

# ADRIATIC REGION PROMOTION

Deliverable number D4.5.1

Final Version of June 30<sup>th</sup> 2023

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

Project Acronym: TAKE IT SLOW  
Project ID Number: 1025547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 4  
Work Package Title: SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM DESTINATION, PRODUCTS & SERVICES  
Activity Number: 4.5  
Activity Title: Marketing and promotion of new sustainable Adriatic region tourist destination and offer  
Partner in Charge: PP2/SKC  
Partners involved: ALL PPs  
Status: Final

## ADRIATIC REGION PROMOTION

According to the Marketing and Promotional Content Plan, a promotional campaign with the main emphasis on digital marketing tools for the purpose of promoting the goals of the TAKE IT SLOW project - Sustainable development in support of the preservation of the Adriatic heritage (hereinafter: TAKE IT SLOW). Through the TAKE IT SLOW project, the aim is to shape and promote the Adriatic region as a smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean, which is recognizable by its unique intangible and material heritage, as well as the natural heritage of the island, coast, interior and rural areas. part of the Adriatic.

Different digital platforms were chosen for the promotional campaign to reach the ideal types, Lukács, Sabine and Min.

Digital platform / campaign	Ideal type / Target audience
Influencer campaign	<b>Lukács</b> unifies young people (15-25) and employees without children (DINKs, >18)
News portals / display ads	<b>Sabine</b> presents employed with children (DEWKs, 25-45) <b>Min</b> , empty nesters (45-65) and older than 65 years are included
Social networks – Facebook and Instagram	<b>Sabine</b> presents employed with children (DEWKs, 25-45)

### Advertising platforms

The digital marketing strategy of promotional campaigns includes several different platforms. Daily news portals for a large reach of different audiences, social networks Facebook and Instagram for reaching a younger audience and encouraging interaction such as likes , shares and comments, and influencer marketing that will bring the brand/product closer to target groups, position it on the market while creating a new "audience" and strengthen the credibility of already existing online content.

## 1. ONLINE ADD CAMPAIGN

Promotional campaign on social networks Facebook and Instagram , for the target group **Lukács** young people (15-25) and employees without children ( DINKs , >18).

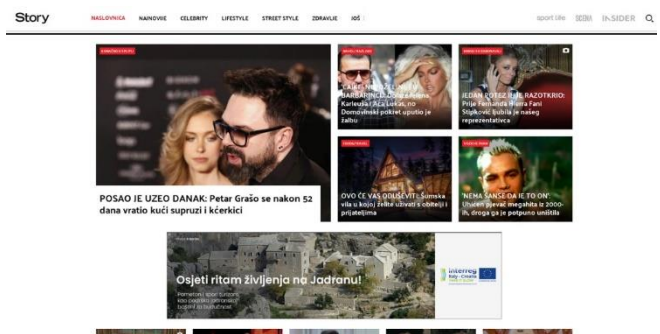
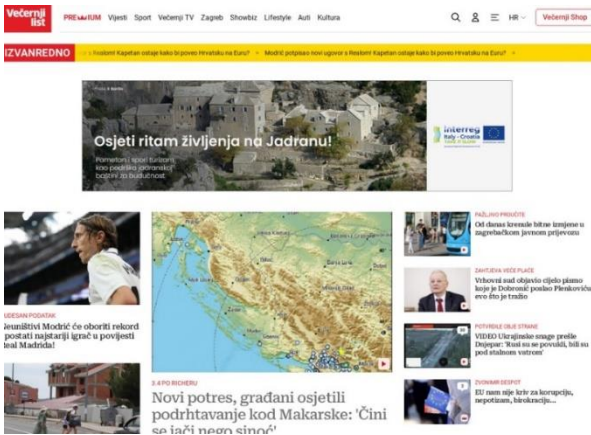




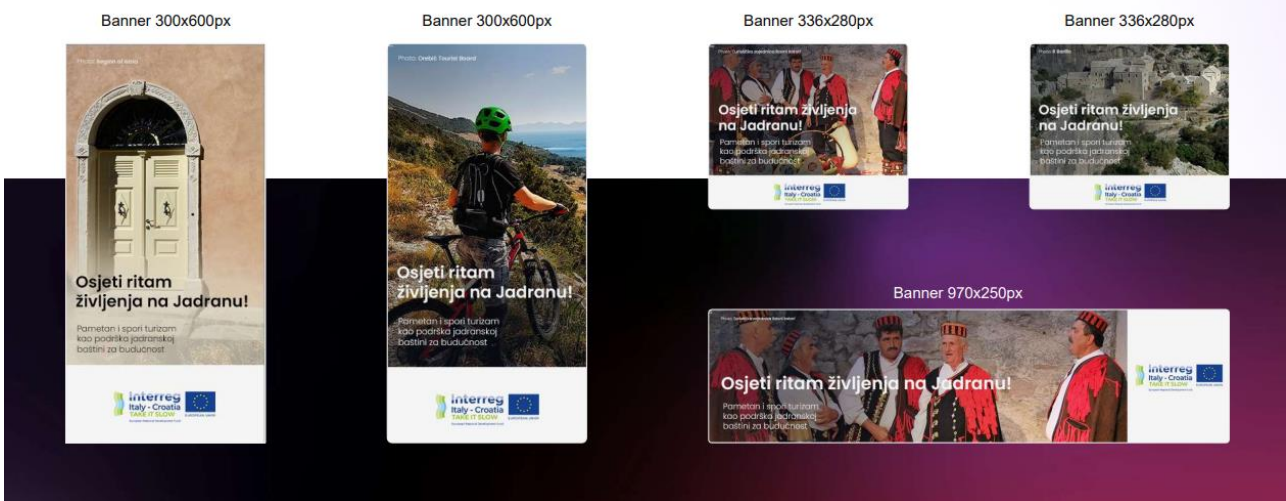
Reporting starts	Reporting ends	Campaign me	Reach	Impressions
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	12798	26178
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	16070	41062
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	18299	35939
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	17313	38598
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	10330	25038
2023-06-01	2023-06-29	TAKE IT SLOW online ad campaign	436362	455644
<b>TOTAL</b>			<b>511.172</b>	<b>622.459</b>

The online ad campaign on social networks Facebook and Instagram achieved a reach of **511,172 users** and a total of **622,458 ad impressions**.

## 2. BRANDING CAMPAIGN



### Top Performers

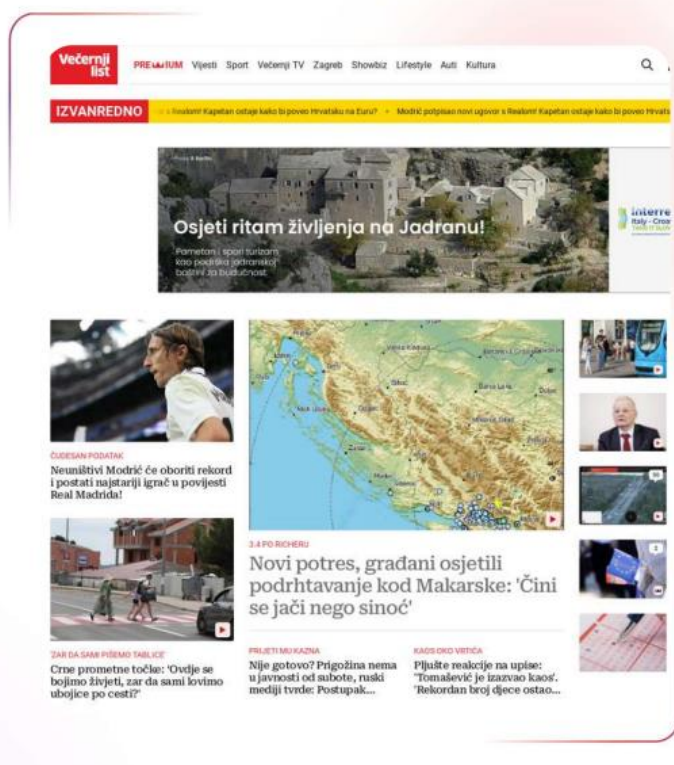


### Osjeti Ritam Daily Results

Date	Impression	Clicks	CTR	Viewability	Cost	Frequency	Reach
2023-06-28	57 929	211	0.36%	71.67%	347.57	1.41	41 066
2023-06-27	96 830	289	0.30%	71.27%	580.98	1.48	65 632
2023-06-26	92 781	331	0.36%	70.37%	556.69	1.50	61 786
2023-06-25	83 839	322	0.38%	70.88%	503.03	1.37	61 354
2023-06-24	103 425	246	0.24%	66.19%	620.55	1.57	65 953
2023-06-23	104 792	185	0.18%	67.27%	628.75	1.62	64 621
2023-06-22	4 856	2	0.04%	65.32%	29.14	1.24	3 921

\*Internal RTB House data

The branding campaign "Osjeti ritam življenja na Jadranu" achieved a total of **544,452 impressions** and reached **319,411 users** on the most read news and lifestyle portals in Croatia.



### Top Hosts

1. index.hr
2. jutarnji.hr
3. 24sata.hr
4. slobodnadalmacija.hr
5. vecernji.hr
6. dnevnik.hr
7. njuskalo.hr
8. dnevno.hr
9. tportal.hr
10. story.hr
11. net.hr
12. gloria.hr

### 3. PROMOTIONAL CAMPAIGN THROUGH INFLUENCERS (THINK BLOGGERS, VLOGGERS, SOCIAL MEDIA SUPERSTARS)

Influencers / media participated in the project events and press trips organized by project partners by posting the experience on their social networks and media (from Šibenik to FVG to Veneto to Emilia Romagna to Molise to Puglia).

PRESS TRIP

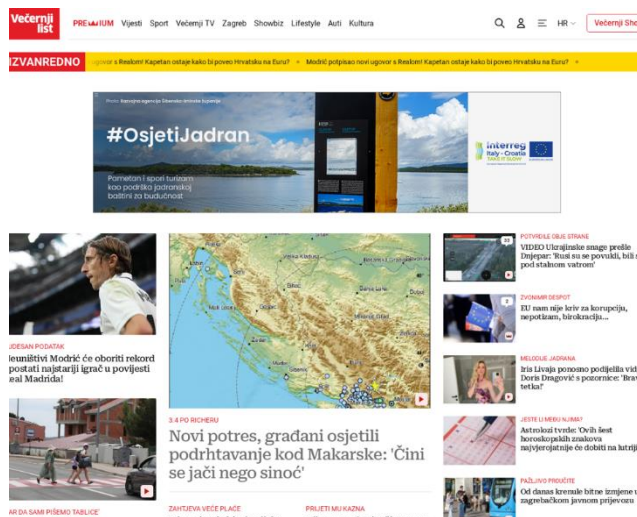
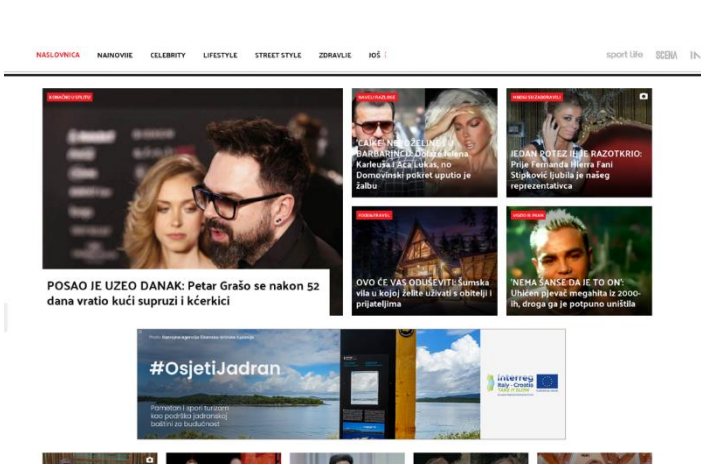
INFLUENCERS







## 4. PROMOTIONAL CAMPAIGN - TYPICAL PRODUCTS AND SERVICES



## Top Performers

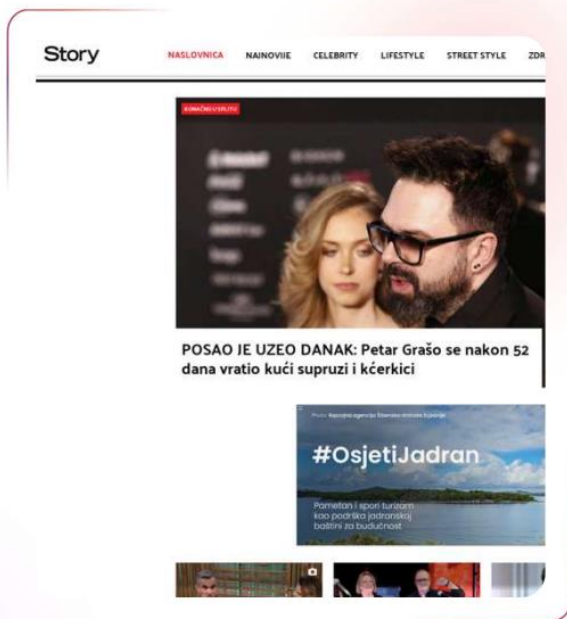


## #OsjetiJadran Daily Results

Date	Impression	Clicks	CTR	Viewability	Cost	Frequency	Reach
2023-06-28	53 665	125	0.23%	71.69%	321.99	1.41	38 137
2023-06-27	96 968	292	0.30%	71.17%	581.81	1.48	65 625
2023-06-26	89 593	288	0.32%	70.37%	537.56	1.49	60 072
2023-06-25	81 355	277	0.34%	70.90%	488.13	1.37	59 546
2023-06-24	101 117	223	0.22%	66.43%	606.70	1.56	64 830
2023-06-23	108 078	197	0.18%	67.10%	648.47	1.62	66 880
2023-06-22	14 661	7	0.05%	65.11%	87.97	1.36	10 789

\*Internal RTB House data

The campaign of typical products and services #OsjetiJadran achieved a total of **545,437 impressions** and reached **321,112 users** on the most read news and lifestyle portals in Croatia.

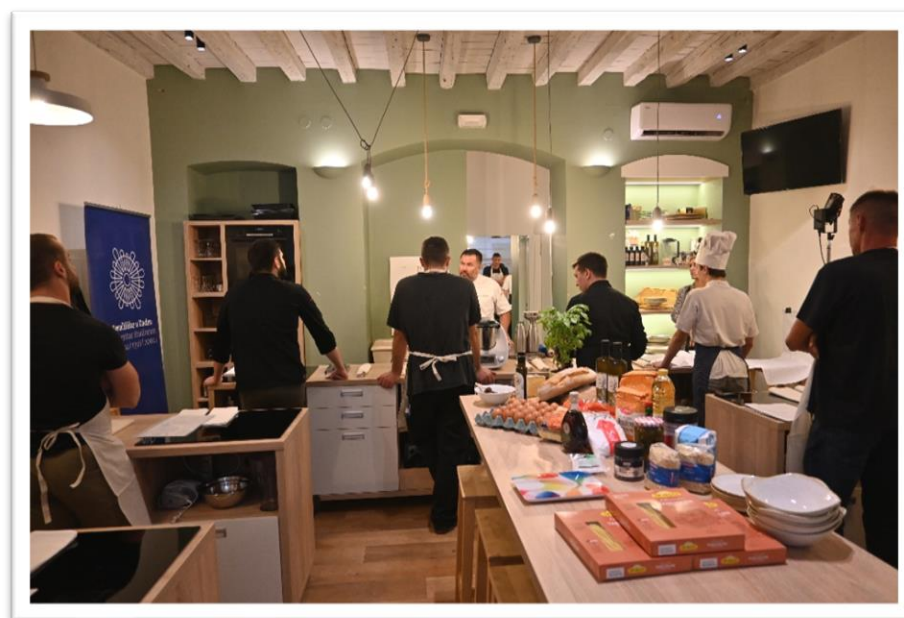


## Top Hosts

1. [index.hr](#)
2. [jutarnji.hr](#)
3. [24sata.hr](#)
4. [slobodnadalmacija.hr](#)
5. [vecernji.hr](#)
6. [dnevnik.hr](#)
7. [njuskalo.hr](#)
8. [dnevno.hr](#)
9. [tportal.hr](#)
10. [story.hr](#)
11. [net.hr](#)
12. [gloria.hr](#)

## 5. TYPICAL PRODUCTS AND SERVICES – COOKING CLASS

Classes were led by the renowned chef Rudolf Štefan, and he showed the participants how to prepare beef tartare, pasta with truffles and šokol (a traditional cured meat product) and eggs in šorbul (a dish with a soft-boiled egg) - traditional gastronomy of Ravni kotari.







## 6. PARTICIPATION AT FAIRS

TAKE IT SLOW participation at Moonlight Halfmarathon



**Moonlight Half Marathon**  
27 maggio · 🌐

Conosci **#TakeItSlow**? È un progetto europeo, finanziato nell'ambito del programma Interreg Italia Croazia, di cui è partner la Direzione Turismo della Regione del Veneto. L'obiettivo generale è quello di incentivare il turismo lento, sostenibile e accessibile lungo l'area adriatica, sia in Italia che in Croazia.

Come? Valorizzando l'immensa eredità culturale e naturale che ci arriva dal passato, con metodi e approcci intelligenti e consapevoli, per preparare i nostri territo... Altro...






#TAKEITSLOW



11° JESOLO  
MOONLIGHT  
HALFMARATHON

👍 6      Condividi: 1



**Venicemarathon**

20 ottobre alle ore 08:40 · 🌐

...

Take It Slow è un progetto europeo, finanziato nell'ambito del programma Interreg Italia-Croazia, attraverso il quale la Direzione Turismo della Regione del Veneto sta ottimizzando l'offerta turistica puntando sulla consapevolezza e il rispetto.

Gli interventi riguardano luoghi e percorsi celebri e meno conosciuti della nostra regione e si concentrano su:

- Guide per operatori e persone con bisogni speciali;... Altro...

**#takeitslow**









# Report on local Marketing and promotion of new sustainable Adriatic region tourist destination and offer activities

Deliverable Number D.4.5

Final Version of 10/03/2023

WP 4 - Smart strategic framework for innovative  
adriatic tourism destination, products & services

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 4  
Work Package Title: Smart strategic framework for innovative adriatic tourism destination, products & services  
Activity Number: 4.5  
Activity Title: Marketing and promotion of new sustainable Adriatic region tourist destination and offer  
Partner in Charge: PP2/SKC  
Partners involved: All PP  
Status: Final  
Distribution: Confidential  
Date: 10/03/2023

## THE RESULTS ACHIEVED WITH THE ACTIVITY 4.4 IN THE VALMARECCHIA AREA (EMILIA ROMAGNA REGION)

### 1 Programmes for specific traveller types

ApT Servizi, with the support of Corzano Tour, was involved in the creation of programmes for specific types of travelers, marketing activities and promotional content that allowed the creation of various types of promotional material to be used to disseminate the results of the TAKE IT SLOW project both in the paper version and in the digital version.

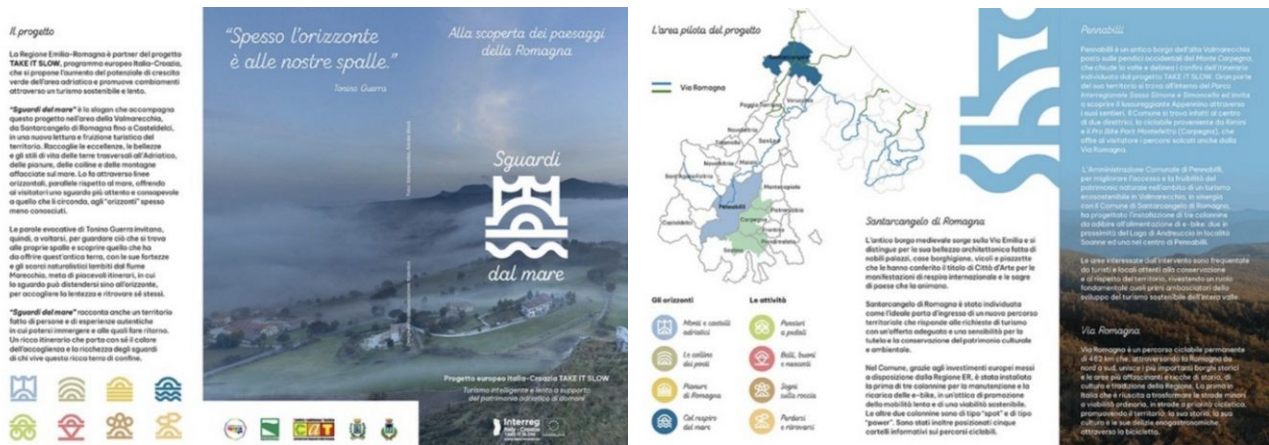
#### 1.1 Marketing and promotional content

Several promotional materials and marketing activities were developed during the project period in order to disseminate the results of the TAKE IT SLOW project:

- A photo album relating to the initiative - 8 double-sided postcards were created for the presentation of the 8 symbols that illustrate the product/heritage, the possible tourist activities and the concrete strategic actions implemented in order to improve the tourist experience in the Valmarecchia area. The postcards are placed inside a box containing a presentation text of the TAKE IT SLOW project.



- The material for publishing the portal [www.sguardidalmare.it](http://www.sguardidalmare.it) which is being optimized for the creation of the dedicated virtual tour.
- A trifold brochure presented at the press conference on 29<sup>th</sup> September 2022, concerning the presentation of the TAKE IT SLOW proposal in Valmarecchia to tourism operators at regional and national level, containing information on the TAKE IT SLOW project, the map of the pilot area of the Valmarecchia (between Santarcangelo di Romagna and Pennabilli) and the Via Romagna.



- A 81-pages brochure, presented during the study visit on 12<sup>th</sup> December 2022, which contains:
  - a presentation of the TAKE IT SLOW project and an introduction to the visual framework (between territorial horizons and strategic activities),
  - a presentation of the territories of the pilot area,
  - the 26 daily tourist experiences offered by the tour operators involved in the project,
  - the 4 multi-day tourist packages developed during the project and tested and presented to sector operators and the press during the education tour,
  - the 4 itineraries of the Interregional Park of Sasso Simone and Simoncello,
  - the list of tourist economic operators adhering to the TAKE IT SLOW project.



- Constant relationships were maintained with influencers and specialized tour operators in order to favor the dissemination of promotional material relating to the project area.



## 1.2 Traveling Educational Tour

This educational tour activity (from Santarcangelo di Romagna to Pennabilli) has allowed some Italian and foreign tour operators to get to know the sustainable tourism offer developed within the TAKE IT SLOW project for the Valmarecchia area and, at the same time, to test some of the activities that were then included in the tourist packages.

- **Place:** Traveling Educational Tour (from Santarcangelo di Romagna to Pennabilli)
- **Date:** 29<sup>th</sup> - 30<sup>th</sup> September, 1<sup>st</sup> October 2022
- **Participants:**

Name and Surname	Organization
Katia Torre	Vermont Bicycling Vacation
Susanna Maddalon	Trek Travel
Juan Felipe Guzman	Italy Bike Tour
Roberto Feroli	CyclingLands.it
Massimiliano Mussoni	Ristorante La Sangiovesa
Marco Martini	San Leo Albergo Diffuso
Andrea Bombardieri	Hotel Il Villino
Sonia Masseni	Collina dei Poeti
Gabriele Marchi	Antica Stamperia Marchi
Filippo Sorcinelli	Atelier Lavs
Linda Valenti	Chiocciola Casa Nomade

Name and Surname	Organization
Andrea Manusia	Cycling Department ApT Servizi
Cristina Fiorini	ApT Servizi
Luca Vignali	IAT Santarcangelo
Renzo Sancisi	IAT Santarcangelo
Filiberto Baccolini	IAT Santarcangelo
Lorenzo Angeloni	Il Duca del Montefeltro
Eleonora Guerra	I Luoghi dell'Anima
Luca Pasquini	Comune di Carpegna
Simone Paci	Guida Naturalistica
Andrea Spagna	Montefeltro Bike
Simone de Silvestri	Hotel Lago Verde

- **Educational Tour Program:**

Thursday 29<sup>th</sup> September 2022

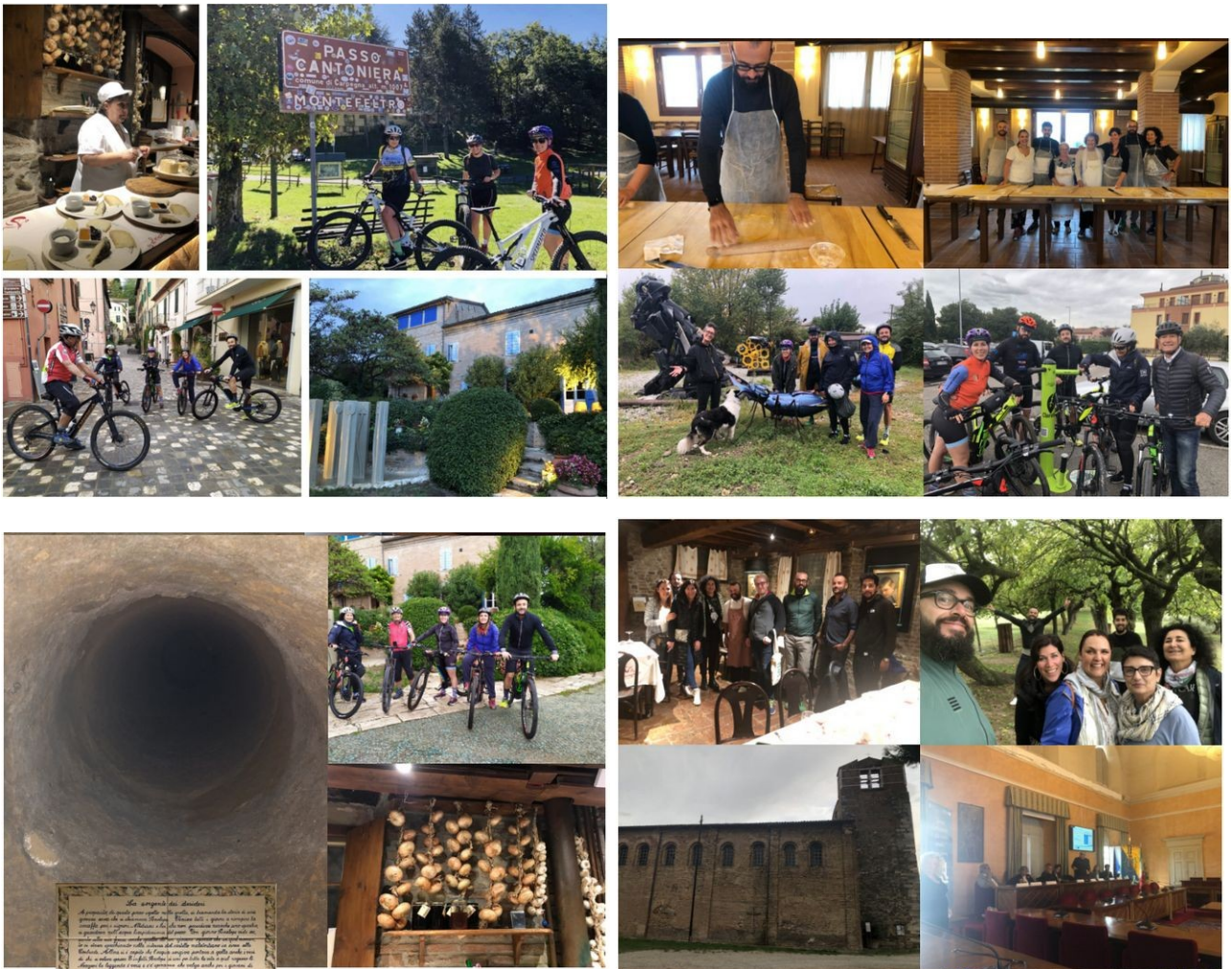
- Ring bike tour along the Marecchia river and return via the paths along the Uso river.
- Tour of the village of Santarcangelo di Romagna on foot and visit to the Caves.
- Eno-Gastronomic experience at the Sangiovesa restaurant, with typical dishes and products.

Friday 30<sup>th</sup> September 2022

- Bike tour on the cycle paths of Santarcangelo, visit to the columns and panels installed with Take It Slow and visit to Mutonia and the Pieve.
- Cooking school with local *azdore*, to learn how to prepare tagliatelle.
- Tours and views at the local artisans (leather, ceramics, printing) at the historic center of Santarcangelo.
- Visitor Center and Naturalistic Museum of Pennabilli and night visit to the town.

Saturday 1<sup>st</sup> October 2022

- Guided walking tour of the village of Pennabilli: Orto dei Frutti Forgotten, Walk along the panoramic road, Museum “The World of Tonino Guerra” and the famous Renaissance Balcony.
- E-bike tour to Parco Sasso Simone and Simoncello, visit to the park headquarters in Carpegna, visit to the castle and brief presentation of the park, continuation to Lake Soanne with a tale of the legend.
- Visit to the village and to the Castle of San Leo.



• **Test Survey for Educational Tour participants:**



**“Sguardi dal mare” - Progetto TAKE IT SLOW**  
Turismo intelligente e lento a supporto del patrimonio adriatico di domani

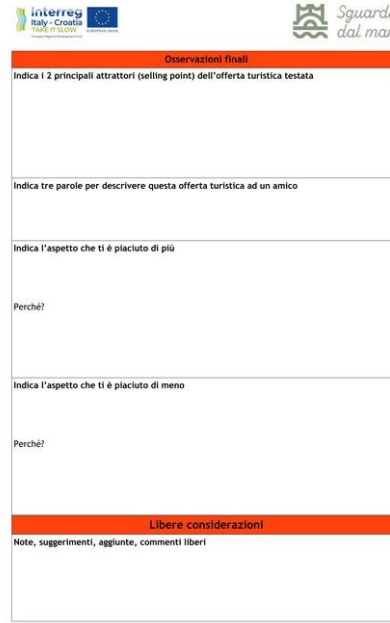
**Educational - Questionario Valutazione Offerta Turistica**  
29-30 settembre / 01 ottobre 2022

Nominativo tester: \_\_\_\_\_

Esprimi un giudizio complessivo rispetto le seguenti affermazioni

	Per nulla d'accordo	Solo in parte d'accordo	Senz'alcun dubbio d'accordo	Absolutamente d'accordo
Le guide hanno dimostrato un'ampia conoscenza della storia, delle tradizioni della cultura del luogo				
Le guide erano preparate sugli aspetti naturalistici e ambientali dei luoghi visitati/attraversati				
Le strutture dove ho dormito erano comode, pulite e accoglienti				
Le strutture dove ho dormito offrivano servizi e facilitazioni dedicate al cicloturismo				
Le strutture dove ho dormito avevano una attenzione particolare alla sostenibilità ambientale				
Il cibo non mi è stato solo servito, ma spiegato e presentato, permettendomi di conoscere meglio la cultura culinaria locale				
Le attività proposte sono state ben spiegate e gestite dagli organizzatori, non mi sono sentito mai fuori posto o in difficoltà nello svolgerle				
Le attrezzature messe a disposizione erano di buona qualità, adatte all'attività stessa e mi hanno permesso di vivere l'esperienza in sicurezza				
Il percorso ed i sentieri utilizzati (in bici e a piedi) erano sicuri, ben tracciati e puliti				
Il percorso può essere utilizzato da tutti (ciclisti, cicloturisti, famiglie, ...)				
Il percorso ha ottime potenzialità di collegare la Costiera Romagnola con l'entroterra appenninico				

Osservazioni aggiuntive (guide, strutture ricettive, tavola, attività, biking, ...)



**Osservazioni finali**

Indica i 2 principali attrattori (selling point) dell'offerta turistica testata

Indica tre parole per descrivere questa offerta turistica ad un amico

Indica l'aspetto che ti è piaciuto di più

Perché?

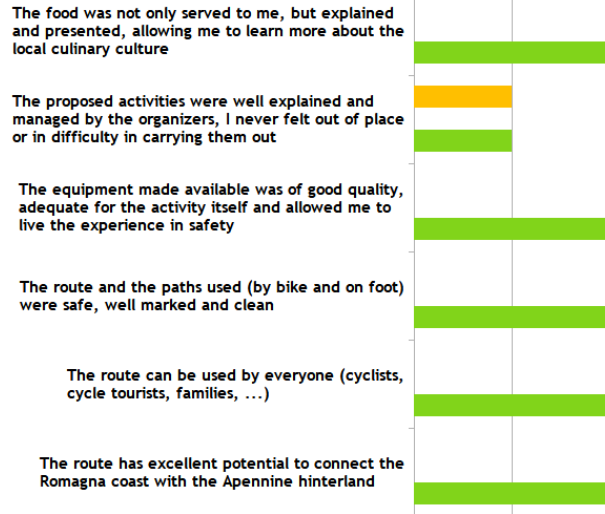
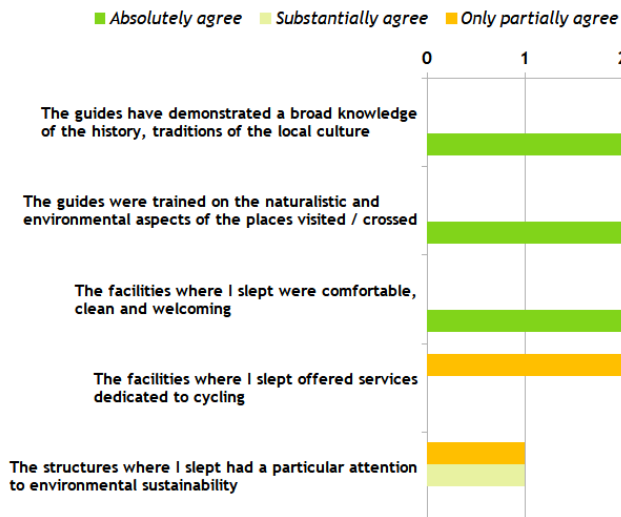
Indica l'aspetto che ti è piaciuto di meno

Perché?

**Libere considerazioni**

Note, suggerimenti, aggiunte, commenti liberi

**Express an overall judgment on the following statements**



**Indicate the main attractors of the tested offer**

- The ascents of Marco Pantani
- The gastronomic aspect
- The cycling routes
- The local “discoveries”

**Indicate the words to describe this offer to a friend**

- Authentic & Local
- Romagna Hospitality
- Panoramic / Scenic
- Not overcrowded

## THE RESULTS ACHIEVED WITH THE ACTIVITY 4.5 MARKETING AND PROMOTIONAL ACTIVITIES

Below are the results of the work carried out for the promotion and marketing of the tourist packages created within the TAKE IT SLOW project as regards the Valmarecchia area and the related “Sguardi dal Mare” branding.

### 1 In-formation and promotional meetings

#### 1.1 In-formation meeting with the hiking guides

This meeting represented a sort of final moment as regards the promotion of the area with tourism operators, as it saw the involvement of hiking guides, fundamental actors for the success of a tourist package or an experience to discover the territory. It was, therefore, a day of information for local stakeholders; an opportunity to learn, get to know each other and network to increase and improve the use of the Park and Valmarecchia. A way to promote and enrich the territory with innovative and sustainable proposals to respond to increasingly specific tourist requests.

This event, called “New synergies in the Park”, was characterized by presentations and moments of training and networking with hiking guides and tour operators, with the aim of illustrating to those who organize accompanying outdoor activities (hiking, cycling, horse riding, etc.), the peculiarities of the protected area, the regulatory and behavioral aspects related to its use and the conservation, the promotional activities developed under the “Sguardi dal Mare” brand.

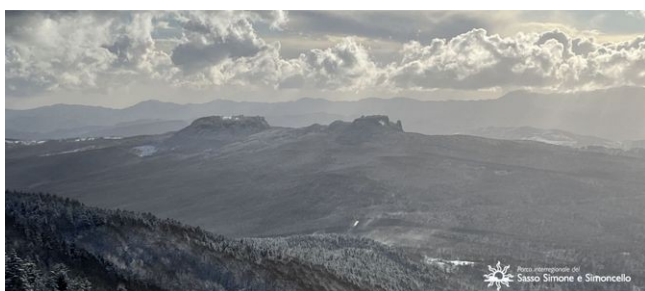
- **Place:** Mussy, Museo Naturalistico e Centro di educazione ambientale del Parco Sasso Simone e Simoncello – Municipality of Pennabilli (Rimini)
- **Date:** 24<sup>th</sup> - 25<sup>th</sup> February 2023
- **Participants:**

Name and Surname	Organization
Irene Valenti	Hiking Guide
Lorenzo Lucchi	Hiking Guide
Massimiliano Fanelli	Hiking Guide
Samuela Pandolfini	Hiking Guide
Michele Amori	Hiking Guide
Giulia Galli	Hiking Guide
Cristina Romagnoli	Hiking Guide
Gianluca Corbelli	Hiking Guide

Name and Surname	Organization
Francesca Sardi	Hiking Guide
Tommaso d’Errico	Hiking Guide
Annita Lazzarini	Hiking Guide
Tommaso Battazzi	Hiking Guide
Francesco Angelini	Hiking Guide
Isabella Ferlini	Hiking Guide
Simone Mussoni	Hiking Guide
Andrea Murari	Hiking Guide

Name and Surname	Organization
Marco Martini	Hiking Guide
Silvia Perelli	Hiking Guide
Samuele Marziali	Hiking Guide
Andrea Pellegrini	Hiking Guide
Marco Zambelli	Hiking Guide
Francesca Fabbri	Hiking Guide
Euriziana Alessi	Hiking Guide
Gianfabio Magalotti	Hiking Guide
Antonio Piccinini	Hiking Guide
Enrica Bedosti	Hiking Guide
Giada Cecchetti	Hiking Guide
Simone Paci	Hiking Guide
Barbara Montespini	Kaleidon
Roberta Moretti	ApT Servizi

Name and Surname	Organization
Clare Perticaroli	Hiking Guide
Alessia Ghirardi	Hiking Guide
Gianni Grilli	Hiking Guide
Sara Pasquini	Hiking Guide
Irene Canini	Hiking Guide
Giorgio Giannini	Hiking Guide
Gianni Vincenzi	Hiking Guide
Veronica Guerra	Hiking Guide
Chiara Montanari	Hiking Guide
Grazia Meneghello	Hiking Guide
Nicoletta Buonocinto	Hiking Guide
Michela Rossini	Hiking Guide
Stefano Macalli	Kaleidon
Silvia De Geronimo	Emilia-Romagna Region



**Venerdì 24 febbraio**  
**Sabato 25 febbraio**  
**Pennabilli (Rn)**

### Nuove sinergie nel Parco

INCONTRO, FORMAZIONE E NETWORKING CON GAE E OPERATORI TURISTICI

Le giornate hanno lo scopo di illustrare alle Guide Ambientali Escursionistiche e a chi, nel territorio, organizza attività di accompagnamento outdoor (escursionismo, bicicletta, cavallo ecc) le peculiarità dell'area protetta, gli aspetti normativi e comportamentali legati alla sua fruizione e le attività di conservazione, monitoraggio, valorizzazione del territorio in cui il Parco del Sasso Simone e Simoncello è impegnato.

L'incontro sarà inoltre occasione per esporre alle guide e agli operatori l'attività di coordinamento e di informazione a loro dedicata, di cui il Parco si farà promotore a partire da marzo 2023.

Un aperitivo di networking permetterà ai partecipanti di conoscersi meglio e attivare meccanismi di collaborazione. La serata sarà dedicata all'osservazione del cielo notturno.

Il giorno successivo, dalle ore 9 alle 12, e-bike Tour per 15 persone, per scoprire gli itinerari più adatti ad una fruizione del Parco in bicicletta.

L'evento si inserisce nell'ambito del progetto europeo "Take it slow", progetto finanziato dal programma di cooperazione europea Interregionale Italia/Croazia, che coinvolge la Regione Emilia-Romagna, ed è promosso dal Comune di Pennabilli, avvalorato, per la realizzazione, della collaborazione delle Associazioni Chiosciola la casa del nomade APS, Associazione Ultimo Punto, Prometeo Bike APS.



#### PROGRAMMA 24 FEBBRAIO

- Ore 14.00: incontro presso il Mussis
- Ore 14.30: avvio della giornata
- Ore 18.00: aperitivo di networking
- Ore 20.00: osservazione del cielo notturno

Interventi di Lino Gobbi, Gianfranco Soriani, Anna Rita Nanni, Andrea Gigliotti, Michele Rossini, Roberto Sartor, Massimo Guerra

#### PROGRAMMA 25 FEBBRAIO

- Ore 9.00: incontro presso il Mussis
- Ore 9.30: Partenza e-bike (max 15 persone)
- Ore 12.30: Rientro al Mussis

#### INFO TECNICHE

- Obbligatoria la prenotazione al seguente link: <https://forms.gle/ZSFxgetxDWgUS1Q59>
- L'escursione in e-bike è rivolta ad un massimo di 15 persone
- E' possibile frequentare la sola giornata di venerdì pomeriggio
- Riconoscimento 3 crediti AIGAE e patrocinio di LAGAP
- Possibilità di pernottamento gratuito "domestico" per 4 persone
- Tutte le iniziative sono gratuite

#### LUOGO

Mussis, Museo Naturalistico e Centro di educazione ambientale del Parco Sasso Simone e Simoncello, Viale dei Tigli 5, Pennabilli

#### Informazioni e prenotazioni

- [www.parcosimone.it](http://www.parcosimone.it)
- [micrococsmi.parcosimone@gmail.com](mailto:micrococsmi.parcosimone@gmail.com)
- 328 7268745
- Parco Sasso Simone e Simoncello
- [parcosassosimoneimonicello](https://www.parcosassosimoneimonicello.it)





- **Press Release**

- <https://www.emiliaromagnanews24.it/pennabilli-sguardi-dal-mare-progetto-take-it-slow-269758.html>
- <https://ravenna.press/pennabilli-sguardi-dal-mare-progetto-take-it-slow-16331.html>
- <https://www.breakinglatest.news/news/final-event-of-sguardi-dal-mare-take-it-slow-achievements/>
- <https://www.chiamamicitta.it/pennabilli-venerdi-la-chiusura-del-progetto-turistico-del-parco-sasso-simone-e-simoncello/>
- <https://sestopotere.com/turismo-lento-e-sostenibile-in-valmarecchia-a-pennabilli-ultimo-incontro-del-progetto-take-it-slow/>
- <https://www.aigae.org/events/pennabilli-rn-sasso-simone-e-simoncello-nuove-sinergie-tra-parco-e-guide-ambientali-25-02-2023/>

## 1.2 Promotional evening

During the Promotional Evening to present the territory and the offers of the transversal product "Green and White Apennines, Sport & Nature", space was also given to the promotion of the offer of "Sguardi dal Mare". In particular, B2C workshops (individual meetings between participants and operators) to promote the various tourist offers, moments of exchange with the representatives of non-profit organizations that manage groups or small groups interested in these issues and a tasting of typical products of the territory were organized.

The evening had the aim of promoting the programs for the spring and the conclusion of the winter season and in particular the offers related to the natural heritage and the scholastic ones, with the presentation of the offers through the participation of local operators. The occasion was also important for the Valmarecchia area as the materials and proposals developed during the TAKE IT SLOW project were distributed in the section dedicated to sustainable and en plen air tourism.

- **Place:** Grand Hotel Mattei - Ravenna
- **Date:** 30<sup>th</sup> January 2023



## 2 Tourism fairs

ApT Servizi participated in the BIT "Borsa Internazionale del Turismo" in Milan, from 12 to 14 February 2023 (stand A55 A63 C56 C64, Pavilion 3), to present the news of the Emilia Romagna tourist offer for 2023.

Within the various regional destinations promoted, Valmarecchia also found space, with the diffusion of the material relating to “Sguardi dal Mare” and the presence of tour operators of the nearby area (Ambienthotels-I-SUITE, Caravantours Tour Operator, Malatesta Viaggi Tour Operator, Prima Tour, Visit Rimini) which also promoted the slow and sustainable tourism approach developed within the TAKE IT SLOW project.

Slow, en plein air and eco-sustainable tourism, this is the main focus of the 2023 tourist offer which was presented to international buyers looking for holiday proposals, as well as to intermediaries of the tourist product, the media, PCOs and travel enthusiasts (B2B meetings).



### 3 Online and social media campaign

In addition to the activities already presented in relation to the online portal [www.sguardidalmare.it](http://www.sguardidalmare.it) and the educational tour activity (tour operator and media influencer from Italy and abroad), ApT Servizi - with the support of Kaleidon - oversaw the dissemination on social networks of the activities carried out and the materials created.

In particular, the institutional social channels were animated through original content according to the following time frame for 2022: 2 posts in January, 2 posts in February, 3 posts in April, 2 posts in June, 4 posts in July and August, 2 posts in September, 2 posts in October, 2 posts in November and 2 posts in December.