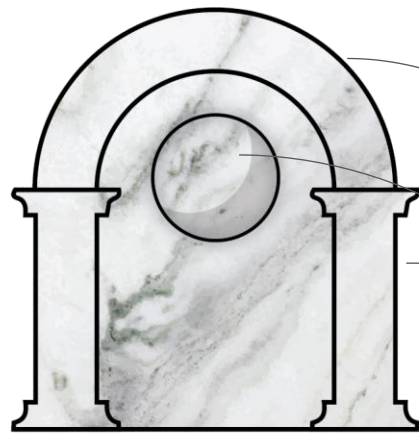




ALENMAR
CENTRO INTERPRETATIVO
DA ROTA DO MÁRMORE

- There are columns on the image, an element that is presented on the brand logo of Portugal Marble Route.
- The arch gives the idea of a meeting point or entry.
- The stylized marble sun alludes to the Alentejo region.
- The “A” of MÃR (from the Portuguese word for marble), has an integrated accent.



ALENMAR
CENTRO INTERPRETATIVO
DA ROTA DO MÁRMORE

- The logo was designed in two versions.

ALENMAR – Interpretative Centre of the Portugal Marble Route

- Cultural tourism must converge alongside geo-tourism. Portugal Marble Route has developed internally a communication strategy, improving the scientific aspects in the transmission of knowledge, corresponding to the increasing number of interested visitors, looking for a cultural tourism experience in an existing industrial and geological space, that has the necessary interpretative quality.
- The goal now is to respond to the new markets and to the growing number of national and foreign visitors with a demanding qualitative differentiation through creative and innovative offer of Portugal Marble Route

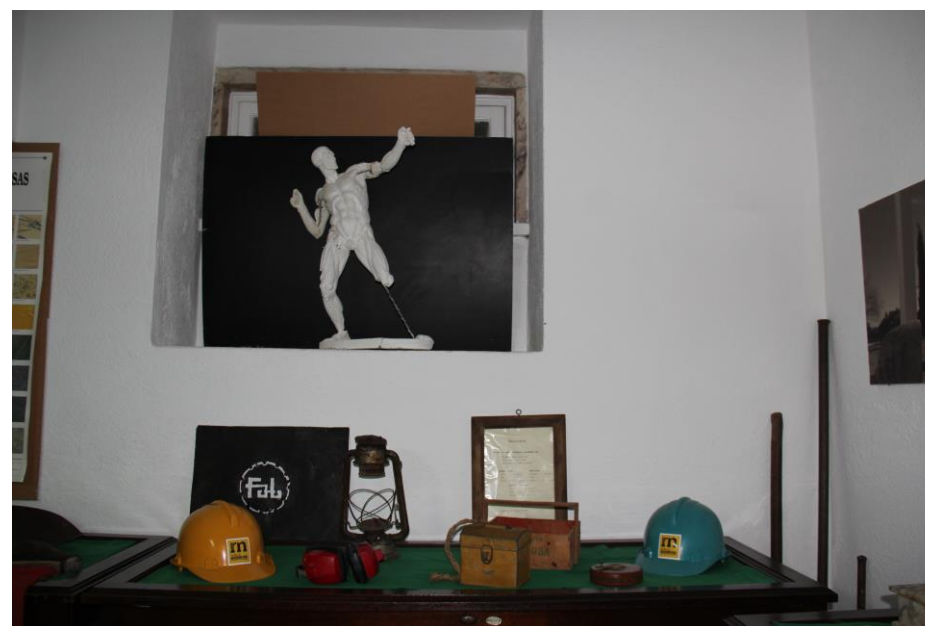
Operational Objectives:

- Promote the touristic packs of Portugal Marble Route
- Develop new experiences, related to the marble industry to attract different kind of tourists.
- Promote sustainable tourism to implement practices such as waste management and sensibilization for preservation of natural and cultural heritage of the region.
- Increase the tourists through digital marketing strategies, partnerships with touristic agencies and participation in events and tourism exhibitions.
- Foster partnerships with a hotel industry and local restaurants.
- Collaborate with cultural events and activities throughout the year.
- Establish partnerships with educational institutions, museums and academies.

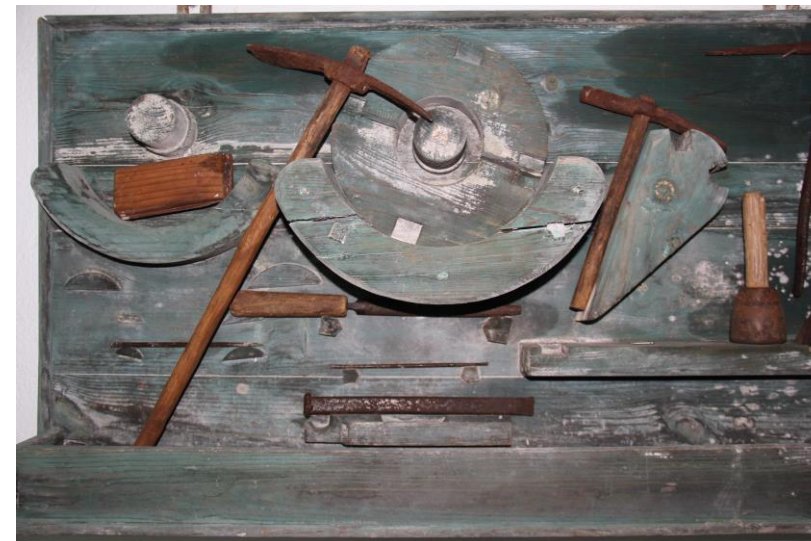
Interpretative Centre

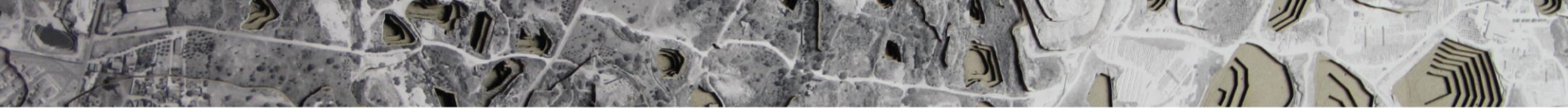


Museum collection



Interpretative Centre: museum collection





Museography and digital space

