

# EDEN European Destinations of Excellence

March 2010

European Commission - DG ENTR- Tourism Unit



# EDEN European Destinations of Excellence

- What is EDEN
- How it works
- Flanking activities
- EDEN web portal



# EDEN European Destinations of Excellence

From pilot project (2006) to preparatory action (to end in 2011)

## Objectives:

- enhance visibility of the emerging European tourist destinations of excellence
- award sustainable forms of tourism
- create a platform for the exchange of good practices at European level
- promote networking between awarded destinations which could persuade other destinations to adopt sustainable tourism development mode



# EDEN European Destinations of Excellence

**EDEN is addressing the main concerns of the tourism policy:**

- ✓ Sustainability
- ✓ Helping de-congestion
- ✓ Combating seasonality
- ✓ Rebalancing tourist flows towards non-traditional destinations
- ✓ Networking of stakeholders



# EDEN European Destinations of Excellence

## Procedure

### *EU level:*

- choice of the annual theme
- set of general award criteria
- launch of the call for proposals

### *National level:*

- set specific award criteria
- national selections (first semester of the year)
- nomination of winners: before summer

*Award ceremony:* autumn

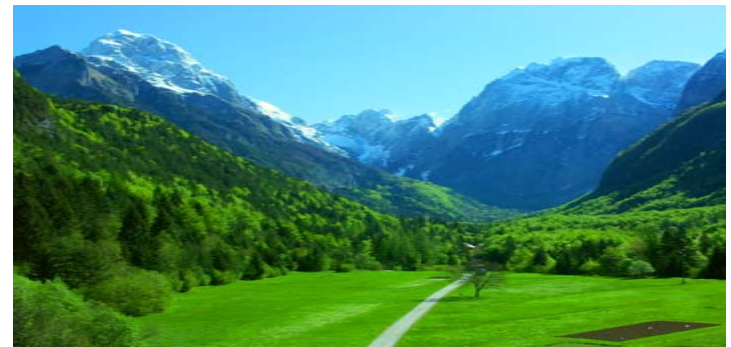




# EDEN European Destinations of Excellence

## The themes

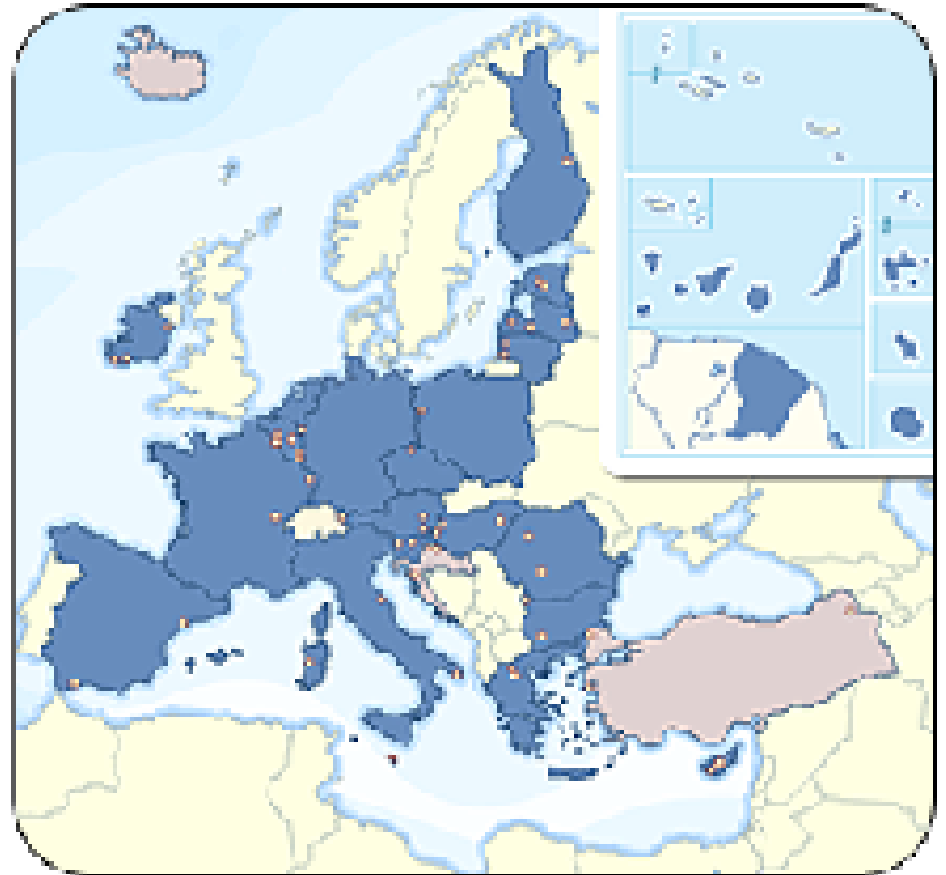
- **2007:** “best emerging rural destinations”
- **2008:** “tourism and local intangible heritage”
- **2009:** “tourism and protected areas”
- **2010:** “aquatic tourism”
- **2011:** “regeneration of physical sites”



# EDEN European Destinations of Excellence

## Participating countries:

2007:	10
2008:	20
2009:	22
2010:	25
2011:	27 (?)



# **EDEN** European Destinations of Excellence

**The winners: today 52, in 2011 more than 100!**

They are all parts of the European Network of Destinations of Excellence for Sustainable Tourism

7.10.2008 - official launch of the EDEN Network in Brussels on the occasion of the European Tourism Day

Aims: facilitating the creation of platforms for the exchange of good practices at European level and possibly of encouraging other destinations to adopt similar sustainable tourist development models

Meetings: Clonakilty District, Ireland 25-27 February 2009  
(2/year) Brussels, 7 October 2009  
Kuhomo, Finland 9-10 June 2010



# EDEN European Destinations of Excellence

## Flanking activities

- Awards ceremonies
- EDEN Ambassadors
- Specialised press, internet, TVs, videos
- Photo competition
- Web portal



Destination Europe!

Rate: ★★★★★ 63 ratings Views: 21,867

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From: eutube  
Added: September 11, 2007  
(more info)

<http://ec.europa.eu/enterpr...> As any tourist will tell you: Europe is an endless voyage of discovery... Join us for virtual visit of Europe's cultural history and the richness of its rural landsca...

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# EDEN European Destinations of Excellence



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## EDEN - "European Destinations of Excellence"

Wall Info Photos Discussions

Write something...

Attach:   

EDEN - "European Destinations of Excellence" and Fans

Just Fans

EDEN - your gateway to the diversity and beauty of Europe's non traditional tourist destinations!

Information

Founded: 2006

Fans

6 of 802 fans See All

Aivar Jolia Nod Bahia



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article discussion edit this page history

## European Destinations of Excellence

From Wikipedia, the free encyclopedia

This article is an **orphan**, as few or no other articles link to it. Please [introduce links](#) to this page from [related articles](#); suggestions are available. (August 2009)

**EDEN** is the acronym for *European Destinations of Excellence*, a project launched by the [European Commission](#) promoting tourism development models across the [European Union](#). The project is based on national competitions that take place every year and results in the selection of a "destination of excellence" for each participating country. The key feature of the selected destination is its commitment to social, cultural and environmental sustainability. The recipients of the award are emerging, little known European destinations located in the 27 Member States, the [Candidate Countries](#) and the [EFTA/EEA](#) countries.

### Contents [hide]

- The objectives of EDEN
- Selection process of the EDEN destinations
- The EDEN editions
- List of EDEN winner destinations
  - 2009 - Tourism and protected areas
  - 2008 - Tourism and local intangible heritage
  - 2007 - Best Emerging European Rural Destinations of Excellence
- Promotional activities related to EDEN
  - The EDEN photo competition
  - The EDEN online game
- External links

### The objectives of EDEN

# EDEN European Destinations of Excellence



**EDEN** European Destinations of Excellence

Welcome to EDEN - European Destinations of Excellence, your gateway to the diversity and beauty of Europe's non traditional to

- What is EDEN
- How to participate
- EDEN themes & destinations
- EDEN Network
- EDEN Ambassadors
- Collection of good practices
- EDEN Videos
- Press corner
- Useful links
- Mailbox

**FORUM**



2007 - Rural Destination

EDEN is the acronym for **European Destinations of Excellence**, a project promoting sustainable tourism development models across the European Union.

The project is based on national competitions that take place every year and result in the selection of a tourist "destination of excellence" for each participating country.

[Find out more on EDEN](#) +

**News**

04/03/10  
Launch of the EDEN competition in Poland

23/02/10  
Slovenia Green

[All news](#)



**Focus on**

Northern Vosges Regional Natural Park (France)

With an inspired century-old



Leisure

Search in EDEN Portal



# EDEN European Destinations of Excellence

<http://ec.europa.eu/eden>

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 **European Commission**  
Directorate-General for Enterprise and Industry

**EDEN** – European  
Destinations  
of Excellence

Discovering our hidden treasures

