



EnjoyPyr

CROSSBORDER ROUTES
OF THE PYRENEE

**PROJECT FOR THE SUSTAINABLE DEVELOPMENT
OF A COMMON TOURISM OFFER FOR THE ENTIRE PYRENEES
DESTINATION, INCLUDING THE CREATION AND MARKETING
OF CROSS-BORDER ITINERARIES (2024-2026).**

This initiative aims to diversify and expand tourism demand, enhance regional attractiveness, promote economic and social development, support local businesses, and combat depopulation by offering sustainable, eco-friendly tourism experiences that encourage longer stays and higher spending.



The EnjoyPyr project is co-financed at 65% by the European Union through the Interreg VI-A Spain-France-Andorra Program (POCTEFA 2021-2027).

**Interreg
POCTEFA**



Cofinanciado por
la UNIÓN EUROPEA

Cofinancé par
l'UNION EUROPÉENNE



**L'AGENCE
DES
PYRÉNÉES**

