



**TWINNED**  
By Stars



[www.twinnedbystars.eu](http://www.twinnedbystars.eu)



## **TWINNEDbySTARS:**

**Unlocking the potential of innovation, circularity, and digitalisation for accelerating new marine-based ecotourism, joint practices, and businesses in ORs**

TWINNEDbySTARS seeks to enhance the competitiveness of maritime tourism in the Outermost Regions (OR's) by promoting marine biodiversity conservation, safeguarding cultural heritage, and fostering the development of marine astrotourism. The project envisions the Outermost Regions as a sustainable destination for these remote territories, drawing inspiration from ancient navigators.

This initiative aims to create a new tourist destination in the ORs, characterised by shared attractions centred around biodiversity, cultural heritage, and astrotourism. The focus is on offering regional and trans-regional eco-tourism products and packages. To achieve this, the project aims to bolster an existing collaborative network of tourism stakeholders across the four Atlantic ORs.

These regions, strategically located at the natural nautical crossing of the Atlantic Ocean, will capitalise on elements such as trade winds, the Canary Current, and the Gulf Stream.

The itinerary spans eastwards from the Canaries to Martinique and returns westwards via the Azores and Madeira. Through strengthening partnerships, capacity building, and co-creation of tourism products, TWINNEDbySTARS aims to establish a unique and sustainable tourism experience in these regions.



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