



ROTA VICENTINA is a **network of walking trails in Sw Portugal, totalling 450 km to walk** along a Natural Park with over 100 km of natural beaches, in one of the best preserved coastal areas in all of southern Europe. It was first opened in May 2012.



Commercialization

Using the **Rota Vicentina brand and logo** is increasingly valuable. The market understands the positioning of the project and is sensitive to the preservation of a pristine region. **Agencies and Operators** are encouraged to work within the **network**, benefiting from the know-how of the Association and/or the support of **incoming national Agencies**, opening the way in their home markets to a **new walking destination** in the **best preserved coastline of Europe**.

Ways to sell Rota Vicentina

- Join the Association, become a member of the network (member fee from 60€/year)
- Work with the companies that are members of the RV network (suppliers and incoming agencies)
- Sell walking tours independently from RV, not using the brand "Rota Vicentina" in the associated promotion



Who we are

The project is managed by the **Rota Vicentina Association**, and sustained by the efforts of a wide **partnership** that share a common love for this region and the desire for its **sustainable development**.

- **Solid network with over 200 member companies:** accommodations, travel agencies and tour operators, outdoor activities, transportation, restaurants, trade and services
- **Wide partnership** including: Municipalities, Local Parishes, Regional Tourism Boards, Natural Park and other public entities
- Experienced motivated **team**
- Local and international notoriety and credibility
- **Awards** and the recognition for the quality of the project
- **European Certification** "Leading Quality Trails Best of Europe" in 2016

What we do

Rota Vicentina Association is responsible for:

- Coordination
- Trail Maintenance, new trails and promotion of volunteering initiatives
- Raising awareness in different target groups
- Promotion and communication
- Support to commercialization
- Innovation / new products and services
- Facilitating partnerships and networking

New Projects

Until 2019 Rota Vicentina will implement several new projects with the aim of strengthening the Rota Vicentina and the region's positioning as a Sustainable Tourism destination:

- Extension of the Fishermen's Trail in 150 km, from Odeceixe to Lagos
- Creation of 13 new Loop Trails, total 170 km
- Creation of a 1.200 km network of Mountain biking trails
- Bike Touring
- Cultural Tourism (with local communities)
- Accessible Tourism
- Environmental and Monitoring study
- Documentary on the local heritage