



@n-line

NEWS FROM THE VIA ALGARVIANA PROJECT

## CREATION OF VIA ALGARVIANA MANAGEMENT MODEL – CONTRACT SIGNATURE

On February 9 held the signature of the contract for the service - creation of "Via Algarviana II" management model. The contract was signed between the Almargem Association and the company Other Signs - Organizational Consulting Ltd within one of the most relevant actions of the "Via Algarviana II - Ecotourism in the interior of the Algarve." This action has as main objective the establishment of a management model that aims the self-sustainability of the Via Algarviana project.

With this action the management team, draw a document with rules/standards that are currently being presented to agencies, tour operators, touristic companies and similars in personalized meetings, in order to establish a network of partners that contribute to the maintenance and self-sustainability of the project by giving them a quality seal.

The Via Algarviana is a registered trademark (image, word and mixed) information unknown by several agents who use it without any limitation and in some cases it is used without prior permission from the promoter, the Almargem Association. That's why we need to elaborate rules for the use. It is hoped that this action distinguish the Via Algarviana as a mark of quality and excellence in the Algarve Ecotourism.

## WE WERE PRESENT IN ...

The Algarve Promotion Bureau's (ATA) was present in fiets & Wandelbeurs, Amsterdam - Holland, on the February 11-12. The highlights were the latest news on nature tourism segment, in particular the Via Algarviana.

## DID YOU KNOW...

- We have reached 1000 "LIKE" in a week? Now we have to continue ...

The Via Algarviana team thanks to all who contributed!

-The inscriptions on the 5th Crossing in the MTB modality, sold out in three days?

- The Monumental Trees walk of February 26, had sold out, the limit of 35 people was achieved in less than three days? The tour was a success with everyone's help.

## NEWS

- The technical Via Algarviana team is already working on the recognition of the audio-guided track in *Loulé*. This action is being held in articulation with the *Loulé* Municipality and Querença parish council.

- The future connection of *São Brás de Alportel* to the Via Algarviana is also already in development, we are currently exploring alternatives for that route.

- On the Monumental Trees Route: work definition of this route, which will be conceived in the town of Monchique, are almost finalized.

More photos can be seen on Via Algarviana [Facebook](#).



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