

Within an increasingly diverse tourism sector, creative tourism could appear as one of the most valuable "niches". It nonetheless reflects a wider social trend which is characterized by the search for new experiences and experiments. Thus, this new form of tourism depends not so much on the cultural or natural heritage of places than on their ability and willingness to offer and share experiences with visitors and travelers. This leads to the emergence of new destinations that do not necessarily respond to traditional tourist criteria, but which have managed to convert their creative skills into their best asset to attract visitors. The aim of the [*Creative Tourism Network*](#) is to help them to adapt their proposals in order to reach those new types of travelers.