

## **EXPERIENCE TOUR**

## Experience tour

Experience tours were held within WP 2. Activity is aimed to involve directly two different kind of target group in a more intensive and emotionally captivating initiative. Cultural tourism operators and media influencers were invited to participate to an “experience tour”

where they have the opportunity to live a different tourism experience realized according the solutions developed in the living labs the project is expected to set up. The activity take place at the end of the project and was selected by the Steering Committee supported by the regional task force. The aim is to directly test the demonstrative actions delivered in WP5 and invite private/public sector representatives and media so that they can have a direct experience of the innovative approaches proposed.

All project partners delivered Experience tour which attracted large number of participant. More than 200 people were involved in Experience tour.







