



EUROPARC
Sustainable Tourism
in Protected Areas

XI CHARTER NETWORK MEETING

9 – 11 April

post-conference excursion

12 – 14 April 2019

GREECE Tzoumerka, Acheloos Valley,
Agrafa and Meteora National Park

The social and cultural
impacts of tourism:

**EXPLORING A
SUSTAINABLE RESPONSE**



Workshop n. 1

Storytelling for Sustainable Destinations and Partners



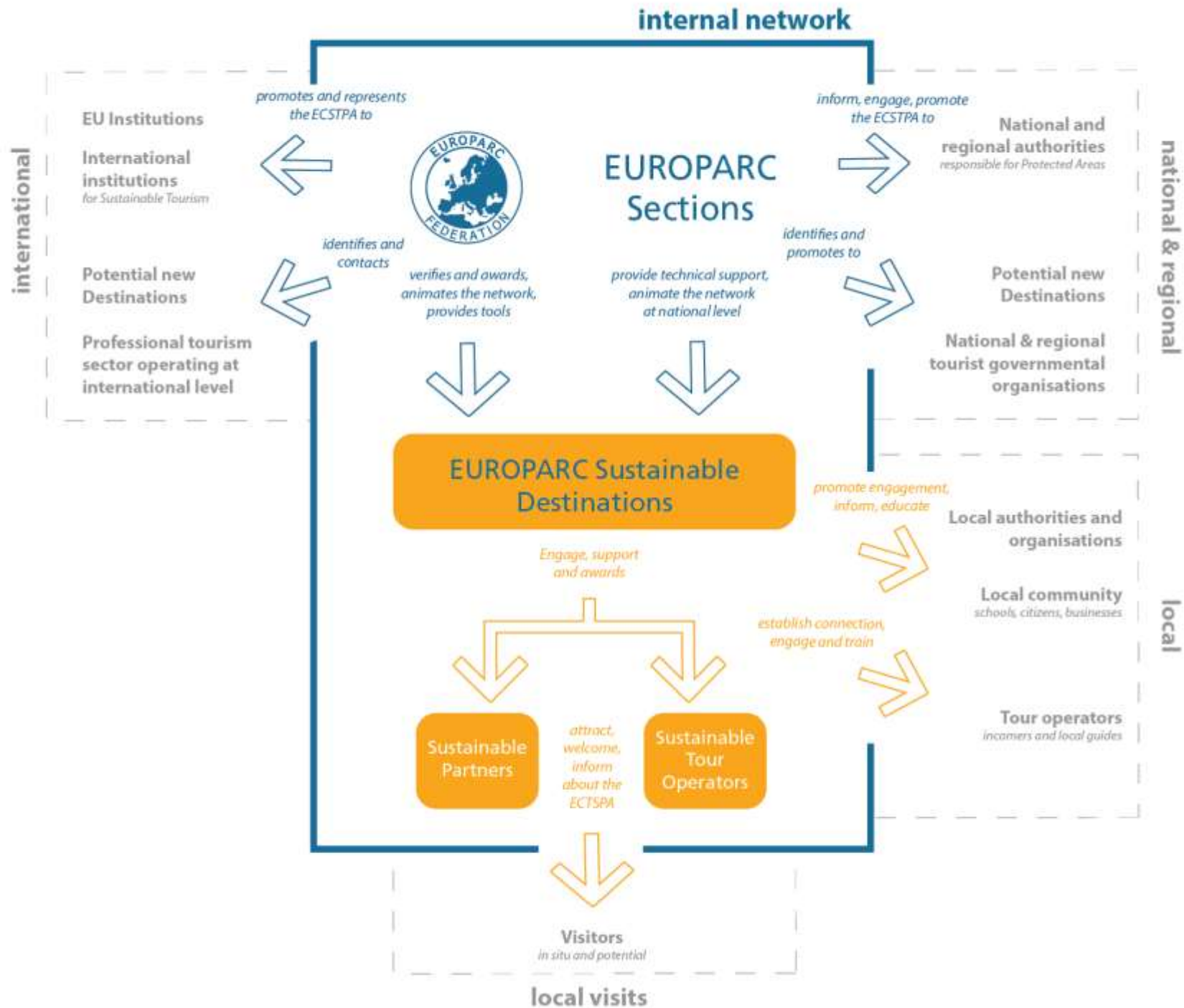
EUROPARC
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Marketing Strategy

2018-2022

Strategic objectives
Market Segmentation
Branding & Positioning





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Giving you the tools & **training** to:

- Better communicate your Sustainable Destination
- Forge messages to different audiences
- Support your Partners and Tour Operators building their story

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toolkit

- The Power of Storytelling
- What are the elements of a good story?
- How to create a storyboard
- Pitching your Story!!

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Connect!!!

- Facebook group:
EUROPARC CHARTER PARKS