

Industrial tourism with crafts and hiking across the European marble route

LOCATION: Macael (Almería)

DURATION: 1'13"

SUMMARY: Making the most of their world-renowned marble, the town of Macael in Almería is getting involved with a rising sector: industrial tourism. It's all done through the European marble routes, a project comprising of Italy, Greece, Belgium and Portugal. Tourists who go to Macael can gaze at the quarries, artisan workshops, or walk the old routes on which carts carrying the marble were lowered. This project allows everyone to get to know them, through taking part in the most important International Tourism fairs in Europe.

VTR:

These quarries produce some of the best marble in the world, and are also a tourist attraction. Due to a fall in construction, Macael and the Valle del Almazora municipality are taking a stake in industrial tourism, through their participation in the European marble route.

FRANCISCO ORDUÑA
Tourism Technician Macael
Govt.

"A good opportunity to boost our position in the market and the image of marble worldwide."

Through this project, comprised of Italy, Portugal, Greece and Belgium, several actions are carried out.

AMOR LORENTE
Valle del Almanzora municipality

"As we are present on the web together with the other countries that comprise this project, we go to international tourism fairs around Europe."

Marble is one of the three pillars of the economy in Almería, together with plasticulture and tourism.

FRANCISCO ORDUÑA
Tourism Technician Macael
Govt.

"We combine two of these three pillars, making the most of the fact that Macael is already an internationally-recognised brand."

In one year, they have had over 3000 visitors. But who is industrial tourism aimed at?

FRANCISCO ORDUÑA
Tourism Technician Macael
Govt.

"Tourists who are interested in getting to know the culture."

An alternative to a sector renowned worldwide.

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