

## D4.3.2 Regional presentations/education activities

PP11 - APULIAN PUBLIC THEATRE - REGIONAL  
CONSORTIUM FOR ARTS AND CULTURE

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Project Acronym: **TAKE IT SLOW**

Project ID Number: **10255547**

Project Title: **Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow**

Priority Axis: **PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”**

Specific objective: **3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development**

Title of deliverable (as in SIU): **D4.3.2 Regional presentations/education activities**

Work package number, name of Work Package :

**WP 4 SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM DESTINATION, PRODUCTS & SERVICES**

Activity number, name of activity:

**4.3 Presentation and education of CB strategic**

Partner in charge (author): **PP11**

Partners involved: **Partnership**

Status (draft, final, N.\_ version, etc.): **Final**

Distribution (confidential, public, etc.): **public**

Date(s): **3 March 2023**

PP11 has organized “D4.3.2 Regional presentations/education activities” in the same period of the Guided Tour (D.5.3.3), from the 28 February to the 3rd March 2023 in the Project Pilot Area “Terre di Fasano”.

The Regional presentation has been organized on the 3<sup>rd</sup> March 2023 at the international tourism fair “Buy Puglia - 2023 - Routes & Experiences” in Fiera del Levante, Bari, where it has been set up a “Take It Slow” desk, with the possibility to have B2B with international Tour Operators, guests of the Tourism Fair BuyPuglia, organized by Pugliapromozione, the Tourism Agency of Puglia Region.

The presence of Take It Slow Project at this international Business Meeting has been an opportunity to present the results of the Project to a selection of operators from the main European and non-European markets.

The Regional presentation has been gladden with the Performance of Salento Popular Music at the coworking area of the tourism fair “Buy Puglia – 2023”.



