

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



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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



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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

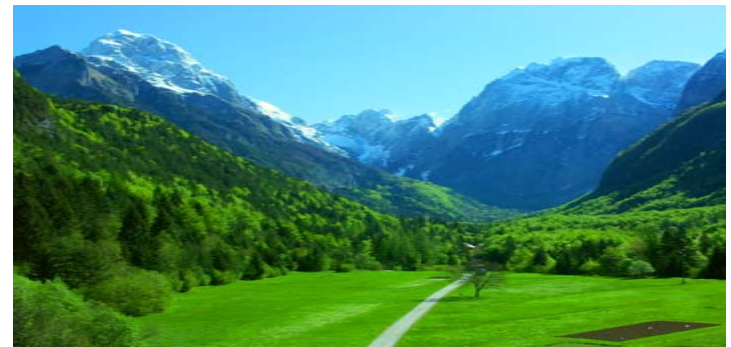
Award ceremony: autumn



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The themes

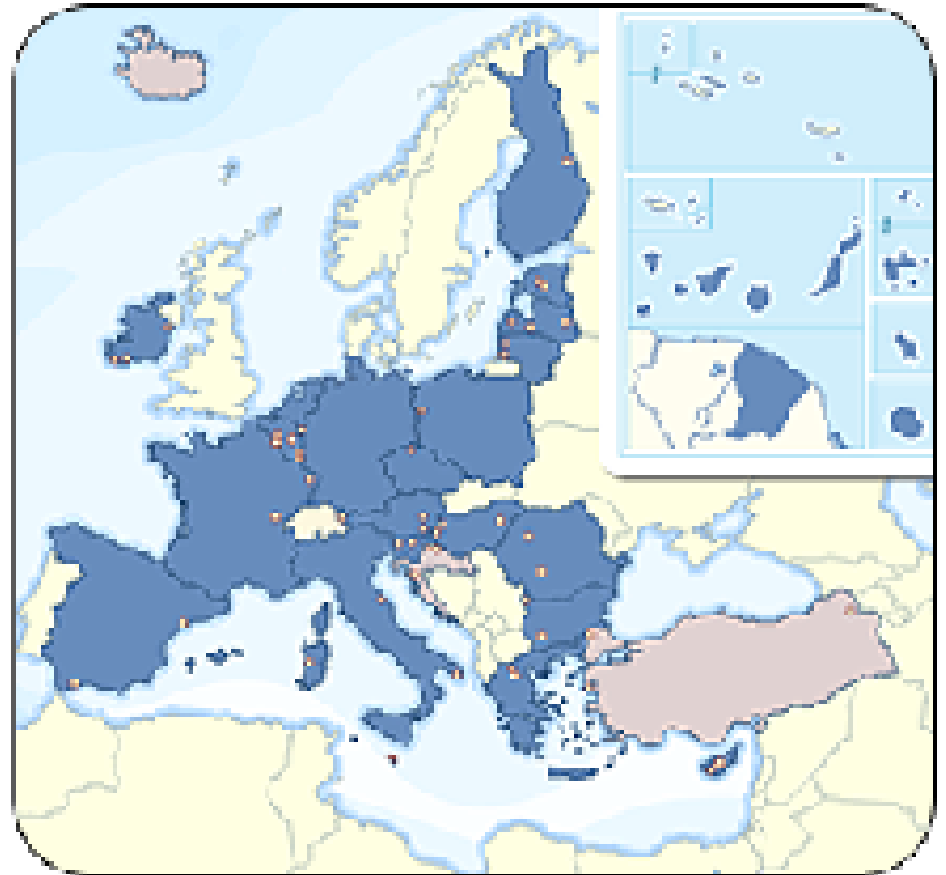
- **2007:** “best emerging rural destinations”
- **2008:** “tourism and local intangible heritage”
- **2009:** “tourism and protected areas”
- **2010:** “aquatic tourism”
- **2011:** “regeneration of physical sites”



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Participating countries:

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



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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

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Flanking activities

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



Destination Europe!

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<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" Check the winners of the 2009 photo competition here: <http://edenphotocompetition.eu/34.0.html>

 EDEN: discover the hidden treasures of Europe : Competition 2009

On a recent trip to Croatia I ventured off the coastal beach and explored some of Croatia's natural inland beauty. The Plitvice Lakes National Park was one of the highlights of the trip with its unique, captivating...

11 November 2009 at 10:51 · Comment · Like · Share

4 people like this.

Write a comment...

EDEN - "European Destinations of Excellence" Dear EDEN friends, welcome the last EDEN awarded destination from 2009!

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.

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- 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

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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)

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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

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of Excellence

Discovering our hidden treasures

