



An aerial photograph of a historic Portuguese castle, likely the Castelo de Bragança, featuring a central tower and surrounding walls. A white circular arrow graphic is overlaid on the image, pointing from the word 'Concept' towards the horizon. The background shows a vast landscape with fields and distant towns under a clear blue sky.

Concept

Portuguese Rural Experiences All Year Round

Four horizontal rectangular blocks of different colors: lime green, dark blue, yellow, and red, arranged in a row.A solid dark blue horizontal bar at the bottom of the page.

A landscape photograph of a hot air balloon with orange, yellow, and blue stripes floating over a flat field at sunset. A white circular arrow graphic with a blue dot at its end is positioned above the balloon. The word "Time" is written in a blue script font in the center of the arrow.

Time

Spring

Summer

Autumn

Winter



Elements

Air

Water

Earth

Fire

A photograph of two riders on horses, seen from behind, looking out over a vast, green valley under a blue sky with scattered clouds. The rider on the left wears a pink shirt and dark vest, while the rider on the right wears a red shirt. A white circular arrow graphic points from the bottom right towards the word 'Experiences'.

Experiences

Explore

Live

Feel

Taste



Strategy

Faebook page
(content in Spanish, French and English)

Website
(content in Spanish, French and English)

Public campaign presentation

Press advisory

Graphic communication materials
(brochures and flyers)

Promotional stand
(international fairs)

Merchandise

Promotional Stand



Promotional Stand

 <p>360° Portuguese Rural Experiences</p> <p>www.ruralexperiences360.pt</p>	 <p>360° Portuguese Rural Experiences</p> <p>www.ruralexperiences360.pt</p>	 <p>360° Portuguese Rural Experiences</p> <p>www.ruralexperiences360.pt</p>	 <p>360° Portuguese Rural Experiences</p> <p>www.ruralexperiences360.pt</p>
<p>Explore</p>	<p>Live</p>	<p>Feel</p>	<p>Taste</p>
			
<p><small>COMPETE 2020</small> <small>PORTUGAL 2020</small> <small>European Regional Development Fund</small></p> <p><small>Hotéis Rurais de Portugal</small></p>	<p><small>COMPETE 2020</small> <small>PORTUGAL 2020</small> <small>European Regional Development Fund</small></p> <p><small>Hotéis Rurais de Portugal</small></p>	<p><small>COMPETE 2020</small> <small>PORTUGAL 2020</small> <small>European Regional Development Fund</small></p> <p><small>Hotéis Rurais de Portugal</small></p>	<p><small>COMPETE 2020</small> <small>PORTUGAL 2020</small> <small>European Regional Development Fund</small></p> <p><small>Hotéis Rurais de Portugal</small></p>

Promotional Stand





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