

ESTUDIO MARISCAL

PRESS KIT

TERRA ALTA

Development of the tourist identity,
communication, signs and website.

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We created and developed the tourist brand for a region that offers rural values to a public that loves discovering unusual destinations.

Terra Alta started a plan to motivate tourism in the region based on its local values. The strategy is aimed at a public who enjoy "discovering" rural destinations that do not appeal to mass tourism, offering them a wild landscape, local products, green routes, history and silence.

The brand and its development were based on promoting these values through communication and tourist signs, promoting hiking, bicycle routes and historic, gastronomic and cultural itineraries to improve knowledge about the region and the tourist experience.

The sentimental relationship which is set up with the tourist destination, through its image, as well as exhaustive information on its website, are the features that emphasise the rural tourist image of this region.

terra
ALTA
PARADÍS RURAL

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client Terra Alta

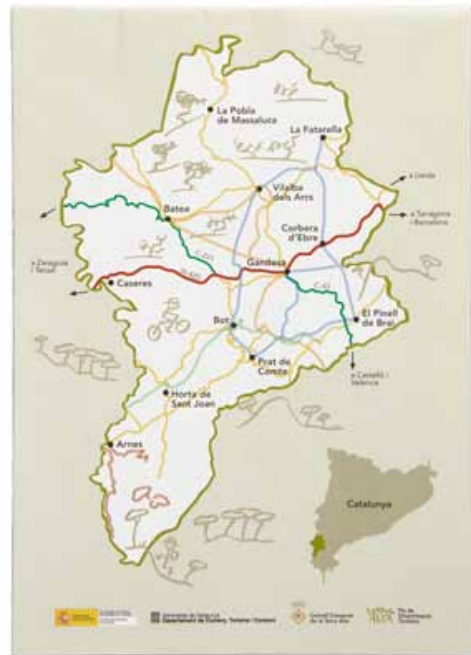
country Spain

year 2004

tags image and communication, identity, web and interactive

related projects gavà, granship, socialdemokraterna, espelt









La Pobla de Massaluca



Vilalba dels Arcs



Prat de Compte



Horta San Joan



La Fatarella



Corbera d'Ebre



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