



BRIEFING

TERRES DE L'EBRE PLAY Short film contest

In the Terres de l'Ebre you will find a wide variety of natural spaces suitable for active, sporting and adventure tourism: hiking, biking, kayaking and sailing, climbing and crossing with horse, between other proposals. Thus, beyond the artistic and technical quality of the audiovisual productions, the jury will value works that promote this type of assets, but that, at the same time, include the following points in its story:

- Promotion of products or services of companies that contribute to the seasonal adjustment (winter sports, mountain races, hiking trails ...), the diversification of the tourist offer in the four regions of the Ebro and looking for Synergies between sectors (mixed proposals, for example, cycling routes for heritage spaces).
- Promotion of specialized products or services for sports enthusiasts: signposted routes, sports facilities, establishments adapted to the practice of bicycling, monitoring for the practice of sports such as Kitesurf, sailing, canyoning, climbing or potholing.
- The counties of southern Catalonia have a very marked identity that forms a differentiating element in the field of culture (such as music bands), tradition (such as dance or sung jota, religious acts), gastronomy (the kitchen of the sea and the mountain, the traditional pastry shop) and history (prehistoric paintings, Iberian sites, medieval heritage, spaces of the Battle of the Ebro ...)
- Les Terres de l'Ebre is a destination in which protected natural areas (such as the Natural Park of the Ports, the Natural Park of the Delta del Ebro, areas close to the river and the coast) are very important. For this reason - and also because they have low intensity of tourist activity - they are a place where the visitor often has a sense of calm and comfort.

www.terresfestival.com/play

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