



25 organizations won the Mediterranean Sub-Grant Adventure Tourism Competition of MEDUSA project in 5 countries

As part of the MEDUSA project's activities to enhance adventure tourism products and experiences in the Mediterranean, 25 applicants from the 5 countries: Spain, Lebanon, Italy, Jordan and Tunisia where the project is being implemented, won the "the Mediterranean sub-grant Adventure Tourism Competition". The total amount of these sub-grants is 805.627 Euros.

The Competition's purpose has two-fold: first, to catalyze the creation of new innovative and quality tourism products and experiences, as well as upgrading existing products that will increase interest in the Mediterranean as a sustainable Adventure Tourism destination; second, to increase the visibility and attractiveness of lesser-known destinations, decreasing seasonality and balancing the distribution of income in the participating territories.

The Mediterranean sub-grant Adventure Tourism Competition provides the financial support to fund the costs of the development of Adventure Tourism products and their promotion, in addition to the technical support to guide the winners during the implementation process of the sub-grant activity.

The competition is giving the chance to the beneficiaries to develop new Adventure Tourism programme activities, improving and developing existing Adventure Tourism products, enhancing adventure supporting services and finally developing and creating adventure itineraries in less known destinations.

The winners from **Catalonia** are Guies D'arrel, Bikemotions, Sk Kayak, Plàncton, Divulgació I Serveis Marins and Pedratour.

In **Jordan** Edom Adventure, Experience Jordan Adventure, Kharoub House, Discovery Circle Tours Baraka Destination, Beit Al-Beiruti and Jordan Heritage which will develop new adventure products and enhance the services.

5 applicants in **Lebanon** will promote adventure tourism through creating or enhancing tourism products: 33 North, Ales Liban, Cezar's Project, Xploriders and Horsh Ehden.

The winners in **Puglia** are Gargano Slow, 4 Cycling 'N Trek Di Filippo Tito, Giuseppe Flore and Cooperativa Serapia.

Finally, in **Tunisia**, Dream Dealer Event, Climb'in, Oasis Event, Association Des Sports De Montagne et D'écologie and Association Djerba Insolite.

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The MEDUSA Project is co-financed by the European Union under the European Neighborhood Instrument cross-border cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED) and is implemented by 7 partners in 5 different countries to promote the adventure tourism in the Mediterranean. The Barcelona Chamber of Commerce (Spain), Association of the Mediterranean Chambers of Commerce and Industry (Spain), Rene Moawad Foundation (Lebanon), Jordan Inbound Tour Operators Association – JITOA (Jordan), Royal Society for the Conservation of Nature – RSCN (Jordan), Puglia Region – Department of tourism, economy of culture and valorization of territory (Italy) and WWF Mediterranean North Africa (Tunisia).

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