



Santa Eulària des Riu launches its new brand, 'Natural Diversity'

Santa Eulària des Riu, one of Ibiza's five regions, is launching a new tourist brand, 'Natural Diversity', which is a reflection of its diverse cultural history. The new brand firmly differentiates the municipality from other regions in Ibiza and has the aim of portraying Santa Eulària as a region which respects its nature, culture and tradition as well as being a place where everybody lives harmoniously.

Since the Bronze Age up until the recent influx of tourism, many cultures have left their mark on the island, something which is made visible through several inherited resources from other cultures like the agrarian landscapes, mills, centuries old farmhouses, oil and wine presses, defence towers and churches.

Throughout these years the multicultural region has welcomed many different personalities, artists and writers, along with the hippie movement originating on the island, arguably one of the most revolutionary and influential periods of modern times. The region's landmarks therefore symbolise authenticity, individuality and tranquillity, aspects which have been made achievable through the decision to primarily appeal to family, sports, MICE and 55+ tourism; naturally attracting visitors who are respectful of the region's culture and roots.

As a result, Santa Eulària des Riu has managed to carry this unique spirit through to present day, with the new brand reflecting this element of naturalness and variety along with the fact that the tourist destination coexists perfectly with the local people of the region.

Santa Eulària has plenty to offer many different types of tourists. As despite preserving its cultural heritage, the region also has modern aspects such as a lively gastronomy scene, contemporary shopping, a range of accommodation from small and friendly hostels to five-star hotels, a Congress Centre, beaches, natural and cultural heritage sites.

For further information about Santa Eulària des Riu, please visit:

<http://visitsantaeulalia.com/en/>

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Note to editors: Santa Eulària des Riu comprises the townships of Jesús, Puig d'en Valls, Santa Gertrudis de Fruitera, Santa Eulària des Riu and Sant Carles de Peralta. It also includes an impressive stretch of coastline with more than 20 beaches as well as rural farmland.

It was the cradle of the hippie movement on the island and home to numerous artists from all over the world. In the year 1912, the well-known painter Laureà Barrau remarked that, *"Everything here is more beautiful than I could have imagined. A painter's entire life can be found here."*