

A Strategic-to-Action Marketing Blueprint for the Algarvensis Geopark: From Brand Vision to Communication

The Algarvensis Geopark, located in southern Portugal, is a territory of extraordinary geological, cultural, and natural significance. It is a testimony to Earth's history, showcasing geological formations that date back over 350 million years. This unique landscape, shaped by ancient seas, tectonic forces, and the evolution of continents, offers inhabitants and visitors a rare opportunity to explore the origins of our planet. Divided into five chromatic zones—brown, red, silver, gold, and blue—the Geopark Algarvensis reflects the diversity of its lithologies and geomorphologies, creating a visually stunning and scientifically rich environment.

As the only Geopark in southern Portugal, Algarvensis is more than a destination; it is a "Territory of Science and Beauty." Its exceptional geological heritage is the foundation for a distinctive value proposition where science meets education, tourism, and local culture. The Geopark Algarvensis invites visitors to immerse themselves in its landscapes, uncover its stories, and connect deeply with its people and traditions. This approach aligns with UNESCO's vision for Global Geoparks, which emphasises conservation, education, and sustainable development, and the United Nations' Sustainable Development Goals (SDGs).

Following the "Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" developed in 2024, a new collaboration between the Aspiring Geopark Algarvensis (AGA), the Research Centre for Tourism, Sustainability and Well-being (CinTurs) and the University of Algarve focuses on designing the Marketing and Branding strategy for the Geopark Algarvensis. Starting in May 2025, a report entitled "Strategic-to-Action Marketing Blueprint for the Algarvensis Geopark" will contribute to positioning it as a national and international benchmark in sustainable geotourism, and will be concluded by the end of July 2025. This document is a comprehensive guide for Algarvensis Geopark's journey from brand vision to action. It is a call to explore slowly, experience fully, and reconnect with the land, sea, and people of this extraordinary territory. By embracing its geological heritage, cultural richness, and sustainable ethos, the Algarvensis Geopark is poised to become a leading destination in the global geotourism landscape.

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Budget: 19,919.43 euros

Following the Regulamento Interno do Geoparque, artigos 4.º n.º 5, the budget (EUR 19,919.43) should be considered under the annual quota of EUR 100,000.00, cf. Article 5, paragraph 1 A) of the aforementioned regulation, according to which “*o associado fundador Universidade do Algarve líquida as suas quotas disponibilizando meios científicos, técnicos e operacionais, contribuindo, desse modo, para o património da Algarvensis através da produção de conhecimento de cariz científico e educacional*”.

Period: May-July 2025

More info: <https://geoparquealgarvensis.pt/en/>