



## ABOUT US

*"Discover the seabed and explore the depths of Europe with our partners."*

# ECO ROUTE

FOSTERING SMART UW CULTURAL & NATURE TOURISM

**UNLOCKING POTENTIAL AND PRESERVING THE ENVIRONMENT:  
PROMOTING GROWTH IN THE OVERSEAS REGIONS THROUGH  
SUSTAINABLE UNDERWATER CULTURAL AND NATURAL TOURISM.**

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# ABOUT ECOROUTE PROJECT

The ecoRoute project focuses on the potential of sustainable tourism development in Europe's Overseas Regions, recognizing the significant role tourism plays in the development of blue economy. ecoRoute aims to develop an integrated approach with an ecological focus aiming at the enhancement of underwater cultural and natural tourism in Azores, Madeira and Martinique, by creating various thematic itineraries and diving experiences that combine such assets. The overall goal is to enhance awareness among locals and visitors through smart tourism development. The project is an international collaboration among Greece, France and Portugal, with the Azores, Madeira and Martinique as the focus of pilot implementation of activities.

## TOURIST DESTINATIONS

### 1 AZORES

The Azores are the first archipelago in the world to be internationally certified as a "Sustainable Destination" by the Global Sustainable Tourism Council. The islands of this archipelago also preserve an important underwater cultural heritage, consisting of about fifty shipwrecks, which document navigation since the 16th century. Several sites from the 19th and 20th centuries are visitable, including the wrecks of *Main* and *Caroline*, located in the channel between the islands of Faial and Pico.

### 2 MADEIRA

A large part of the Madeira archipelago is classified as a nature reserve, including the Laurissilva Forest, a UNESCO World Heritage Site with the distinction of "Biosphere Reserve", as well as some of the oldest marine protected areas in Portugal. The archipelago has successively won awards related to tourism and sustainable tourism, such as "World's Leading Island Destination" since 2015 and "Europe's Leading Island Destination" since 2013 from the World Travel Awards, as well as EarthCheck Silver Certified 2023 as a "Sustainable tourist destination".

### 3 MARTINIQUE

The wrecks in the north of Martinique at Saint-Pierre, remnants of the 1902 tragedy, add a poignant historical dimension to the region's marine riches, recalling the tumultuous past of this once prosperous town. The south of the island is home to the magnificent wreck of the *Nahoon*, the must-see sites of Anses d'Arlet with its exceptional underwater biodiversity, and the emblematic Rocher du Diamant, whose history was marked by the English occupation.

