with the human population, have made the island into a true paradise for nature lovers. Birdwatchers,



divers and botanists can all enjoy a destination made just for them. In addition to this, in 2019 Menorca was granted the status of [Starlight Tourist Destination and Reserve](#). This certification's function is to preserve the quality of the night sky and the different associated values, whether cultural, scientific, astronomical, or the natural landscape.

Defining progress toward sustainability as a priority requires Menorca to create a framework for the relationship between humankind and the environment that allows for the conservation of natural and cultural heritage, socio-economic development, research and education to achieve sustainability. Therefore, **Ecotourism** is becoming more popular, and allows travellers to discover nature and cultural heritage of Menorca in a responsible way. There are many options and activities to enjoy and discover Menorca: birdwatching, [active tourism](#), sports and culture [events throughout the year](#), accommodation with sustainable projects, astrotourism... in an island that has protected under a legal framework the many different sites of environmental interest. Please read this [booklet](#) for more information about the island's values.

Now Menorca offers you the chance to get to know it, feel it, love it, and then miss it when you leave.

Accommodation

The fam trip will include several types of lodging located in different parts of the island, both rural and in town, all of them representing the Ecotourism options.

Guide

An official tourist guide with deep knowledge of the Ecotourism activities and values of Menorca will lead the group. The language will be English.

Suppliers

The suppliers of the fam trip will carry, as far as possible, one or several of these brands, which guarantee that the products and services conform to specific criteria:

- The [Menorca Biosphere Reserve brand](#) is a mark of sustainability that shines a spotlight on all the businesses based on the island that adhere to a series of criteria aimed at ensuring the protection of Menorca's environment, identity and culture.
- The Ecotourism Strategic Segment.
- The Active Tourism Strategic Segment.
- The Gastronomy Strategic Segment.

The trip will comply with all public health and safety measures recommended to minimise the risk of COVID-19



Programme

FRIDAY 16/10/20

Arrival to the [airport of Menorca](#) (preferably in the afternoon).

Transfer from the airport to the lodging.

Introduction to the island of Menorca, with particular emphasis on the Ecotourism activities and the status of Biosphere Reserve.

Dinner.

Back to the hotel.

SATURDAY 17/10/20

Breakfast at the hotel.

Visit to the hotel.

This morning each participant can choose one of these options:





1. **"Horse culture"**. The one animal that symbolizes Menorca is without a shadow of doubt the horse. Many traditional *fiestas* of the island involve horses. Menorcan horses are slender, and have black coats. They are noble, hot blooded animals that can be described as calm, sturdy and vigorous. These are characteristics which are particularly suitable both for classic dressage and for Menorcan dressage. Menorcan dressage evolved from the local fiestas; traditionally, horses were expected to perform an established series of movements during the *jaleo* and other festive acts, which movements eventually became an equestrian sport. The activity "Horse culture" combines [horseback riding](#) to admire the landscape with an explanation of the horse culture of the island.
2. **"Birdwatching"**. Menorca's geological features and its climate have provided the conditions for a wide variety of natural environments, enabling a huge range of different species to flourish. Habitats such as pine forests, holm oak forests and scrubland combine with wetland areas including lagoons and salt marshes. Deep ravines and farming land exist alongside a coastline of high cliffs, small islands and more or less built-up areas. The activity "[Birdwatching](#)" will focus on the most representative birds, animals and plants of the island, and will include an explanation of its rich biodiversity, landscapes and natural values.
3. **"Kayaking"**. Menorca is a singularly beautiful place to go [kayaking](#). There is a variety of routes that are suitable for all levels and expectations. Seen from the sea, the landscape of the island is rugged and full of contrasts. The northern coast is untamed and craggy, with high cliffs and reddish sandy beaches. There are caves that you can kayak into, solitary islets to explore, lighthouses... The southern side is tamer and friendlier, with coves surrounded by shady pine trees, crystal clear seas and sandy dunes and beaches. The activity will be led by an instructor that will show you how to master basic paddling techniques, and as you kayak in safety.

Back to the hotel and free time.
Lunch at Ciutadella's harbour.



Visit to Ciutadella, a veritable jewel built of limestone. [Ciutadella](#) is characterized by stately palaces, cobbled narrow streets and lovely arched porches built in ancient medieval times.

Astrotourism activity. Menorca is a Starlight Tourist Destination and Reserve since 2019. The excellent quality of the night sky enables a flourishing range of astrotourism activities that combine stargazing with other Menorcan values: archaeology, navigation, gastronomy...

Dinner and back to the hotel.



SUNDAY 18/10/20

Sunrise from a spot of special interest (Menorca is the very first territory in Spain to get light).

Typical breakfast in a farm. Afterwards, a **demonstration of handmade cheese elaboration** with methods that passed down from generation to generation will take place. Menorca wouldn't be the same without one of its star products: its [cheese](#). Winner of awards at numerous events and certified as a Protected Designation of Origin since 1985, cheese is one of the reasons why Menorca's landscape looks the way you see it today. This activity will focus on the traditional gastronomy of the island.

Visit to Talayotic Menorca, to get to know the island's [prehistoric heritage](#) and its [candidacy](#) to be declared a World Heritage Site.



**V CONGRESO NACIONAL DE
ecoturismo**

MENORCA RESERVA DE BIOSFERA
Islas Baleares 20 al 22 de octubre de 2020



Lunch at **Fornells harbour**, a [charming fishing-village](#) which feels so Mediterranean with its narrow winding streets and white-washed houses, and its lovely quayside teeming with restaurants.

Panoramic view from El Toro, the island's highest point.

Trekking along the [Camí de Cavalls](#), a firm favourite for walkers as you can get right round the island on it, crossing beautiful beaches, climbing down lush ravines, ambling through woods and across wide open fields. The route is identified by distinctive wooden signs and everywhere you go they are easy to see and display maps and information.

Dinner and back to the hotel.



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MONDAY 19/10/20

Breakfast at the hotel.

Boat trip around the [Maó](#) harbour. There was a time when the small island that is Menorca was one of the most sought after territories by European powers, for a number of reasons: it was strategically positioned in the Mediterranean; it was on the main trading routes; and it was the home of one of the largest natural harbours in the world protected by a massive fortress. The consequence was that during the 18th century alone, Menorca was British three times, French once and Spanish twice. Those were tumultuous times that generated abundant cultural variety.



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Visit to the [Albufera des Grau Natural Park](#), which covers around 5,100 hectares of north-east Menorca and is the core area of the Biosphere Reserve. Its environmental richness and biodiversity enable to observe a great many bird, animal and plant species, including several endemisms.

Lunch.

Free time.

Business to Business Meetings at the V National Ecotourism Congress (*see page 10*).

Dinner and back to the hotel.



TUESDAY 20/10/20

Breakfast at the hotel.

Free time (depending on each flight).

Transfer to the airport (depending on each flight).

Departure from the airport of Menorca to the place of origin (preferably in the morning).





BUSINESS TO BUSINESS MEETINGS 19th October 2020

On the last day of the tour operators trip, the V National Ecotourism Congress will begin in Menorca. Here the main public and private entities involved in the development of nature tourism in Spain will come together.

Therefore, to open the Congress there will be a session of business to business meetings where the international tour operators of the famtrip will hold meetings with a selection of congress participants that are professional specialist companies which offer nature tourism packages in Spain.

More information about the Congress (Only Spanish): www.congresonacionaldeecoturismo.es

Aim: The business to business meetings is only open to professionals and its aim is to encourage business opportunities between Spanish companies and foreign tour operators, to support the commercialisation of Ecotourism in Spain.

Participants:

- **Buyers:** International tour operators interested in including new ecotourism and nature tourism experiences in Spain in their catalogues. Participants of the famtrip in Menorca.
- **Sellers:** Local travel agencies which specialise in ecotourism and nature tourism in Spain and business representatives of nature tourism destinations in Spain with products ready to sell.

Place and date: The workshop will take place in Mahón, on 19th October 2020 at 17:00h and will last about 3 hours.

How it works: This B2B event will consist of 10-minute meetings which the organisation will arrange according to the interests of buyers and sellers.

Before the event, participants will inform the organisation about their company, the product they offer and their commercial interests. Using this information, the organisation will arrange the B2B meetings.

The meetings will be coordinated by the Ecotourism Club in Spain, with the collaboration of the rest of the organisers of this trip.

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THE ECOTOURISM CLUB IN SPAIN



Menorca Biosfere Reserve is a member of the Ecotourism Club in Spain, which is a pioneering initiative that offers authentic ecotourism experiences, ensuring that the traveller makes a contribution to the local development and to the conservation of biodiversity in the protected areas they visit and through the tourist services they enjoy.

Tourist destinations and companies which belong to the Ecotourism Club in Spain comply with the environmental requirements established by the European Charter of Sustainable Tourism in the Protected Areas of the EUROPARC Federation and similar systems in the Biosphere Reserves, Geoparks and Natura 2000 Sites, offering authentic and memorable experiences linked to the natural and cultural heritage.

Under the brand and in the website of the Club www.ecotouristspain.com you may find:

- **Protected areas** throughout Spain which stand out for their landscapes, biodiversity and for implementing a sustainable tourism development plan.
- Professional and high-quality **accommodation and tourist service** companies, which collaborate with the protected areas, supporting the conservation and local development.
- **Experiences and various activities** suitable for all ages and interests to enjoy while discovering the spaces (birdwatching, wildlife watching, hiking, cycling, cultural activities, local gastronomy, etc.)

Video: https://bit.ly/EcotourismSpainClub_video

Download the [flyer](#) (360Kb)

Download our watching experiences [brochure](#).