

CORSICA

A SUSTAINABLE DESTINATION



EDITOR'S LETTER



Angèle BASTIANI

President
of the Corsica
Tourism Agency

An island that chooses its path

There is something profoundly alive in Corsica. Something that carries through the seasons, the stones, the voices. It's not just a postcard. It's a land that is lived in, loved, and fiercely protected. And it's this truth that we want to share.



Our island is more than its beauty. It has a history. A strength. From Filitosa to the ancient cities, from Pasquale Paoli to Napoleon, memory is everywhere. Great minds have felt it too : Rousseau wanted to draft a constitution here, Boswell crossed the mountains to understand it, Goethe called it the "focal point of all eyes" and Nietzsche drew pride and grandeur from its landscapes. Corsica has always inspired. Today, it is this same spirit that draws visitors searching for meaning, connection, and authenticity.

But this search is not just about the past. It thrives in a present that is constantly evolving. For several years, we have chosen a new path : one of intentional tourism. Less summer promotion, more focus on the seasons when the island breathes differently - spring, autumn, sometimes even winter. Corsica telling its story in a fresh, new way.

Today, more than half of all tourist nights take place outside the summer season. A simple truth emerges : when you believe in a vision and pursue it together, the results are bound to follow.



This success hasn't fallen out of pure coincidence. It's the result of a shared commitment. Behind every accommodation embracing ecological transition, every village choosing authenticity over convenience, every flight landing outside the peak season, there are Corsicans shaping the future - with pride and courage.

Tourism here is not a backdrop to be sold in pieces. It's an encounter. It's a balance. It's hospitality, yes - but not at any cost. It's an economy, yes - but one guided by conscience. It's a political choice. And it's a choice we fully embrace.

The role of the Corsica Tourism Agency is to live up to that ambition : to support, to structure, to amplify - and above all, to stay the course. One of tourism that is respectful, gentle, and balanced.

Our goal is clear : to make Corsica an island proud of its identity, welcoming without losing itself, open without diluting its essence. An island that extends its arms to the world, yet knows when to say no, in order to build what truly matters.

We don't need to copy anyone. What we have here is unique. It just needs to be protected, shared, and brought to life. Together.





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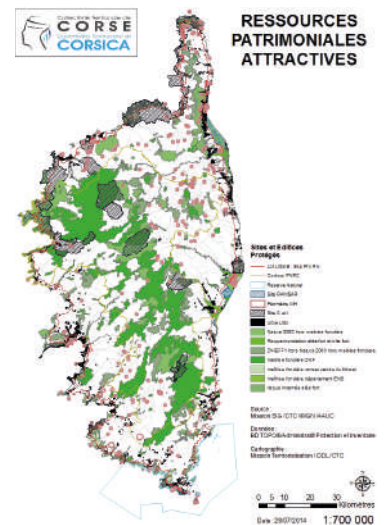
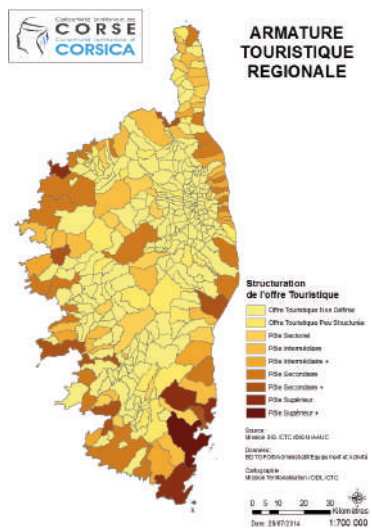
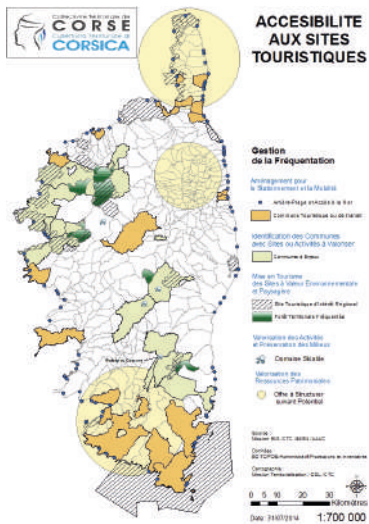


GREEN DESTINATIONS

MAKING THE ISLAND AN EXEMPLARY TERRITORY

As part of the strategic guidelines defined by the PADDUC, the people of Corsica have clearly expressed their choice for implementing *“sustainable tourism, rooted in identity and spread throughout the year and across the territories.”*

This is precisely the commitment of the ATC, which first adopted the **European Ecolabel** and now the **“Green Destinations”** label, an international certification recognised by the Global Sustainable Tourism Council - the highest authority on sustainable tourism worldwide.



For Jean-Louis Moretti, Head of the Engineering & Development Division at ATC :

"It's a certification and promotion program for sustainable tourist destinations, at an international level, based on environmental, socio-economic, and cultural criteria. The application process involves 84 criteria, 75 of which are mandatory, organised into six main categories."

1. Destination Management

This includes, for example, whether the destination has a guiding framework. In Corsica, the PADDUC serves as the ideal reference.

2. Nature and Landscapes

Are there special protection measures, nature reserves, or remarkable natural areas ? Corsica meets these criteria admirably.



3. Environment and Climate

This is the core of the European Ecolabel, which supports environmental protection through specific actions.

4. Culture and Traditions

Aligned with the PADDUC's second principle, this ensures tourism reflects Corsica's unique identity.

5. Social Well-Being

Focuses on labor rights and the residents' acceptance of tourism.

6. Corporate Communication

Examines how destinations communicate about ecological transition and sustainability.

"Corsica has been awarded the Green Destinations Gold label, valid for three years, and will now work toward achieving Platinum status."



NATURALLY GREEN, AUTHENTICALLY RESPONSIBLE !

"Promoting a destination is, first and foremost, about showcasing what sets us apart and fills us with rightful pride. Within this offering, eco-labels serve as markers of excellence."

The European Ecolabel : for responsible stays

All facilities with
the eco-label



The Green Key : hospitality, simply done

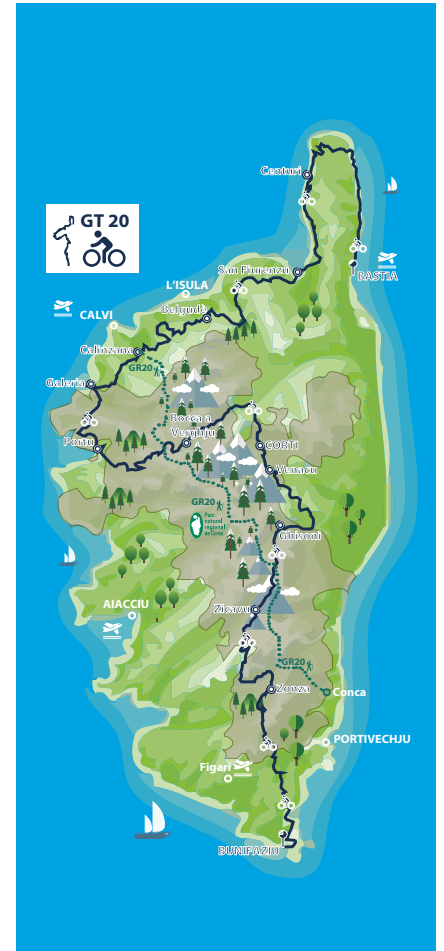
Accommodation

In Corsica, 57 establishments have committed to environmental excellence, meeting 67 criteria - 22 of them are mandatory. These include raising awareness among guests and staff about eco-friendly practices, managing water and energy responsibly, reducing waste, and supporting local supply chains. The European Ecolabel is the reference tool promoted by the Corsica Tourism Agency to safeguard the environment and biodiversity. Today, Corsica ranks second among French regions for Ecolabel adoption.

To inspire more participants, the ATC has brought together stakeholders under the **Corsica European Ecolabel Club**, fostering collaboration and shared best practices.

Sharing similar values, **The Green Key** recognises establishments that also adopt eco-responsible management while ensuring a warm, sustainable welcome. Around fifteen properties on the island meet the Green Key's 120-question standards, demonstrating their commitment to environmentally conscious hospitality.





Cycling Tourism

“Accueil Vélo” on the GT20 : Corsica’s Great Crossing by Bike

In 2025, the GT20 celebrates its sixth anniversary. Imagined and developed by the Corsica Tourism Agency, this iconic route runs the length of the island, from Bastia to Bonifacio: 600 kilometers, 10,000 meters of elevation gain, spread across twelve unforgettable stages. Along the way, cyclists discover breathtaking landscapes where sea meets mountain, as well as a remarkable cultural heritage - making it one of the most beautiful cycling routes in Europe.

Exploring Corsica peacefully, in harmony with nature, is now easier thanks to the “**Accueil Vélo**” label. Championed by the ATC, this initiative reassures cycling enthusiasts that they’re choosing a trip designed with them in mind. Partner accommodations adapt to cyclists’ specific needs, offering sports-friendly menus, technical facilities, and even luggage transfer.





GUSTI di CORSICA

Gastronomy

Gusti di Corsica : A Label for Authentic Corsican Gastronomy

Launched in 2024 and led by the Corsican Office for Agricultural and Rural Development (ODARC), with the support of the ATC, **"Gusti di Corsica"** champions short supply chains and authentic island flavours. It was created to counter globalisation and the standardisation of food, while supporting farmers and fishers in building a sustainable economic and environmental model.

Today, the label is gaining strong momentum : more than twenty restaurants proudly carry it, offering rare and exclusive tastings. As ODARC president Dominique Livrelli puts it, *"This is an identity-based concept that celebrates the richness and diversity of Corsican gastronomy."*





Bienvenue à la Ferme : Returning to Simplicity



More than a label, **“Bienvenue à la Ferme”** is a way of life – an invitation and a chance to reconnect with Corsica’s agricultural roots and its nourishing land. With over 80 farmers on the island are now part of the program. *“Many young farmers want to share their expertise with visitors,”* explains Isabelle Mariani, agritourism advisor at the Corsican Chamber of Agriculture. *“For many, it’s also a matter of survival in the face of large supermarkets.”*

Fiere di Corsica : Celebrating Local Heritage



In 2025, the **Corsican Federation of Rural Agricultural and Artisan Fairs (FFRAAC)** marks its twentieth anniversary. Today, 18 fairs carry the **“Fiere di Corsica”** label, which guarantees consumers the authenticity of the products they find there. No resellers are allowed - only genuine island producers. The label is both a promise and a safeguard, ensuring that every fair reflects Corsica’s true artisanal and agricultural heritage.









• The Coastline

Clean Ports & Ports Active in Biodiversity

The **“Ports Propres”** label was created to improve water quality and reduce the waste generated by pleasure boating. A second level of certification, **“Ports Propres Actifs en Biodiversité,”** goes even further, focusing on restoring marine habitats and ecosystems.

“Today, two Corsican ports proudly carry the label, while five others are in the process of certification. This initiative helps control chronic and accidental pollution, reduce toxic waste, and promote water and energy conservation.”

Blue Flag : A Symbol of Sustainable Ports and Beaches

The **Blue Flag** has become an emblem of environmentally friendly marinas and beaches. It recognises destinations that meet strict criteria for water and sanitation, biodiversity, waste management, accessibility, education, and responsible energy use.

In Corsica, twelve sites have earned this prestigious label, ensuring visitors enjoy pristine and sustainable coastal experiences.



Inclusivity

Tourism & Disability : Access for All



For Corsica to remain a land of solidarity, accessibility is essential. The **“Tourisme & Handicap”** label supports inclusive travel by certifying a network of infrastructures adapted for people with motor, auditory, visual, or mental disabilities.

Facilities include elevators, wheelchair-accessible paths, improved visual and audio signage, compliant restrooms, and tailored mediation for guided visits - ensuring a complete and welcoming stay with a wide range of activities.

Inclusive Beaches : “Una piaghja per tutti!”



Every year, the ATC, in partnership with the State, the CDC, and the association Cap Corse Handicap, works to make more beaches accessible to people with reduced mobility. Today, more than 60 supervised beaches are equipped with access ramps and **tiralos** (floating wheelchairs), with assistance from trained “handiplagistes” or certified lifeguards. The label defines three levels of inclusivity :

- Level 1 : beach mat access
- Level 2 : provision of a floating wheelchair
- Level 3 : fully accessible sanitary facilities

An interactive map of inclusive beaches is available on the ATC website.







• Natural Heritage

Scandola : A UNESCO World Heritage Site



Scandola is a place of rare beauty, where land and sea meet in the ancient caldera of a collapsed volcano. Managed by the Corsican Regional Natural Park, it is home to exceptional marine and terrestrial ecosystems.

In 1983, UNESCO inscribed Scandola on its World Heritage list, recognising its outstanding universal value.

Corsica's Two "Grands Sites de France"



In 2017, the French Ministry of the Environment awarded the **"Grand Site de France"** label to two of the island's most iconic landscapes : the Îles Sanguinaires – Pointe de la Parata, and the Conca d'Oru – Patrimonio Vineyard – Gulf of Saint-Florent.

This designation brings together local stakeholders in dedicated management bodies to protect, preserve, and promote each site.

The focus : safeguarding landscapes, improving visitor experiences, and ensuring residents embrace and benefit from the label's values.





Hiking Discover Corsica's Mid-Mountain Trails, All Year Round

*Discovery
Excursions*



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The Corsica Tourism Agency, together with the Regional Natural Park, has developed the **Randonnées Découvertes** : a network of marked trails that remain off the beaten track. These hikes are not just about walking - they offer moments of relaxation, curiosity, and discovery, revealing the hidden heritage and traditions of Corsica's inland villages.

A must-do experience for anyone who wants to explore the island's most secret and preserved landscapes.





Cultural Heritage

Heritage Trails : Pathways Through Rural Corsica

Created by the Corsican Office for the Environment, the **Heritage Trails** were designed to let walkers explore villages and their surroundings through short, family-friendly loops.

These trails reveal the charm and authenticity of traditional rural life : dry-stone constructions that shaped local routes (**ricciate, chjappate**), retaining walls, terraced fields, and other unprotected heritage elements such as ovens, fountains, washhouses, and mills. Each step offers a glimpse into the living history of Corsica's countryside.

*Heritage
Trails*



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"Rencontres Balanines" : Celebrating Unique Craftsmanship

Launched in 2013 by the Tourism Offices of Calvi and L'Isula, "**Rencontres Balanines**" highlights Corsica's artisans, farmers, and cultural creators through short, immersive circuits.

This initiative tells the story of the island's heritage through the voices of men and women deeply connected to their land, proud of an identity they preserve against the tide of modern trends and hyper-consumption. It is a celebration of craftsmanship, culture, and the enduring spirit of Corsica.

*"Rencontres
Balanines"*



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SUSTAINABLE ENCOUNTERS IN CORSICA

ONCE UPON AN ISLAND... ENGAGED VOICES

Sharing experiences, immersive adventures, and discovering Corsica's agricultural and rural world - this is the ambition of a region committed to sustainable tourism. A tourism that celebrates heritage, identity, and local know-how; that prioritises green growth and short supply chains; and that highlights the island's authentic skills and traditions.

Corsicans embraced sustainability long before it became a global buzzword. Their commitment stems from a deep, almost tangible bond with the land - a connection that forms a core part of who they are.

From eco-friendly stays to organic farms, from scenic hikes to farm-to-table lunches and cultural heritage tours, local tourism professionals offer an extraordinary range of experiences. Every activity invites visitors to explore Corsica in a way that is both responsible and unforgettable, combining adventure, authenticity, and a profound respect for the island.

Eco-meetings





A UNIQUE EXPERIENCE IN THE NEBBIU



BASGI BASGI
BOUTIQUE HÔTEL RESPONSABLE

Hotel Basgi Basgi : With love from San Fiorenzu !

Have you ever dreamed of a unique experience, immersed in a natural haven, where you can truly capture the present moment ? This idyllic setting is called **Hotel Basgi Basgi**, in San Fiorenzu. The hotel offers stays built around a philosophy of sustainable living, short supply chains, and the cultural discovery of a region committed to environmental stewardship, recognized with the Grand Site de France label.

In 2019, Matthieu and Coline Marchini, the hotel's owners, left their former careers to reinvent themselves through family-run hospitality. Their "chic and charming" hotel is spread across two buildings with 28 rooms and a duplex, all designed to meet the most advanced ecological standards. From the very beginning, Matthieu and Coline wanted every single detail to reflect their eco-conscious vision - from lighting and shutters to local limestone and bespoke furniture.



HOTEL-RESTAURANT BASGI BASGI

TETTOLO LOCATION

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The project is rooted in a late 19th-century building, once a wine cellar, that Matthieu and Coline completely restored and transformed, alongside the creation of a second residence.

To carry the spirit of this family- and friend-driven adventure even further, they invited a fellow local, Antonin Bergoin-Graziani, to run the restaurant. "*La Table du Basgi Basgi*," explains Matthieu, "*showcases local products, especially from the Nebbiu, allowing us to proudly carry the Gusti di Corsica label created by ODARC.*"

Currently a candidate for the European Ecolabel, Hotel Basgi Basgi offers an inspiring concept where guests can sip an aperitif beneath a shaded terrace while also becoming active participants in the protection of biodiversity.

- **Camping U Casone :**
Caring for the environment is a family affair

When you meet Pascale Simoni, you're immediately struck by her gentleness and warmth : *"Some guests have been coming to the campsite every season since I was a child. At first, they stayed in the rural cottages. Now their grandchildren play with my children. Over the years, this has created strong bonds between us - almost like one big family - united by the desire to share an authentic Corsica."*



Families here also share a real attentiveness to preserving biodiversity. Pascale recalls one striking memory : *“I had just finished setting up a tent when a swarm of bees settled in the trunk of a nearby tree. The family who had just arrived were panicked. They were true city dwellers - they couldn't tell the difference between bees, wasps, and hornets. I was at a loss, because they asked me to destroy the swarm. Local beekeepers couldn't come to collect it. So instead, I suggested moving the tent. To them, this seemed completely incomprehensible. The mother looked at me and said, ‘What ? You're willing to do that just for a swarm of bees ?’ I explained that I didn't want to disturb their holiday, but I simply couldn't bring myself to kill the bees. In the end, so surprised by my reaction, the family decided to ‘coexist’ with the bees. They spent the entire week there without being stung once.”*



Beyond such anecdotes, Pascale has worked hard to gain European Ecolabel recognition for her campsite: *“It's essential if you want to have a structured approach. For example, my goal was to eliminate plastic from all lodge equipment. It became almost a game - finding even the right bucket to clean the structure. Each time I replace furniture, I try to respect this principle of using only natural materials. The ATC's decision to support the Ecolabel is an excellent initiative, because it's a rigorous commitment that really speaks to European visitors.”*



U CASONE

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Il Capu Biancu





• **U Capu Biancu : the positive-energy hotel**

Sylvie and Jean-Louis Limongi are the bold visionaries behind U Capu Biancu, a luxury four-star hotel in Bunifaziu that offers breathtaking views, unforgettable encounters, and a clear path toward sustainable hospitality. They have placed their trust in local talent and expertise, appointing as director Marie-Josèphe Muchielli, a graduate of the prestigious Lausanne Hotel School.

Rooms, suites, and villas each tell their own story - a voyage through Corsica, blending natural and dreamlike elements. *“They speak through noble materials : stone, wood, copper, brass, earth, and iron. Through captivating hues, infused with the scents of the sea and the maquis. Through carefully sourced objects that testify to an exceptional sense of individuality.”*

The first hydro-thermal hotel power plant in Corsica

For U Capu Biancu, true luxury lies in a style that is pure, authentic, sincere, warm, simple, and functional :

“Harnessing the naturally renewable thermal energy of water to heat and cool our facilities ? And in doing so, reducing our consumption of gas and electricity ? It took courage - but we are proud to be the first hotel in Corsica to take this leap.

First, by installing a hybrid hydro-thermal power plant using the energy of freshwater. Then, as soon as possible, by setting up a marine hydro-thermal system to capture energy from the sea. This energy will be carried through a network of pipes to a technical room, from which it will be redistributed throughout the hotel - for heating, cooling, and beyond.”

From its hydro-thermal power plant to its commitment to short supply chains, U Capu Biancu embodies a philosophy of giving back to the earth what it so generously provides.



U CAPU BIANCU

DOMAINE DE POZZONIELLO

20169 BUNIFAZIU

04 95 73 05 58



De Bulle et d'éCorse : A Night Under the Stars



Just a few minutes from the village of Cervione - famous for its AOP hazelnuts - you leave the main road and follow a dirt track to discover a magical place where the maquis meets the forest. Welcome to the extraordinary world of Evelyne and David : **De Bulle et d'éCorse !**

For Evelyne and David, it all began with the simple joy of offering and sharing an unforgettable experience - one that can change the way you see the world after a night spent under the stars in a transparent bubble.

There are four bubbles on site, and Evelyne insists there will be no more : *"We want to keep this personal touch. Each bubble is designed for two people. We explain the concept, the facilities, and above all, our philosophy. Two of the bubbles even come with a private jacuzzi."*

In the morning, guests are treated to a homemade breakfast prepared by David, a master baker, whose fresh bread and pastries are served with Evelyne's homemade jam.



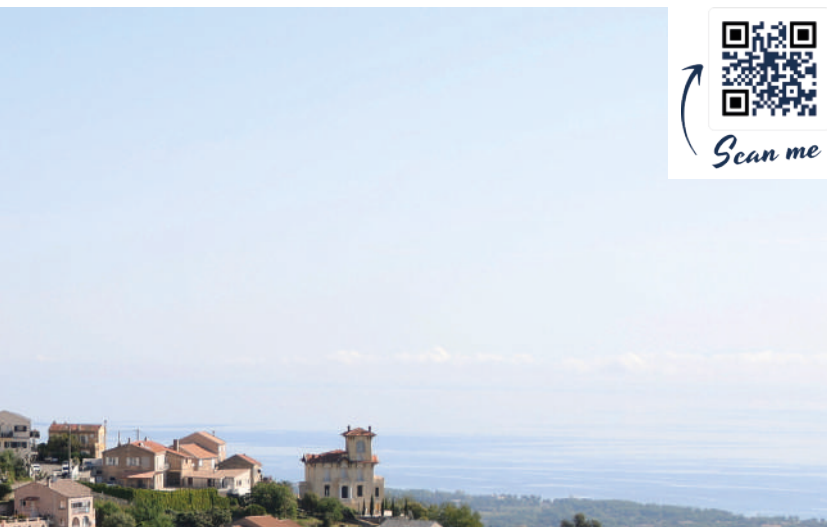
Thanks to the family home built on the heights of the estate, rainwater is collected from the roof and directed into two underground reservoirs. Wastewater is naturally treated through reed-based phyto-purification. Each bubble is also equipped with dry toilets, which in turn provide compost for the garden's plants.

De Bulle et d'éCorse has fully embraced the European Ecolabel approach : *"We were keen to be pioneers once again, because very few unusual accommodations with such a small number of units (just four rooms) undertake the ecolabel process - it's a demanding certification."*



DE BULLE ET D'ÉCORSE

**LIZINELLE PATH
ANGHIONE STREET
20221 CERVIONE**





**With Guillaume
“U Cioccu” :
Fishing for a
Sustainable
Future!**

In 2020, Guillaume - nicknamed “U Cioccu” (the owl) - decided to turn his passion into a livelihood. Today, U Cioccu in Cargèse has become something of an institution, living to the rhythm of waves and sea spray.

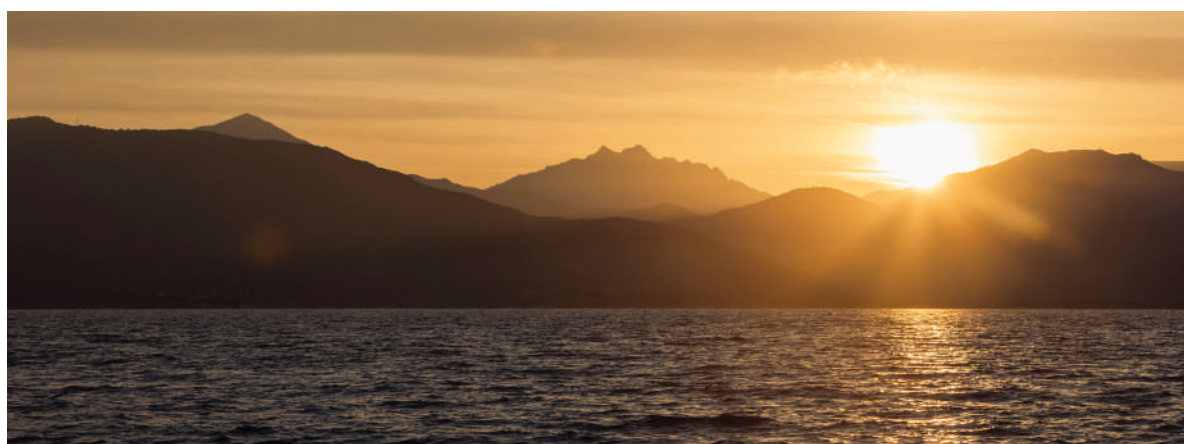
From the very beginning, Guillaume’s goal was to practice a form of fishing that is both selective and eco-responsible : *“It’s a targeted kind of fishing, which means using large hooks. That way, the younger fish are automatically released. Over the years, I’ve reduced my use of nets, replacing them with longlines. I also chose to develop pescatourism as a way to diversify my activity.”*

This approach not only sustains traditional fishing but also raises public awareness of conservation and sustainability. Guillaume’s boat can welcome up to three guests at a time : *“Pescatourism is very popular because it allows people to truly experience the world of fishing. When you eat fish in a restaurant, you rarely stop to wonder where it came from.”*

From March to late September - or mid-October, depending on the weather - Guillaume offers unforgettable fishing trips in the Gulf of Cargèse. A true immersion, and a catch always full of surprises.

**RESERVATIONS
AND INFORMATION**

06 85 11 67 03



• **Scuba Diving
in the Deep
Blue of
Corsica**



From L'Isula to Roccapina, from Portivechju to San Fiorenzu, Corsica is an unmissable diving destination in the Mediterranean, with 80 diving centers affiliated with the Corsican Regional Committee of the FFESSM.



For the Corsican Tourist Agency, scuba diving is part of a growing eco-tourism offering, promoted across European markets.

This activity has only a light impact on the environment since it is largely practiced under professional supervision. It also acts as a powerful tool for raising awareness about the protection of marine ecosystems - and can be enjoyed for up to eight months a year.



*International
Scuba Diving
Show*



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Passionate Winemakers


Founded in 2011, Domaine Vincenti is the result of tireless work and a vision rooted in family heritage. As Benoît Vincenti explains : *“My father’s first wish was to replant the family olive grove that my great-grandfather still cultivated. But after the wildfires of the 2000s, we lost that legacy. While researching, we discovered that several of our plots were already planted with vines back in 1750. The Poggio plain has always been wine-growing land. Today, it is home to much of the Patrimonio vineyard.”*

To protect and strengthen biodiversity, the Vincenti family is diversifying its plantings : *“The challenge was to take inspiration from the knowledge of the Ancients, who understood the importance of respecting nature and its cycles. They planted trees and pollinators - like in old orchards, where many species coexisted. Monoculture, on the other hand, is far more vulnerable to disease.”*

Benoît Vincenti, along with several other winemakers in the Patrimonio appellation, now produces certified organic wines. Notably, the entire Calvi-Balagne AOP is under organic certification.



ÎLE DE BEAUTÉ WINES – AOP/AB OLIVE OIL – ORGANIC DISTILLATION – ORGANIC CHESTNUT GROWING



After focusing on creation and preservation, the next stage in the Vincenti family's journey is developing the estate through wine tourism: *"It's very important - this sector offers a way to increase the revenues of a farm. We are fortunate to be located in a magnificent area, part of a Grand Site de France. Wine tourism allows us to share our philosophy and our way of working with the public. Today, it's essential to show that farmers are committed to carrying out responsible practices."*

DOMAINE VINCENTI

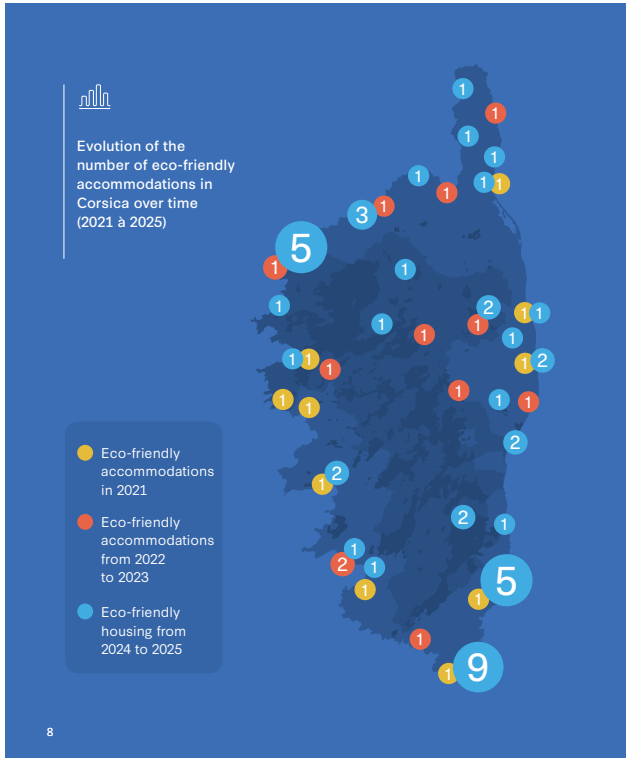
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INTERVIEWS



• **Jean-Louis Moretti : “Sustainable Tourism : A Lever for Production in Corsica”**



Jean-Louis Moretti, Head of the Engineering & Development Division at the ATC, highlights the challenges of sustainable tourism in meeting both the evolving expectations of travelers and the needs of Corsicans.

How is Corsica structuring itself around sustainable tourism?

“The destination labeling process for Corsica is part of a broader strategy under the PADDUC, adopted by the Corsican Assembly. The ATC is responsible for implementing its part: acting through frameworks such as labels, which serve as real structuring tools. First, we focused on accommodation providers—hotels, residences, furnished rentals, B&Bs, and campsites. Our choice was the European Ecolabel, established by the EU and recognized across Europe. Initially, only about ten establishments were certified. In four years, we increased that number sixfold, making Corsica the second-ranking region in France. At the destination level, we opted for the international Green Destination label, aligned with the World Council on Sustainable Tourism.”



Jean-Louis Moretti
Head of the
Engineering and
Development Center



What are ATC's short, medium, and long-term ambitions?

“This strategy for sustainable tourism development is a long-term project, following what economists call the ‘ratchet effect’: once progress is made, we do not go backward, due to the requirements of the ecological transition and the will of the Corsicans.”

**Ecological
Transition**



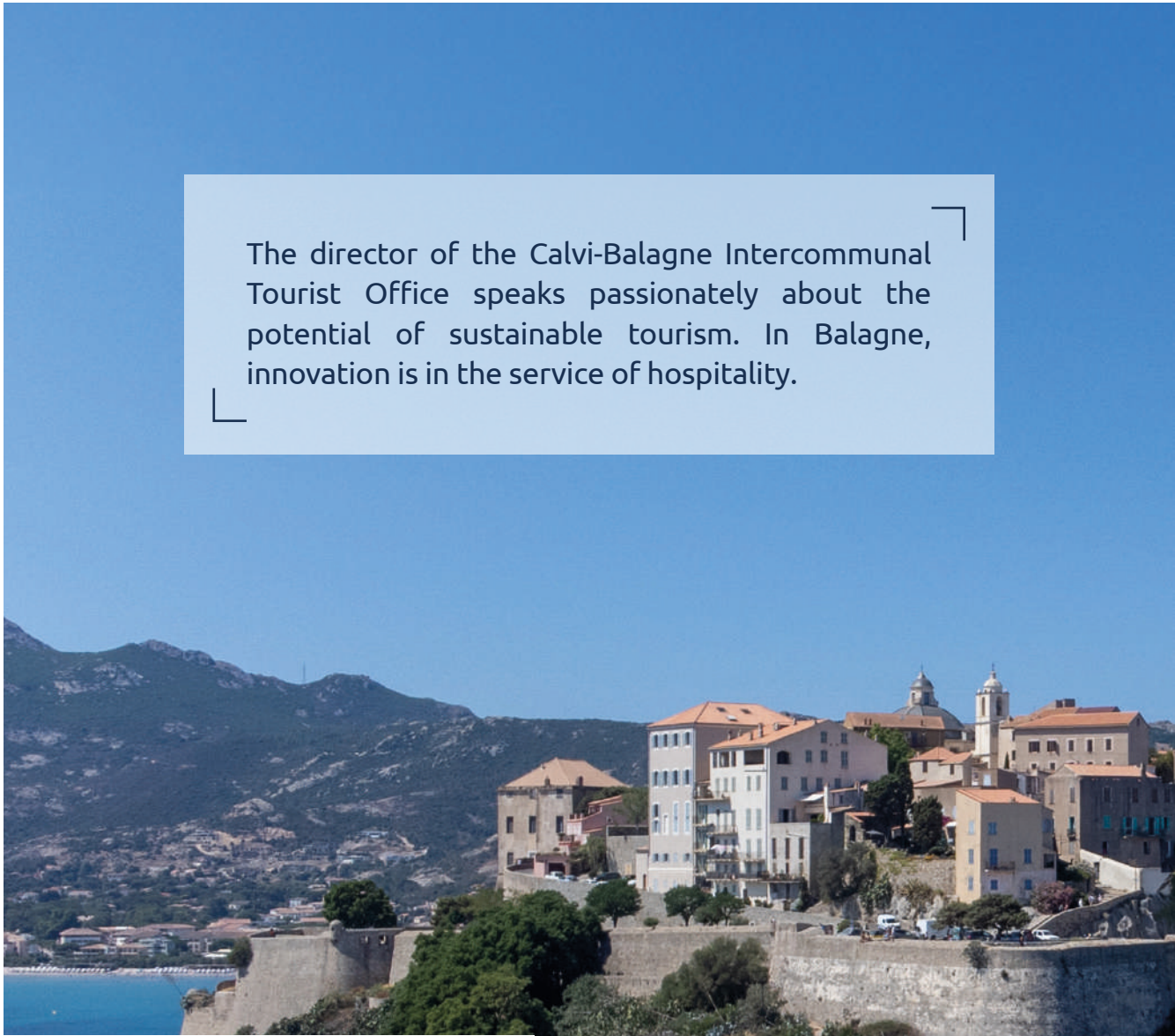
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What does it mean for a destination to be truly sustainable?

“Beyond environmental concerns, we also focus on promoting local identity in very tangible ways. For example, through the network of agricultural fairs (FFRAAC) and its Fiere di Corsica label, which showcases producers directly in the fairgrounds, with no middlemen. This creates a direct link to the land, to farmers, to artisans—it’s Made in Corsica, an economic valorization of identity.

Enabling people to live on their own territory through tourism is fundamental. It prevents the region from falling victim to speculative real estate or devastation by fires. It’s a complex long-term challenge: using tourism to give momentum to agriculture. But this is also how you create broad acceptance of tourism as a positive force.”

The director of the Calvi-Balagne Intercommunal Tourist Office speaks passionately about the potential of sustainable tourism. In Balagne, innovation is in the service of hospitality.



- **Anne-Marie Piazzoli : “Taking the Time to Travel”**



TO Calvi
Balagne



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What inspired your sustainable tourism development strategy?

“During the health crisis, we observed a rapid growth in ecological awareness, with visitors increasingly seeking to experience a destination rather than simply consume it. We completely redesigned our welcome space in an eco-responsible way, using organic paints, eco-friendly furniture, creating a green wall, repurposing existing furnishings, and more.”



Anne-Marie Piazzoli

Director of the Intermunicipal Technical Unit Calvi - Balagne



So giving meaning to what you do is essential?

“Yes, and that’s the goal of our territorial brand, Rencontres Balanines. Originally launched in 2013, it allows visitors to discover our inland villages, the workshops of our artisans, and our farmers’ estates. In this rural environment, you find a certain truth, a certain authenticity. It’s also a way to regenerate and preserve local know-how. The mantra of Rencontres Balanines is to preserve life itself—nature and humanity together.”

What projects are currently underway to extend the tourist season?

“We focus a lot on outdoor activities. In recent years, we’ve rehabilitated no less than 250 km of hiking trails across Balagne. We’ve also created a trail-running station. Visitors are increasingly interested not just in local products, but in connecting directly with the producer or creator. Travel itself is part of the experience. We are proud of a partnership with Sailcoop, offering sailing trips between Saint-Raphaël and Calvi giving people the time to truly enjoy the journey. When visitors step through our doors, they should feel they are in a committed destination. In 2023, we launched the Green Orizonte Festival: a laboratory of experiences integrating the latest trends in sustainable tourism.”



Environmental Charter of Good Practices for the MICE Sector in Corsica



The DMCs of Corsica, members of the Cluster Affaires of the Corsican Tourism Agency, are committed within their own companies and through the services they provide to acting responsibly by:

-  **Preserving the sites where activities are organised**
Leaving them clean after every event, and ensuring proper management of waste and potential disturbances.
-  **Promoting the discovery of local wildlife and flora**
Raising awareness of their uniqueness and the need to protect them.
-  **Favouring visits to local organic producers**
(Winegrowers, cheesemakers, livestock breeders, beekeepers, olive growers, and essential oil producers).
-  **Encouraging picnics/spuntinu featuring local products**
Where possible, using compostable materials (such as cardboard cups and glasses).
-  **Raising awareness among clients about soft sporting activities**
Which help reduce environmental impact.
-  **Informing business clients**
About Corsica's eco-responsible tourism policy.
-  **Favouring, whenever possible**
Accommodations engaged in responsible practices.
-  **Including this Environmental Charter of Good Practices**
When sending out programmes.



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Marie-Ange Celli-Battistelli : Implementing an Environmental Charter for MICE in Corsica



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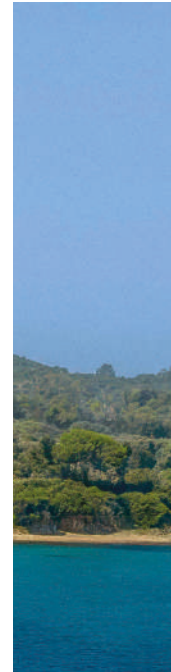
Marie-Ange Celli-Battistelli, Project Officer for Business Tourism at the ATC, highlights the key principles of the environmental charter for the MICE sector developed by the ATC.

Why was it essential to implement an environmental charter for MICE in the context of Corporate Social Responsibility (CSR)?

“Corsica’s attractiveness depends as much on the quality of its offerings as on the preservation of its natural and cultural heritage. It became essential to structure professional practices to ensure the sustainable development of this sector. Implementing an environmental charter dedicated to MICE fully aligns with the principles of Corporate Social Responsibility (CSR).”



Marie-Ange Celli - Battistelli
Manager - Business Tourism



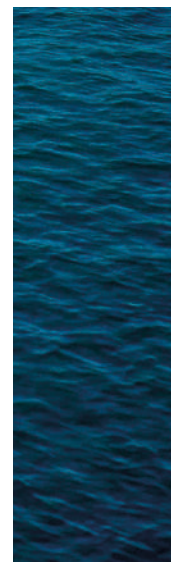
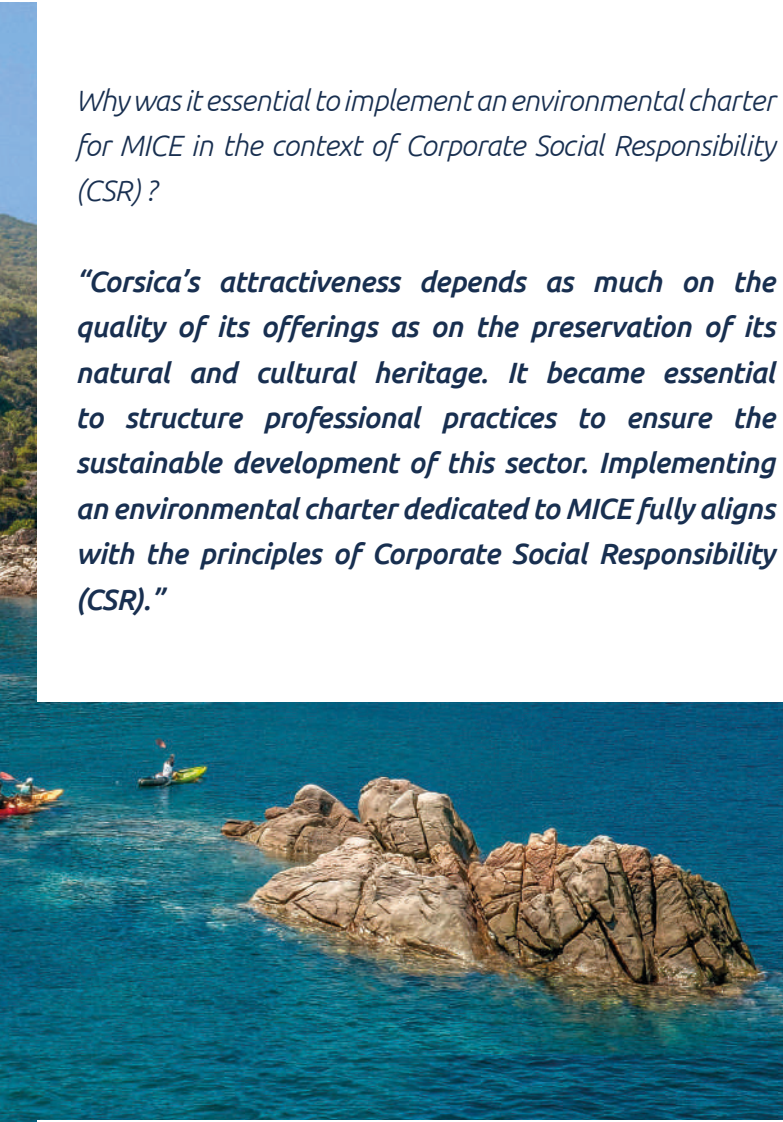
Beyond environmental concerns, is there also a goal to better distribute visitor flows in time and geography?

“Beyond the ecological aspect, developing responsible business tourism opens strategic opportunities for Corsica. It encourages off-season activity, particularly in spring and autumn, and helps balance geographical flows: events can be organized across the four MICE territories served by the island’s four international airports.”

What criteria are established in the charter, and how is it applied?

“The charter defines a set of concrete, operational criteria. Its main principles focus on :

- *Preservation of natural sites*
- *Waste management*
- *Short supply chains*
- *Educating clients about low-impact sports activities, among others.”*



CORSICA
Business destination



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The island of beauty

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