



MEDUSA

Invitation to Apply

Participation in ADVENTURE TRAVEL WORLD SUMMIT (Lugano, Switzerland, 3 – 6 Oct, 2022)

Development and Promotion of Mediterranean Sustainable Adventure Tourism Project (MEDUSA)

Reference # WP5.SS.PP1.896721-1

Financed by the ENI CBC programme

The MEDUSA project, in cooperation with WideOyster Media BV, invites interested tour operators from 5 MEDUSA destinations (Catalunya, Puglia, Tunisia, Lebanon, Jordan) to submit their application to participate in the Adventure Travel World Summit (ATWS) that takes place in Lugano, between 3 – 6 Oct 2022 and is organized by the Adventure Travel Trade Association (ATTA).

1. BACKGROUND

The MEDUSA project was established to promote the development of adventure tourism as a growing new type of tourism and to enhance and develop this sector, while benefiting from the existing expertise in the various Mediterranean countries to promote it in a systematic and sustainable manner.

The project aims to support the development and promotion of cross-border routes & itineraries, in the form of new and/or improved Adventure Tourism products, revealing lesser-known destinations & attracting tourists throughout the year.

More information is available at: <http://www.enicbcmed.eu/projects/medusa> .

2. ABOUT THE EVENT

Adventure World Travel Summit in Lugano, Switzerland, 3 – 6 Oct, 2002

Adventure Travel World Summit (ATWS) is travel industry event hosted by the Adventure Travel Trade Association (ATTA). It draws hundreds of industry professionals from around the world for several days of educational programming, a marketplace, lauded keynote speakers, ample time for one-on-one networking, including a focused session with attending media, and exploration of the host destination.

More information is available at: [Lugano 2022 | Adventure Travel Trade Association](#)

Agenda of this year's summit is available here: [Agenda | Adventure Travel Trade Association](#)

To facilitate its participation at the event, and that of the potential tour operators, the MEDUSA project has contracted WideOyster Media BV to help in in the management

of the selection process of the potential participants, event preparation, and reporting.

3. OBJECTIVES

- Offer eligible adventure tour operators an opportunity for marketing & promotion
- Promote the **Mediterranean Adventures** brand and cross border cooperation in the Mediterranean

4. WHO CAN APPLY?

Tour operators from 5 MEDUSA destinations (Catalunya, Puglia, Tunisia, Lebanon, Jordan) are invited to submit their application as long as they meet the following criteria. There are 2 slots available per each destination.

Eligibility criteria:

- 1) Territorial registration: having their business registered in one the 5 MEDUSA destinations
- 2) Adventure Tourism Offer: having a specific adventure tourism offer/ department in place and the promotion visible on the website.
- 3) Adventure Tourism Programme in place: offering at least one adventure tourism programme, including 2 overnight stays itinerary or one full day adventure
- 4) Integration of local Communities: promoting activities, products using local experiences and integrating local communities.
- 5) Applying sustainability. Proof of having participated in at least one sustainable tourism capacity building measure.
- 6) Soft Adventure Tourism Activities. Promoting mainly, at least 80%, soft adventure tourism products and activities, applying soft mobility options such as hiking, biking or trekking.
- 7) Promoting the Authenticity of the Mediterranean. Promoting adventure tourism activities, products and experiences reflecting the authenticity, natural and cultural highlights of the 5 unique MEDUSA destinations Catalunya, Puglia, Jordan, Lebanon, Tunisia.

Reporting requirements

The participating tour operators commit to submit (in English) within two weeks after the conclusion of the AWTS a full report of the results of the exhibition, including analysis of meetings, commercial results, cooperation agreements, number of registered meetings and any other useful information to assess the impact of participation.

Template of the report will be provided prior beginning of the AWTS.

5. SELECTION CRITERIA

- Compliance with the Eligibility criteria (25%)
- Sound balance between a proved track record (established business/startup) and potential to benefit from networking opportunities in order to expand the business (25%)
- Business strategy in place and potential for ATWS networking opportunities to support this plan implementation (50%)

Applicants will be assessed as per following criteria:

Compliance with the Eligibility criteria	<i>Demonstrate your compliance with the Eligibility criteria (min. 250 words)</i>
Sound balance between a proved track record (established business/startup) and potential to benefit from networking opportunities in order to expand the business	<i>Describe current status of your business and how participation in ATWS will help you expand it (min. 250 words)</i>
Business strategy in place and potential for ATWS networking opportunities to support this plan implementation	<i>Describe in detail your business strategy and how participation in the AWTS enhances it, and describe who you plan to approach and engage with (target companies and markets) at ATWS to support your plan implementation (min. 500 words)</i>

In addition:

- Participants will be selected so as to represent diversity in destinations and scope of activities; and
- Extra points will be given to companies who have participated in at least one of previous MEDUSA events and activities.

6. PRACTICALITIES:

Projects covers:

- 10 ATWS Business-level Registrations
- Expenses in Lugano including accommodation, meals and local transportation in the amount of up to EUR 1,290.00 per participant for 5 nights (2-7 October 2022) (provision of relevant proof will be required including train or airplane ticket/boarding pass and hotel invoice)

Project does not cover:

- Airline cost to get to Lugano
- Visa fees where applicable
- Any other expenses not mentioned above

NB - When considering your application, please note that it may take time to arrange for a travel visa. Participants with on-hand Schengen visa and scoring high on the eligibility criteria score may be given priority.

7. HOW TO APPLY

Interested parties can submit questions in writing to Wide Oyster Media BV: **submissions@mediterraneanadventures.org**, no later than 19 Aug, 2022. All questions and responses will be shared with all no later than 22 Aug, 2022, 16:00 CET.

Interested parties can submit their application online through the following link:

[Click here to apply!](#)

DEADLINE for submitting online applications: **27 Aug 2022, 13:00 CET.**