



*** The First Starlight Tourism Destination in the World ***

**Closing the Gender Gap in Intellectual
Property (IP)**

Women and Tourism

November 15, 2022

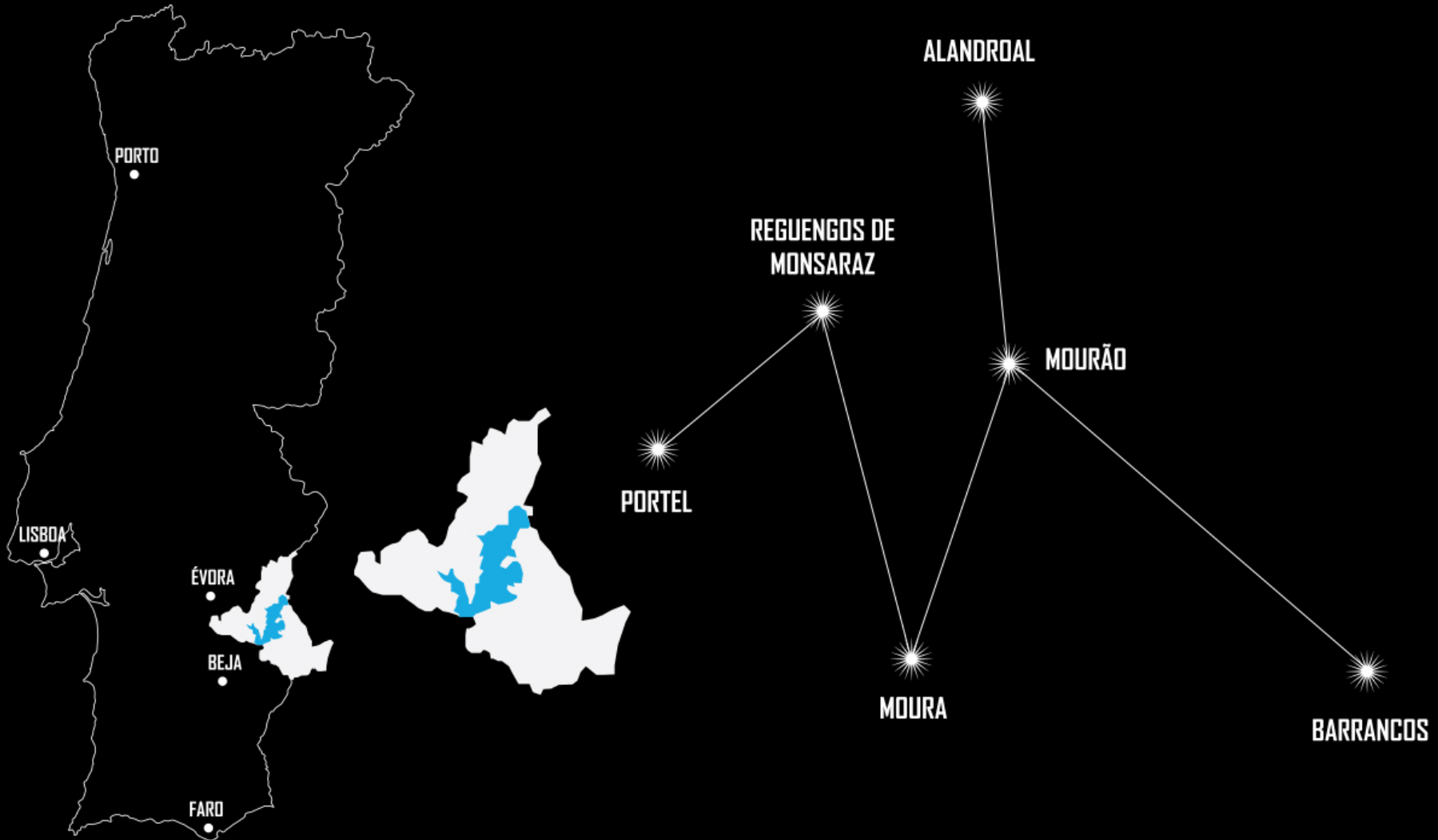




★ What is a Dark Sky® destination?

- ✿ Territory developed based on the Dark Sky® concept and mission.
- ✿ The Dark Sky® concept promotes development using the integrated management of sustainable destinations using the protected night sky resource as the differentiating and unifying element of all its elements: natural, heritage and cultural resources, community and tourists.
- ✿ Dark Sky® Alqueva was the first and was born in 2007.
- ✿ Certified in 2011 as Starlight Tourism Destination, the first in the world.
- ✿ The first cross border due the integration of Spanish territory - agreement signed in 2015.

Certified area in 2011 - 3.013,00 square km



Área total certificada en 2019 - 9.696,40 km²
Total certified area in 2019 - 9.696,40 square km

7.087,40 PT | 2.609,00 ES

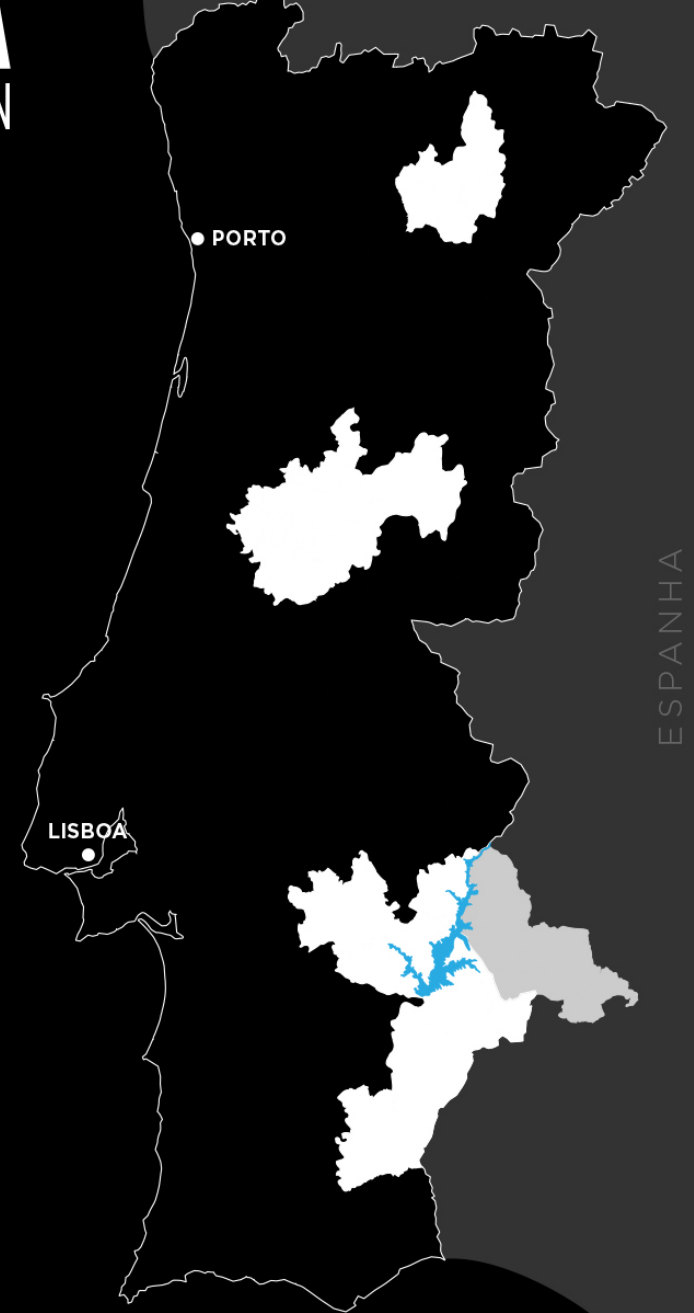


Dark Sky® Portugal

**DARK
SKY®**
alqueva

**DARK
SKY®**
aldeias
do xisto

**DARK
SKY®**
vale do tua





★ The role of IP in Dark Sky®:

- * A concept and a strong brand: Dark Sky®. Classes 29, 30, 33, 35, 39, 40, 41 and 43
 - ★ Dark Sky Alqueva® (UE): classes 29, 30, 35, 39 and 41
 - ★ Dark Sky Patrol® (EU): Classes 35 and 41
 - ★ Dark Sky Guardians®: Classes 35 and 41
 - ★ ATT - Astrotourism® (EU): Classes 16, 39 and 43. Our concept of astrotourism defines destination as a complex and dynamic system formed by the earth and sky, the atmosphere above it and which is an integral part of destination.



★ Some thoughts and lessons learned:

- * Always protect the brands created by you. If you believe on it, don't let it unprotected.
- * A registered brand is an asset, so the work of protection and development never ends.
- * Create rules for its use, not only for third parties but also for you and your team. Sometimes the wrong use could come from inside.
- * A destination brand like ours is really difficult to protect as most of people think they can use it as they wish, including public authorities.
- * The more successful our brand is, the harder it is to protect. And some people with their own brands don't respect other's brands.



★ Some situations that should be addressed:

- * The IP should be better addressed in financed UE projects. They should not approve projects that are using registered brands of others. They should request the permission or registration of that name/ brand. **The EU programs should be more protective and be the firsts to take this issue in their hands.**
- * The EU registration process takes too long and meanwhile the risk of badly use or losses is big. As example, we request a registration in 4 June 2019 to UEIPO and still waiting.









Miguel Claro
WWW.MIGUELCLARO.COM











Cumeada Village - Best Tourism Village by UNWTO



Dark Sky® Alqueva Awards

★ **More than 40 awards since 2013:** destination, attractions, sustainability, inclusion and responsibility.



2022 - World Travel Awards

Europe's Responsible Tourism Award

World's Responsible Tourism Award

Ceremony in Muscat - 11 November 2022

2022 - World Luxury Travel Awards

Country winner: Nature Destination

Southern Europe: Sustainable Tourism Destination

Ceremony in Antalya, Turkey - 22nd October 2022





APOLÓNIA RODRIGUES

ASTROPHOTOGRAPHY FROM MIGUEL CLARO

ASSOCIAÇÃO DARK SKY®

info@darksyalqueva.com | www.darksyalqueva.com