

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



<b>Work Package</b>	<b>WP4 - WIDEPREAD WELCOMING</b>		
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<b>Partner (name and number)</b>			
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>• Gianluca Sarti (ASSO Agenzia per lo Sviluppo Sostenibile on behalf of Rive D’Arcano)</li> <li>• Gilberto Zangari (ASSO Agenzia per lo Sviluppo Sostenibile on behalf of Rive D’Arcano)</li> <li>• Tristana Randi (GAL Delta 2000)</li> </ul>		
<b>E-Mail contact for further information</b>	<a href="mailto:gianlucasarti@gmail.com">gianlucasarti@gmail.com</a> <a href="mailto:gilbertozangari@gmail.com">gilbertozangari@gmail.com</a>		

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



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### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



## INTRODUCTION

Following a scheme elaborated by Rive d'Arcano for the drafting of pilot tourist packages, all territorial partners designed and prepared pilot tourism packages to commercialise each final tourism product in the tourism markets.

This step represents the final phase of the process of developing tourism products tourism. In fact, tourism packages represent the packaging that render a tourism destination and its products sellable.

The designed packages focus preferentially on flexible packages and dynamic packaging, aiming at launching not only “market ready” tourism products and packages but real “market winners”.

Each territorial partner prepared on average 3 pilot tourism packages. As a consequence, the project designed 30 pilot packages.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



## TEMPLATE

<b>Package number / ID code</b>	
<b>Title of the Tourism Package</b>	
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	
<b>Location(s)</b>	
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i>	<input type="checkbox"/> 1 _____ <input type="checkbox"/> 2 _____ <input type="checkbox"/> 3 _____ <input type="checkbox"/> 4 _____ <input type="checkbox"/> 5 _____
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<input type="checkbox"/> 1 day (excursion) <input type="checkbox"/> 1 night / 2 days <input type="checkbox"/> 2 nights / 3 days <input type="checkbox"/> Other: _____
<b>Period</b> <i>Highlight the best period/s to enjoy the experience</i>	<input type="checkbox"/> 365 days <input type="checkbox"/> Winter <input type="checkbox"/> Summer <input type="checkbox"/> Spring <input type="checkbox"/> Autumn <input type="checkbox"/> Other (National Holidays, Special Events...) _____

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Families (with children)</li> <li><input type="checkbox"/> Elderly</li> <li><input type="checkbox"/> Youth (15-24 years<sup>1</sup>)</li> <li><input type="checkbox"/> Couples</li> <li><input type="checkbox"/> Solo travellers</li> <li><input type="checkbox"/> Small Group of Friends</li> <li><input type="checkbox"/> Organised Groups</li> <li><input type="checkbox"/> People with disabilities</li> <li><input type="checkbox"/> Specific "target <i>Personas</i><sup>2</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker...) _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</li> <li><input type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____</li> <li><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</li> <li><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/> Activities _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional Accommodation</li> <li><input type="checkbox"/> Bed and breakfast</li> <li><input type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</li> <li><input type="checkbox"/> Sightseeing or tour guide services</li> <li><input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</li> </ul>

<sup>1</sup> Indicated age range is based on the UN definition

<sup>2</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

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	<p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input type="checkbox"/> Tourism information centre</p> <p><input type="checkbox"/> Internet point &amp; internet services</p> <p><input type="checkbox"/> Market/Supermarket</p> <p><input type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input type="checkbox"/> B2B (travel agent, tour operator) _____</p> <p><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input type="checkbox"/> B2C / Direct Online Sales _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____</p> <p><input type="checkbox"/> Tour operators _____</p> <p><input type="checkbox"/> Local DMC _____</p> <p><input type="checkbox"/> Local DMO _____</p> <p><input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input type="checkbox"/> Package/Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



## LP LIRA

Partner (name and number)	LP Development agency of Lika-Senj County LIRA
Main editor/s	<ul style="list-style-type: none"> <li>• Marina Rukavina</li> <li>• Anita Ladišić</li> </ul>
E-Mail contact for further information	<a href="mailto:rukavina90@gmail.com">rukavina90@gmail.com</a>

# 1

Package number / ID code	1
Title of the Tourism Package	The Route of Nikola Tesla
Pay-off of the Tourism Package <i>(Intriguing, fascinating, capturing)</i>	
Location(s)	Gospić – Smiljan - Rizvanuša
Thematic Product(s) / Type(s) of the experience <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input checked="" type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>Tourism package “The route of Nikola Tesla” aims at inviting visitors to explore social, cultural, economic, and religious circumstances of Tesla’s childhood and life in Lika from the second half of the 19th century to first half of the 20th century. Visitors will explore the historical sights of the town of Gospić - The statue of Nikola Tesla, Museum of Lika, The Statue of Marta Vodarica, Department of Teacher Studies in Gospić - Tesla’s school, Murković mill and the Tower of aga Senković. Also, they will visit Park-forest Jasikovac, a well-known picnic area in Gospić. There the visitors can enjoy recreation and fresh air while learning more about Jasikovac’s historical importance. Tourists will visit the village Smiljan - a place where Tesla was born. There is the Nikola Tesla Memorial Centre, which preserves the life and work of Nikola Tesla and the Post office with the exhibition of Tesla’s personal belongings.</p>
	<p>Nearby is the Adventure center Rizvan City located in a small village Rizvanuša. There visitors can test their skills in The Escape room Nikola Tesla where one needs to solve numerous mysteries that once again demonstrate the mind of this brilliant scientist.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/>1 Cultural heritage _____</p> <p><input type="checkbox"/>2 Historical heritage _____</p> <p><input type="checkbox"/>3 Active tourism _____</p> <p><input type="checkbox"/>4 City tour _____</p> <p><input type="checkbox"/>5 Science _____</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/>1 day (excursion)</p> <p><input type="checkbox"/>1 night / 2 days</p> <p><input type="checkbox"/>2 nights / 3 days</p> <p><input type="checkbox"/>Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/>365 days</p> <p><input type="checkbox"/>Winter</p> <p><input type="checkbox"/>Summer</p> <p><input type="checkbox"/>Spring</p> <p><input type="checkbox"/>Autumn</p> <p><input type="checkbox"/>Other (National Holidays, Special Events...) _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>3</sup>)  <input type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>4</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/> Other: _____</p>
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<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____  <input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____  <input checked="" type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____  <input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____  <input type="checkbox"/> Activities _____  <input checked="" type="checkbox"/> Other: historical attractions</p>
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<sup>3</sup> Indicated age range is based on the UN definition

<sup>4</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

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<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional Accommodation</li> <li><input type="checkbox"/> Bed and breakfast</li> <li><input type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input type="checkbox"/> Unconventional Stays (country house, glamping...)</li> </ul> <p>_____</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sightseeing or tour guide services</li> <li><input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</li> <li>_____ <input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</li> <li><input checked="" type="checkbox"/> Tourism information centre</li> <li><input type="checkbox"/> Internet point &amp; internet services</li> <li><input checked="" type="checkbox"/> Market/Supermarket</li> <li><input checked="" type="checkbox"/> Bank/ATM machine</li> <li><input type="checkbox"/> Laundry</li> <li><input checked="" type="checkbox"/> Souvenir shop</li> <li><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</li> </ul>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> B2B (travel agent, tour operator) _____</li> <li><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</li> <li><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Local incoming travel agency _____</li> <li><input type="checkbox"/> Tour operators _____</li> <li><input type="checkbox"/> Local DMC _____</li> <li><input type="checkbox"/> Local DMO _____</li> <li><input checked="" type="checkbox"/> Other: ___Pending_____</li> </ul> <p>(Insert logo here)</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<b>Contacts</b>	<p>Tourist Board Gospić- Telephone: +385 (0)53 560 752          Email: <a href="mailto:info@visitgospic.com">info@visitgospic.com</a>          Tourist Board Lika-Senj County – Telephone: +385 (0)53 574 687          Email: <a href="mailto:info@lickosenjska.com">info@lickosenjska.com</a>          Memorial Center Nikola Tesla – Telephone: +385 (0)53 746 530          Email: <a href="mailto:mcnikolatesla@mcnikolatesla.hr">mcnikolatesla@mcnikolatesla.hr</a></p>
<b>Website</b> <i>(If present)</i>	<p>Tourist Board Gospić: <a href="https://visitgospic.com/">https://visitgospic.com/</a>          Tourist Board Lika-Senj County: <a href="http://www.visit-lika.com/">http://www.visit-lika.com/</a>          Memorial Center Nikola Tesla: <a href="http://www.mcnikolatesla.hr/">http://www.mcnikolatesla.hr/</a></p>
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>	
<b>Package Cost</b> <i>(Possible cost of the tourist package)</i>	<p><input type="checkbox"/> Rack Rate (B2B)  <input type="checkbox"/> Package/Tour Pricing (B2C)</p>
<b>Notes</b>	<p>The price cannot be determined before the selection of DMCs</p>



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The visitors will discover Gospić, the place which had a significant influence on the life of Nikola Tesla. Gospić is the center of Lika, a city with rich history, inhabited since the Stone Age.

We will start this one-day trip with a guided tour of the historical sights of the city: The statue of Nikola Tesla, The Statue of Marta Vodarica, Department of Teacher Studies in Gospić - Tesla's school, Murković mill and the

Tower of aga Senković. A tour of the city is followed by a visit to the permanent exhibition of The Museum of Lika. It is established in 1958 and since then it has been taking care of all movable and immovable cultural heritage in the entire Lika area. Aside from collecting, processing, preserving, and exhibiting cultural heritage, the museum also conducts scientific research in archaeology, ethnography and history, and also works with educational institutions.

We take organized transport to Smiljan, where we will visit The Nikola Tesla Memorial Center, located in his birthplace. The Center preserves the life and work of Nikola Tesla. The Birth house has a permanent interactive exhibit. On the top floor of the house there are the replicas of Tesla's inventions that changed the world forever and are the foundation for cutting edge technologies even today.

Optional hike to the nearby hill Krčmar (hike is not demanding and takes about 45 minutes on a clearly marked educational path). There is a beautiful view on Smiljan and its surroundings from the top of the hill.

We will return to Gospić for an organized lunch in one of the restaurants offering local food.

After lunch, we will go to the park forest Jasikovac – which in the past used to be a famous picnic spot and promenade for the people of Gospić. Here we will take a leisurely walk and recreate.

Then we go by organized transport to the Lika village Rizvanuša where the adrenaline park Rizvan city is located. The old family farm was transformed into adventure and excursion centre which offers many unique attractive and adventure activities.

Here one can try their skills in solving mysteries in the Escape room Nikola Tesla. The Room is a game of very rich scenography mixed with specially designed and made puzzles to better convey the world of this genius. Guests enjoy an attractive environment full of strange gadgets, interesting mechanisms and lights of all colours and shapes.

Returning to Gospić in evening hours.

Price includes:

- bus transport on the relation Gospić – Smiljan – Rizvan city – Gospić
- sightseeing tour of Gospić accompanied by a tour guide
- an organized lunch
- ticket for The Lika Museum
- ticket for The Nikola Tesla Memorial Centre
- ticket for the Rizvan city – Escape room Nikola Tesla

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2

<b>Package number / ID code</b>	2
<b>Title of the Tourism Package</b>	Bike in Lika
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	
<b>Location(s)</b>	Gospić – Perušić – Lovinac
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input checked="" type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>This tourism package is an opportunity for visitors to explore this area by cycling, hiking, or walking. All these areas have well-maintained bike trails, some of which are more demanding and suitable for adventurous visitors, while others are less demanding and are suitable for recreationists and families with children. Also, all these routes can be passed by car.</p> <p>Lovinac area - start is in the village of Sveti Rok in front of the Church of St. Roch. The route starts in the direction of the Spring of Wisdom and continues towards Lake Sveti Rok. Then it continues towards the hill Cvituša and the village Piplica with beautiful views of Visočica and Budak. It continues in the direction of the mountain Zir, then towards village Vranik, and ends in Lovinac. The trail is about 30 km long.</p> <p>Gospić area - start is in the village of Ribnik where is one of the oldest wooden watermills in Lika. We pass the Vel'ki mlin ranch towards the village of Bilaj. From Bilaj we continue towards Gospić, and then in the</p>

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	<p>direction of Smiljan, the birthplace of Nikola Tesla. After that the route goes towards the hill Krčmar, then through the villages Trnovac and Brušane and it ends in the village of Rizvanuša. The trail is about 40 km long.</p> <p>Perušić area -start is in Gospić in the direction of the village of Veliki Žitnik, the birthplace of the Croatian historian Ante Starčević. it continues in the direction of Kaluđerovac, then past the Grabovača Cave Park to Perušić and it ends in Kosinj. The trail is about 40 km long.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> Nature _____</p> <p><input type="checkbox"/> Cycling _____</p> <p><input type="checkbox"/> _____ Active</p> <p><input type="checkbox"/> _____ Sustainable</p> <p><input type="checkbox"/> _____</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)</p> <p><input type="checkbox"/> 1 night / 2 days</p> <p><input checked="" type="checkbox"/> 2 nights / 3 days</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days</p> <p><input type="checkbox"/> Winter</p> <p><input checked="" type="checkbox"/> Summer</p> <p><input checked="" type="checkbox"/> Spring</p> <p><input checked="" type="checkbox"/> Autumn</p> <p><input type="checkbox"/> Other (National Holidays, Special Events...)</p> <p>_____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Elderly</p> <p><input checked="" type="checkbox"/> Youth (15-24 years<sup>5</sup>)</p> <p><input type="checkbox"/> Couples</p> <p><input type="checkbox"/> Solo travellers</p> <p><input type="checkbox"/> Small Group of Friends</p> <p><input checked="" type="checkbox"/> Organised Groups</p> <p><input type="checkbox"/> People with disabilities</p> <p><input type="checkbox"/> Specific “target <i>Personas</i><sup>4</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)</p> <p>_____</p>

<sup>5</sup> Indicated age range is based on the UN definition

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<input type="checkbox"/> Other: _____
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____ <input type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ <input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input checked="" type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input type="checkbox"/> Sightseeing or tour guide services</p> <p><input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p>

<sup>4</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<input type="checkbox"/> Internet point & internet services <input checked="" type="checkbox"/> Market/Supermarket <input checked="" type="checkbox"/> Bank/ATM machine <input type="checkbox"/> Laundry <input checked="" type="checkbox"/> Souvenir shop <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____
<b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i>	<input type="checkbox"/> B2B (travel agent, tour operator) _____ <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____ <input checked="" type="checkbox"/> B2C / Direct Online Sales _____ <input type="checkbox"/> Other: _____
<b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i>	<input type="checkbox"/> Local incoming travel agency _____ <input type="checkbox"/> Tour operators _____ <input type="checkbox"/> Local DMC _____ <input type="checkbox"/> Local DMO _____ <input checked="" type="checkbox"/> Other: Pending  (Insert logo here)
<b>Contacts</b>	<b>Lovnac Tourism Forum (LTF) – E-mail: <a href="mailto:info@lovinac-lika.hr">info@lovinac-lika.hr</a></b> <b>Tourist Board Gospić- Telephone: +385 (0)53 560 752</b> <b>Email: <a href="mailto:info@visitgospic.com">info@visitgospic.com</a></b> <b>Tourist Board Perušić - Telephone: +38553679188</b> <b>Email: <a href="mailto:t.z.perusic@gmail.com">t.z.perusic@gmail.com</a></b>
<b>Website</b> <i>(If present)</i>	<b>Lovnac Tourism Forum (LTF): <a href="http://lovinac-tourism-forum.hr">Lovnac Tourism Forum   Destination Lovinac (lovinac-lika.hr)</a></b> <b>Tourist Board Gospić: <a href="https://visitgospic.com/">https://visitgospic.com/</a></b> <b>Tourist Board Perušić: <a href="http://turisticka-zajednica-perusic.hr">Turistička zajednica Perušić (tz-perusic.hr)</a></b>
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<b>Package Cost</b> <i>(Possible cost of the tourist package)</i>	<input type="checkbox"/> Rack Rate (B2B) <input type="checkbox"/> Package/Tour Pricing (B2C)
<b>Notes</b>	The price cannot be determined before the selection of DMCs

#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

Departure from the village of Sveti Rok in front of the Church of St. Roch. The route starts in the direction of the Spring of Wisdom and continues towards Lake Sveti Rok. Then it continues towards the hill Cvituša and the village Piplica with beautiful views of Visočica and Budak. It continues in the direction of the mountain Zir, then towards village Vranik, and ends in Lovinac. The trail is about 30 km long. The ride is followed by an organized lunch. Free afternoon. Organized dinner, accommodation, and overnight stay in Lovinac.

After breakfast, we will take an organized transport to the village of Ribnik where is one of the oldest wooden watermills in Lika. We pass the Vel'ki mlin ranch towards the village of Bilaj. From Bilaj we continue towards Gospić, and then in the direction of Smiljan, the birthplace of Nikola Tesla. After that the route goes towards the hill Krčmar, then through the villages Trnovac and Brušane and it ends in the village of Rizvanuša. The trail is about 40 km long. After a few hours' drive, we go to an organized lunch. Free afternoon. Organized dinner, accommodation, and overnight stay in Gospić.

Third day, after breakfast, we start our route in Gospić in the direction of the village of Veliki Žitnik, the birthplace of the Croatian historian Ante Starčević. The route continues in the direction of Kaluđerovac, then past the Grabovača Cave Park to Perušić and it ends in Kosinj. The trail is about 40 km long. The ride is followed by an organized lunch. After lunch, returning to Gospić, where our trip ends.

Price includes:

- 2 x Full board in hostel / hotel
- 1 extra lunch last day of trip
- an experienced tour guide of cycling tours
- bus / van transport on the relation Lovinac – Ribnik – Gospić

Price do not include:

- bicycle rental
- bicycle storage
- transport from/to some other city or airport

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



## 3

<b>Package number / ID code</b>	3
<b>Title of the Tourism Package</b>	Perušić – land of water and caves
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	
<b>Location(s)</b>	Perušić
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input checked="" type="checkbox"/> Adrenaline sports, kayaking
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>Surrounded by green hills and mountains, the area of the Municipality of Perušić is full of stunning caves and other elements of natural heritage, with the emerald Lika canyon taking everyone's breath away.</p> <p>In the center of Perušić, there is the Church of the Exaltation of the Saint Cross that was built in 13th/14th century. All history lovers will be interested to see the Old town Perušić, also known as Turkish Tower. At the Town Library of Perušić visitors can see an exhibition of a famous Croatian painter Kristian Kreković.</p> <p>Apart from the rich historical heritage, visitors can find beautiful nature here. Certainly, the most famous attraction is Cave Park Grabovača. Tourists can visit the only distillery in the region - Stilanova Lika. Beautiful villages Donji and Gornji Kosinj are situated less than 20km from Perušić. Lovers of architecture will surely be delighted by the Kosinj bridge, a 70-meter-long stone bridge that crosses the Lika River. In the forest Begovača, visitors can see Inscribed stone, an epigraphic monument that originates from the period around 1st century BC. Nearby, there is tsar fir, the largest known fir tree on Velebit and in Croatia, and one of the largest in Europe.</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Tourism Package Highlight</b>  <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p> <input type="checkbox"/> Nature _____  <input type="checkbox"/> Lakes _____  <input type="checkbox"/> Caves _____  <input type="checkbox"/> _____  <input type="checkbox"/> Active tourism _____  <input type="checkbox"/> River _____         </p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p> <input type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____         </p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p> <input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input checked="" type="checkbox"/> Spring  <input checked="" type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____         </p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p> <input checked="" type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>6</sup>)  <input type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i>”<sup>7</sup> (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/> Other: _____         </p>
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p> <input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____         </p>

<sup>6</sup> Indicated age range is based on the UN definition

<sup>7</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<p><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____</p> <p><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input checked="" type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input checked="" type="checkbox"/> Sightseeing or tour guide services</p> <p><input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input type="checkbox"/> Internet point &amp; internet services</p> <p><input checked="" type="checkbox"/> Market/Supermarket</p> <p><input type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input checked="" type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): firefighters</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable</i></p>	<p><input type="checkbox"/> B2B (travel agent, tour operator) _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____
<i>distribution channel(s) to promote and sell the tourist package</i>	<input checked="" type="checkbox"/> B2C / Direct Online Sales _____ <input type="checkbox"/> Other: _____
<b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i>	<input type="checkbox"/> Local incoming travel agency _____ <input type="checkbox"/> Tour operators _____ <input type="checkbox"/> Local DMC _____ <input type="checkbox"/> Local DMO _____ <input checked="" type="checkbox"/> Other: Pending  (Insert logo here)
<b>Contacts</b>	<b>Tourist Board Perušić - Telephone: +38553679188</b> <b>Email: <a href="mailto:t.z.perusic@gmail.com">t.z.perusic@gmail.com</a></b> <b>Cave Park Grabovača - Telephone: +385 99 212 7587</b> <b>Email: <a href="mailto:info.grabovaca@gmail.com">info.grabovaca@gmail.com</a></b>
<b>Website</b> <i>(If present)</i>	<b>Tourist Board Perušić: <a href="http://tz-perusic.hr">Turistička zajednica Perušić (tz-perusic.hr)</a></b> <b>Cave Park Grabovača: <a href="http://www.pp-grabovaca.hr/">http://www.pp-grabovaca.hr/</a></b>
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>	
<b>Package Cost</b> <i>(Possible cost of the tourist package)</i>	<input type="checkbox"/> Rack Rate (B2B) <input type="checkbox"/> Package/Tour Pricing (B2C)
<b>Notes</b>	The price cannot be determined before the selection of DMCs

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

Discover the Municipality of Perušić accompanied by a tour guide who will reveal the most interesting and hidden details of this area. This two-day trip begins in Perušić where we will visit the Old Town of Perušić - it refers to the remains of an old fortress located near the city center of Perušić. There is the Church of the

Exaltation of the Saint Cross that was built in the 13th / 14th century. After visiting the center, we continue to the National Library where we will visit an exhibition by Kristijan Kreković, a prominent Croatian painter and architect.

Then we take an organized bus in the direction of the only cave park in Europe - Grabovača, where we will see the cave Samograd. Organized lunch at one of the restaurants offering local food. After lunch we continue to the Stilanova Lika distillery owned by the Vlainić family. For nearly a hundred years (5 generations), the Vlainić family has been growing fruit and producing brandy. Being the only distillery in the region, the Vlainić family manufactures the brandy in a traditional way, by combining tradition with modern technological processes and equipment. We will listen to a presentation on fruit growing, the technological process of production and taste their products. Arrival to hotel, dinner and overnight.

After breakfast we continue our trip in the direction of Gospić where the adrenaline park Likos is located, from where we start kayaking on the river Lika for 3-4 hours. During the ride we will go through the canyon of the river Lika to the lake Kruščica where we will take a break for taking photos, eating or some refreshment, after which we return the same way to the village Kaluđerovac. Organized lunch at one of the restaurants offering local food. After lunch we will visit the Kosinj Valley, which was once the center of Croatian literature which is why it has a significant place in Croatian culture and history. Here is the Kosinj Bridge, a 70-meterlong stone bridge that crosses the Lika. It was designed in the 19th century by Milivoj Frković and built according to the old Croatian bridge-building technique. Next, we go to Kosinjski Bakovac, to the Begovača forest. Here is an Inscribed stone from the period around the 1st century BC. It is an inscription on a stone, written in Latin, which settles down a dispute between two lapodian tribes, the Ortoplini and the Parentini, that were quarrelling about the water source Begovača, where they fed their cattle.

Nearby is the largest known fir tree on Velebit and in Croatia, and one of the largest in Europe. Its height is around 42.5 meters, it has a diameter of around 5.40m and with an estimated volume of exceeding 60 cubic meters. Locals call it Tsar fir.

Returning to in late afternoon Perušić where our trip ends.

Price includes:

- 2 x Half board
- Bus transport on relation Perušić – Grabovača – Gospić – Kosinj - Perušić
- Tour guide
- Ticket for Cave Park Grabovača – Cave Samograd with a guide
- Presentation and degustation of local products in Stilanova Lika distillery - Kayaking on the Lika River

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



## PP2 PGZ

<b>Partner (name and number)</b>	<b>PP2 PGZ</b>
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>• Lea Linić</li> <li>• Luka Dragojević</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:Lea.Linic@pgz.hr">Lea.Linic@pgz.hr</a> <a href="mailto:Luka.Dragojevic@pgz.hr">Luka.Dragojevic@pgz.hr</a>

# 1

<b>Package number / ID code</b>	1
<b>Title of the Tourism Package</b>	'Putevima Grobničke gospoštije' / "The Ways of the Holy Land"
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	history, culture and heritage of the region, the Municipality of Čavle
<b>Location(s)</b>	City of Grobnik / Municipality of Čavle
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>The aim of the package ‘Putevima Grobničke gospoštije’ is to show the visitor the most important cultural monuments and through that introduce him to the history, culture and heritage of the region, the Municipality of Čavle. Therefore, the package is intended for people whose motive for travel, or one of the motives, is to visit the historic buildings of the place and get acquainted with the culture of the region. It was conceived as a group sightseeing, a walk, where one would stop at certain attractions and talk about them (interesting things were presented). In addition to historic buildings, visitors would enjoy a gastronomic offer in which they would taste the traditional food of the region.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 Grobnik castle Grobnik  <input type="checkbox"/> 2 Grandmother in the stone  <input type="checkbox"/> 3 The country house of the nobleman Franjo Frankulin  <input type="checkbox"/> 4 Baroque castle Mayer  <input type="checkbox"/> 5 Sacral objects</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>8</sup>)  <input type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities</p>

<sup>8</sup> Indicated age range is based on the UN definition

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<p><input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>9</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) people who like to explore the history and heritage of a place and visit cultural and historical monuments</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____ <input checked="" type="checkbox"/></p> <p>Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ <input type="checkbox"/></p> <p>Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p>

<sup>9</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<p> <input type="checkbox"/> Apartment, Residence  <input type="checkbox"/> Camping, Camper-site  <input type="checkbox"/> Equipped huts and refuges  <input type="checkbox"/> Unconventional Stays (country house, glamping...) _____  <input checked="" type="checkbox"/> Sightseeing or tour guide services  <input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____  <input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____  <input type="checkbox"/> Other: _____         </p> <p><b>Other accessible services available at the destination:</b></p> <p> <input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby  <input checked="" type="checkbox"/> Tourism information centre  <input checked="" type="checkbox"/> Internet point &amp; internet services  <input checked="" type="checkbox"/> Market/Supermarket  <input checked="" type="checkbox"/> Bank/ATM machine  <input checked="" type="checkbox"/> Laundry  <input type="checkbox"/> Souvenir shop  <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____         </p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p> <input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____  <input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input type="checkbox"/> B2C / Direct Online Sales _____  <input type="checkbox"/> Other: _____         </p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p> <input checked="" type="checkbox"/> Local incoming  <input type="checkbox"/> Tour operators _____  <input type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____         </p>
<p><b>Contacts</b></p>	<p>Tel.: +385 51 549 120 Email: info@tz-cavle.hr</p>
<p><b>Website</b>  <i>(If present)</i></p>	<p><a href="https://tz-cavle.hr/">https://tz-cavle.hr/</a></p>
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b>  <i>(If present)</i></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<a href="https://drive.google.com/file/d/1K8St4QwEKMqW6SQebgOTTWKbXpqkDQDq/view?usp=sharing">https://drive.google.com/file/d/1K8St4QwEKMqW6SQebgOTTWKbXpqkDQDq/view?usp=sharing</a>
<p><b>Images</b> 4 High-definition images of the Tourism Package (GDPR rules and licensed)</p>	
<p><b>Package Cost</b> (Possible cost of the tourist package)</p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input checked="" type="checkbox"/> Package/Tour Pricing (B2C) <b>The price cannot be determined until the selection of DMC's</b></p>
<p><b>Notes</b></p>	<p><b>The price cannot be determined until the selection of DMC's:</b> The ticket price is variable for now because visitors would have a choice to choose from several types of packages. Specifically, it refers to the gastronomic part and lunch / dinner in Kaštel. The menu can be composed to be worth 150kn and it can also be worth 500kn The proposal is to agree on three menus, three ranks, where the group that comes on the trip chooses in advance which ones they want, in which price range. In addition to the cost of lunch, there is also the cost of a mini tasting of local products in the Frankulin cheese factory (approx. 50kn per person) and the cost of entering the interpretation center Kaštel + local guide - 50kn per person.</p>

#### DETAILED PROPOSAL OF PACKAGE

Max. 3000 characters

The program begins with a gathering in the center of the municipality of Čavle, in front of the House of Culture from where it takes a three-hour, six-kilometer walk uphill on foot, starting with Rakov selo and further the old road towards the City of Grobnik. The end of the abandoned village of Matelci is followed by the first stop with the aim of sightseeing the ruins of the 17th century Baroque Mayer Castle. Then it continues on along the syrranny and the former estate of the manager of the Frankulin Graveyard Castle where walkers stop to see the estate and taste the autochthonous gastronomic delicacies of this region - graveyard cheese, curd, polenta kompirica and liqueur from the surrounding taverns.

On the very access road leading to the Frankopan Castle of the City of Grobnik, walkers stop to kiss the so-called "1990s". Babu in stone, a grotesque female figure carved into a rock dating back to the Liburnian era

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



and represents a female deity, the Great Mother, whose cult the Liburnians cherished. According to folk tradition, "Babu" must be kissed by everyone entering the city for the first time and this also presents an opportunity for a short photoshooting.

Frankopan guard Grobnik in historical costumes of the Frankopan army from the 16th century, with weapons and flags, introduces walkers to the sightseeing of the ancient Frankopan Castle in the City of Grobnik, which was built for about a thousandth year on Roman foundations as the westernmost Frankopan castle of the former Vinodol principality Grobnik. In this cultural center of Grobnišćina, walkers with the guidance of interpreters can see the rich ethnographic collection, the Frankopan museum exhibition, the new interpretation center, the gallery of paintings and visit the souvenir shop. In the courtyard of Kaštela is a Gothic well with carved coats of arms of Frankopans and princes of Krbavski from 15.st next to which there is a catering facility where walkers are prepared a fine dining concept with indigenous and ancient dishes of Frankopan princes as refreshments.

Finally, on the outer walls of the small tower in front of Sokolana, walkers can also visit the gazebo, which overlooks the entire Kvarner and the islands, as well as grobnik field and the mountain range above it that connects it with Gorski Kotar. The archaeostereoscope in place gives them the opportunity to take a closer look at the old defensive late Roman wall on the Gorbnik field, which extends all the way to Slovenia.

From the position of the lookout point near the Chapel of St. Cross walkers can enjoy the most beautiful view of Kvarner. Sightseeing is also possible at Parish Church of St. Philip and Jacob dating from 1105 and at whose intersections of vaulted ribbed arches there are miniature coats of arms of the Frankopans and a baroque bell tower.

The Church of the Holy Cross, on a place recently called Vidikovac, towered over Kačan on an almost vertical rock. From here you can see "underfoot" the canyon of Rječina, Učka, the entire Kvarner, and the mountains from Klana in the northwest to Velebit, barely visible in the southeast. Return is possible on foot (by the same route) or by regular bus line from the town of Grobnik to Čavle with a connection to Rijeka.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



## 2

<b>Package number / ID code</b>	2
<b>Title of the Tourism Package</b>	Chillout Platak
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Recreation, enjoyment of nature, mountain of enjoyment, hill overlooking the sea
<b>Location(s)</b>	Platak / Municipality Čavle
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input checked="" type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input checked="" type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>Not far from urban Rijeka, and only twenty minutes' drive from the center of the municipality of Čavle, visitors have the opportunity to enjoy the clean mountain air.</p> <p>Platak is an inexhaustible source of hiking trails, promenades, cycling routes and unexplored paths. For a complete experience of Platak, the ideal would be to devote more than a day to it. Fortunately, there are two mountain lodges, the Great Mountain Lodge "Platak" and the Mountain Lodge "Promocija Platak", where you can find a quality inn, and excellent local gastronomic specialties. Their doors are open all year round. The peculiarity of this hill of enjoyment is that at all times of the year it has its own story and offers various activities in accordance with weather conditions and offers different activities for all types of visitors (recreational athletes, only walkers, experienced athletes or those who just want to stay and socialize in nature).</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 Ski slopes (Radeševo 1, Radeševo 2, Zavoj 19, Pribeniš 1, Baby staza, Turistička, Tešnje)</p> <p><input type="checkbox"/> 2 Cycling and walking trails (Promenade “Jasenovica”, Promenade “Radeševo”, Promenade “Sleme”)</p> <p><input type="checkbox"/> 3 Tubing trail</p> <p><input type="checkbox"/> 4 Lifts/cable cars</p> <p><input type="checkbox"/> 5 Catering facilities (Large mountain lodge Platak, Small mountain lodge Sušak, Mountain center Petehovac, cafe, barbecue points)</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)</p> <p><input type="checkbox"/> 1 night / 2 days</p> <p><input type="checkbox"/> 2 nights / 3 days</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days</p> <p><input type="checkbox"/> Winter</p> <p><input type="checkbox"/> Summer</p> <p><input type="checkbox"/> Spring</p> <p><input type="checkbox"/> Autumn</p> <p><input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Elderly</p> <p><input type="checkbox"/> Youth (15-24 years<sup>10</sup>)</p> <p><input type="checkbox"/> Couples</p> <p><input type="checkbox"/> Solo travellers</p> <p><input checked="" type="checkbox"/> Small Group of Friends</p> <p><input type="checkbox"/> Organised Groups</p>
	<p><input type="checkbox"/> People with disabilities</p> <p><input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>11</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) people who love sports, staying in nature, sports activities</p> <p><input type="checkbox"/> Other: _____</p>

<sup>10</sup> Indicated age range is based on the UN definition

<sup>11</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.




<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____ <input type="checkbox"/></p> <p>Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ <input type="checkbox"/></p> <p>Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Traditional Accommodation</p> <p><input checked="" type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input checked="" type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input checked="" type="checkbox"/> Other: sports equipment for various types of sports, rental of sports grounds</p> <p><b>Other accessible services available at the destination:</b></p> <p><input type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input type="checkbox"/> Market/Supermarket</p>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<input type="checkbox"/> Bank/ATM machine <input type="checkbox"/> Laundry <input type="checkbox"/> Souvenir shop <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____
<b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i>	<input type="checkbox"/> B2B (travel agent, tour operator) _____ <input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____ <input checked="" type="checkbox"/> B2C / Direct Online Sales _____ <input type="checkbox"/> Other: Goranski centar Platak
<b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i>	<input type="checkbox"/> Local incoming travel agency _____ <input type="checkbox"/> Tour operators _____ <input type="checkbox"/> Local DMC _____ <input type="checkbox"/> Local DMO _____ <input type="checkbox"/> Other:
<b>Contacts</b>	Tel.: +385 51 549 120 Email: info@tz-cavle.hr
<b>Website</b> <i>(If present)</i>	<a href="https://tz-cavle.hr/">https://tz-cavle.hr/</a>
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	<a href="https://platak.hr/ljeto.html">https://platak.hr/ljeto.html</a>
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>	 <a href="https://bit.ly/3HfxTp3">https://bit.ly/3HfxTp3</a>
<b>Package Cost</b> <i>(Possible cost of the tourist package)</i>	<input type="checkbox"/> Rack Rate (B2B) EUR _____ <input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR <b>The price cannot be determined until the selection of DMC's</b>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



Notes	The price cannot be determined until the selection of DMC's: The price of the package depends on the season and on the type and quantity of services that visitors choose to use. Fixed price is lunch menu in the Big House Platak (approx. 100-150kn per person). Then, the main division goes to the season. If we are taking about the winter season where visitors come to ski / sled, ie use the conveyor belt and cable car pays a daily or half-day ticket which is for adults from Monday to Friday at a price of 120kn and 150kn on weekends. If it is the off-winter season, visitors do not pay a daily ticket but pay for the use of attractions, prices and opportunities can be seen in the following table:																																																																																																																										
	<table border="1"> <thead> <tr> <th>REDNI BROJ</th> <th>OPIS</th> <th>JED.MJERA</th> <th>CIJENA - SA POV - OM</th> </tr> </thead> <tbody> <tr><td>1.</td><td>NAJAM ROŠTIJA</td><td>1 DAN/KOM</td><td>180,00</td></tr> <tr><td>2.</td><td>NAJAM PIKNIK ZONE NA RSRTC PLATAK</td><td>1 DAN/KOM</td><td>50,00</td></tr> <tr><td>3.</td><td>NAJAM TERENA ZA DISK-GOLF</td><td>2-3 SATA/OSOBA</td><td>20,00</td></tr> <tr><td>4.</td><td>NAJAM DISKA - a</td><td>1 KOM</td><td>20,00</td></tr> <tr><td>5.</td><td>GUBITAK DISK-a</td><td>1 KOM</td><td>80,00</td></tr> <tr><td>6.</td><td>NAJAM BOČALIŠTA</td><td>1 SAT/KOM</td><td>30,00</td></tr> <tr><td>7.</td><td>NAJAM SETA BOČA</td><td>1 SAT/KOM</td><td>20,00</td></tr> <tr><td>8.</td><td>NAJAM TRAMPOLINA</td><td>10 MIN/POLJE</td><td>10,00</td></tr> <tr><td>9.</td><td>NAJAM MALO-NOGOMETNOG TERENA</td><td>1 SAT</td><td>50,00</td></tr> <tr><td>10.</td><td>NAJAM NOGOMETNOG TERENA</td><td>1 SAT</td><td>50,00</td></tr> <tr><td>11.</td><td>NAJAM KOŠARKASKOG IGRALIŠTA</td><td>1 SAT</td><td>50,00</td></tr> <tr><td>12.</td><td>NAJAM TERENA ZA ODBOJKU NA PIJESKU</td><td>1 SAT</td><td>50,00</td></tr> <tr><td>13.</td><td>NAJAM PROSTORA ZA ŠTAND</td><td>1 DAN</td><td>100,00</td></tr> <tr><td>14.</td><td>NAJAM TERENA ZA BADMINTON</td><td>1 SAT</td><td>30,00</td></tr> <tr><td>15.</td><td>NAJAM REKETA ZA BADMINTON</td><td>1 SAT</td><td>20,00</td></tr> <tr><td>16.</td><td>NAJAM AUTIČA NA PEDALE</td><td>10 MIN/KOM</td><td>15,00</td></tr> <tr><td>17.</td><td>NAJAM LOPTI</td><td>1 SAT/KOM</td><td>20,00</td></tr> <tr><td>18.</td><td>NAJAM PIVSKI STOL</td><td>1 KOM/DAN</td><td>30,00</td></tr> <tr><td>19.</td><td>NAJAM PIVSKE KLUPE</td><td>1 KOM/ DAN</td><td>15,00</td></tr> <tr><td>20.</td><td>TUBING</td><td>1 VOŽNJA</td><td>10,00</td></tr> <tr><td>21.</td><td>TUBING</td><td>5 VOŽNJI</td><td>30,00</td></tr> <tr><td>22.</td><td>TUBING</td><td>10 VOŽNJI</td><td>50,00</td></tr> <tr><td>23.</td><td>NAJAM BICIKLA</td><td>1 SAT</td><td>20,00</td></tr> <tr><td>24.</td><td>NAJAM BICIKLA</td><td>2 SATA</td><td>30,00</td></tr> <tr><td>25.</td><td>NAJAM BICIKLA</td><td>5 SATI</td><td>70,00</td></tr> <tr><td>26.</td><td>NAJAM BICIKLA</td><td>1 DAN</td><td>100,00</td></tr> <tr><td>27.</td><td>PANORAMSKA VOŽNJA ŽIČAROM - ODRASLI</td><td>1 VOŽNJA</td><td>30,00</td></tr> <tr><td>28.</td><td>PANORAMSKA VOŽNJA ŽIČAROM - DJECA (DO 15 g.)</td><td>1 VOŽNJA</td><td>20,00</td></tr> <tr><td>29.</td><td>PRIJEVOZ BICIKLA ŽIČAROM - min. 8 osoba*</td><td>DNEVNA KARTA/OSOBA</td><td>100,00</td></tr> </tbody> </table>	REDNI BROJ	OPIS	JED.MJERA	CIJENA - SA POV - OM	1.	NAJAM ROŠTIJA	1 DAN/KOM	180,00	2.	NAJAM PIKNIK ZONE NA RSRTC PLATAK	1 DAN/KOM	50,00	3.	NAJAM TERENA ZA DISK-GOLF	2-3 SATA/OSOBA	20,00	4.	NAJAM DISKA - a	1 KOM	20,00	5.	GUBITAK DISK-a	1 KOM	80,00	6.	NAJAM BOČALIŠTA	1 SAT/KOM	30,00	7.	NAJAM SETA BOČA	1 SAT/KOM	20,00	8.	NAJAM TRAMPOLINA	10 MIN/POLJE	10,00	9.	NAJAM MALO-NOGOMETNOG TERENA	1 SAT	50,00	10.	NAJAM NOGOMETNOG TERENA	1 SAT	50,00	11.	NAJAM KOŠARKASKOG IGRALIŠTA	1 SAT	50,00	12.	NAJAM TERENA ZA ODBOJKU NA PIJESKU	1 SAT	50,00	13.	NAJAM PROSTORA ZA ŠTAND	1 DAN	100,00	14.	NAJAM TERENA ZA BADMINTON	1 SAT	30,00	15.	NAJAM REKETA ZA BADMINTON	1 SAT	20,00	16.	NAJAM AUTIČA NA PEDALE	10 MIN/KOM	15,00	17.	NAJAM LOPTI	1 SAT/KOM	20,00	18.	NAJAM PIVSKI STOL	1 KOM/DAN	30,00	19.	NAJAM PIVSKE KLUPE	1 KOM/ DAN	15,00	20.	TUBING	1 VOŽNJA	10,00	21.	TUBING	5 VOŽNJI	30,00	22.	TUBING	10 VOŽNJI	50,00	23.	NAJAM BICIKLA	1 SAT	20,00	24.	NAJAM BICIKLA	2 SATA	30,00	25.	NAJAM BICIKLA	5 SATI	70,00	26.	NAJAM BICIKLA	1 DAN	100,00	27.	PANORAMSKA VOŽNJA ŽIČAROM - ODRASLI	1 VOŽNJA	30,00	28.	PANORAMSKA VOŽNJA ŽIČAROM - DJECA (DO 15 g.)	1 VOŽNJA	20,00	29.	PRIJEVOZ BICIKLA ŽIČAROM - min. 8 osoba*	DNEVNA KARTA/OSOBA	100,00		
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#### DETAILED PROPOSAL OF PACKAGE

Max. 3000 characters

Chillout Platak presents a package that gives the visitor the opportunity for physical and mental relaxation at 1111 m above sea level. The program begins with a gathering in front of the Info point on Platak where visitors regardless of age and different visions of rest will surely find something for themselves. Visitors can choose what type of activity to enjoy depending on preferences, physical form and weather conditions. The great advantage of platak enjoyment hill is that it is an interesting destination all year round and throughout the year visitors can find facilities and activities that interest them.

There is definitely an emphasis on the winter season when the hill is covered with snow, then the goal is to attract visitors who want to ski, sleet or play in the snow. The peculiarity of this ski resort is that visitors ski

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



and at the same time have a view of the sea. If it is not a time when the hill is covered with snow, visitors at the info desk can find out all possible offer and opt for a form of enjoyment.

In the lounge area they will be able to cool off lying in hemuks, enter the "Corner for a relaxing moment" where a yoga workshop, sage and a Gong bath awaits them.

For younger ages, various creative workshops are available.

Refreshment follows in the Grill zone, where visitors can show off their barbecue skills and prepare delicious snacks for themselves and their family and friends. If they do not want to barbecue themselves, they can enjoy catering facilities that offer an excellent traditional gastronomic offer. The refreshment is followed again by a series of various activities such as sledding on a tubing trail that is equally attractive to younger and older ages. Or playing various games on the intended courts (football, handball, volleyball, basketball, etc.). It is important to emphasize that visitors have the possibility of renting equipment in the information center. For those with a stronger sports spirit, there are bike paths by categories and marked walking trails.

The program ends with a panoramic cable car ride to the top of Radeševo, where at sunset you can enjoy the most beautiful view of Kvarner from 1,363 meters. Return on foot along the illuminated tourist trail to the Little Home where dinner will follow and the program will end. The basic package is provided for a day trip, if some visitors decide to enjoy nature for several days, there is the possibility of staying in mountain lodges. For larger groups of tourists, the possibility of an organized mini bus could be provided.



### 3

<b>Package number / ID code</b>	3
<b>Title of the Tourism Package</b>	Bird's Eye Grobnik
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Stunning views, beautiful panoramic views, adrenaline
<b>Location(s)</b>	Grobnik, Municipality Čavle
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input type="checkbox"/> City Tour / City Break</li> <li><input type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input type="checkbox"/> Sports &amp; Winter</li> <li><input checked="" type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input checked="" type="checkbox"/> Other: adrenaline activities</li> </ul>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>For all visitors who want to see the tomb area from a bird's eye view, this can be experienced in a number of ways. First, a 30-minute panoramic drive in Cessna driven by experienced pilots from Grobnik Airport. The excitement of take-off and the freedom to fly in the blue sky are rounded off by unique views of Rijeka, the Adriatic Sea</p> <p>and numerous islands and bays, which are immortalized by unforgettable photos that visitors take home as a souvenir. Gathering impressions with refreshments follows in the nearby finedining restaurant Aerosteak, which offers mostly local indigenous dishes.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 1 Cessna aircraft</li> <li><input type="checkbox"/> 2 Panoramic ride</li> <li><input type="checkbox"/> 3 Special training ground for kite flying</li> <li><input type="checkbox"/> 4 Parachuting activities</li> <li><input type="checkbox"/> 5 Flying a glider</li> </ul>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input checked="" type="checkbox"/> Other (National Holidays, Special Events...) on days when the weather is suitable for flying planes (without strong winds and storms)</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>12</sup>)  <input type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>13</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) people who love adrenaline activities, trying new things, airplane enthusiasts and driving them  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b>  <input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</p>

<sup>12</sup> Indicated age range is based on the UN definition

<sup>13</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



	<p><input type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ <input type="checkbox"/></p> <p>Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/> Activities</p> <p><input checked="" type="checkbox"/> Other: adrenaline activities by air travel</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____ <input type="checkbox"/> Other: expert pilot</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input checked="" type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input type="checkbox"/> B2B (travel agent, tour operator) _____  <input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input checked="" type="checkbox"/> B2C / Direct Online Sales _____ <input type="checkbox"/> Other:</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input type="checkbox"/> Local DMC _____ <input type="checkbox"/> Local DMO _____ <input type="checkbox"/> Other:</p>
<p><b>Contacts</b></p>	<p>Tel.: +385 51 549 120 Email: info@tz-cavle.hr</p>
<p><b>Website</b> <i>(If present)</i></p>	<p><a href="https://tz-cavle.hr/">https://tz-cavle.hr/</a></p>
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	<p><a href="https://www.youtube.com/watch?v=fZl5Tc7R8M0">https://www.youtube.com/watch?v=fZl5Tc7R8M0</a></p>
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____  <input type="checkbox"/> Package/Tour Pricing (B2C) <b>The price cannot be determined until the selection of DMC's</b></p>
<p><b>Notes</b></p>	<p><b>The price cannot be determined until the selection of DMC's :</b> Expense of a panoramic flight lasting 30 minutes is around 700kn, but if three people are traveling, that amount is divided into three. And the price also includes a menu at the Aerosteak restaurant.</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP2 PGZ



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

This package is intended for visitors who want to see the Grobnik area from a bird's eye view. On the Grobnik runway there is a hangar with several small planes available for flights. The club has several professional pilots who can do a panoramic ride with visitors. This attraction is for all visitors. So, in their engagement, visitors come to the runway at Grobnik where they are greeted by their pilot with whom they will have a ride. The pilot explains to them everything about the plane they are flying (capacity 3 people + pilot) and the ride that follows.

There is a panoramic ride over Kvarner that offers a beautiful view, the pilot during the ride explains where they are and what attractions / sights they see below. After the ride, a souvenir photo shoot will follow. The adventurous part is followed by refreshments and refreshments at the nearby Aerosteak restaurant.

The package can be modified depending on the wishes of the visitor. For those who want a greater adrenaline experience, there is the possibility of flying with gliders, parachutes, kites and more.

Today, the airport has five air clubs united in the Aviation Company "Wings of Kvarner" (Parachute Club "Wings of Kvarner", Sailing Club "Wings of Kvarner", Pilot Club "Wings of Kvarner", Free Flying Club "Wings of Kvarner", Self-Building Club "Wings of Kvarner"). The club has three sailboats and one aircraft for towing sailboats, a special training ground for kite flying ... in addition to experienced parachutists, kite surfers can come and experience flying in this area, there is a school or training for all those who are not experienced in it and they would like to try their hand at this adrenaline activity.



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



## PP3 JURRA

	V1	18. 02. 2022	Project partners
<b>Partner (name and number)</b>	JURRA P3		
<b>Main editor/s</b>	Ana Barković, Mia Burić, Juraj Randelj, Jadranka Gojtanić		
<b>E-Mail contact for further information</b>	ana.barkovic@ra-kazup.hr, jrandelj@apsolon.com		

# 1

<b>Package number / ID code</b>	1
<b>Title of the Tourism Package</b>	Fortresses of Karlovac County
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Fascinating
<b>Location(s)</b>	<p>Bosiljevo: The Bosiljevo Castle            Cetingrad: The Cetin fortress            Josipdol: The Tržan Castle            Karlovac: The Dubovac Castle            Netretić: The Frankopan city Novigrad            Ogulin: The Frankopan Castle of Ogulin            Ozalj: The Ozalj Castle            Rakovica: The Drežnik Castle            Slunj: The Old Town of Slunj            Karlovac: The City Star Karlovac</p>
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<p><input checked="" type="checkbox"/> Outdoor, Active &amp; Adventure  <input type="checkbox"/> Ecotourism, Parks &amp; Wildlife  <input type="checkbox"/> City Tour / City Break  <input checked="" type="checkbox"/> History, Arts &amp; Heritage  <input type="checkbox"/> Wellness, Spa &amp; Health  <input type="checkbox"/> Sports &amp; Winter  <input checked="" type="checkbox"/> Gastronomy, Food &amp; Drink  <input type="checkbox"/> Sea, Sun &amp; Beach  <input type="checkbox"/> Sustainable &amp; slow tourism  <input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure  <input type="checkbox"/> Learning, Research &amp; Educational  <input type="checkbox"/> Festivals &amp; Events  <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business  <input type="checkbox"/> Other: _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>There are ten localities - old towns, castles and fortresses which are the basis of the local tourism offer. All ten attractions are important cultural and historical heritage of The Karlovac County and all of them, except The Karlovac City Star, are medieval fortifications and main symbols of today's towns.</p> <p>Tourism package is basically a cultural route, the path of the castles of Karlovac County. Spring and autumn are the best time of the year to explore the cultural route of Karlovac County Fortresses and visit 10 old towns, which, although they share a common history, each have special significance in the historical and political context of The Karlovac County and Croatia in general.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input checked="" type="checkbox"/> 1 participation in new and significant cultural experiences</p> <p><input checked="" type="checkbox"/> 2 historical and political significance of a particular site and its importance in historical context</p> <p><input checked="" type="checkbox"/> 3 10 historical sites narrate a story about Karlovac County through the common past of old towns/castles</p> <p><input checked="" type="checkbox"/> 4 the interpretative framework of 10 old towns consists from the concept of touch/embrace of civilizations and the Frankopan Family</p> <p><input checked="" type="checkbox"/> 5 Additional: bike routes, nature, and gastronomy</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)</p> <p><input type="checkbox"/> 1 night / 2 days</p> <p><input type="checkbox"/> 2 nights / 3 days</p> <p><input checked="" type="checkbox"/> Other: ___ 3 nights/4days ___</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days</p> <p><input type="checkbox"/> Winter</p> <p><input type="checkbox"/> Summer</p> <p><input checked="" type="checkbox"/> Spring</p> <p><input checked="" type="checkbox"/> Autumn</p> <p><input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Elderly</p> <p><input type="checkbox"/> Youth (15-24 years<sup>14</sup>)</p> <p><input type="checkbox"/> Couples</p> <p><input type="checkbox"/> Solo travellers</p> <p><input type="checkbox"/> Small Group of Friends</p> <p><input checked="" type="checkbox"/> Organised Groups</p> <p><input type="checkbox"/> People with disabilities</p> <p><input type="checkbox"/> Specific “target <i>Personas</i><sup>15</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) ___ School children ___</p>

<sup>14</sup> Indicated age range is based on the UN definition

<sup>15</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<input type="checkbox"/> Other: _____
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _four Karlovac rivers, forests and caves, Munjava stream, Viničica (hill), Sabljaci Lake, Đula abyss, the cave system of Ogulin, Mount Klek, Ozalj cave, Barac's caves, Rastoke...</li> <li><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _ Bosiljevo: The Bosiljevo Castle, Cetingrad: The Cetin fortress, Josipdol: The Tržan Castle, Karlovac: The Dubovac Castle , Netretić: The Frankopan city Novigrad, Ogulin: The Frankopan Castle of Ogulin, Ozalj: The Ozalj Castle, Rakovica: The Drežnik Castle , Slunj: The Old Town of Slunj, Karlovac: The City Star Karlovac, BDM shrine in Oštarije, Sv. Katarina in Viničica, Homeland War Museum, historic roads (Louisiana and Carolina), Ivana’s house of fairy tales, Ozalj Castle, The Homeland Museum Ozalj, Herman Bolle Promenade, The Napoleon’s magazine</li> <li><input checked="" type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _ City Theater Zorin Dom, PAVILJON KATZLER, AQUATIKA - FRESHWATER AQUARIUM, Adrenalinski park 4 rijeke, Kino Edison, KINOKLUB KARLOVAC, Podroom, Monaco Club, Astralis....</li> <li><input checked="" type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) Spa Lešće, Trend Wellness &amp; Fitness, Kinezis - fitness centar, Massage salon Kaliopa, Beauty Box, Boutique Hotel Korana Srakovcic, Hotel Princess</li> <li><input checked="" type="checkbox"/> Activities _cycling, trekking, walking, hiking...</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b>  <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional Accommodation</li> <li><input checked="" type="checkbox"/> Bed and breakfast</li> <li><input checked="" type="checkbox"/> Half board treatment</li> <li><input checked="" type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input checked="" type="checkbox"/> Apartment, Residence</li> <li><input checked="" type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _ Hunting lodges, family farm accommodation</li> <li><input checked="" type="checkbox"/> Sightseeing or tour guide services</li> <li><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _ Bar/Snack Bar, Fast Food, Restaurants, Kiosk, Breweries</li> </ul>

and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _ taxi, bike, boat rental, bus, train</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input checked="" type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input checked="" type="checkbox"/> Laundry</p> <p><input checked="" type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____</p> <p><input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____</p> <p><input type="checkbox"/> Tour operators _____</p> <p><input type="checkbox"/> Local DMC _____</p> <p><input type="checkbox"/> Local DMO _____</p> <p><input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input type="checkbox"/> Package/Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	



## DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

This tourist product is designed as a “cruise” through Karlovac County with a visit to ten old towns / forts and a sightseeing of the destinations in which towns are located. The duration is estimated at 4 days (3 nights). Tourists are offered the opportunity to choose a personalised route (starting point, end point, locations for overnight stays) and adjustments depending on their needs. In each of the ten destinations you can spend the night and use other hospitality services, and each has a number of natural and cultural attractions.

Tourism package is basically a cultural route, the path of the castles of Karlovac County. Spring and autumn are the best time of the year to explore the cultural route of Karlovac County Fortresses and visit 10 old towns, which, although they share a common history, each have special significance in the historical and political context of The Karlovac County and Croatia in general.

1. Bosiljevo Castle, Old town Bosiljevo – Bosiljevo

**Bosiljevo:** *The Bosiljevo Castle* <https://bosiljevo.hr/dvorac-bosiljevo/>

2. Cetin fortress – Cetingrad

**Cetingrad:** *The Cetin fortress* <https://www.cetingrad.hr/stari-grad-cetin/>

3. The Tržan Castle, Old town Modruš – Josipdol

**Josipdol:** *The Tržan Castle* <http://tzo-josipdol.hr/modrus/>

4. Dubovac Castle, Old town Dubovac – Karlovac

**Karlovac:** *The Dubovac Castle* <http://www.gmk.hr/O%20nagrada/U%20sastavu%20muzeja/Stari%20grad%20Dubovac>

5. Frankopan city Novigrad, Old town Novigrad – Novigrad na Dobri

**Netretić:** *The Frankopan city Novigrad* <https://netretic.hr/turizam/znamenitosti/>

6. Frankopan Castle, The Castle of Ogulin – Ogulin

**Ogulin:** *The Frankopan Castle of Ogulin* <https://www.tz-grada-ogulina.hr/zavicaj-bajke/kulturno-povijesni-spomenici/frankop/>

7. Ozalj Castle, Old town Ozalj – Ozalj

**Ozalj:** *The Ozalj Castle* <https://ozalj.hr/grad/zavicajni-muzej/>

8. Drežnik Castle, Old town Drežnik – Rakovica

**Rakovica:** *The Drežnik Castle* <https://www.plitvickedoline.hr/info/rakovica-plitvicke-doline/atrakcije/stari-grad-dreznik/>

9. The Old Town of Slunj – Slunj

The Old Town of Slunj has been connected with the Slunj settlement, on the left bank of Slunjčica.

**Slunj:** *The Old Town of Slunj* <https://slunj-rastoke.hr/povijest-starog-grada/>

10. The City Star Karlovac – Karlovac

**Karlovac:** *The City Star Karlovac* <https://www.karlovac.hr/grad/zvijezda-93/93>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



## 2

<b>Package number / ID code</b>	2
<b>Title of the Tourism Package</b>	Nature and gastronomy of Karlovac County
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Fascinating
<b>Location(s)</b>	Karlovac, Slunj, Rakovica, Ozalj, Ogulin, among other tourist preferences
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input checked="" type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>Karlovac County is one of the richest regions of the Republic of Croatia in terms of the number of natural waters, while the City of Karlovac, due to its position on four rivers - Korana, Kupa, Dobra and Mrežnica, stands out with its unique geographical location. The nature route of Karlovac County has its charms at any time of the year. During the summer season rivers of Karlovac County allow swimming and rafting, in spring and autumn tourists can explore them by boat and enjoy fishing, and the Barac's cave during the whole year have the same temperature, around 9°C, so they fit perfectly into the tourist route at any time of the year. Nature route is well complemented with gastronomy offer of Karlovac County. Beer, strudel events, "Ogulinski" fresh cabbage indigenous sort are just some of the most famous products of Karlovac County.</p> <p>Karlovac: situated on the banks of four rivers. Once a year, there is a beer fest called Karlovac Beer Days, which is the most famous and longest-lasting Croatian festival of beer and gastronomy.</p> <p>Slunj: famous for Rastoke, a watermill pearl, where Slunjčica river flows over the travertine barriers into the Korana River, thereby creating a multitude of waterfalls, rapids, small lakes and cascades.</p> <p>Rakovica: Barac's caves which are declared permanently protected in the category of significant landscape. The area of Barac's caves has specific geomorphological and geo speleological values.</p> <p>Ozalj: Štrudlafest includes gastro workshops of making the traditional strudel and thematic bike routes overlooking rivers and picturesque hills, all sweetened with homemade strudels prepared by the hosts on the family</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<p>farms. This gastronomic event is designed as an interactive tourist attraction.</p> <p>Ogulin: Ogulinsko kiselo zelje is a specific local product - cabbage, marked with the symbol of the European Union for the protected designation of origin.</p>
<p><b>Tourism Package Highlight</b>  <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<ol style="list-style-type: none"> <li>1 participation in unique nature and gastronomy experiences</li> <li>2 nature and gastronomy significance of a particular site and its importance to County development</li> <li>3 A great area full of different nature attractions (waterfalls, rivers, caves, lakes, forests...)</li> <li>4 Indigenous plants</li> <li>5 natural resources that can be enjoyed at any time of the year</li> </ol>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input checked="" type="checkbox"/> Other: <u>3 nights/4days</u></p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>16</sup>)  <input checked="" type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>17</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) _____  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p>

<sup>16</sup> Indicated age range is based on the UN definition

<sup>17</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _four Karlovac rivers, forests and caves, Munjava stream, Viničica (hill), Sabljaci Lake, Đula abyss, the cave system of Ogulin, Mount Klek, Ozalj cave, Barac's caves, Rastoke...</p> <p><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _ Bosiljevo: The Bosiljevo Castle, Cetingrad: The Cetin fortress, Josipdol: The Tržan Castle, Karlovac: The Dubovac Castle , Netretić: The Frankopan city Novigrad, Ogulin: The Frankopan Castle of Ogulin, Ozalj: The Ozalj Castle, Rakovica: The Drežnik Castle , Slunj: The Old Town of Slunj, Karlovac: The City Star Karlovac, BDM shrine in Oštarije, Sv. Katarina in Viničica, Homeland War Museum, historic roads (Louisiana and Carolina), Ivana’s house of fairy tales, Ozalj Castle, The Homeland Museum Ozalj, Herman Bolle Promenade, The Napoleon’s magazine</p> <p><input checked="" type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _ City Theater Zorin Dom, PAVILJON KATZLER, AQUATIKA - FRESHWATER AQUARIUM, Adrenalinski park 4 rijeke, Kino Edison, KINOKLUB KARLOVAC, Podroom, Monaco Club, Astralis....</p> <p><input checked="" type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) Spa Lešće, Trend Wellness &amp; Fitness, Kinezis - fitness centar, Massage salon Kaliopa, Beauty Box, Boutique Hotel Korana Srakovcic, Hotel Princess</p> <p><input checked="" type="checkbox"/> Activities _cycling, trekking, walking, hiking...</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input checked="" type="checkbox"/> Bed and breakfast</p> <p><input checked="" type="checkbox"/> Half board treatment</p> <p><input checked="" type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input checked="" type="checkbox"/> Apartment, Residence</p> <p><input checked="" type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _ Hunting lodges, family farm accommodation</p> <p><input checked="" type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _ Bar/Snack Bar, Fast Food, Restaurants, Kiosk, Breweries</p> <p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _ taxi, bike, boat rental, bus, train</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<input checked="" type="checkbox"/> Market/Supermarket <input checked="" type="checkbox"/> Bank/ATM machine <input checked="" type="checkbox"/> Laundry <input checked="" type="checkbox"/> Souvenir shop <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____
<b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i>	<input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____ <input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____ <input checked="" type="checkbox"/> B2C / Direct Online Sales _____ <input type="checkbox"/> Other: _____
<b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i>	<input type="checkbox"/> Local incoming travel agency _____ <input type="checkbox"/> Tour operators _____ <input type="checkbox"/> Local DMC _____ <input type="checkbox"/> Local DMO _____ <input type="checkbox"/> Other: _____  (Insert logo here)
<b>Contacts</b>	
<b>Website</b> <i>(If present)</i>	
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>	
<b>Package Cost</b> <i>(Possible cost of the tourist package)</i>	<input type="checkbox"/> Rack Rate (B2B) EUR _____ <input type="checkbox"/> Package/Tour Pricing (B2C) EUR _____
<b>Notes</b>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

Apart from beer, Karlovac County is known for its natural attractions (caves, waterfalls, rivers, lakes ...), biodiversity and extremely favorable geo-traffic position. All the above is perfectly complemented by a diverse gastronomic offer (indigenous products). This tourism package is based on the complementary relationship of natural resources and the gastronomic offer of the region. In accordance with the great potentials and numerous tourism destinations, the package can be adjusted according to the wishes and needs of a tourists.

Karlovac County is one of the richest regions of the Republic of Croatia in terms of the number of natural waters, while the City of Karlovac, due to its position on four rivers - Korana, Kupa, Dobra and Mrežnica, stands out with its unique geographical location. The nature route of Karlovac County has its charms at any time of the year. During the summer season rivers of Karlovac County allow swimming and rafting, in spring and autumn tourists can explore them by boat and enjoy fishing, and the Barac's cave during the whole year have the same temperature, around 9°C, so they fit perfectly into the tourist route at any time of the year. Nature route is well complemented with gastronomy offer of Karlovac County. Beer, strudel events, "Ogulinski" fresh cabbage indigenous sort are just some of the most famous products of Karlovac County.

Karlovac: situated on the banks of four rivers. Once a year, there is a beer fest called Karlovac Beer Days, which is the most famous and longest-lasting Croatian festival of beer and gastronomy.

Slunj: famous for Rastoke, a watermill pearl, where Slunjčica river flows over the travertine barriers into the Korana river, thereby creating a multitude of waterfalls, rapids, small lakes and cascades.

Rakovica: Barac's caves which are declared permanently protected in the category of significant landscape. The area of Barac's caves has specific geomorphological and geo speleological values.

Ozalj: Štrudlafest includes gastro workshops of making the traditional strudel and thematic bike routes overlooking rivers and picturesque hills, all sweetened with homemade strudels prepared by the hosts on the family farms. This gastronomic event is designed as an interactive tourist attraction.

Ogulin: Ogulinsko kiselo zelje is a specific local product - cabbage, marked with the symbol of the European Union for the protected designation of origin.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



## 3

<b>Package number / ID code</b>	
<b>Title of the Tourism Package</b>	The fifth river (Beer route of Karlovac County)
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Fascinating
<b>Location(s)</b>	Karlovac, Duga Resa, other destinations throughout the Karlovac County
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input checked="" type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>Karlovačka pivovara is a brewery founded in 1854 in Karlovac and is the backbone of the brewing tradition in Karlovac County. Long tradition encouraged the establishment of brewing studies at Karlovac University of Applied Sciences, which indicates the importance of beer production in the local area. City of Karlovac is well known for its brewery, and once a year the usual city slogan is changed from The city on four rivers to The city on five rivers, since the river of beer flows abundantly on it. The end of summer in Karlovac is booked for Beer Days, the largest brewing event in Croatia. Apart from Karlovačko beer, as a recognizable brand of the City, the gastronomic and beer offer at the festival also includes numerous craft breweries, and activities as a beer academy where a whole beer story is presented, and true beer lovers have the opportunity to make their own beer. The tradition of beer production has spread through the entire Karlovac County where there are few small, craft breweries that complete this beer route. In 2016 in the City of beer was established the first craft brewery called Podrum. Currently the brewery produces three types of beer - Pale Ale, Brown Ale and Spicy Herbs Ale. In the neighbourhood of Karlovac, the town of Duga Resa, in 2019 another craft brewery was founded - Prva Dugoreška Craft Pivovara. Given the town is situated on the river Mrežnica, this brewery produces a beer called Mrežničko.</p>
<b>Tourism Package Highlight</b>	<input checked="" type="checkbox"/> 1 A combination of nature, culture, history, and gastronomy

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



<p><i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input checked="" type="checkbox"/> 2 Karlovac Beer Days - the largest brewing event in Croatia  <input checked="" type="checkbox"/> 3 Brewing studies at Karlovac University of Applied Science  <input checked="" type="checkbox"/> 4 Going on beercation and becoming a “drink tourist”  <input checked="" type="checkbox"/> 5 Beer and culture tourism routes</p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input checked="" type="checkbox"/> Other: <u>3 nights/4days</u></p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>18</sup>)  <input checked="" type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>19</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) _____  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _four Karlovac rivers, forests and caves, Munjava stream, Viničica (hill), Sabljaci Lake, Đula abyss, the cave system of Ogulin, Mount Klek, Ozalj cave, Barac's caves, Rastoke...</p> <p><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _ Bosiljevo: The Bosiljevo Castle, Cetingrad: The Cetin fortress, Josipdol: The Tržan Castle, Karlovac: The Dubovac Castle , Netretić: The Frankopan city Novigrad, Ogulin: The Frankopan Castle of Ogulin, Ozalj: The Ozalj Castle, Rakovica:</p>

<sup>18</sup> Indicated age range is based on the UN definition

<sup>19</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



	<p>The Drežnik Castle , Slunj: The Old Town of Slunj, Karlovac: The City Star Karlovac, BDM shrine in Oštarije, Sv. Katarina in Viničica, Homeland War Museum, historic roads (Louisiana and Carolina), Ivana’s house of fairy tales, Ozalj Castle, The Homeland Museum Ozalj, Herman Bolle Promenade, The Napoleon’s magazine</p> <p><input checked="" type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _ City Theater Zorin Dom, PAVILJON KATZLER, AQUATIKA - FRESHWATER AQUARIUM, Adrenalinski park 4 rijeke, Kino Edison, KINOKLUB KARLOVAC, Podroom, Monaco Club, Astralis...</p> <p><input checked="" type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) Spa Lešće, Trend Wellness &amp; Fitness, Kinezis - fitness centar, Massage salon Kaliopa, Beauty Box, Boutique Hotel Korana Srakovcic, Hotel Princess</p> <p><input checked="" type="checkbox"/> Activities _cycling, trekking, walking, hiking...</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input checked="" type="checkbox"/> Bed and breakfast</p> <p><input checked="" type="checkbox"/> Half board treatment</p> <p><input checked="" type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input checked="" type="checkbox"/> Apartment, Residence</p> <p><input checked="" type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _ Hunting lodges, family farm accommodation</p> <p><input checked="" type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _ Bar/Snack Bar, Fast Food, Restaurants, Kiosk, Breweries</p> <p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _ taxi, bike, boat rental, bus, train</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input checked="" type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input checked="" type="checkbox"/> Laundry</p> <p><input checked="" type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____  <input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input checked="" type="checkbox"/> B2C / Direct Online Sales _____  <input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____  <input type="checkbox"/> Package/Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP3 JURRA



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The city of Karlovac (and thus Karlovac County) is widely recognized as the place where Karlovačko beer was born. In addition to Karlovačko (and Karlovac brewery) Karlovac has its own brewing studies at Karlovac University of Applied Sciences. In the vicinity of Karlovac there are several craft breweries which, with other mentioned, can form a good foundation for this tourist package. Karlovac County is equipped with numerous accommodation and catering facilities and even more numerous tourist attractions (cultural, historical, natural ...). Although this package is planned for the end of August, since the event beer days are traditionally held in Karlovac then, tourists can come and visit other listed attractions while enjoying Karlovačko beer, throughout the year.

Karlovačka pivovara is a brewery founded in 1854 in Karlovac and is the backbone of the brewing tradition in Karlovac County. Long tradition encouraged the establishment of brewing studies at Karlovac University of Applied Sciences, which indicates the importance of beer production in the local area. City of Karlovac is well known for its brewery, and once a year the usual city slogan is changed from the city on four rivers to the city on five rivers, since the river of beer flows abundantly on it. The end of summer in Karlovac is booked for Beer Days, the largest brewing event in Croatia. Apart from Karlovačko beer, as a recognizable brand of the city, the gastronomic and beer offer at the festival also includes numerous craft breweries, and activities as a beer academy where a whole beer story is presented, and true beer lovers have the opportunity to make their own beer. The tradition of beer production has spread through the entire Karlovac County where there are few small, craft breweries that complete this beer route. In 2016 in the City of beer was established the first craft brewery called Podrum. Currently the brewery produces three types of beer - Pale Ale, Brown Ale and Spicy Herbs Ale. In the neighbourhood of Karlovac, the town of Duga Resa, in 2019 another craft brewery was founded - Prva Dugoreška Craft Pivovara. Given the town is situated on the river Mrežnica, this brewery produces a beer called Mrežničko.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA



## PP4 CMC CARNIA

<b>Partner (name and number)</b>	<b>PP4 Comunità di Montagna della Carnia</b>
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>• Elena Puntil</li> <li>• Anna Somma</li> <li>• Gilberto Zangari</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:anna.somma@carnia.utifvg.it">anna.somma@carnia.utifvg.it</a> <a href="mailto:anna.somma@carnia.utifvg.it">anna.somma@carnia.utifvg.it</a>

# 1

<b>Package number / ID code</b>	<b>1</b>
<b>Title of the Tourism Package</b>	<b>EXCOVER Music in Carnia</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	From wood to music: sounds in the making
<b>Location(s)</b>	<b>Tolmezzo, Paularo, Prato Carnico</b>
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> <b>History, Arts &amp; Heritage</b> <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>There will be 3 different experiences, all focussed on music and included in a dedicated summer experience calendar promoted by Promoturismo FVG and organized together with Silent Alps consortium. Between June and September, tourists as well as locals will have several opportunities to experience places and people of music in the Carnic area.</p> <p>The experiences will take place in: La Mozartina (Paularo) – exhibition of old (functioning) instruments F.Ili Rossitti Laboratory (Tolmezzo) – violin makers F.Ili Leita Laboratory (Prato Carnico) – harpsichord makers</p> <p>And will include both a guided tour and the possibility to try the instruments on display (Mozartina, Leita).</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input checked="" type="checkbox"/> 1 La Mozartina (Paularo) – exhibition of old (functioning) instruments <input checked="" type="checkbox"/> 2 F.Ili Rossitti Laboratory (Tolmezzo) – violin makers <input checked="" type="checkbox"/> 3 F.Ili Leita Laboratory (Prato Carnico) – harpsichord makers</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> <b>1 day (excursion)</b> <input type="checkbox"/> 1 night / 2 days <input type="checkbox"/> 2 nights / 3 days <input type="checkbox"/> Other: _____</p>
<p><b>Period</b></p>	<p><input checked="" type="checkbox"/> <b>365 days</b></p>
<p><i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> Winter <input type="checkbox"/> Summer <input type="checkbox"/> Spring <input type="checkbox"/> Autumn <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children) <input type="checkbox"/> Elderly <input type="checkbox"/> Youth (15-24 years<sup>20</sup>) <input type="checkbox"/> Couples <input type="checkbox"/> Solo travellers <input type="checkbox"/> Small Group of Friends <input type="checkbox"/> Organised Groups <input type="checkbox"/> People with disabilities <input checked="" type="checkbox"/> <b>Specific “target Persons<sup>21</sup>” (e.g., Independent Explorers, Cultural</b></p>

<sup>20</sup> Indicated age range is based on the UN definition

<sup>21</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA




	<p><b>Comfort Seeker...)</b> Music lovers and experts, regardless of age</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</p> <p><input checked="" type="checkbox"/> <b>Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) Musical instruments laboratories, music museum</b></p> <p><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p>

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process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA



	<p> <input type="checkbox"/> Unconventional Stays (country house, glamping...) _____  <input checked="" type="checkbox"/> <b>Sightseeing or tour guide services</b>  <input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____  <input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____  <input type="checkbox"/> Other: _____         </p> <p><b>Other accessible services available at the destination:</b></p> <p> <input checked="" type="checkbox"/> <b>First aid point and Hospital / Medical centre nearby</b>  <input checked="" type="checkbox"/> <b>Tourism information centre</b>  <input type="checkbox"/> Internet point &amp; internet services  <input checked="" type="checkbox"/> <b>Market/Supermarket</b>  <input checked="" type="checkbox"/> <b>Bank/ATM machine</b>  <input type="checkbox"/> Laundry  <input type="checkbox"/> Souvenir shop  <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____         </p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p> <input checked="" type="checkbox"/> <b>B2B (travel agent, tour operator) Silent alps and Promoturismo FVG channels</b>  <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input checked="" type="checkbox"/> <b>B2C / Direct Online Sales</b> _____  <input type="checkbox"/> Other: _____         </p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p> <input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input checked="" type="checkbox"/> <b>Local DMC Silent Alps</b>  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____         </p> 
<p><b>Contacts</b></p>	<p><b>CONSORZIO TURISTICO ARTA TERME BENESSERE ALPINO</b> Via Nazionale, n. 1 - 33022 Arta Terme (UD) info@silentalps.it +39 0433 786171</p>
<p><b>Website</b> <i>(If present)</i></p>	<p><a href="http://www.silentalps.it/">http://www.silentalps.it/</a></p>

**D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA**



<p><b>QR Code</b> <i>(If present)</i></p>	<p>---</p>
<p><b>Video Link</b> <i>(If present)</i></p>	<p>---</p>
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	<p><b>Will follow soon</b></p>
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____ <input checked="" type="checkbox"/> <b>Package/Tour Pricing (B2C) EUR 15,00</b></p>
<p><b>Notes</b></p>	<p></p>



### DETAILED PROPOSAL OF PACKAGE

There will be 3 different experiences, all focussed on music and included in a dedicated summer experience calendar promoted by Promoturismo FVG and organized together with Silent Alps consortium. Between June and September, tourists as well as locals will have several opportunities to experience places and people of music in the Carnic area.

The experiences will be organized as follows (details still TBD: in May we will organize a test experience in order to fine-tune all of the elements)

#### FRATELLI LEITA (Prato Carnico)

- Type of activity: guided tour/visit:
  - Visit to the lab and introduction to the different kinds of wood used for harpsichords
  - Visit to the showroom where participants will have the opportunity to play the instruments
- Duration: 1 hour approx
- Dates: TBD, most likely 1 per month (June-September) on Thursdays
- Max number of participants: 10 people
- Language: Italian
- Website: under construction

#### FRATELLI ROSSITTI (Tolmezzo)

- Type of activity: guided tour/visit:
  - Visit to the lab and introduction to the different kinds of wood used for the creation of violins
    - Brief history of violin making in Carnia (possibility to buy a book written by the father of the current owner on the topic)
    - Demo of how a violin is built
- Duration: 1 hour approx
- Dates: first Saturday of the month (June-September) h. 10.00-11.00
- Max number of participants: 8 people
- Language: Italian
- Website: <http://www.fratellirossitti.com/it/liuteria>

#### LA MOZARTINA (Paularo)

- Type of activity: guided tour/visit:
  - Visit to the 2 exhibitions (Mozartina 1 and 2) and introduction to all of the ancient instruments on display and to the original manuscripts of famous composers (Mozart etc).  
The owner will play all of the instruments for showing the differences among them
  - Participants will have the opportunity to play the instruments as well
- Duration: 1 hour/1h30 minutes approx
- Dates: 2 Sundays per month (June-September) h. 10.00-11.30
- Max number of participants: 15 people
- Language: Italian, Czeck, Slovak, Russian (English and German)
- Website: <https://www.carniamusei.org/museo.html?entityID=433>



## 2

<b>Package number / ID code</b>	<b>2</b>
<b>Title of the Tourism Package</b>	<b>EXCOVER Textile Hidden Gems in Carnia</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	<b>A Journey through Carnic Textile Hidden Gems</b>
<b>Location(s)</b>	<b>Villa Santina, Paularo, Sauris</b>
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input type="checkbox"/> City Tour / City Break</li> <li><input checked="" type="checkbox"/> <b>History, Arts &amp; Heritage</b></li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input type="checkbox"/> Sports &amp; Winter</li> <li><input type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The package is built around 3 of the main expressions of textile craft production in Carnia: the creation and making of scarpez (carnic traditional shoes) in Paularo and the two woven products plants in Villa Santina and Sauris, both working on natural textiles and traditional designs.</p> <p>Guests can enjoy this experience throughout the year: plant visits, as well as laboratorial experiences and personalized shopping opportunities are all included in the proposed activities.</p> <p>Depending on the wishes of guests, the experience can last both 1 night and 2 days or 2 nights and 3 days. Among the activities listed above, the scarpez laboratory is undoubtedly the most time consuming of all and thus the participation to this activity (4 hours approximately) will become a key factor in determining the length of the package overall.</p> <p>Accommodation will be provided through the hotels and B&amp;B of the “Silent Alps” consortium that will also be in charge of distributing the package through B2B and B2C channels.</p> <p>Besides core activities, other items can be added to the package in order to guarantee a personalized experience.</p>
<b>Tourism Package Highlight</b>	<input checked="" type="checkbox"/> <b>1 Scarpez di Dina e Chiara (Paularo) – scarpez makers</b>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA



<p>We ask you to write the top five elements of your experience – the ones who really make special the experience</p>	<p><input checked="" type="checkbox"/> <b>2 Tessitura Carnica (Villa Santina) – woven products (linen/cotton)</b>  <input checked="" type="checkbox"/> <b>3 Tessitura Artigiana Sauris – Zahre – woven products (linen/hemp/wool)</b></p>
<p><b>Duration of the tourism package</b> (If applicable)</p>	<p><input type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> <b>1 night / 2 days</b>  <input checked="" type="checkbox"/> <b>2 nights / 3 days</b>  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> Highlight the best period/s to enjoy the experience</p>	<p><input checked="" type="checkbox"/> <b>365 days</b>  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> Highlight the specific target market segment/s for which the tourism package is most suitable for</p>	<p><input type="checkbox"/> Families (with children)  <input checked="" type="checkbox"/> <b>Elderly</b>  <input type="checkbox"/> Youth (15-24 years<sup>22</sup>)  <input checked="" type="checkbox"/> <b>Couples</b>  <input checked="" type="checkbox"/> <b>Solo travellers</b>  <input checked="" type="checkbox"/> <b>Small Group of Friends</b>  <input checked="" type="checkbox"/> <b>Organised Groups</b>  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>23</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/> Other: _____</p>

<sup>22</sup> Indicated age range is based on the UN definition

<sup>23</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</p> <p><input checked="" type="checkbox"/> <b>Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village)</b></p> <p><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b></p>	<p><b>Specific services that characterise the tourism package:</b></p>

<p><i>Highlight the available services connected to the specific tourist package</i></p>	<p><input type="checkbox"/> Traditional Accommodation</p> <p><input checked="" type="checkbox"/> <b>Bed and breakfast</b></p> <p><input checked="" type="checkbox"/> <b>Half board treatment</b></p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input checked="" type="checkbox"/> <b>Sightseeing or tour guide services</b></p> <p><input checked="" type="checkbox"/> <b>Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</b></p> <p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> <b>First aid point and Hospital / Medical centre nearby</b></p> <p><input checked="" type="checkbox"/> <b>Tourism information centre</b></p> <p><input type="checkbox"/> Internet point &amp; internet services</p> <p><input checked="" type="checkbox"/> <b>Market/Supermarket</b></p> <p><input checked="" type="checkbox"/> <b>Bank/ATM machine</b></p> <p><input type="checkbox"/> Laundry</p> <p><input checked="" type="checkbox"/> <b>Souvenir shop</b></p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
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### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP4 CMC CARNIA



<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> <b>B2B (travel agent, tour operator) Silent alps and Promoturismo FVG channels</b></p> <p><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input checked="" type="checkbox"/> <b>B2C / Direct Online Sales</b> _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____</p> <p><input type="checkbox"/> Tour operators _____</p> <p><input checked="" type="checkbox"/> <b>Local DMC Silent Alps</b></p> <p><input type="checkbox"/> Local DMO _____</p> <p><input type="checkbox"/> Other: _____</p> 
<p><b>Contacts</b></p>	<p><b>CONSORZIO TURISTICO ARTA TERME BENESSERE ALPINO</b> Via Nazionale, n. 1 - 33022 Arta Terme (UD) info@silentalps.it +39 0433 786171</p>
<p><b>Website</b> <i>(If present)</i></p>	<p><a href="http://www.silentalps.it/">http://www.silentalps.it/</a></p>
<p><b>QR Code</b> <i>(If present)</i></p>	<p>---</p>
<p><b>Video Link</b> <i>(If present)</i></p>	<p>---</p>
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	<p><b>Will follow later on.</b></p>
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> <b>Rack Rate (B2B) EUR 170pp (1 night) – EUR 350pp (2 nights) approx.*</b></p> <p><input type="checkbox"/> Package/Tour Pricing (B2C)</p> <p><b>*To be decided later on after further consultation with DMC</b></p>
<p><b>Notes</b></p>	



#### DETAILED PROPOSAL OF PACKAGE

The package is built around 3 of the main expressions of textile craft production in Carnia:

- Scarpez di Dina e Chiara: creation and making of scarpez (carnic traditional shoes) in Paularo ([Scarpez di Dina & Chiara | Facebook](#))
- Tessitura Carnica: linen and cotton woven textiles recalling traditional Jacopo Linussio designs in Villa Santina (<https://www.carnica.it/home/>)
- Tessitura Artigiana Sauris – Zahre: linen, wool and hemp carpets, scarfs and other textiles in Sauris (<http://www.tessiturasauris.com/>) the two woven products plants in Villa Santina and Sauris, both working on natural textiles and traditional designs.

Guests can enjoy this experience throughout the year: plant visits, as well as laboratorial experiences and personalized shopping opportunities are doable in every season.

Depending on the wishes of guests, the experience can last both 1 night and 2 days or 2 nights and 3 days. Among the activities listed above, the scarpez laboratory is undoubtedly the most time consuming of all and thus the participation to this activity (4 hours approximately) will become a key factor in determining the length of the package overall.

The final definition of the package is still work in progress but approximately will include the following elements:

#### DAY 1

- Visit to Tessitura Artigiana in Sauris
- Visit to Wolf's Ham Factory and ham tasting
- Free afternoon
- Dinner in Hotel or affiliated restaurants

#### DAY 2

- Visit to Tessitura Carnica in Villa Santina (it will be possible to buy Dina e Chiara's scarpez) - Lunch (participant's choice) - OPTION 1 (1 night in total): o Free afternoon. Discounted entrance to Terme di Arta for those interested
- OPTION 2 (2 nights in total)\* o Scarpez laboratory in Paularo
  - o Dinner in Hotel or affiliated restaurants

\* The 3<sup>rd</sup> day (option 2) is free and can include a visit to local museum or a walk/trekking together with a guide.

Accommodation will be provided through the hotels and B&B of the "Silent Alps" consortium that will also be in charge of distributing the package through B2B and B2C channels. For accommodation options, please see: <http://www.silentalps.it/soggiornare>

Besides core activities, other items can be added to the package in order to guarantee a personalized experience.



## PP7 RIVE D'ARCANO

<b>Partner (name and number)</b>	PP7 RIVE d'ARCANO
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>Gilberto Zangari (ASSO Agenzia per lo Sviluppo Sostenibile on behalf of Rive D'Arcano)</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:gianlucasarti@gmail.com">gianlucasarti@gmail.com</a>

# 1

<b>Package number / ID code</b>	Tour 1 – PP 7
<b>Title of the Tourism Package</b>	<b>Tasty Castle</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	The first steps as Ham Sommelier
<b>Location(s)</b>	Rive d'Arcano – San Daniele del Friuli
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input checked="" type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>The aim of the package is to make the participants aware and experienced of ham as a noble food in which all stages of its production, from pig breeding to maturing, affect its flavor product that has 1000 shades of taste. While in San Daniele ham prevails in its industrial meaning, in Rive d'Arcano it will be possible to know the values and the flavors of tradition by learning the first rules and doing the first experiences to fully taste this product.</p> <p>The course will be held by expert tasters who in a few hours will introduce the "students" to the world of hams and its flavors.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input checked="" type="checkbox"/>1 Participation in quick training courses for becoming ham sommelier</p> <p><input checked="" type="checkbox"/>2 The courses will be based in the Castle of D'Arcano</p> <p><input checked="" type="checkbox"/>3 Degustation of several types of ham of valuable quality</p> <p><input checked="" type="checkbox"/>4 Pairing with the most valuable wines</p> <p><input checked="" type="checkbox"/>5 Very qualified teachers</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/>1 day (excursion)</p> <p><input type="checkbox"/>1 night / 2 days</p> <p><input type="checkbox"/>2 nights / 3 days</p> <p><input type="checkbox"/>Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/>365 days</p> <p><input type="checkbox"/>Winter</p> <p><input type="checkbox"/>Summer</p> <p><input type="checkbox"/>Spring</p> <p><input type="checkbox"/>Autumn</p> <p><input type="checkbox"/>Other (National Holidays, Special Events...)</p> <p>_____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/>Families (with children)</p> <p><input checked="" type="checkbox"/>Elderly</p> <p><input type="checkbox"/>Youth (15-24 years<sup>24</sup>)</p> <p><input checked="" type="checkbox"/>Couples</p> <p><input type="checkbox"/>Solo travellers</p> <p><input checked="" type="checkbox"/>Small Group of Friends</p> <p><input type="checkbox"/>Organised Groups</p> <p><input type="checkbox"/>People with disabilities</p>

<sup>24</sup> Indicated age range is based on the UN definition

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



	<p><input type="checkbox"/> Specific “target <i>Personas</i><sup>25</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</p> <p><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) <b>Contiguity with one of the most famous places in Italy for the aging of ham: San Daniele del Friuli</b> _____</p> <p><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</p> <p><input type="checkbox"/> High accessibility of Rive d’Arcano for excursions from the main centers of the region</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input type="checkbox"/> Sightseeing or tour guide services</p>

<sup>25</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



	<p><input type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)  <b>The magnificent Castel of Arcano already equipped for meeting and banqueting</b></p> <p><input checked="" type="checkbox"/> <b>imposing buildings for the curing of hams</b></p> <p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____</p> <p><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency: <b>DMCs promoting the internal areas of Friuli</b></p> <p><input type="checkbox"/> Tour operators _____</p> <p><input type="checkbox"/> Local DMC _____</p> <p><input checked="" type="checkbox"/> Local DMO: Regional DM</p> <p><input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b>  <i>(If present)</i></p>	
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b></p>	

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



(If present)



D'Arcano Castel

**Images**

4 High-definition images of the Tourism Package (GDPR rules and licensed)



D'Arcano Castle Interiors

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



Storage for ham curing. San Daniele



Storage for ham curing. San Daniele

**Package Cost**

*(Possible cost of the tourist package)*

Rack Rate (B2B) EUR \_\_\_\_\_

Package/Tour Pricing (B2C) EUR 150 €

**Notes**



#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The tour package lasts one day from 10.00 am. to 17.00.

The meeting point is at 10.00 a.m at the San Daniele del Friuli Prosciutteria, which is 6 km from the center of Rive d'Arcano. In this bar - restaurant and shop dedicated to ham,  
The first part of the lesson will be done in this location. The "students" will get in touch with the industrial side of ham, its production cycle and the economic impact of this activity.

12.30 Transfer to the Castle of Arcano and lunch in the Castle

14.00 Resumption of the lesson dedicated to the knowledge of the main types of ham, in particular the most valuable ones and the ways to identify them.

15.30 Illustration of the tasting and experimentation techniques on the hams selected for the tests.  
17.00 End of the lesson and transfer to Prosciutteria.



## 2

<b>Package number / ID code</b>	Tour 2 – PP 7
<b>Title of the Tourism Package</b>	<b>A Funny round trip of Friuli Castles</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Discover the castles surrounding Udine in a funny way
<b>Location(s)</b>	Rive d'Arcano and the province of Udine,
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input checked="" type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The aim of this tourist package is to make known the history and the rich heritage of castles and fortified works of Friuli.</p> <p>The target of this package is made up of children, families with children and schools.</p> <p>The package takes place in one day in the province of Udine. The excursion engine is a game made up of different missions each of which takes place in a castle, including the Castle of Arcano.</p> <p>There are over 80 fortified works in the province of Udine so it is possible to create numerous routes without returning to the same places.</p> <p>The missions are of different types: photographing a detail to be discovered inside the building, identifying an inscription, or finding an object linked to the history of the castle, etc. Each completed mission brings a score and at the end of the excursion the sum of the scores gives rise to a prize.</p>
<b>Tourism Package Highlight</b>	<input checked="" type="checkbox"/> 1 Discover the history of the province of Udine

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



<p><i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input checked="" type="checkbox"/> 2 Discover the castles of the province</p> <p><input checked="" type="checkbox"/> 3 App managing the game and the connections of participants with the coordination center</p> <p><input checked="" type="checkbox"/> 4 Mobile phones</p> <p><input checked="" type="checkbox"/></p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)</p> <p><input type="checkbox"/> 1 night / 2 days</p> <p><input type="checkbox"/> 2 nights / 3 days</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days</p> <p><input type="checkbox"/> Winter</p> <p><input type="checkbox"/> Summer</p> <p><input type="checkbox"/> Spring</p> <p><input type="checkbox"/> Autumn</p> <p><input type="checkbox"/> Other (National Holidays, Special Events...)</p> <p>_____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Elderly</p> <p><input checked="" type="checkbox"/> Youth (15-24 years<sup>26</sup>)</p> <p><input checked="" type="checkbox"/> Couples</p> <p><input type="checkbox"/> Solo travellers</p> <p><input checked="" type="checkbox"/> Small Group of Friends</p> <p><input type="checkbox"/> Organised Groups</p> <p><input type="checkbox"/> People with disabilities</p> <p><input type="checkbox"/> Specific “target <i>Personas</i><sup>27</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input type="checkbox"/> Natural Attractions (e.g., park, landscape)</p> <p>_____</p>

<sup>26</sup> Indicated age range is based on the UN definition


<sup>27</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



	<p><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) <b>The huge number of castles in the province of Udine allows you to create multiple itineraries without having to visit the same castle twice</b></p> <p><input checked="" type="checkbox"/> Entertainment: <b>A game managed by an app guides the visit of the castles</b></p> <p><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre)</p> <p>_____</p> <p><input type="checkbox"/> Activities _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p><input type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment</p> <p><input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...)</p> <p>_____</p> <p><input checked="" type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</p> <p><input checked="" type="checkbox"/> An <b>app guides the visit of the castles</b></p> <p><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</p> <p><input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input type="checkbox"/> Tourism information centre</p> <p><input checked="" type="checkbox"/> Internet point &amp; internet services</p> <p><input type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input type="checkbox"/> B2B (travel agent, tour operator) _____</p> <p><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency: <b>DMCs promoting the internal areas of Friuli</b></p> <p><input type="checkbox"/> Tour operators _____</p> <p><input type="checkbox"/> Local DMC _____</p> <p><input checked="" type="checkbox"/> Local DMO: Regional DM</p> <p><input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	 <p>D'Arcano Castel</p>

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



D'Arcano Castle Interiors



Fagagna Castle

<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR 30€ <input type="checkbox"/> Package/Tour Pricing (B2C) EUR</p>
<p><b>Notes</b></p>	<p>A key partner of this package can be the “consortium for the protection of the historic castles of Friuli Venezia Giulia” <a href="https://consorziocastelli.it/">https://consorziocastelli.it/</a></p>

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP7 RIVE D'ARCANO



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The tour package lasts one day from 10.00 am. to 16.00.

The participants are grouped in teams of 3 – 4 people. Each one of them can move with own means (car, moto-bikes, bikes, or similar).

Each castle who decides to participate in this initiative can be the starting point of the game.

Before to move from the castle each team must accomplish the mission assigned. The mission is connected to the history of the castle.

Approximately the number of castles visited during one day in this way will be around 3 – 4.

When the goal of the mission is achieved the app indicates the new castle to go and the related mission.

This process continues until the last mission is fulfilled.



## PP8 DELTA 2000

<b>Partner (name and number)</b>	DELTA 2000 PP8
<b>Main editor/s</b>	DELTA 2000 Team project: Angela Nazzaruolo: coordinator Marzia Cavazzini: project manager communication Tristana Randi: project manager tourism
<b>E-Mail contact for further information</b>	<a href="mailto:info@deltaduemila.net">info@deltaduemila.net</a>

# 1

<b>Package number / ID code</b>	PP8#1
<b>Title of the Tourism Package</b>	MOSAICS, CULTURE AND FOOD IN ROMAGNA
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	We take you to Romagna, a land of traditions, culture, mosaic and good food.
<b>Location(s)</b>	Ravenna, Bagnacavallo, Alfonsine, Faenza, Bologna
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	Outdoor, Active & Adventure Ecotourism, Parks & Wildlife City Tour / City Break History, Arts & Heritage Wellness, Spa & Health Sports & Winter Gastronomy, Food & Drink Sea, Sun & Beach Sustainable & slow tourism Shopping, Hobby, Entertainment & Leisure Learning, Research & Educational Festivals & Events Meetings, Conventions, Incentive, Exhibitions (MICE) & Business Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	A 6 days bike tour to discover the most interesting and unknown gems of Romagna region: the bike tour crosses an agricultural landscape dominated by the presence of extensive orchards and cereal crops that characterize much of the Romagna plain and offers the unique opportunity to discover its secrets and fall in love with the landscape. The itinerary starts from Ravenna, stops in Bagnacavallo, <b>Alfonsine</b> , Faenza and ends in Bologna.



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000




<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p>1 Friendly biking tour with local guides with in depth knowledge of the territory 2 RUSSI (the Roman Domus, Antiquarium and the Palazzo San Giacomo) 3 Bike ride on the Senio River - Alfonsine 4 Visit of Battle of the Senio Museum - Alfonsine 5 Lunch especially created by the renowned chef of "Le Spighe non solo Piadine" (with local products of the highest quality) - Alfonsine</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p>1 day (excursion) 1 night / 2 days 2 nights / 3 days Other: 5nights/6days</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p>365 days Winter Summer Spring Autumn Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years<sup>28</sup>) Couples Solo travellers Small Group of Friends Organised Groups People with disabilities Specific "target <i>Personas</i><sup>29</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker...) _____ Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____ Activities Biking Other: _____</p>

<sup>28</sup> Indicated age range is based on the UN definition

<sup>29</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.




### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b>          Traditional Accommodation          Bed and breakfast          Half board treatment          Full board treatment          Only bed          Apartment, Residence          Camping, Camper-site          Equipped huts and refuges          Unconventional Stays (country house, glamping...) _____          Sightseeing or tour guide services          Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____          Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) Bike rental          Other: _____</p> <p><b>Other accessible services available at the destination:</b>          First aid point and Hospital / Medical centre nearby          Tourism information centre          Internet point &amp; internet services          Market/Supermarket          Bank/ATM machine          Laundry          Souvenir shop          Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____          OTA / Online Travel Agencies (e.g., Expedia) _____          B2C / Direct Online Sales _____          Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____          Tour operators _____          Local DMC _____          Local DMO _____          Other: _____</p> 
<p><b>Contacts</b></p>	<p><b>SLOWBIKE TOURISM</b></p>
<p><b>Website</b></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



<p><i>(If present)</i></p>	<p><a href="https://www.slowbiketourism.com/index.asp?pag=117">https://www.slowbiketourism.com/index.asp?pag=117</a>  <a href="mailto:info@slowbiketourism.com">info@slowbiketourism.com</a></p>
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	  
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p>Rack Rate (B2B) EUR _____          Package/Tour Pricing (B2C) Starting from <b>EUR 520,00</b></p>
<p><b>Notes</b></p>	

#### DETAILED PROPOSAL OF PACKAGE

*1° DAY RAVENNA. Arrival of the participants, accommodation in hotel. Meeting at the [DARSENA POP UP](#) bike point for possible bike rental (if you don't have your own bike). Dinner and overnight stay in Ravenna in a 3-star hotel.*  
*2° DAY RAVENNA. External visit to UNESCO sites (Basilica of San Vitale, Mausoleum of Galla Placidia, S. Apollinare Nuovo, S. Apollinare in Classe, Arian and Neonian Baptistery, Archbishop's Chapel, Theodoric's Mausoleum) the tomb by Dante*

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



*Alighieri, the Domus of the Stone Carpets. Recommended lunch in Darsena Pop Up. Dinner and overnight stay in Ravenna in a 3-star hotel.*

*3° DAY [RAVENNA](#) - [BAGNACAVALLO](#) Km 39. Departure for [RUSSI](#) (the Domus Romana, Antiquarium and Palazzo San Giacomo); free lunch, Zanelli canal then arrival in BAGNACAVALLO and visit of the small and beautiful town. Dinner, overnight in a 3-star hotel.*

*4° DAY BAGNAVALLO - FUSIGNANO - [ALFONSINE](#) - VILLANOVA BAGNACAVALLO Km 44. Departure and visit of the Pieve S. Pietro in Silvis and Podere Pantaleone; stops in FUSIGNANO SENIO RIVER (Battle of the Senio), ALFONSINE and the Museum of the Battle of the Senio. Lunch designed by starred chef at "Le Spighe non solo Piadine" (high quality local products. Drinks included), afterwards tasting of fine local wines in the Randi Winery, continuation to the Ecomuseo of Villanova di Bagnacavallo; dinner and overnight in Bagnacavallo.*

*5° DAY BAGNACAVALLO - FAENZA Km 34. We leave for LUGO with a visit to the Rocca Estense, the Pavaglione and the Baracca Museum; continuation to COTIGNOLA with a visit to the Roman tombs, the Acuto tower and S. Francesco church; arrival in FAENZA with the possibility of visiting the Ceramics Museum and Palazzo Milzetti. Dinner in a restaurant and overnight stay in Fondo Riso b & b.*

*6° DAY FAENZA - BOLOGNA bike loading on bus and possible stops at BRISIGHELLA-RIOLO TERME according to departure times from Bologna.*

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



## 2

<b>Package number / ID code</b>	PP8#2
<b>Title of the Tourism Package</b>	THE WATER WAYS - FROM THE VENA DEI GESSI PARK TO THE PO DELTA PARK
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	We take you to Romagna, a land of traditions, culture, mosaic and good food.
<b>Location(s)</b>	Castel del Rio - Imola - Alfonsine - Marina Romea - Ravenna
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: _____</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	A 4 days bike tour to discover the path of the Canali dei Mulini, built in medieval times to feed the driving force of the mills scattered throughout the territory. The itinerary is rich in fauna, flora and history and extends for about 47 km, joining the Apennines to the Reno River, with stop in Alfonsine and visit of the Natural Reserve.
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i>	<p>1 Friendly biking tour with local guides with in depth knowledge of the territory                      2 Bagnara di Romagna included in the club of the "I Borghi più belli d'Italia" ("Most Beautiful Villages in Italy"), is a rare example of a fully preserved medieval fortress.                      3 AL.BA.CO. in bici – the wellness itinerary that passes through Alfonsine                      4 Alfonsine Natural Reserve                      5 Comacchio Valley</p>
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<p>1 day (excursion)                      1 night / 2 days                      2 nights / 3 days                      Other: 3nights/4days</p>
<b>Period</b> <i>Highlight the best period/s to enjoy the experience</i>	<p>365 days                      Winter                      Summer</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



	<p>Spring Autumn Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years<sup>30</sup>) Couples Solo travellers Small Group of Friends Organised Groups People with disabilities Specific “target <i>Personas</i><sup>31</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) _____ Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____ Activities Biking Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment Full board treatment Only bed Apartment, Residence Camping, Camper-site Equipped huts and refuges Unconventional Stays (country house, glamping...) _____ Sightseeing or tour guide services Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____ Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) Bike rental</p>

<sup>30</sup> Indicated age range is based on the UN definition

<sup>31</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



	<p>Other: _____</p> <p><b>Other accessible services available at the destination:</b>          First aid point and Hospital / Medical centre nearby          Tourism information centre          Internet point &amp; internet services          Market/Supermarket          Bank/ATM machine          Laundry          Souvenir shop          Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____          OTA / Online Travel Agencies (e.g., Expedia) _____          B2C / Direct Online Sales _____          Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____          Tour operators _____          Local DMC _____          Local DMO _____          Other: _____</p> 
<p><b>Contacts</b></p>	<p><b>SLOWBIKE TOURISM</b></p>
<p><b>Website</b>  <i>(If present)</i></p>	<p><a href="https://www.slowbiketourism.com/index.asp">https://www.slowbiketourism.com/index.asp</a>  <a href="mailto:info@slowbiketourism.com">info@slowbiketourism.com</a></p>
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b>  <i>(If present)</i></p>	

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



<p><b>Images</b>  <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b>  <i>(Possible cost of the tourist package)</i></p>	<p>Rack Rate (B2B) EUR _____                  Package/Tour Pricing (B2C) EUR <b>ON REQUEST</b></p>
<p><b>Notes</b></p>	



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



#### DETAILED PROPOSAL OF PACKAGE

*1° DAY: Castel del Rio / Imola 35 km*

*Following the Santerno cycle path, you will cross places of rare natural beauty, as well as all the cultural and agricultural aspects of the territory, with the possibility of food and wine experiences. The route also connects rivers, parks and green areas of recreational and sporting interest such as the Parco delle Acque Minerali di Imola, the fluvial park of Borgo Tossignano and Fontanelice and the Alidosi bridge in Castel del Rio.*

*2° DAY: Imola / **Alfonsine** 45 km*

*From Imola, through secondary country roads, you will reach Molino Scodellino, located in Castel Bolognese. From here you travel along the Canale dei Mulini cycle path and you will reach Bagnara di Romagna, one of the most beautiful villages in Italy with the Rocca degli Sforza. We will pass through Lugo, a town rich in art, culture and history, from Fusignano, famous for the birthplace of the musician Corelli, to arrive at Alfonsine, the natural gateway to the Po Delta Park. Visit of the Museum of the Battle of the Senio.*

*3° DAY: Alfonsine / Marina Romea 40 km*

*From Alfonsine, you will reach Marina Romea, skirting the Comacchio valley, using the Reno cycle path. Extraordinary places where it is possible to admire pink flamingos and magnificent birdlife. In Marina Romea you will encounter centuries-old pine forests and the Baiona pilassa, an important wetland area of the Ravenna beaches.*

*4° DAY: Marina Romea / Ravenna about 40 km*

*To reach Ravenna, we will skirt the coast up to Lido di Dante, rich in history with its bunkers. We will cross Dante's pine forest, skirt the wetlands of Ortazzo and Ortazzino, and then reach Ravenna to visit its mosaics.*



### 3

<b>Package number / ID code</b>	PP8#3
<b>Title of the Tourism Package</b>	From Ravenna to the Po Delta Woods, valleys, wetlands in the shadow of the Byzantine mosaics and memories of the Resistance.
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	OH PARTIGIANO, TAKE ME AWAY
<b>Location(s)</b>	RAVENNA, ALFONSINE -EMILIA ROMAGNA (IT)
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: HISTORICAL ITINERARY WW2</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>Itinerary for school trips and educational tours through Romagna and the historical places, protagonists of the war events of the Second World War. It begins with the visit to Punta Alberete and its unique natural environment, followed by Ravenna, with a mosaic laboratory and the tour ends with a guided to the Museum of the Battle of the Senio which, through the armaments, the uniforms, flags and countless other objects, documents the terrible period of the world conflict in the Romagna territory marked by the passage of the so-called "Gothic Line". The Tour continues to Sant'Alberto with a walk along the Reno bank to observe the valleys that gave refuge to many partisans. Possibility to complete the day with a boat trip accompanied by elderly partisans.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i>	<ol style="list-style-type: none"> <li>1 Museo del Senio and Casa dell'Agnese</li> <li>2 Po Delta Park natural environment</li> <li>3 Ravenna's mosaics</li> <li>4 Gothic Line</li> <li>5 Comacchio Valley</li> </ol>
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<p>1 day (excursion)                      1 night / 2 days                      2 nights / 3 days                      Other</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p>365 days Winter Summer Spring Autumn Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years<sup>32</sup>) Couples Solo travellers Small Group of Friends Organised Groups People with disabilities Specific “target <i>Personas</i><sup>33</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) _____ Other: PRIMARY AND SECONDARY SCHOOL STUDENTS</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____ Activities Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment Full board treatment Only bed Apartment, Residence Camping, Camper-site Equipped huts and refuges Unconventional Stays (country house, glamping...) _____ Sightseeing or tour guide services</p>

<sup>32</sup> Indicated age range is based on the UN definition

<sup>33</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



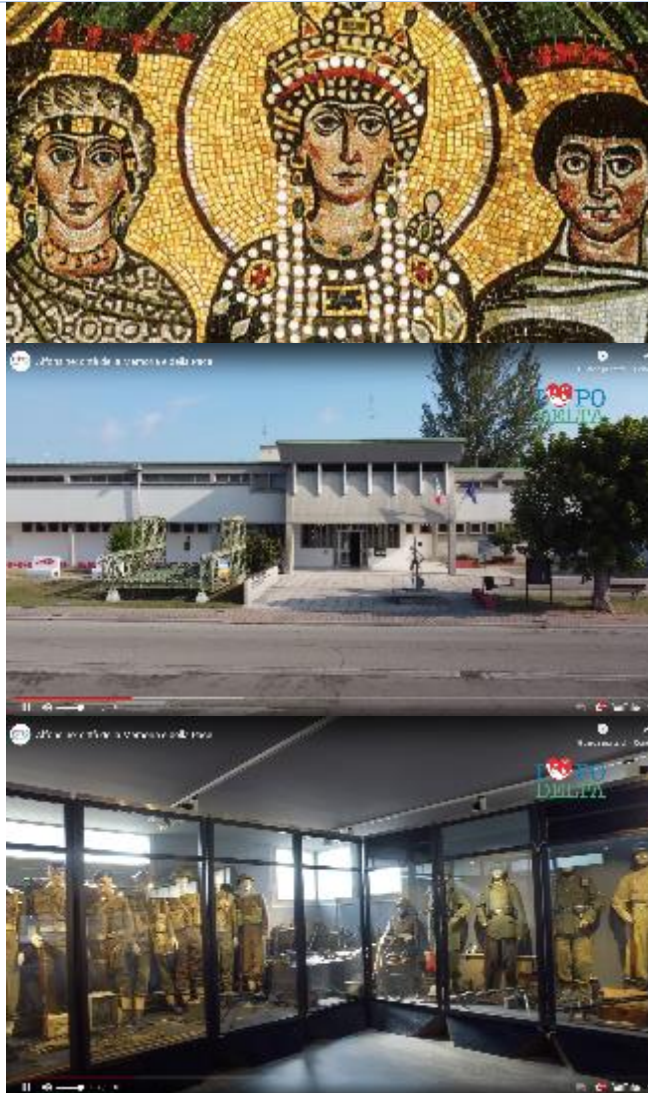
	<p>Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____          Local Transport service (specify: car – bike – motorbike – boat rental, <b>bus service</b>, informal transports...)          Other: ENTRANCE TO MUSEUMS</p> <p><b>Other accessible services available at the destination:</b>          First aid point and Hospital / Medical centre nearby          Tourism information centre          Internet point &amp; internet services          Market/Supermarket          Bank/ATM machine          Laundry          Souvenir shop          Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____          OTA / Online Travel Agencies (e.g., Expedia) _____          B2C / Direct Online Sales _____          Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____          Tour operators _____          Local DMC _____          Local DMO _____          Other: _____</p> 
<p><b>Contacts</b></p>	<p><b>GIRATLANTIDE</b></p>
<p><b>Website</b>  <i>(If present)</i></p>	<p><a href="https://www.giratlantide.net/">https://www.giratlantide.net/</a>  <a href="mailto:giratlantide@giratlantide.net">giratlantide@giratlantide.net</a></p>
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b>  <i>(If present)</i></p>	

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



**Images**

4 High-definition images of the Tourism Package (GDPR rules and licensed)



**Package Cost**

*(Possible cost of the tourist package)*

Rack Rate (B2B) EUR \_\_\_\_\_  
 Package/Tour Pricing (B2C) from EUR 108,00

**Notes**

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



#### DETAILED PROPOSAL OF PACKAGE

*1° DAY: Arrival in the afternoon in Pineta San Vitale, a few kilometres north of Ravenna. In addition to pines and undergrowth, it features an area of vegetation typical of the coastal environment, settled on dune bars. You can choose whether to walk to Punte Alberete, a large hygrophilous forest which creates one of the most important flooded forests in Italy or to Piallassa Baiona, a wide valley of brackish water rich in fish and birdlife. At the end of the program, transfer to the hotel, accommodation, dinner and overnight stay.*

*2° DAY: Breakfast at the hotel and transfer to the historic center of Ravenna, where the mosaic laboratory takes place inside a room of imagination. To better understand the artistic heritage of Ravenna, children will create a mosaic with pre-cut and coloured tiles. Packed lunch provided by the hotel. In the afternoon guided tour to the main monuments and artistic treasures of the city: Basilica of San Vitale and Mausoleum of Galla Placidia, Neonian Baptistery, Basilica of Sant 'Apollinare Nuovo. At the end of the activities, return to the hotel, dinner and overnight stay.*

*3° DAY: breakfast at the hotel. Half day itinerary dedicated to the visit of the town of Alfonsine, full of memories related to the Resistance and to the reconstruction period. The guided tour, suitable for students of all grades, includes the visit of Museo del Senio, a modern museum documenting the final stages of the attacks on the Gothic Line, culminating with the battle of April the 10th 1945, an important event of World War II. The museum has two main displays: one is about the transit of the Allied troops and the other documents partisan resistance in Romagna. The collection includes many photographs, original maps, military uniforms and equipment, flags and military items that were converted for everyday use after the conflict. The Comacchio Valley and the "casoni" (huts) where partisans used to hide during the war. Visit of Casa dell'Agnese, a rural house in the countryside of Alfonsine, where the movie "And Agnes goes to die" was filmed.*



4

<b>Package number / ID code</b>	PP8#4
<b>Title of the Tourism Package</b>	The Renaissance in the Po Delta Park
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	
<b>Location(s)</b>	OSTELLATO, PORTOMAGGIORE, FERRARA – EMILIA ROMAGNA (IT)
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other:</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>3 days tour for school trips to discover the Renaissance in Po Delta Park, valleys and wetlands.</p> <p>First day, excursion at the Vallette Natural Reserve in Ostellato. A suggestive path along the pontoons suspended over the water dedicated to birds and plants, to discover their habits and the characteristics of indigenous plants. Following, laboratory dedicated to birds and other animal's feeders. Second and third day are dedicated to the visit of Ferrara by bike, exemplary designed in the Renaissance and the Este Delights (residences of the Dukes of Este in the Po Delta), that testify, in an exceptional way, the reflection of the Renaissance culture on the natural landscape. Guided tour and workshop at the Delizia del Verginese, or the Brolo, an Italian Renaissance Garden, rebuilt according to the drawings of the time, with fruit trees, essences and ornamental plants. Visit focuses on understanding the functions of the garden and its links with the surrounding agricultural land and with the Delizia itself; the visit includes the analysis of aspects related to the Ferrara Renaissance, analysis of the geomorphological evolution of territory and environment in the Estense era through historical maps, study of architecture and the function of the different ones delights, study on the artists of the Este court and the cultural role of the city in the Renaissance.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the</i>	<p>1 The birds of Po Delta Park                      2 Ferrara, the capital of the Renaissance                      3 Vallette Natural Reserve</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



<p><i>ones who really make special the experience</i></p>	<p>4 The Delizia del Verginese 5 Traditions on function of the gardens in the Renaissance</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p>1 day (excursion) 1 night / 2 days 2 nights / 3 days Other</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p>365 days Winter Summer Spring Autumn Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years<sup>34</sup>) Couples Solo travellers Small Group of Friends Organised Groups People with disabilities Specific "target <i>Personas</i><sup>35</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker...) _____ Other: PRIMARY AND SECONDARY SCHOOL STUDENTS</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____ Activities Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment</p>

<sup>34</sup> Indicated age range is based on the UN definition

<sup>35</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



	<p>Full board treatment  Only bed  Apartment, Residence  Camping, Camper-site  Equipped huts and refuges  Unconventional Stays (country house, glamping...) _____  Sightseeing or tour guide services  Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____  Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...)  Other: ENTRANCE TO MUSEUMS</p> <p><b>Other accessible services available at the destination:</b>  First aid point and Hospital / Medical centre nearby  Tourism information centre  Internet point &amp; internet services  Market/Supermarket  Bank/ATM machine  Laundry  Souvenir shop  Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____  OTA / Online Travel Agencies (e.g., Expedia) _____  B2C / Direct Online Sales _____  Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____  Tour operators _____  Local DMC _____  Local DMO _____  Other: _____</p> 
<p><b>Contacts</b></p>	<p><b>GIRATLANTIDE</b></p>
<p><b>Website</b>  <i>(If present)</i></p>	<p><a href="https://www.giratlantide.net/">https://www.giratlantide.net/</a>  <a href="mailto:giratlantide@giratlantide.net">giratlantide@giratlantide.net</a></p>
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b></p>	



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP8 DELTA 2000



*Guided tour of the Delizia (Castle) with analysis of aspects related to the Ferrara Renaissance, analysis of the geomorphological evolution of territory and environment in the Estense era through historical maps, study of architecture and the function of the different Delizie, study on the artists of the Este court and the cultural role of the city in the Renaissance. Deepening on the history of Lucrezia Borgia, Laura Dianti and Alfonso I d'Este.*

*Packed lunch provided by the hotel.*

*The afternoon continues with the workshop "Alla corte di Laura": dramatization to bring Laura's story back to life, Alfonso and the Este court, between ghosts and suggestions without ever losing the thread that history offers us. At the end, I return to hotel, dinner and overnight stay.*

*3° DAY: FERRARA*

*Breakfast at the hotel. How about combining the sporting aspect with the artistic-cultural one with a visit that the physical education teacher will certainly agree with the teacher of art and image? Since Ferrara is the city of the bicycles, the visit will be on bike, in the way most used by the people of Ferrara themselves. Bike rental included.*



## PP9 CAMPOBASSO

<b>Partner (name and number)</b>	Municipality of Campobasso - PP9
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>• Sabrina Tirabassi</li> <li>• Claudia Romaniello</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:sabrina.tirabassi@comune.campobasso.it">sabrina.tirabassi@comune.campobasso.it</a>

### 1

<b>Package number / ID code</b>	1 PP9 – Comune di Campobasso
<b>Title of the Tourism Package</b>	Campobasso Garden City
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Unexpected experience
<b>Location(s)</b>	Old City Centre and Modern City Centre
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input type="checkbox"/> Ecotourism, Parks & Wildlife <input checked="" type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input checked="" type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	An unusual urban route, an authentic journey to be experienced slowly, as suggested by the fan shape that gradually rises from the valley to the hill where the top of the city is, the Monforte Castle.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<p>Campobasso surprises the traveler with the many faces of history and the spontaneity of its community.</p> <p>From the winding alleys, between colorful houses and suggestive stairways, typical of the fortified upper town around the Monforte Castle, the new nineteenth-century city opens up into the valley with its most elegant appearance among wide streets, palaces, and gardens.</p> <p>You just have to choose how long you want to live the experience and which aspects of the city you want to discover: history, art, traditions, museums, street art, nature, good food, and crafts!</p> <p>A walk at a walking pace inside and outside the old city, through stops and curiosities, will suggest unexpected glimpses of Campobasso. An unexpected discovery dedicated to those who travel alone, in small groups, and those who travel with a cheerful company.</p>
<p><b>Tourism Package Highlight</b>  <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 History of the city  <input type="checkbox"/> 2 Art, traditions and tales  <input type="checkbox"/> 3 Slow Tourism  <input type="checkbox"/> 4 Local handicrafts  <input type="checkbox"/> 5 Gardens and villas</p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...)</p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>36</sup>)  <input checked="" type="checkbox"/> Couples  <input checked="" type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends</p>

<sup>36</sup> Indicated age range is based on the UN definition.



	<p><input checked="" type="checkbox"/> Organised Groups</p> <p><input type="checkbox"/> People with disabilities</p> <p><input type="checkbox"/> Specific “target <i>Personas</i><sup>37</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><b>x Natural Attractions (e.g., park, landscape)</b> Villa De Capua, Villetta Flora, Villa Musenga, Garden of Mario Pagano Boarding School, Area SIC Monforte, Fontana Vecchia, Park San Giovanni, Park San Giovannello;</p> <p><b>X Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village)</b> Monforte Castle, Samnite Museum, Museum of Palazzo Pistilli, Museum of Misteri, Exhibition Space Ex Gil, Civic Gallery of Modern and Contemporary Art, Galleria Spazio Immagine, Spazio Sfuso, Piazzetta Palombo, Draw the Line Street Art Festival, Public Library, Festival dei Misteri, Festival Cinema Kiss me deadly, Festival of Spanish Cinema.</p> <p>_____</p> <p><b>X Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall)</b> Savoia Theatre, Auditorium Giovannitti – Palazzo Ex Gil, Inclusive Plaground entitled to “Paul Harris”, Park via XIV Maggio, Alphaville venue, Cinema Maestoso, Su e giù running race.</p> <p><b>x Wellness (e.g., Spa, swimming pool, massage centre)</b> Public swimming pool, tennis club</p> <p><input type="checkbox"/> Activities _____</p> <p><b>X Other: Intangible heritage (religious and popular traditions)</b></p> <ul style="list-style-type: none"> <li>● 17th January – Fire of Saint Anthony, near the church of the same name</li> <li>● Good Friday –Historical centre</li> <li>● 23 April - San Giorgio - Historical centre</li> </ul>

<sup>37</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.


### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<ul style="list-style-type: none"> <li>• 31 May- Infiorata – Historical centre</li> <li>Corpus Domini – Museum of Misteri and Historical centre</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li>X Traditional Accommodation</li> <li>X Bed and breakfast</li> <li><input type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li>X Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input type="checkbox"/> Unconventional Stays (country house, glamping...)</li> <li>X Sightseeing or tour guide services</li> <li>X Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</li> <li>X Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports): bike - electric scooter - bus service</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li>X First aid point and Hospital / Medical centre nearby</li> <li>X Tourism information centre</li> <li><input type="checkbox"/> Internet point &amp; internet services</li> <li>X Market/Supermarket</li> <li>X Bank/ATM machine</li> <li>X Laundry</li> <li>X Souvenir shop</li> <li>X Other (e.g., mountain rescue service, local weather forecasting system): _____</li> </ul>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<ul style="list-style-type: none"> <li>X B2B (travel agent, tour operator)</li> <li><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia)</li> <li><input type="checkbox"/> B2C / Direct Online Sales</li> <li><input type="checkbox"/> Other: _____</li> </ul>

**D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO**



<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input checked="" type="checkbox"/> Local incoming travel agency</p> <p><input type="checkbox"/> Tour operators _____</p> <p><input type="checkbox"/> Local DMC _____</p> <p><input type="checkbox"/> Local DMO _____</p> <p><input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p> 
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	<p><a href="http://www.comune.campobasso.it">www.comune.campobasso.it</a></p>
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



1. Monforte Castle
2. Church of San Giorgio and city walls
3. Museum of Misteri
4. Villa de Capua

#### Images

4 High-definition images of the Tourism Package (GDPR rules and licensed)



D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



**Package Cost**

*(Possible cost of the tourist package)*

Rack Rate (B2B) EUR \_\_\_\_\_

x Package/Tour Pricing (B2C):

- 1 Package 90 € (B&B, 1 lunch, 1 dinner, museums entrance)
- 1 Package for family group 120 € (Hotel, 1 lunch, 1 dinner, museums entrance, guided tour)

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<ul style="list-style-type: none"><li>• 1 Package for small group 150 € (Hotel, 1 lunch, 1 dinner, museums entrance, guided tour)</li></ul>
<b>Notes</b>	



#### DETAILED PROPOSAL OF PACKAGE

An unusual urban route, an authentic journey to be lived slowly, as the shape of the city that gradually rises from the valley suggests: Campobasso surprises the traveler with the many faces of history and the spontaneity of its community. A thousand-year history from the Samnite era, with the first settlement nucleus, leads to the birth of the medieval center which later became a feud of important noble families, such as Monforte, thanks to which the city was redesigned. From the winding alleys, between colorful houses and suggestive stairways, typical of the upper town perched around the Monforte Castle, opens the new city built in the Napoleonic age and recognizable as a city - garden and designed for the will of King Gioacchino Murat, and for this reason defined Murattian center, which had it built according to the nineteenth-century urban ideal. From village to town that over time has grown to become the most important administrative center of Molise in modern times.

Through the community map, individual travelers and small groups will be able to easily delve into the history of the city and discover the tales of art, traditions, and stories that it holds.

It is recommended to start the route from the city below, from Piazza Prefettura where the city is presented in its modern guise to then enter the old town protected by the medieval walls. Here the old city developed with the most ancient sacred buildings, noble palaces, museums, medieval gates, turrets, and the Monforte Castle.

On the downhill path, you can choose different tracks in the urban range, it is advisable to continue the path towards the Church of Sant'Antonio Abate near which there is one of the six gates of the city, the most monumental of those left, and from here continue towards the city nineteenth-century and contemporary with places of craftsmanship, artistic productions, art galleries, and museums, or art painted on the buildings with the street art project. The bourgeois and elegant part with gardens and villas where the citizens of Campobasso love to spend their free time and where public events and events often take place.

Places of culture that can also be visited with a guided tour:

Samnite Museum - MIC (ticket cost € 4 - closed on Mondays)

Palazzo Pistilli Museum - MIC (by reservation)

Monforte Castle - Free admission

Museum of the Misteri- (offer - open in the afternoon)

ExGil Exhibition Palace - (temporary exhibitions)

Villa De Capua - (free admission)

Mario Pagano National Boarding School - (By reservation)

It is possible to book the guided tour and trekking service to get to know the city or to learn more about the museums and exhibitions organized by local associations. In addition, it is also possible to book private tours to get to know underground Campobasso where the shelters of the Second World War are.

In the historic centre, you can get to know the local cuisine and taste the typical dishes of the Campobasso and Molise tradition thanks to the numerous restaurants and trattorias.



2

<p><b>Package number / ID code</b></p>	<p>2 / PP9 – Comune di Campobasso</p>
<p><b>Title of the Tourism Package</b></p>	<p>Campobasso CBike</p>
<p><b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i></p>	<p>Unexpected discovery</p>
<p><b>Location(s)</b></p>	<p>Old City Centre and Modern City Centre</p>
<p><b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input checked="" type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input checked="" type="checkbox"/> City Tour / City Break</li> <li><input type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input type="checkbox"/> Sports &amp; Winter</li> <li><input type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input checked="" type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>Can you imagine getting to know a city located in the heart of the Apennine mountains riding a bicycle without too much effort while having fun? Campobasso CBike is the experience for you! A new and unexpected way to discover a city that grew up around the medieval town to which some suburbs were added, where impressive works of street art decorate the buildings almost touching the sky. Until the early nineteenth century, the medieval village kept its typical fan shape almost unchanged. Having become the capital of the Province of Molise, the urban area expands into the flat space at the foot of the hill. The new monumental and young city is born which, according to French taste, is characterized by wide tree-lined avenues, elegant urban villas, and important botanical gardens: and here is the "Garden City"!</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<p>Several green spaces can be easily reached on foot, by bicycle and with scooters: historic villas and gardens, the path in the SIC Monforte area, the Fontana Vecchia area, and the San Giovanni multipurpose park located in the homonymous neighborhood, now an open-air museum of the splendid Street Art works of the Draw the Line Festival.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/>1 History, art, traditions and tales  <input type="checkbox"/>2 Gardens, villas and parks  <input type="checkbox"/>3 Slow Tourism  <input type="checkbox"/>4 Street Art  <input type="checkbox"/>5 Art Nouveau</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  X 1 night / 2 days  <input type="checkbox"/>2 nights / 3 days  <input type="checkbox"/>Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  x Summer  x Spring  x Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p>x Families (with children)  <input type="checkbox"/> Elderly  X Youth (15-24 years<sup>38</sup>)  X Couples  X Solo travellers  <input type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>39</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/>Other: _____</p>

<sup>38</sup> Indicated age range is based on the UN definition.

<sup>39</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><b>x Natural Attractions (e.g., park, landscape)</b> Villa De Capua, Villetta Flora, Villa Musenga, Garden of Mario Pagano Boarding School, Area SIC Monforte, Fontana Vecchia, Park San Giovanni, Park San Giovannello;</p> <p><b>X Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village)</b> Monforte Castle, Samnite Museum, Museum of Palazzo Pistilli, Museum of Misteri, Exhibition Space Ex Gil, Civic Gallery of Modern and Contemporary Art, Galleria Spazio Immagine, Spazio Sfuso, Piazzetta Palombo, Draw the Line Street Art Festival, Public Library, Festival dei Misteri, Festival Cinema Kiss me deadly, Festival of Spanish Cinema.</p> <hr/> <p><b>X Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall)</b> Savoia Theatre, Auditorium Giovannitti – Palazzo Ex Gil, Inclusive Plaground entitled to “Paul Harris”, Park via XIV Maggio, Alphaville venue, Cinema Maestoso, Su e giù running race.</p> <p><b>x Wellness (e.g., Spa, swimming pool, massage centre)</b> Public swimming pool, tennis club</p> <p><input type="checkbox"/> Activities _____</p> <p><b>X Other: Intangible heritage (religious and popular traditions)</b></p> <ul style="list-style-type: none"> <li>● 17th January – Fire of Saint Anthony, near the church of the same name</li> <li>● Good Friday –Historical centre</li> <li>● 23 April - San Giorgio - Historical centre</li> <li>● 31 May- Infiorata – Historial centre</li> </ul> <p>Corpus Domini – Museum of Misteri and Historical centre</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p>X Traditional Accommodation X Bed and breakfast <input type="checkbox"/> Half board treatment <input type="checkbox"/> Full board treatment <input type="checkbox"/> Only bed <input type="checkbox"/> Apartment, Residence X Camping, Camper-site <input type="checkbox"/> Equipped huts and refuges</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<p><input type="checkbox"/> Unconventional Stays (country house, glamping...)  <input checked="" type="checkbox"/> Sightseeing or tour guide services  <input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)  <input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...): bike - electric scooter - bus service  <input type="checkbox"/> Other: _____</p> <p><b>Other accessible services available at the destination:</b>  <input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby  <input checked="" type="checkbox"/> Tourism information centre  <input type="checkbox"/> Internet point &amp; internet services  <input checked="" type="checkbox"/> Market/Supermarket  <input checked="" type="checkbox"/> Bank/ATM machine  <input checked="" type="checkbox"/> Laundry  <input checked="" type="checkbox"/> Souvenir shop  <input checked="" type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____  <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia)  <input type="checkbox"/> B2C / Direct Online Sales _____  <input type="checkbox"/> Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p><input checked="" type="checkbox"/> Local incoming travel agency  <input type="checkbox"/> Tour operators _____  <input type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____</p> <p>(Insert logo here)</p> 
<p><b>Contacts</b></p>	
<p><b>Website</b>  <i>(If present)</i></p>	<p><a href="http://www.comune.campobasso.it">www.comune.campobasso.it</a></p>
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b></p>	



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



(If present)

1. San Giorgio Palace
2. Piazzetta Palombo - Cycling station
3. Draw the line
4. Villetta Flora



#### Images

4 High-definition images of the Tourism Package (GDPR rules and licensed)



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR</p> <ul style="list-style-type: none"> <li>● 1 Package 120 € (B&amp;B, 2 lunches, 1 dinner, museums entrance, affitto bicicletta)</li> <li>● 1 Package for family group 150 € (Hotel, 2 lunches, 1 dinner, museums entrance, guided tour, bike rental)</li> <li>● 1 Package for small group 180 € (Hotel, 2 lunches, 1 dinner, museums entrance, guided tour, bike rental)</li> </ul>
<p><b>Notes</b></p>	

#### DETAILED PROPOSAL OF PACKAGE

Campobasso CBike is a new and unexpected way to discover a mountain town, which grew up around the medieval town perched on the hill to which over time the nineteenth-century neighborhoods of tree-lined avenues and the contemporary suburbs have been added, where impressive works of street art color the buildings almost touching the sky.

Until the early nineteenth century, the medieval village kept its typical fan shape almost unchanged. Having become the capital of the Province of Molise, the city expands the urban area into the flat space at the foot of the hill. The new monumental and young city is born which, responding to the French urban taste, is characterized by wide tree-lined avenues, elegant urban villas, and important botanical gardens: and here is the "Garden City"!

Several green spaces can be easily reached on foot, by bicycle, and with scooters connected by tree-lined streets defined by buildings of public interest and prestigious private buildings that have given life to the modern village intended for the bourgeois class. For this reason, the villas and gardens are decorated with stone sculptures, pools for water games, and decorations made in Art Nouveau style, refined and elegant urban furnishings, made by the Campobasso family of artisans, the Tucci, which lightly decorate and define the spaces.

Through the community map, individual travelers, families, and small groups will be able to easily delve into the history of the city and discover the tales of art, traditions, and stories that it holds. Thanks to the municipal station cycle, it is possible to rent bicycles with pedal assistance and scooters and cross the city according to the time available and the desire to experiment uphill and downhill.

From one historical garden to the other, you can reach the SIC Monforte area or the area of Fontana Vecchia, an ancient public wash house built at the beginning of the 17th century, today a park and a place that characterizes the popular culture of Campobasso. Finally, cross the city and reach the San Giovanni district where most of the Street Artworks are located and created with the Draw the line Festival and the multipurpose park where, in the summer, the popular culture theater festival takes place.

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



It is possible to book a guided tour and trekking service to get to know the city or to learn more about the museums and exhibitions organized by local associations.

Places of culture that can also be visited with a guided tour:  
Samnite Museum - MIC (ticket cost € 4 - closed on Mondays)  
Palazzo Pistilli Museum - MIC (by reservation)  
Monforte Castle - Free admission  
Museum of the Misteri - (offer - open in the afternoon)  
ExGil Exhibition Palace - (temporary exhibitions)  
Villa De Capua - (free admission)  
Mario Pagano National Boarding School - (By reservation)

In the historic center you can get to know the local cuisine and taste the typical dishes of the Campobasso and Molise tradition thanks to the numerous restaurants and trattorias. Music concerts and cultural events take place in the gardens during spring and summer.



3

<p><b>Package number / ID code</b></p>	<p>3 / PP9 – Municipality of Campobasso</p>
<p><b>Title of the Tourism Package</b></p>	<p>Campobasso, the City of Misteri</p>
<p><b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i></p>	<p>unexpected emotion</p>
<p><b>Location(s)</b></p>	<p>Old City Centre and Modern City Centre</p>
<p><b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input checked="" type="checkbox"/> City Tour / City Break</li> <li><input checked="" type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input type="checkbox"/> Sports &amp; Winter</li> <li><input type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input checked="" type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>Traditions that have spanned the centuries and convey unexpected emotions! An engaging journey into the city of Misteri where centuries-old rites become art that crosses the streets and mixes with people.</p> <p>The Festival of Misteri is the best opportunity to live an experience in perfect Molise style, getting in touch with the atmosphere of the most heartfelt party in the entire region. There are three days of music and events, street food, and the great fair that crosses the city. A great event that accompanies residents and travelers at the most awaited moment is the spectacular parade of the Misteri which, between the wings of angels and the tails of devils, transforms the discovery of Campobasso into an unforgettable memory.</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



<p><b>Tourism Package Highlight</b>  <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 History of the city and of Molise  <input type="checkbox"/> 2 Art, traditions and tales  <input type="checkbox"/> 3 Slow tourism  <input type="checkbox"/> 4 Local handicrafts  <input type="checkbox"/> 5 Gardens and villas</p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input checked="" type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input checked="" type="checkbox"/> Other (National Holidays, Special Events...) Corpus Domini weekend</p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)  <input checked="" type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>40</sup>)  <input checked="" type="checkbox"/> Couples  <input checked="" type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input checked="" type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>41</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b>  <input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape)</p>

<sup>40</sup> Indicated age range is based on the UN definition.

<sup>41</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<p>Villa De Capua, Villetta Flora, Villa Musenga, Garden of Mario Pagano Boarding School, Area SIC Monforte, Fontana Vecchia, Park San Giovanni, Park San Giovannello;</p> <p>X Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village)          Monforte Castle, Samnite Museum, Museum of Palazzo Pistilli, Museum of Misteri, Exhibition Space Ex Gil, Civic Gallery of Modern and Contemporary Art, Galleria Spazio Immagine, Spazio Sfuso, Piazzetta Palombo, Draw the Line Street Art Festival, Public Library, Festival dei Misteri, Festival Cinema Kiss me deadly, Festival of Spanish Cinema.</p> <hr/> <p>X Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall)          Savoia Theatre, Auditorium Giovannitti – Palazzo Ex Gil, Inclusive Plaground entitled to “Paul Harris”, Park via XIV Maggio, Alphaville venue, Cinema Maestoso, Su e giù running race.</p> <p>x Wellness (e.g., Spa, swimming pool, massage centre)          Public swimming pool, tennis club</p> <p><input type="checkbox"/> Activities _____</p> <p>X Other: Intangible heritage (religious and popular traditions)</p> <ul style="list-style-type: none"> <li>● 17th January – Fire of Saint Anthony, near the church of the same name</li> <li>● Good Friday –Historical centre</li> <li>● 23 April - San Giorgio - Historical centre</li> <li>● 31 May- Infiorata – Historial centre</li> </ul> <p>Corpus Domini – Museum of Misteri and Historical centre</p>
<p><b>Services</b>  <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <p>X Traditional Accommodation          X Bed and breakfast  <input type="checkbox"/> Half board treatment  <input type="checkbox"/> Full board treatment  <input type="checkbox"/> Only bed  <input type="checkbox"/> Apartment, Residence          X Camping, Camper-site  <input type="checkbox"/> Equipped huts and refuges  <input type="checkbox"/> Unconventional Stays (country house, glamping...)          X Sightseeing or tour guide services</p>

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



	<p>X Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)                  X Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...): bike - electric scooter - bus service  <input type="checkbox"/>Other: _____</p> <p><b>Other accessible services available at the destination:</b>                  X First aid point and Hospital / Medical centre nearby                  X Tourism information centre  <input type="checkbox"/>Internet point &amp; internet services                  X Market/Supermarket                  X Bank/ATM machine                  X Laundry                  X Souvenir shop                  X Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p>X B2B (travel agent, tour operator) _____  <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia)  <input type="checkbox"/> B2C / Direct Online Sales _____  <input type="checkbox"/>Other: _____</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p>X Local incoming travel agency  <input type="checkbox"/>Tour operators _____  <input type="checkbox"/> Local DMC _____  <input type="checkbox"/>Local DMO _____  <input type="checkbox"/>Other: _____</p> <p>(Insert logo here)</p> 
<p><b>Contacts</b></p>	
<p><b>Website</b>  <i>(If present)</i></p>	<p>www.comune.campobasso.it</p> 
<p><b>QR Code</b>  <i>(If present)</i></p>	



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



#### Video Link *(If present)*

1. Parade of Misteri
2. Mistero of Saint Michael
3. Museum of Misteri
4. Parade of Misteri

#### Images

*4 High-definition images of the Tourism Package (GDPR rules and licensed)*



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP9 CAMPOBASSO



<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR</p> <ul style="list-style-type: none"> <li>● 1 Package 180 € (2 nights B&amp;B, 3 lunches, 2 dinners, museums entrance, bike rental)</li> <li>● 1 Package for family group 230 € (2 nights Hotel, 3 lunches, 2 dinners, museums entrance, bike rental)</li> <li>● 1 Package for small group 280 € (Hotel, 2 lunches, 1 dinner, museums entrance, guided tour, bike rental)</li> </ul>
<p><b>Notes</b></p>	



### DETAILED PROPOSAL OF PACKAGE

The Festival of the Misteri is the best opportunity to live an unexpected and unique experience in Campobasso, which has taken place every year for about three centuries on the occasion of Corpus Domini. The cultural heritage linked to this festival is immense: the "Ingegni", conceived by Paolo Saverio di Zinno, the Campobasso artist who designed the structures in the eighteenth century, come alive with children, young people, and adults or the protagonists of the stories of faith represented in the 13 Misteri.

Misteri are structures made of tempered iron and assembled on wooden bases, carried on the shoulder by the bearers accompanied by the melody of Rossini's March of Moses. People, mostly children, are placed on the structures to represent angels, devils, scenes from the life of saints, and sacred figures of Christianity.

The parade is one of the most engaging experiences to do in Campobasso. It is interesting to follow the procession all the time and appreciate the suggestive perspective and illusionistic games that the Misteri create by passing through the narrow alleys of the historic center.

As they cross the streets, the shoulder-mounted structures give the impression that children fly over the heads of the spectators, suspended in the air like angels coming from heaven. The jokes of the devils of the Mistero of San Michele are also amusing, the only figures who can talk to people, while among the most famous and anticipated moments of the entire event is the struggle of the devil of the Mistero of Sant'Antonio Abate who seeks to make the charming and impassive Tunzella (a young woman) smile. These are the many stories and the thousand details hidden in each Mistero: each one unique and exciting.

On the morning of Corpus Domini, the figures, the bearers, and the musical bands meet at the Museum of the Misteri where the "Ingegni" are kept throughout the year. The Misteri cross the historic center and the Murattian centre following a precise order, passing under the large city gate of Sant'Antonio Abate, touching the balconies, stopping in the squares, and continuing to parade among thousands of people until reaching Palazzo San Giorgio, headquarters of the municipality where they receive the blessing.

The Festa dei Misteri is also an opportunity to discover Campobasso and Molise, in fact among markets and street foods you can find several promotional stands of the Molise municipalities that offer historical, cultural, and gastronomic guided tours. Furthermore, there are numerous cultural initiatives, shows, and concerts with national and international artists organized during the days of the Festival. Together with the Misteri, the Big Concert of Corpus Domini is the most awaited and attended event of the year by the citizens of Campobasso and Molise in general, the great free concert that closes the three days of great party on Sunday evening.



## PP10 PARK SASSO SIMONE SIMONCELLO

<b>Partner (name and number)</b>	PP10 Parco Sasso Simone Simoncello
<b>Main editor/s</b>	<ul style="list-style-type: none"> <li>Gianfranco Soriani</li> <li>Enzo Mataloni</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:amministrativo@parcosimone.it">amministrativo@parcosimone.it</a> <a href="mailto:enzo.mataloni@serintgroup.com">enzo.mataloni@serintgroup.com</a>

### 1

<b>Package number / ID code</b>	Tour 1 PP10
<b>Title of the Tourism Package</b>	<b>Natural Park - Contemporary art</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Discover contemporary artists exploring the Park
<b>Location(s)</b>	Pietrarubbia, Pennabilli, Frontino
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input checked="" type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>Inside the park there are works by contemporary artists of great value and great fame. These pieces of art are concentrated in three fascinating destinations inside the Park: Pennabilli, Frontino, and Pietrarubbia. In Pennabilli it's possible to discover the installations of Tonino Guerra, the scener of Federico Fellini. These installations are spread all over the village and also in the surroundings. Amid Frontino there is the museum of Franco Assetto but in this case, the real value added is to visit the little village of Frontino (one of the most beautiful villages of Italy). Last but not least, in the old town, there is the museum of Arnaldo Pomodoro and the Mancini chappel with a composition of pieces of art by the same artist.</p> <p>The tour includes a visit to these three attractions. The transfer from one to another of these ones is an important part of the package because the Park will be crossed from North to South and it will be possible to admire beautiful scenarios.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience - the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 Tonino Guerra installations in Pennabilli  <input type="checkbox"/> 2 The Pennabilli town.  <input type="checkbox"/> 3 Frontino Village  <input type="checkbox"/> 4 Museo Arnaldo Pomodoro and Mancini chappel  <input type="checkbox"/> 5 Old town of Pietrarubbia</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input checked="" type="checkbox"/> Spring  <input checked="" type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input checked="" type="checkbox"/> Families (with children)  <input checked="" type="checkbox"/> Elderly <input type="checkbox"/> Youth (15-24 years<sup>1</sup>)  <input checked="" type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific "target <i>Personas</i><sup>2</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker...) _____  <input type="checkbox"/> Other: _____</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) <b>Park landscape</b></li> <li><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) <b>Museums and installations</b></li> <li><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</li> <li><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/> Activities _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional Accommodation</li> <li><input type="checkbox"/> Bed and breakfast</li> </ul>

1

Indicated age range is based on the UN definition <sup>2</sup>

What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



	<p> <input type="checkbox"/> Half board treatment  <input type="checkbox"/> Full board treatment <input type="checkbox"/> Only bed  <input type="checkbox"/> Apartment, Residence  <input type="checkbox"/> Camping, Camper-site  <input type="checkbox"/> Equipped huts and refuges  <input type="checkbox"/> Unconventional Stays (country house, glamping...) _____  <input checked="" type="checkbox"/> Sightseeing or tour guide services  <input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) <b>Launch in an Old Mill working as restaurant near Frontino</b>  <input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) <b>Bus service or own cars</b>  <input type="checkbox"/> Other:         </p> <p><b>Other accessible services available at the destination:</b></p> <p> <input type="checkbox"/> First aid point and Hospital / Medical centre nearby  <input checked="" type="checkbox"/> Tourism information centre  <input type="checkbox"/> Internet point &amp; internet services  <input checked="" type="checkbox"/> Market/Supermarket  <input checked="" type="checkbox"/> Bank/ATM machine  <input type="checkbox"/> Laundry  <input type="checkbox"/> Souvenir shop  <input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____         </p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p> <input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____  <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input checked="" type="checkbox"/> B2C / Direct Online Sales _____  <input checked="" type="checkbox"/> Other: Local hotels based in the Park area         </p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p> <input checked="" type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____         </p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	<ul style="list-style-type: none"> <li>• The director of Locanda delle Storie – Based in the old village of Pietrarubbia and managing the A. Pomodoro Museum.</li> <li>• The Major of Frontino</li> <li>• Associazione Pennabilli Antiquariato. The association managing the Antiques exhibition of Pennabilli and takes cares of Tonino Guerra installations.</li> </ul>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	<div data-bbox="587 651 1023 1290" data-label="Image"> </div> <p data-bbox="587 1294 1358 1323">Sculpture of A. Pomodoro . Museum A. Pomodoro - Pietrarubbia</p> <div data-bbox="587 1328 1035 1715" data-label="Image"> </div> <p data-bbox="587 1727 1377 1792">Corner of "Rifugio delle Madonne Abbandonate" Tonino Guerra - Pennabilli</p>

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



Museum F. Assetto - Frontino



Palace of Prince of Carpegna - Carpegna

**Package Cost**

*(Possible cost of the tourist package)*

Rack Rate (B2B) EUR \_\_\_\_\_

Package/Tour Pricing (B2C) EUR \_\_\_\_\_

**Notes**



#### DETAILED PROPOSAL OF PACKAGE

A bus will be hired for all the day. Specifically, from 8.30 am to 8.00 pm

9.30 a.m. Excursion beginning.

The starting point will be in Piazza Vittorio Emanuele of Pennabilli near the fountain.

In the morning, about 3 hours will be dedicated to the visit of Pennabilli and the art installations of Tonino Guerra that are spread in the town. During the first part of the city tour will be visited, as the last installation, the "the Garden of Forgotten Fruits".

11.00 End of the first part of the visit.

11.00 – 11.30 The group will spend half an hour in a bar for drinking, use the toilet and relax.

During the stop in the bar, the group will meet the owner of the "Vivaio il Sorbo" who takes care of "the Garden of Forgotten Fruits". He will describe his experience and some tales about the forgotten fruits. Opportunities will be given to the participants to buy fruits and products of "Vivaio il Sorbo" that will be carried in by the owner of the Vivaio.

The bar, where the group will stop, will be contacted in advance and established a barter: the bar provides spaces for resting the group and the group purchase drinks and food from the bar.

11.30 - 12.30 the second part of the visit will take place. It will end near the bus that will move the participants to the restaurant "il Vecchio Mulino" near Frontino.

During the transfer the group will have the opportunity to watch the panorama of the Park with its peaks and woods. The guide, that will drive the group, will describe the natural beauties of the park.

13.15 - 14.30 Lunch in the restaurant "The Old Mill" and visit of the old mill perfectly restored.

The menu will be agreed between the travel agent and the restaurant owner.

14.30 - 15.00 Transfer from the "Vecchio Mulino" to the old centre of Frontino.

15.00 - 16.00 Visit of Frontino and of the museum "F. Assetto".

16.00 - 16.30 Transfer from Frontino to the PietraRubbia Old Town

16.30 - 18.00 visit of old town of Pietrarubbia and of the museum of Arnaldo Pomodoro.

17.30 coffee break in the restaurant near the museum.

The menu of the coffee break will be agreed between the travel agent and the restaurant owner.

18.00 – 19.00 transfer to Pennabilli.



2

<b>Package number / ID code</b>	Tour 2 PP10
<b>Title of the Tourism Package</b>	<b>Art shopping in the Park</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Buy art in the Park
<b>Location(s)</b>	Pietrarubbia, Pennabilli,
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input checked="" type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input type="checkbox"/> City Tour / City Break</li> <li><input checked="" type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input type="checkbox"/> Sports &amp; Winter</li> <li><input checked="" type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input checked="" type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals, Events &amp; Exhibitions</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>In Pennabilli, a beautiful village near the north border of the Park Sasso Simone and Simoncello , an antiques fair and exhibition has been held for fifty years. This fair, despite being located in a little Apennine village, has a national relevance attracting important exhibitors, visitors, and customers. The event takes place every year throughout the month of July.</p> <p>Pietrarubbia, another old village in this case near the southern border of the Park, not far from Pennabilli is planning to reopen the training courses for artistic metalworking initially promoted by Arnaldo Pomodoro. The idea in this case is to exhibit and sell the masterpieces created during the training courses.</p> <p>These master pieces will be mainly jewelry artworks. This tourist package aims to connect these two exhibitions, the related opportunities of shopping of pieces of art, the visit of two stunning villages, the tastes of tipycal meals of this area and finally the beautiful view of Simone Simoncello Natural Parc. The tourist package has a limited duration: the month of July of each year.</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Tourism Package Highlight</b> We ask you to write the top five elements of your experience – the ones who really make special the</p>	<p><input type="checkbox"/> 1 - Antiques Exhibition and Fair of Pennabilli – Shopping opportunity  <input type="checkbox"/> 2 - Exhibition and Fair of masterpieces created during the training courses for artistic metalworking of Pietrarubbia - Shopping opportunity  <input type="checkbox"/> 3 - The Pennabilli town and the installations of Tonino Guerra.</p>
<p>experience</p>	<p><input type="checkbox"/> 4 - Museo Arnaldo Pomodoro and Mancini Chapel  <input type="checkbox"/> 5 - Old town of Pietrarubbia</p>
<p><b>Duration of the tourism package</b> (If applicable)</p>	<p><input checked="" type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> Highlight the best period/s to enjoy the experience</p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter <input checked="" type="checkbox"/> Summer – the month of July  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> Highlight the specific target market segment/s for which the tourism package is most suitable for</p>	<p><input type="checkbox"/> Families (with children)  <input checked="" type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>3</sup>)  <input checked="" type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>4</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) <b>Art buyers</b>  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> Highlight the available tangible and intangible assets connected to the specific tourist package</p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) <b>Park landscape</b>  <input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) <b>Museums and installations</b>  <input checked="" type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall). Antiques exhibition and fair; Jewellery exhibition and Fair; _____  <input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____  <input checked="" type="checkbox"/> Shopping opportunity of art and antiques  <input type="checkbox"/>  <input type="checkbox"/> Activities _____  <input type="checkbox"/> Other: _____</p>
<p><b>Services</b> Highlight the available services</p>	<p><b>Specific services that characterise the tourism package:</b></p>



<p><i>connected to the specific tourist package</i></p>	<p><input checked="" type="checkbox"/> Traditional Accommodation</p> <p><input type="checkbox"/> Bed and breakfast</p> <p><input type="checkbox"/> Half board treatment</p> <p><input type="checkbox"/> Full board treatment <input type="checkbox"/> Only bed</p> <p><input type="checkbox"/> Apartment, Residence</p> <p><input type="checkbox"/> Camping, Camper-site</p> <p><input type="checkbox"/> Equipped huts and refuges</p> <p><input type="checkbox"/> Unconventional Stays (country house, glamping...) _____</p> <p><input type="checkbox"/> Sightseeing or tour guide services</p> <p><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</p> <p><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) <b>Bus service or own cars</b></p> <p><input checked="" type="checkbox"/> Other: <b>Opportunity to buy arts and antiques</b></p> <p><b>Other accessible services available at the destination:</b></p> <p><input type="checkbox"/> First aid point and Hospital / Medical centre nearby</p> <p><input checked="" type="checkbox"/> Tourism information centre</p> <p><input type="checkbox"/> Internet point &amp; internet services</p> <p><input type="checkbox"/> Market/Supermarket</p> <p><input checked="" type="checkbox"/> Bank/ATM machine</p> <p><input type="checkbox"/> Laundry</p> <p><input type="checkbox"/> Souvenir shop</p> <p><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____</p> <p><input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</p> <p><input checked="" type="checkbox"/> Other: The organizers of the two fairs and exhibitions</p>
<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____</p> <p><input type="checkbox"/> Tour operators _____</p> <p><input checked="" type="checkbox"/> Local DMC _____</p> <p><input type="checkbox"/> Local DMO _____</p> <p><input checked="" type="checkbox"/> Other: The organizers of the two fairs and exhibitions</p> <p>(Insert logo here)</p>




### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<b>Contacts</b>	<ul style="list-style-type: none"> <li>• The director of Locanda delle Storie – Based in the old village of Pietrarubbia and managing the A. Pomodoro Museum.</li> <li>• The Major of Pietrarubbia</li> <li>• Associazione Pennabilli Antiquariato. The association managing the</li> </ul>
	<p>Antiques exhibition of Pennabilli and takes cares of Tonino Guerra installations.</p>
<b>Website</b> <i>(If present)</i>	
<b>QR Code</b> <i>(If present)</i>	
<b>Video Link</b> <i>(If present)</i>	

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Images</b> 4 High-definition images of the Tourism Package (GDPR rules and licensed)</p>	<p>51<sup>a</sup> Mostra Mercato Nazionale nelle botteghe e nei palazzi del centro storico</p>  <p>Home page of antiques exhibition of Pennabilli</p>  <p>Home page of antiques exhibition of Pennabilli</p>  <p>Sculpture of A. Pomodoro – Morciano di Romagna</p>
<p><b>Package Cost</b> (Possible cost of the tourist package)</p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input type="checkbox"/> Package/Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	





### DETAILED PROPOSAL OF PACKAGE

Max. 3000 characters

#### Detailed program of the excursion

##### - Day 1 -Visit of Pennabilli Village

10.00 a.m. Excursion beginning.

The starting point will be in Piazza Vittorio Emanuele of Pennabilli near the fountain.

In the morning, about 2 and half hours will be dedicated to the guided visit of Pennabilli and of the artistic installations of Tonino Guerra that are scattered throughout the town. The visit of the town will be done on foot as the distances are very short. Eventually you can rest by stopping in the numerous bars in the town.

01.00 p.m. Lunch in the restaurant “Macelleria Venturi” in the central square of Pennabilli: Piazza Vittorio Emanuele

02.30 p.m. – 4.30 p.m. Visit of the Antiques Exhibition and Fair. The visit will be tailored for buyers. A confidential catalogue of the pieces of art on sell will be delivered and the managers of the galleries exhibiting their pieces of art will be available for reserved negotiations

##### Transfer from Pennabilli to Carpegna

5.30 p.m. – 07.00 p.m. Round trip of the most impressive views of park and visit of the Palace and Garden of the Prince of Carpegna

07.30 p.m. - 09.00 p.m. Dinner in the restaurant “Silvana” in Carpegna

10.00 p.m. Rest in hotel in Carpegna

##### - Day 2 -Transfer from Carpegna to Pietrarubbia

9.30 a.m. – 10.30 a.m. Visit of Frontino and views of the panoramas of the park.

10.30 a.m - 11.30 Visit of A. Pomodoro Museum and Cappella Mancini

11.30 a.m. – 12.30 a.m. Visit of the Exhibition and Fair of masterpieces created during the training courses for artistic metalworking of Pietrarubbia. The visit will be tailored for buyers. A confidential catalogue of the pieces of art on sell will be delivered and a sales manager will illustrate the jewellery on sale and he will be available for reserved negotiations

01.00 p.m. - 02.30 p.m. Lunch in the “Locanda delle Storie” – Based in the old village of Pietrarubbia.

3.00 p.m. – 4.00 p.m Transfer to Pennabilli.



3

<b>Package number / ID code</b>	Tour 3 PP10
<b>Title of the Tourism Package</b>	<b>Long Stay Tourism in the Park</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	Stay longer Stay safer
<b>Location(s)</b>	Pennabilli and small stunning villages scattered throughout the parc area (Cavoletto, Mulino di Bascio, etc)
<b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i>	<input type="checkbox"/> Outdoor, Active & Adventure <input checked="" type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input type="checkbox"/> History, Arts & Heritage <input checked="" type="checkbox"/> Wellness, Spa & Health <input type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals, Events & Exhibitions <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: _____
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The pandemic has fundamentally changed some of the behavior of tourism demand. The theme of wellbeing, which in the last decade had an important orientation for holiday choices, has taken on new dimensions linked to being in nature, eating wholesome things and living less stressed human relationships. Smart working has also made them aware that the connection between the worker and his workplace in physical terms is much more flexible than could be imagined just a few months before the start of the pandemic.</p> <p>The new context has prompted a significant group of people to look for opportunities to stay in mountain locations or in any case far from large urban centers. It is not a real migratory phenomena but rather the desire to enjoy a healthier quality of life from multiple points of view over a long period of time. The phenomenon can be framed in tourist stays that can last not for the usual week or two but for one or even more months.</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



<p><b>Tourism Package Highlight</b> We ask you to write the top five elements of your experience – the ones who really make special the experience</p>	<p><input type="checkbox"/> 1 – Nice real estate  <input type="checkbox"/> 2 – Nice views  <input type="checkbox"/> 3 – Qualified hospitality services  <input type="checkbox"/> 4 – Good internet connection  <input type="checkbox"/> 5 – Availability of individual means of transport</p>
<p><b>Duration of the tourism package</b> (If applicable)</p>	<p><input type="checkbox"/> 1 day (excursion)  <input type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input checked="" type="checkbox"/> Other: one month or more</p>
<p><b>Period</b> Highlight the best period/s to enjoy the experience</p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input checked="" type="checkbox"/> Spring  <input checked="" type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> Highlight the specific target market segment/s for which the tourism package is most suitable for</p>	<p><input checked="" type="checkbox"/> Families (with children) <input checked="" type="checkbox"/> Elderly  <input type="checkbox"/> Youth (15-24 years<sup>5</sup>)  <input checked="" type="checkbox"/> Couples  <input type="checkbox"/> Solo travellers  <input type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input type="checkbox"/> Specific “target <i>Personas</i><sup>6</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...)  <input type="checkbox"/> Other: _____</p>

<sup>5</sup>

Indicated age range is based on the UN definition <sup>6</sup>


What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) <b>Park landscape</b></li> <li><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) <b>Museums and installations</b></li> <li><input checked="" type="checkbox"/> Amenity of the villages where people stay</li> <li><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall). _____</li> <li><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</li> <li><input type="checkbox"/> Shopping opportunity of art and antiques</li> <li><input type="checkbox"/> Activities _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional Accommodation</li> <li><input type="checkbox"/> Bed and breakfast</li> <li><input type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment <input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _____</li> <li><input type="checkbox"/> Sightseeing or tour guide services</li> <li><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining)</li> <li><input checked="" type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) <b>own cars</b> <input checked="" type="checkbox"/> Other:</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</li> <li><input type="checkbox"/> Tourism information centre</li> <li><input checked="" type="checkbox"/> Internet point &amp; internet services</li> <li><input type="checkbox"/> Market/Supermarket</li> <li><input checked="" type="checkbox"/> Bank/ATM machine</li> <li><input type="checkbox"/> Laundry</li> <li><input type="checkbox"/> Souvenir shop</li> <li><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): <b>Support of personal service providers</b></li> </ul>

**D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO**



<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<p><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____  <input type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____  <input checked="" type="checkbox"/> B2C / Direct Online Sales _____  <input type="checkbox"/> Other: The organizers of the two fairs and exhibitions</p>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<p><input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input checked="" type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input checked="" type="checkbox"/> Other: The organizers of the two fairs and exhibitions</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	<ul style="list-style-type: none"> <li>• Coop la Chiocciola.</li> <li>• The Majors of the parc municipalities</li> <li>• The associations promoting tourism “Proloco”</li> </ul>
<p><b>Website</b>  <i>(If present)</i></p>	
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b>  <i>(If present)</i></p>	
<p><b>Images</b>  <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	 <p>Frontino</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



Cavoletto

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP10 PARK SASSO SIMONE SIMONCELLO



	 <p>Cavoletto</p>
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input type="checkbox"/> Rack Rate (B2B) EUR _____</p> <p><input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

#### **Main characteristics of this tourist package**

This tourist package differs substantially from the previous ones because it foresees a long stay (a month or even more) for the tourist in the territory of the Sasso Simone and Simoncello Park. In this case, the aim of the package is not to make the tourist use the local resources quickly and efficiently but to help the visitor become part of the community of residents and make his stay as pleasant as possible.

A key value therefore has:

- the quality of the accommodation that must be connected to the networks (water, energy and internet) and, if possible, be placed in a charming environment;
- the possibility for tourists to enjoy a series of basic services: baby sitting, house maintenance, taxis, guides



## PP12 PREDAPPIO

Partner (name and number)	Predappio Municipality PP12
Main editor/s	• Tristana Randi
E-Mail contact for further information	<a href="mailto:tristana.randi@deltaduemila.net">tristana.randi@deltaduemila.net</a>

# 1

Package number / ID code	TOUR # 1
Title of the Tourism Package	<b>BETWEEN ROCHE, CELLARS AND LEGENDS</b>
Pay-off of the Tourism Package <i>(Intriguing, fascinating, capturing)</i>	
Location(s)	PREDAPPIO – MELDOLA (FC)
Thematic Product(s) / Type(s) of the experience <i>Highlight max 3 thematic tourism products/types of experience</i>	<input checked="" type="checkbox"/> Outdoor, Active & Adventure <input checked="" type="checkbox"/> Ecotourism, Parks & Wildlife <input type="checkbox"/> City Tour / City Break <input checked="" type="checkbox"/> History, Arts & Heritage <input type="checkbox"/> Wellness, Spa & Health <input checked="" type="checkbox"/> Sports & Winter <input checked="" type="checkbox"/> Gastronomy, Food & Drink <input type="checkbox"/> Sea, Sun & Beach <input type="checkbox"/> Sustainable & slow tourism <input type="checkbox"/> Shopping, Hobby, Entertainment & Leisure <input type="checkbox"/> Learning, Research & Educational <input type="checkbox"/> Festivals & Events <input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) & Business <input type="checkbox"/> Other: Wine Tasting
Tourism package description <i>Max 1.000 characters</i>	<p>An easy cultural and wine-educational circular trail excursion that extends through the well-known Sangiovese farming region. Excellent wineries, wine-cultural highlights and beautiful wine panoramas line the routes through steep slope vineyards, river valleys and rolling hilly landscapes.</p> <p>The itinerary can be done by car and by bike, but <b>the best way to savor the winescape and to smell the scent of the land is to walk</b> on a flat road that connects vineyards passing through cultural attractions.</p> <p><u>The package is flexible and can be designed at own's need and requests.</u></p> <p>It can include: tour guide, lunch in the canteen or in local restaurant, attraction and museum entrance fees, 1 or more wine tasting sessions.</p>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPIO



	<p>Distance: Km 17 - Altitude: max. 430 mt - Difficulty: easy - Road: 100% asphalt</p> <p>The itinerary can be done: on foot, by bike, by motorbike, by car</p>
<p><b>Tourism Package Highlight</b>  <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<p><input type="checkbox"/> 1 <b>The Winescape</b></p> <p><input type="checkbox"/> 2 <b>Scardavilla di Sopra</b> - old monastery exposed to wind and time, beautiful and at the same time scary and inviting</p> <p><input type="checkbox"/> 3 <b>Sasso della Madonna</b>: legend has it that the Virgin Mary, tired from a long pilgrimage, sat down to rest on the rock that, happy to welcome the Mother of God, was modeled as a throne.</p> <p><input type="checkbox"/> 4 <b>Rocca delle Caminate</b>, build in middle age as a military outpost and, after centuries of vicissitudes, in the 1920s, renovated and used as a summer residence of the Mussolini family.</p> <p><input type="checkbox"/> 5 The <b>wine tasting experience</b> in one of the canteens</p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p><input checked="" type="checkbox"/> 1 day (excursion)</p> <p><input checked="" type="checkbox"/> 1 night / 2 days</p> <p><input type="checkbox"/> 2 nights / 3 days</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Period</b>  <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days</p> <p><input type="checkbox"/> Winter</p> <p><input checked="" type="checkbox"/> Summer</p> <p><input checked="" type="checkbox"/> Spring</p> <p><input checked="" type="checkbox"/> Autumn</p> <p><input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b>  <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Elderly</p> <p><input checked="" type="checkbox"/> Youth (15-24 years<sup>42</sup>)</p> <p><input checked="" type="checkbox"/> Couples</p> <p><input checked="" type="checkbox"/> Solo travellers</p> <p><input checked="" type="checkbox"/> Small Group of Friends</p> <p><input type="checkbox"/> Organised Groups</p> <p><input type="checkbox"/> People with disabilities</p> <p><input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>43</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) HIKERS, OCCASIONAL WINE LOVERS</p> <p><input type="checkbox"/> Other: _____</p>

<sup>42</sup> Indicated age range is based on the UN definition

<sup>43</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</li> <li><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____</li> <li><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</li> <li><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</li> <li><input checked="" type="checkbox"/> Activities Wine Tasting</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Traditional Accommodation</li> <li><input checked="" type="checkbox"/> Bed and breakfast</li> <li><input type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _____</li> <li><input checked="" type="checkbox"/> Sightseeing or tour guide services</li> <li><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</li> <li><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</li> <li><input checked="" type="checkbox"/> Tourism information centre</li> <li><input checked="" type="checkbox"/> Internet point &amp; internet services</li> <li><input checked="" type="checkbox"/> Market/Supermarket</li> <li><input checked="" type="checkbox"/> Bank/ATM machine</li> <li><input checked="" type="checkbox"/> Laundry</li> <li><input checked="" type="checkbox"/> Souvenir shop</li> <li><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</li> </ul>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____</li> <li><input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</li> <li><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p> <input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input checked="" type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____         </p> 
<p><b>Contacts</b></p>	<p><b>Annalisa Balducci DMCs In Romagna</b></p>
<p><b>Website</b> <i>(If present)</i></p>	<p> <a href="https://tour.visitpredappio.it/#lp-pom-block-469">https://tour.visitpredappio.it/#lp-pom-block-469</a>  <a href="https://inromagna.travel/tra-cantine-rocche-e-leggende/">https://inromagna.travel/tra-cantine-rocche-e-leggende/</a> </p>
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	 <p>Scardovilla di Sopra</p> <p>Oratory of Santa Maria del Soccorso</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input checked="" type="checkbox"/> Rack Rate (B2B) EUR from 110,00 PP <input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR from 130,00 PP</p>
<p><b>Notes</b></p>	<p>The half day package can be combined with 1 overnight in Predappio and guided tour of Predappio rational architecture and/or 1 overnight in Forlì - visit of the city that includes a visit to Piazza Saffi with the facades of the Palazzo del Podestà and the Town Hall and a visit to the abbey church of San Mercuriale with the valuable Renaissance tables by Marco Palmezzano.</p>

### DETAILED PROPOSAL OF PACKAGE

#### HALF DAY EXCURSION

A clear sunny day, the warm wind that touches the skin, **the rolling hills with the young rows of vines and the encounter with vineyards, winemakers and ruins, fortresses and legends** that fascinate and capture the imagination. Circular itinerary around the hills dotted with vineyards at **a maximum altitude of 430 meters** from which to enjoy splendid and evocative Romagna views. The route intertwines several wineries where you can stop to meet the winemakers and their production and, on request, taste their wines.

On the road that leads from the [Stefano Berti Vineyard](#) to the Caminate, the ruins of an old monastery exposed to wind and time, beautiful and at the same time disturbing and inviting: it is [Scardavilla di Sopra](#), a mystical and almost unreal place, where the sacred, abandoned at the end of the 18th century, still has a strong presence.

All around the centuries-old oak forest and [the Scardavilla Nature Reserve](#), an area of extreme ecological importance and great floristic richness (to access the Reserve you must have a special authorization to be collected from the management of the protected area located in the municipality of Meldola).

Following the itinerary the next winery to visit is the [Cantina delle Caminate](#) (stop for wine tasting and cellar visit) and after about 3 kilometers, a few meters inside the state road, you notice a rock that emerges above the plow land, the shape is strange, it almost looks like a seat. Legend narrates that the Virgin Mary, tired from a long pilgrimage, sat down to rest on the rock that, happy to welcome the Mother of God, was modeled as a throne that was called **Sasso della Madonna**. Local people used to say that "on che u gni cardeva" (one who did not believe it) had the field burned by hail while the others

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO

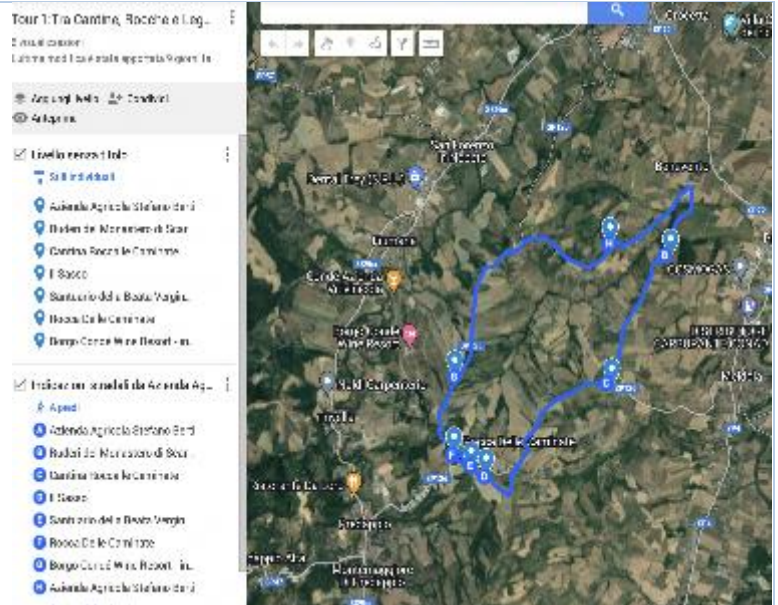


had the restorative rain. Scented flowers sprout around the stone in every season, while the “seat” is covered with soft moss, like a pillow. The venerated Madonna is known throughout the valley of Rabbi and Montone as the “Madonna della Pioggia”.

A few hundred meters further on, dominating the surrounding landscape, stands the mighty and massive [Rocca delle Caminate](#), built in middle age as a military outpost and, after centuries of vicissitudes, in the 1920s renovated and used as a summer residence of the Mussolini family. The recovery works, completed in 2016, brought it back to new light in a mix of tradition and innovation.

At the top of the Rocca, next to the tower, from the panoramic terrace it is possible to range with a 360° view and admire a breathtaking panorama that ranges from the underlying Bidente valleys towards Meldola and Rabbi towards Predappio, up to the Adriatic Sea and the Romagna Riviera. Next to the Rocca, the Sanctuary of the Blessed Virgin of Consolation and the Oratory of Santa Maria del Soccorso, the latter embellished with the chromatic sounds of the fake mosaics of Mastro Lupo, stage name of Benito Partisani. The walk ends at the Condé - Condé Wine Resort farm.

Lunch at [Borgo Condé Restaurant OSTERIA](#), in a familiar and tender atmosphere, enhanced by a large window overlooking the romantic hills of Forlì. The cuisine of the Osteria supports and praises the Sangiovese wine, which is the main actor, and rediscovers the authentic flavors of the local Romagna’s tradition. At the Osteria we will try to show you and make you appreciate the culinary history of our region, without any special avant-gardist raid: the pasta is handmade by our “sfogline” (women who prepare traditional Italian pasta), following ancient recipes.





2

<p><b>Package number / ID code</b></p>	<p>TOUR # 2</p>
<p><b>Title of the Tourism Package</b></p>	<p>WINERIES AND HISTORIC HOUSES</p>
<p><b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i></p>	
<p><b>Location(s)</b></p>	<p>PREDAPPIO – ROCCA SAN CASCIANO</p>
<p><b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input type="checkbox"/> City Tour / City Break</li> <li><input checked="" type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input checked="" type="checkbox"/> Sports &amp; Winter</li> <li><input checked="" type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other: Wine tasting</li> </ul>
<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p><b>A weekend in Predappio among cellars, fortresses and rationalist architecture.</b> The best time? Just after the <b>harvest</b>, between the end of summer and the beginning of autumn, when the landscape also gives its best. In fact, Predappio offers not only a <b>high-level wine culture</b>, but a valuable cultural heritage and enchanting landscapes and is the ideal destination for <b>trips out of town and weekends</b>.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>1 The Winescape</b></li> <li><input type="checkbox"/> <b>2 Rationalist Architecture.</b> Built between the Twenties and the Forties of the 20th century, Predappio is like a truly “urban museum” reflecting the original urban and architectural styles of the Twenties inspired to the triumph of rationalism and planned by the most important architects of that time, such as Florestano Di Fausto, Cesare Bazzani, Cesare Valle, Arnaldo Fuzzi and Gustavo Giovannoni, who gave the town a relevant architectonic value.</li> <li><input type="checkbox"/> <b>3 Rocca delle Caminate.</b> Built in middle age as a military outpost and, after centuries of vicissitudes, in the 1920s, renovated and used as a summer residence of the Mussolini family.</li> </ul>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



	<p><input type="checkbox"/> 4 <b>Predappio Alta.</b> Though consisting of little more than a single street, this off-the-radar Emilia Romagna village is a showcase of Spungone stone architecture and remarkable historical monuments, with everything from Medieval Rocca to fabulous places to sip superlative wine.</p> <p><input type="checkbox"/> 5 The <b>wine tasting experience</b> in one of the canteens</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> 1 night / 2 days  <input checked="" type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input checked="" type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input type="checkbox"/> Summer  <input type="checkbox"/> Spring  <input type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>44</sup>)  <input checked="" type="checkbox"/> Couples  <input checked="" type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input checked="" type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input checked="" type="checkbox"/> Specific “target <i>Personas</i><sup>45</sup>” (e.g., Independent Explorers, Cultural Comfort Seeker...) WINE LOVERS  <input type="checkbox"/> Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <p><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____  <input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____  <input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____  <input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____  <input type="checkbox"/>  <input type="checkbox"/></p>

<sup>44</sup> Indicated age range is based on the UN definition

<sup>45</sup> What is a target persona? They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers’ needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPIO



	<input type="checkbox"/> Activities _____ <input type="checkbox"/> Other: _____
<p><b>Services</b>  <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Traditional Accommodation</li> <li><input checked="" type="checkbox"/> Bed and breakfast</li> <li><input checked="" type="checkbox"/> Half board treatment</li> <li><input type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _____</li> <li><input checked="" type="checkbox"/> Sightseeing or tour guide services</li> <li><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</li> <li><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</li> <li><input checked="" type="checkbox"/> Tourism information centre</li> <li><input checked="" type="checkbox"/> Internet point &amp; internet services</li> <li><input checked="" type="checkbox"/> Market/Supermarket</li> <li><input checked="" type="checkbox"/> Bank/ATM machine</li> <li><input checked="" type="checkbox"/> Laundry</li> <li><input checked="" type="checkbox"/> Souvenir shop</li> <li><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</li> </ul>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> B2B (travel agent, tour operator) _____</li> <li><input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</li> <li><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Provider of the tourism package and brand/logo</b>  <i>(In vector graphic format)</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Local incoming travel agency _____</li> <li><input type="checkbox"/> Tour operators _____</li> <li><input checked="" type="checkbox"/> Local DMC _____</li> <li><input type="checkbox"/> Local DMO _____</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p>(Insert logo here)</p>







### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



<b>Contacts</b>	<b>Annalisa Balducci</b>	
<b>Website</b> <i>(If present)</i>	<a href="https://tour.visitpredappio.it/#lp-pom-block-469">https://tour.visitpredappio.it/#lp-pom-block-469</a>	
<b>QR Code</b> <i>(If present)</i>		
<b>Video Link</b> <i>(If present)</i>		
<b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i>		

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



	    <p data-bbox="584 725 943 792"><i>Wine Museum Predappio Alta</i></p>
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Rack Rate (B2B) EUR from 250,00 PP</li> <li><input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR from 300,00 PP</li> </ul>
<p><b>Notes</b></p>	<p>Tour # 2 can be combined with Tour # 3 and/or 1 overnight in Forlì -visit of the city that includes a visit to Piazza Saffi with the facades of the Palazzo del Podestà and the Town Hall and a visit to the abbey church of San Mercuriale with the valuable Renaissance tables by Marco Palmezzano.</p>

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPIO



### DETAILED PROPOSAL OF PACKAGE

An itinerary for **a weekend full of wine, history and traditions** to start discovering and loving the Predappio territory, in the Romagna hinterland. The selection proposed below is absolutely not the only one feasible, these are just some of the proposal, which can be integrated with the other cellars of the Terre di Predappio association.

If, in addition to wine, you love nature, art and architecture, this area offers sites of considerable value.

**Day 1:** After visiting the [Sabbatani - Vini di Cuore](#) vineyard in San Lorenzo in Noceto or the cellars of the [Condé Wine Resort](#) and [Pandolfa](#) vineyard, proceed on the main road that leads from Fiumana to Predappio and stop at **St. Augustine church** to discover a stratification of frescoes that have embellished the walls over the centuries, including what is called the **Dance of Skeletons**, dating back to the sixteenth century, a triumph of Death that was to serve as an admonition for the locals. Wine tasting at Condé Wine Cellar or Pandolfa wine cellar.

Leaving the mysterious Sant'Agostino, continue towards Predappio, a perfect stopping point for a coffee and to visit the rationalist architecture buildings, including the kindergarten and oratory of Santa Rosa, the former food market and the former Casa del Fascio. You can also visit Predappio by following the itinerary of [Mastro Lupo](#), stage name of Benito Partisani, an artist who lived in Predappio for all his life. His works, made for public and private spaces, are scattered throughout the village and in the surrounding areas, enriching the place of its roots. The historic Cemetery of San Cassiano is dotted with monuments adorned with creations by the artist, just as the Church of Santa Rosa preserves the 14 ceramic tiles of the Via Crucis.

**Lunch in Predappio – Ristorante dal Moro**, classis Romagna restaurant, 80s/90s atmosphere and Romagna typical food. From Predappio continue to Strada San Zeno, passing through San Savino where the **La Fornace vineyard** is located. Continuing on the State Road 9ter, you reach the hamlet of San Zeno. This small village, where the historic Tenuta Piccolo Brunelli winery is situated, was located on the main communication route between Romagna and Tuscany, along the road that connected Galeata to Florence. On the horizon stands out, like a clear image, the tower of Mont'Erno overlooking San Zeno, a privileged observation balcony to admire a wide horizon along the Rabbi valley.

Visit of [Piccolo Brunelli](#) Canteen: A walk through the vineyards to discover the differences between vines and processing. Continuing along the provincial road at the bottom of the valley of Bidente, stands out the silhouette of the castle of Cusercoli, a monument full of history and fascinating legends, built on a spur of limestone rock in the Middle Ages, around the twelfth century, and presumably on the basis of a pre-existing fortified structure of the late Roman period.

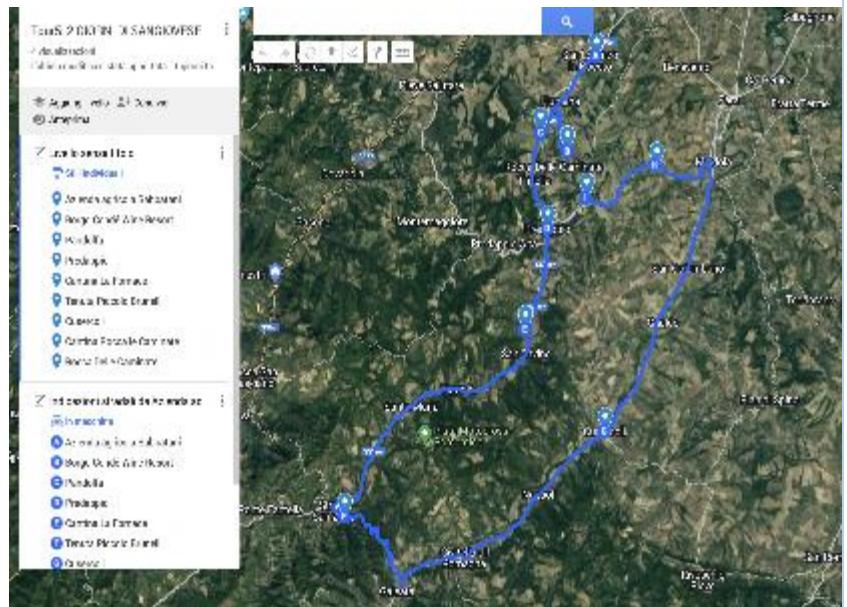
**Dinner in [Podere le Campore](#)**, in a panoramic and isolated area that can be reached following a white that immediately takes you back 50 years.

**Overnight in Predappio.**

**Day 2:** In the morning visit of [Cantine delle Caminate](#), after which, you notice a rock that emerges above the plough soil, the shape is strange, it almost looks like a seat. Legend has it that the Virgin Mary, tired from a long pilgrimage, sat down to rest on the rock that, happy to welcome the Mother of God, was modeled as a throne that was called **Sasso della Madonna**.

Local people used to say that “on che u gni cardeva” (one who did not believe it) had the field burned by hail while the others had the restorative rain. Scented flowers sprout around the stone in every season, while the “seat” is covered with soft moss, like a pillow. The venerated Madonna is known throughout the valley of Rabbi and Montone as the “Madonna della Pioggia”.

A few hundred meters further on, dominating the surrounding landscape, stands the mighty and massive [Rocca delle Caminate](#), built around the year 1000 as a military outpost and, after centuries of vicissitudes, in the 1920s, renovated and used as a summer residence of the Mussolini family. The recovery works, completed in 2016, brought it back to new light in a mix of tradition and innovation. At the top of the Rocca, next to the tower, from the panoramic terrace you can admire



#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



*with a 360 ° view and enjoy a breathtaking panorama that ranges from the underlying valleys of Bidente towards Meldola and Rabbi towards Predappio, up to the Adriatic Sea and the Romagna Riviera. On the side of the Rocca, the Sanctuary of the Blessed Virgin of Consolation and the Oratory of Santa Maria del Soccorso, the latter embellished with the chromatic sounds of the fake mosaics of Mastro Lupo, stage name of Benito Partisani.*

*After so many wineries you return to Predappio and, for those who have a few more hours, why not visit the characteristic village of Predappio Alta and its Wine Museum?*

*Lunch in Predappio Alta- [La Vecia Cantena d'la Pre' - Ca' de Sanzves](#), historic place, true flagship of the medieval village of Predappio Alta, the undisputed homeland of the most famous of the Sangiovese of Romagna.*



3

<p><b>Package number / ID code</b></p>	<p><b>TOUR # 3</b></p>
<p><b>Title of the Tourism Package</b></p>	<p>THE GARIBALDI PATH THROUGH THE SANGIOVESE VINEYARDS &amp; HORSEBACK RIDING EXCURSION</p>
<p><b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i></p>	
<p><b>Location(s)</b></p>	<p>PREDAPPIO</p>
<p><b>Thematic Product(s) / Type(s) of the experience</b> <i>Highlight max 3 thematic tourism products/types of experience</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Outdoor, Active &amp; Adventure</li> <li><input type="checkbox"/> Ecotourism, Parks &amp; Wildlife</li> <li><input type="checkbox"/> City Tour / City Break</li> <li><input checked="" type="checkbox"/> History, Arts &amp; Heritage</li> <li><input type="checkbox"/> Wellness, Spa &amp; Health</li> <li><input checked="" type="checkbox"/> Sports &amp; Winter</li> <li><input checked="" type="checkbox"/> Gastronomy, Food &amp; Drink</li> <li><input type="checkbox"/> Sea, Sun &amp; Beach</li> <li><input type="checkbox"/> Sustainable &amp; slow tourism</li> <li><input type="checkbox"/> Shopping, Hobby, Entertainment &amp; Leisure</li> <li><input type="checkbox"/> Learning, Research &amp; Educational</li> <li><input type="checkbox"/> Festivals &amp; Events</li> <li><input type="checkbox"/> Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business</li> <li><input type="checkbox"/> Other:</li> </ul>
<p><b>Tourism package description</b> <i>Max 1.000 characters</i></p>	<p>A lot of history surrounds Predappio, but maybe not everyone knows that <b>Giuseppe Garibaldi passed through here!</b> To escape the Austrians, in the summer of 1849, landed on the Ferrara coast of Magnavacca (Porto Garibaldi), he began an adventure known as <b>Trafila Garibaldina</b>, a legendary route that also took him to Predappio lands. <b><u>The Trafila Garibaldina can be done only on foot or by bike.</u></b> Trafila Garibaldina can be combined with the <b>discovery of Predappio vinerias on horseback</b>, an unforgettable emotion for both more experienced wine lovers and novice wine enthusiasts. A beautiful feeling, heaven and earth, meadows and vineyards in these quiet lands that seem to be drawn by the hand of an artist.</p>
<p><b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience – the ones who really make special the experience</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 1 <b>The Winescape</b></li> <li><input type="checkbox"/> 2 <b>Trafila Garibaldina</b> - the hiking trail that passes across his property. The trail La Trafila is the route taken by General Garibaldi in 1849 to escape from the Austrian army after the fall of the Roman Republic. The undisputed protagonists of this escape were the Tuscan-Romagna territories.</li> <li><input type="checkbox"/> 3 <b>Horseback Riding</b> - Beginners and experienced riders will explore the greenery and beauty of Predappio valley on a horse as roaming around and riding through vineyards while seeing fortresses and churches.</li> </ul>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



	<p>Horseback ride could be combined with some delicious local food and wine in one of the famous wineries or with a wine class to understand how Sangiovese is produced</p> <p><input type="checkbox"/> 4 <b>Mastrolupo</b> - Benito Partisani, in art Mastro Lupo, was born in Predappio in 1906 where he lived and worked until his death in 1969. Mastro Lupo, who lived in the middle of the twentieth century, spectator of a very complex historical period, has always shown that art can help overcome divisions and hostility. An artist linked to his territory, documented by many artworks in the public spaces of Predappio, which can be considered a true open-air museum of the artist and <b>Predappio Alta</b> - though consisting of little more than a single street, this off-the-radar Emilia Romagna village is a showcase of Spungone stone architecture and remarkable historical monuments, with everything from Medieval Rocca to fabulous places to sip superlative wine.</p> <p><input type="checkbox"/> 5 The <b>wine tasting experience</b> in one of the canteens</p>
<p><b>Duration of the tourism package</b> <i>(If applicable)</i></p>	<p><input type="checkbox"/> 1 day (excursion)  <input checked="" type="checkbox"/> 1 night / 2 days  <input type="checkbox"/> 2 nights / 3 days  <input type="checkbox"/> Other: _____</p>
<p><b>Period</b> <i>Highlight the best period/s to enjoy the experience</i></p>	<p><input type="checkbox"/> 365 days  <input type="checkbox"/> Winter  <input checked="" type="checkbox"/> Summer  <input checked="" type="checkbox"/> Spring  <input checked="" type="checkbox"/> Autumn  <input type="checkbox"/> Other (National Holidays, Special Events...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment/s for which the tourism package is most suitable for</i></p>	<p><input type="checkbox"/> Families (with children)  <input type="checkbox"/> Elderly  <input checked="" type="checkbox"/> Youth (15-24 years<sup>46</sup>)  <input checked="" type="checkbox"/> Couples  <input checked="" type="checkbox"/> Solo travellers  <input checked="" type="checkbox"/> Small Group of Friends  <input type="checkbox"/> Organised Groups  <input type="checkbox"/> People with disabilities  <input checked="" type="checkbox"/> Specific "target <i>Personas</i><sup>47</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker...) HIKERS, OCCASIONAL WINE LOVERS  <input type="checkbox"/> Other: _____</p>

<sup>46</sup> Indicated age range is based on the UN definition






<sup>47</sup> What is a target persona? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.



<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Natural Attractions (e.g., park, landscape) _____</li> <li><input checked="" type="checkbox"/> Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____</li> <li><input type="checkbox"/> Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____</li> <li><input type="checkbox"/> Wellness (e.g., Spa, swimming pool, massage centre) _____</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input checked="" type="checkbox"/> Activities Wine Tasting</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterise the tourism package:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Traditional Accommodation</li> <li><input checked="" type="checkbox"/> Bed and breakfast</li> <li><input checked="" type="checkbox"/> Half board treatment</li> <li><input checked="" type="checkbox"/> Full board treatment</li> <li><input type="checkbox"/> Only bed</li> <li><input type="checkbox"/> Apartment, Residence</li> <li><input type="checkbox"/> Camping, Camper-site</li> <li><input type="checkbox"/> Equipped huts and refuges</li> <li><input checked="" type="checkbox"/> Unconventional Stays (country house, glamping...) _____</li> <li><input checked="" type="checkbox"/> Sightseeing or tour guide services</li> <li><input checked="" type="checkbox"/> Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</li> <li><input type="checkbox"/> Local Transport service (specify: car – bike – motorbike – boat rental, bus service, informal transports...) _____</li> <li><input type="checkbox"/> Other: _____</li> </ul> <p><b>Other accessible services available at the destination:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> First aid point and Hospital / Medical centre nearby</li> <li><input checked="" type="checkbox"/> Tourism information centre</li> <li><input checked="" type="checkbox"/> Internet point &amp; internet services</li> <li><input checked="" type="checkbox"/> Market/Supermarket</li> <li><input checked="" type="checkbox"/> Bank/ATM machine</li> <li><input checked="" type="checkbox"/> Laundry</li> <li><input checked="" type="checkbox"/> Souvenir shop</li> <li><input type="checkbox"/> Other (e.g., mountain rescue service, local weather forecasting system): _____</li> </ul>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel(s) to promote and sell the tourist package</i></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> B2B (travel agent, tour operator) _____</li> <li><input checked="" type="checkbox"/> OTA / Online Travel Agencies (e.g., Expedia) _____</li> <li><input checked="" type="checkbox"/> B2C / Direct Online Sales _____</li> <li><input type="checkbox"/> Other: _____</li> </ul>

D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPIO




<p><b>Provider of the tourism package and brand/logo</b> <i>(In vector graphic format)</i></p>	<p> <input type="checkbox"/> Local incoming travel agency _____  <input type="checkbox"/> Tour operators _____  <input checked="" type="checkbox"/> Local DMC _____  <input type="checkbox"/> Local DMO _____  <input type="checkbox"/> Other: _____         </p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	<p><b>Annalisa Balducci DMCs In Romagna</b></p>
<p><b>Website</b> <i>(If present)</i></p>	<p><a href="https://tour.visitpredappio.it/#lp-pom-block-469">https://tour.visitpredappio.it/#lp-pom-block-469</a></p>
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center;">  <p>Landscape</p> </div> <div style="text-align: center;">  <p>Villa I Raggi</p> </div> <div style="text-align: center;">  <p>Montemaggiore Church</p> </div> <div style="text-align: center;">  <p>Trafila Garibaldi</p> </div> <div style="text-align: center;">  <p>E Galet Restaurant</p> </div> </div>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p><input checked="" type="checkbox"/> Rack Rate (B2B) EUR from 250,00 PP <input checked="" type="checkbox"/> Package/Tour Pricing (B2C) EUR from 300,00 PP</p>
<p><b>Notes</b></p>	<p>Tour # 3 can be combined with Tour # 2 and/or 1 overnight in Forlì -visit of the city that includes a visit to Piazza Saffi with the facades of the Palazzo del Podestà and the Town Hall and a visit to the abbey church of San Mercuriale with the valuable Renaissance tables by Marco Palmezzano.</p>

### DETAILED PROPOSAL OF PACKAGE

A simple itinerary, mainly on paved and non-congestion secondary roads, to discover an area of the territory of Predappio unexplored and precious, with a landscape that enchants and to deepen the knowledge of the struggle for an independent and republican Italy.

**Day 1:** The tour starts from **Predappio Alta**, called *la Prè*, the charming medieval village dominated by an imposing fortress, as well as the “cradle” of Sangiovese to which the Wine Museum is dedicated in the historic Zoli cellars. In the heart of the village, a few steps from the Museum, is the historic **Fattoria Nicolucci**, a family-run winery that has been producing excellent Sangiovese for over a century.

Leaving the enchanting Predappio Alta we walk or bike towards the *Trafila Garibaldina*, passing through the caves of the former *sulfatara* of Predappio Alta, rich in stalactites, sulphurous waters and sedimentary rock studded with fossils, which host the famous artistic nativity scene in the winter period and for **Villa Salta**, where archaeological finds and ancient inscriptions have been found and it is said that once stood here a temple dedicated to Jupiter and Juno.

Today **Villa Salta** hosts courses and appointments of Yoga, Shiatsu and Wellness weeks. Leaving Provincial Road 54 and taking *Via Monte Maggiore* you will discover suggestive panoramic points, expanses of green meadows and, during the summer, endless fields of sunflowers, until you reach the church of Montemaggiore, flooded with sun and silence. The reference point to continue the itinerary and start the *Garibaldi Dial* is the Parish of Montemaggiore in front of which there is a dirt path that leads to *Villa I Raggi* and *Zanetti Protonotari Campi* vineyard.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP12 PREDAPPPIO



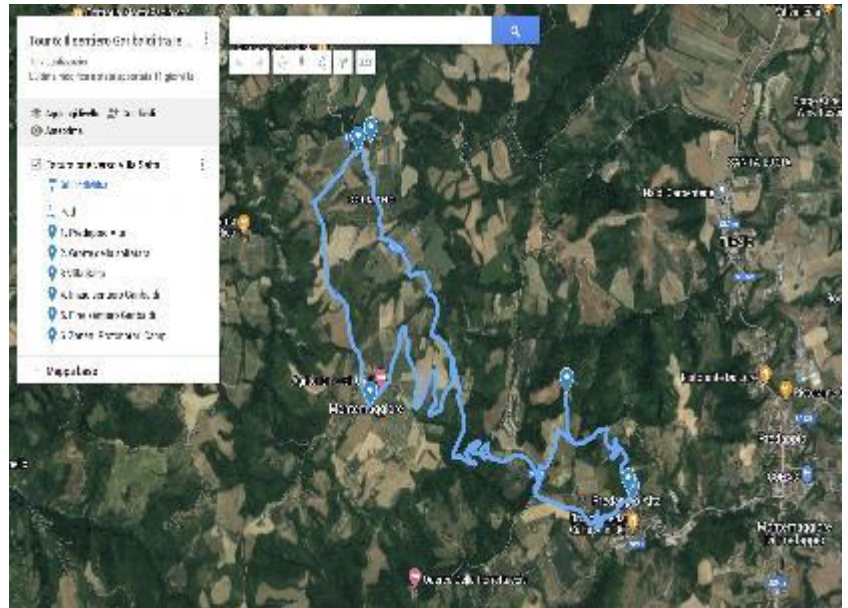
These are the 3 km traveled, in the opposite direction, by the General and the faithful Lieutenant Leggero, who will take them, thanks to the connection of solidarity and resistance, to Cala Martina, on the Tyrrhenian coast. The dirt road follows the edge of the orchards and heads towards the ridge, reaching it and offering an excellent vantage point over the valleys of Rio Pezzolo and Valle del Montone. The path takes you to the E Galet restaurant from which you can see **Villa I Raggi**, less than 100 meters away and immersed in a forest of centuries-old oaks.

#### Lunch at **E Galet Restaurant**.

Visit at the canteen **Zanetti Protonotari Campi** and of the Villa where Garibaldi was hosted (outside), The Villa has on the facade a bust of Garibaldi surmounted by a plaque that recalls the hospitality offered here to the hero in his escape after the fall of the Roman Republic, which can be visited by reservation, as well as the cellars of the historic winery, whose Sangiovese was awarded in 1889, on the occasion of the Universal Exhibition in Paris, in the same year in which the Eiffel Tower was inaugurated.

Return to Predappio Alta and overnight in Predappio.

**Day 2:** In the morning guided walking tour of Predappio to visit rationalist architecture buildings including the kindergarten and



oratory of Santa Rosa, the former food market and the former Casa del Fascio. The visit includes the itinerary of Mastro Lupo, stage name of Benito Partisani, an artist born and lived in Predappio until his death. His works, made for public and private spaces, are scattered throughout the village and in the surrounding areas, enriching the place of its roots. Visit of the historic Cemetery of San Cassiano, dotted with monuments adorned with creations by the artist and San Cassiano church, a monumental church in early Romanesque style dating back to the 10th century and restored by Benito Mussolini in 1934. The foundation of the church, the crypt, the apses and the presbyterium retain the original shape of the X Century. In the crypt there is the baptismal font where Benito Mussolini was baptized.

Lunch at **Locanda Appennino**. Located along the main connection road between the valley and the Forlì Apennines, has distant origins. In 1958, in fact, it opened its doors for the first time as a place for the refreshment of passers-by with bar service, food and tobacco sales.

In the afternoon horseback riding through the vineyards with **Maneggio Moffa**! A 45-minute trail ride is a fantastic way to take in the breathtaking vistas of the Borgo Condé and Pandolfa vineyards and the surrounding hills of Predappio and Fiumana. The ride is designed for beginners or equestrians with little riding experience. At the end of the ride, wine taste at Borgo Condé or Pandolfa wine cellars.



## P13 GAL MONTEFELTRO

<b>Partner (name and number)</b>	<b>PP13 GAL MONTEFELTRO</b>
<b>Main editor / s</b>	<ul style="list-style-type: none"> <li>• Domenico Fucili</li> <li>• Valerio Coppola</li> <li>• Gianluca Sarti</li> </ul>
<b>E-Mail contact for further information</b>	<a href="mailto:V.coppola@montefeltro-leader.it">V.coppola@montefeltro-leader.it</a>

### 1

<b>Package number / ID code</b>	<b>EXC1 / MONT</b>
<b>Title of the Tourism Package</b>	<b>Rural cultural tourism in Montefeltro</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	<b>"Discovering a land with a glorious history"</b>
<b>Location (s)</b>	Lunano, Belforte all'Isauro, Sassocorvaro Auditore
<b>Thematic Product (s) / Type (s) of the experience</b> <i>Highlight max 3 thematic tourism products / types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: _____</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The package is built around the concept that Montefeltro is a land that tells a visible and liveable ancient history, made up of medieval urban centres, austere churches, solitary convents, but also mills with a discreet and unchanging charm.</p> <p>The route brings together castles, parish churches, churches, monasteries and convents, museums.</p>
<b>Tourism Package Highlight</b>	1 International Historical Museum of the Gothic Line

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><i>We ask you to write the top five elements of your experience - the ones who really make special the experience</i></p>	<p>2 Convent of Monte illuminated          3 Rocca Ubaldinesca of Sassocorvaro          4 Relic of St. Valentine martyr, patron saint of lovers, at the church of the Ss.mma Trinità in Sassocorvaro          5 Piagnano Castle          6 Castle of Belforte all'Isauro</p>
<p><b>Duration of the tourism package</b>  <i>(If applicable)</i></p>	<p>1 day (excursion)          1 night / 2 days          2 nights / 3 days          Other: _____</p>
<p><b>Period</b>  <i>Highlight the best period / s to enjoy the experience</i></p>	<p>365 days          Winter          Summer          Spring          Autumn          Other (National Holidays, Special Events ...) _____</p>
<p><b>Target audience / market s</b>  <i>Highlight the specific target market segment / s for which the tourism package is most suitable for</i></p>	<p>Families (with children)          Elderly          Youth (15-24 years <sup>48</sup>)          Couples          Travelers only          Small Group of Friends          Organized Groups          People with disabilities          Specific "target <i>Personas</i> <sup>49</sup>" (eg, Independent Explorers, Cultural Comfort Seeker ...) _____          Other: _____</p>
<p><b>Attractions</b>  <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterize the tourism package:</b>          Natural Attractions (eg, park, landscape) _____          Cultural Attractions (eg, museum, community event, art gallery, food and drink tasting, picturesque village) _____          Entertainment (eg, sporting event, amusement park, water park, theater, cinema, disco, shopping mall) _____          Wellness (eg, Spa, swimming pool, massage center) _____</p> <p>Activities _____</p>

<sup>48</sup>Indicated age range is based on the UN definition

<sup>49</sup>What is a target person? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



	Other: _____
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterize the tourism package:</b>          Traditional Accommodation          Bed and breakfast          Half board treatment          Full board treatment          Only bed          Apartment, Residence          Camping, Camper-site          Equipped huts and refuges          Unconventional Stays (country house, glamping ...) _____          Sightseeing or tour guide services          Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____          Local Transport service ( specify: car - bike - motorbike - boat rental, bus service, informal transports ...) car, bike, horseback riding          Other: _____</p> <p><b>Other accessible services available at the destination:</b>          First aid point and Hospital / Medical center nearby          Tourism information center          Internet point &amp; internet services          Market / Supermarket          Bank / ATM machine          Laundry          Souvenir shop          Other (eg, mountain rescue service, local weather forecasting system):          _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel (s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____          OTA / Online Travel Agencies (eg, Expedia) _____          B2C / Direct Online Sales _____          Other: _____</p>
<p><b>Provider of the tourism package and brand / logo</b> <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____          Tour operators _____          Local DMC _____          Local DMO _____          Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	

**D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO**



<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	
<p><b>Images</b> <i>4 High-definition images of the Tourism Package (GDPR rules and licensed)</i></p>	
<p><b>Package Cost</b> <i>(Possible cost of the tourist package)</i></p>	<p>Rack Rate (B2B) EUR _____ Package / Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

#### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



#### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The package starts from Auditore which houses the interesting International Historical Museum of the Gothic Line.

The itinerary continues in the direction of Lunano where we find the Convent of Monte Illuminato, famous because here San Francesco restored the sight of a young blind boy.

An important stop on the route is Sassocorvaro, placed in the mirror of the artificial basin of Lake Mercatale and which rises on the top of its hill dominated by the mighty bulk of the Ubaldinesca Rocca in the alchemical shape of the turtle, seat of the Ark of Art, the museum with life-size reproductions of 10,000 masterpieces of Italian art saved during the Second World War. In Sassocorvaro there is also the relic of St. Valentine martyr, patron saint of lovers, at the church of the Ss.mma Trinità in Sassocorvaro. From Sassocrovaro you reach Piagnano, an imposing medieval village with a castle located inside, which is presented to the visitor on a rocky outcrop at an altitude of 400 meters.

The itinerary ends in Belforte all'Isauro with the castle and the ancient village, which was the noble Prussian baron Hermann De Tenneret - baron of Beaufort -, convinced that it belonged to his ancestors, then definitively donated it to the municipality of Belforte all'Isauro.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



2

<b>Package number / ID code</b>	<b>EXC2 / MONT</b>
<b>Title of the Tourism Package</b>	<b>Wandering around the Montefeltro</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	<b>"Slowly from village to village in Montefeltro"</b>
<b>Location (s)</b>	Lunano, Belforte all'Isauro, Sassocorvaro Auditore
<b>Thematic Product (s) / Type (s) of the experience</b> <i>Highlight max 3 thematic tourism products / types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: Sightseeing in a rural landscape</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The itinerary is built around the concept that Montefeltro is full of small, delightful villages that preserve ancient genuine scents and uncontaminated environments with mountain roads and unexpected panoramas.</p> <p>The route brings together small villages, charming villages, historic villages and historic homes, panoramas, landscapes.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience - the ones who really make special the experience</i>	<p>1 Villages: Piagnano, Cavoleto, Valle Avellana                      2 Ruins of the castles of: Lupaiolo, Lunano, San Donato in Taviglione, Campo                      3 Buildings with historical and architectural value: "Casa torre" (in the locality of Il Palazzo), the "Mulino Rattini", "La Madonna" factory                      4 authentic high-quality products: honey, craft beer, sour cherry wine, chestnuts, truffles, fossa cheese, extra virgin olive oil                      5 _____</p>
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<p>1 day (excursion)                      1 night / 2 days                      2 nights / 3 days                      Other: _____</p>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><b>Period</b> <i>Highlight the best period / s to enjoy the experience</i></p>	<p>365 days Winter Summer Spring Autumn Other (National Holidays, Special Events ...) _____</p>
<p><b>Target audience / market s</b> <i>Highlight the specific target market segment / s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years <sup>50</sup>) Couples Travelers only Small Group of Friends Organized Groups People with disabilities Specific "target <i>Personas</i> <sup>51</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker ...) _____ Other: _____</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterize the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____  Activities _____ Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterize the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment Full board treatment Only bed Apartment, Residence Camping, Camper-site Equipped huts and refuges</p>

<sup>50</sup>Indicated age range is based on the UN definition

<sup>51</sup>What is a target person? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



	<p>Unconventional Stays (country house, glamping ...) _____</p> <p>Sightseeing or tour guide services _____</p> <p>Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p>Local Transport service (specify: car - bike - motorbike - boat rental, bus service, informal transports ...) car, bike, horseback riding _____</p> <p>Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p>First aid point and Hospital / Medical centre nearby _____</p> <p>Tourism information centre _____</p> <p>Internet point &amp; internet services _____</p> <p>Market / Supermarket _____</p> <p>Bank / ATM machine _____</p> <p>Laundry _____</p> <p>Souvenir shop _____</p> <p>Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel (s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____</p> <p>OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p>B2C / Direct Online Sales _____</p> <p>Other: _____</p>
<p><b>Provider of the tourism package and brand / logo</b> <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____</p> <p>Tour operators _____</p> <p>Local DMC _____</p> <p>Local DMO _____</p> <p>Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><b>Images</b> 4 High-definition images of the Tourism Package (GDPR rules and licensed)</p>	
<p><b>Package Cost</b> (Possible cost of the tourist package)</p>	<p>Rack Rate (B2B) EUR _____ Package / Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The route starts from Piagnano, a small fortified medieval village, with a castle inside it. The itinerary continues, amid breath-taking landscapes and panoramas, in the direction of Cavoletto, a small, almost unknown medieval village that dates to 1200 and which develops on a rocky spur in the Mutino valley. Then, the ancient, fortified village of Valle Avellana on the ancient Conca valley. Continuing, one can see the sandstone ruins of some ancient castles that overlook the current villages, such as the castle of Lupaiolo, of Lunano, of San Donato in Taviglione, of Campo, whose ruins are immersed in a landscape of dense woodlands. Along the way it is possible to meet, inserted in the modern building fabric, some buildings of historical and architectural value such as the "Tower house" in the locality of "il Palazzo", the "Mulino Rattini " in good condition and a nineteenth-century factory called "La Madonna", manor house in a state of decay. This route allows the tourist to "consume the territory" by tasting and buying the many authentic high-quality products of the territory, such as honey, craft beer, sour cherry wine, chestnuts, truffles, fossa cheese, extra virgin olive oil.



3

<b>Package number / ID code</b>	<b>EXC3 / MONT</b>
<b>Title of the Tourism Package</b>	<b>Vacation soft active in Montefeltro</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	<b>"On the trail of St. Francis and the lost owl"</b>
<b>Location (s)</b>	Lunano, Belforte all'Isauro, Sassocorvaro Auditore
<b>Thematic Product (s) / Type (s) of the experience</b> <i>Highlight max 3 thematic tourism products / types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: _____</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The proposed itinerary follows the Path of Beato Lando and allows you to discover Montefeltro on foot, on horseback or by bicycle, beautiful land, full of history and mysteries.</p> <p>The Path brings together paths a great variety of flora and fauna, legends, mysterious places, enchanted woods, medicinal herbs and can be travelled on foot by hikers and trekkers, by bicycle and on horseback.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience - the ones who really make special the experience</i>	<p>1 Path of the Beato Lando                      2 Ancient Convent of Monte Illuminato                      Lupaiolo "ghost" castle                      4 The Logo                      5 Rock of Pietrafagnana</p>
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<p>1 day (excursion)                      1 night / 2 days                      2 nights / 3 days                      Other: _____</p>
<b>Period</b>	<p>365 days                      Winter</p>

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><i>Highlight the best period / s to enjoy the experience</i></p>	<p>Summer Spring Autumn Other (National Holidays, Special Events ...) _____</p>
<p><b>Target audience / market s</b> <i>Highlight the specific target market segment / s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years <sup>52</sup>) Couples Travelers only Small Group of Friends Organized Groups People with disabilities Specific "target <i>Personas</i> <sup>53</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker ...) _____ Other: Soft Adventurists</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterize the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) medicinal wild herbs treatments</p> <p>Activities: walking, cycling, horseback riding Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterize the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment Full board treatment Only bed Apartment, Residence Camping, Camper-site Equipped huts and refuges Unconventional Stays (country house, glamping ...) _____</p>

<sup>52</sup>Indicated age range is based on the UN definition

<sup>53</sup>What is a target person? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



	<p>Sightseeing or tour guide services          Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____          Local Transport service (specify: car - bike - motorbike - boat rental, bus service, informal transports ...) cycling, horseback riding          Other: _____</p> <p><b>Other accessible services available at the destination:</b>          First aid point and Hospital / Medical centre nearby          Tourism information centre          Internet point &amp; internet services          Market / Supermarket          Bank / ATM machine          Laundry          Souvenir shop          Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b>  <i>Highlight the most suitable distribution channel (s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____          OTA / Online Travel Agencies (e.g., Expedia) _____          B2C / Direct Online Sales _____          Other: _____</p>
<p><b>Provider of the tourism package and brand / logo</b>  <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____          Tour operators _____          Local DMC _____          Local DMO _____          Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b>  <i>(If present)</i></p>	
<p><b>QR Code</b>  <i>(If present)</i></p>	
<p><b>Video Link</b>  <i>(If present)</i></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><b>Images</b> 4 High-definition images of the Tourism Package (GDPR rules and licensed)</p>	
<p><b>Package Cost</b> (Possible cost of the tourist package)</p>	<p>Rack Rate (B2B) EUR _____ Package / Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

#### DETAILED PROPOSAL OF PACKAGE

Max. 3000 characters

The path begins in Lunano and arrives in Pietrafagnana di Pietrarubbia and is one of the most beautiful in Montefeltro: its characteristics of biodiversity, of great landscape value and its important historical monuments make it a destination absolutely to be discovered.

The path was very popular in ancient times as it was safer than that of the valley. Among these was a holy Franciscan man named Lando who preached in these places and had found refuge in a cave in a wild area called Il Logo.

Of the Ancient Convent of Monte Illuminato, the well is famous above all, as legend has it that with this water St. Francis of Assisi restored sight to a blind man.

It is the turn of the "ghost" castle of Lupaiolo; one of the oldest castles that belonged to the Montefeltro of Urbino. In the early 1900s a mysterious disastrous event forced the few inhabitants to abandon the hamlet, making the little that was left of the ancient castle disappear.

After the "ghost" castle, we immerse ourselves in another magical and mysterious site: The Logo. The Logo is a wild site formed by a wood clinging to an extremely suggestive rock ridge, under which the stream has carved out a gorge with three jumps of waterfalls. It is a holm oak wood immersed in the Mediterranean scrub with a microclimate that has allowed the proliferation of tree and floral species and is also very popular with various animal and bird species.

The Path was not only travelled by ordinary and religious people, but, in modern times, also by the heroic partisans who brought their initiatives to fight against the Nazi-Fascists barricaded in the not far Gothic Line on what can be defined as "The Invisible Paths", routes that had to remain anonymous for obvious security reasons.

The path ends at the Rupe di Pietrafagnana from where you can see Mount Carpegna, 1415 meters high with a massive and inclined plateau and falls within the territory of the Sasso Simone and Simoncello Natural Park.



4

<b>Package number / ID code</b>	<b>EXC4 / MONT</b>
<b>Title of the Tourism Package</b>	<b>Kayaking on Lake Mercatale</b>
<b>Pay-off of the Tourism Package</b> <i>(Intriguing, fascinating, capturing)</i>	<b>"In the lake, bewitched by the moon and stars"</b>
<b>Location (s)</b>	Sassocorvaro Auditore
<b>Thematic Product (s) / Type (s) of the experience</b> <i>Highlight max 3 thematic tourism products / types of experience</i>	<p>Outdoor, Active &amp; Adventure                      Ecotourism, Parks &amp; Wildlife                      City Tour / City Break                      History, Arts &amp; Heritage                      Wellness, Spa &amp; Health                      Sports &amp; Winter                      Gastronomy, Food &amp; Drink                      Sea, Sun &amp; Beach                      Sustainable &amp; slow tourism                      Shopping, Hobby, Entertainment &amp; Leisure                      Learning, Research &amp; Educational                      Festivals &amp; Events                      Meetings, Conventions, Incentive, Exhibitions (MICE) &amp; Business                      Other: _____</p>
<b>Tourism package description</b> <i>Max 1.000 characters</i>	<p>The route takes place at night, by kayak, in Lake Mercatale. Paddling at night in the moonlight, exploring Lake Mercatale at sunset and the river from which it originates through the discovery of the fauna that inhabits its shores.</p> <p>Accompanied by sports instructors and environmental hiking guides, we leave at sunset with a view of the starry sky and observe the rising of the Full Moon and paddle for a night return.</p> <p>It is possible to follow the vision of the starry sky even by reaching the observation point on foot.</p>
<b>Tourism Package Highlight</b> <i>We ask you to write the top five elements of your experience - the ones who really make special the experience</i>	<p>1 Lake of Mercatale                      2 View of Sassocorvaro                      3 _____                      4 _____                      5 _____</p>
<b>Duration of the tourism package</b> <i>(If applicable)</i>	<p>1 day (excursion)                      1 night / 2 days                      2 nights / 3 days                      Other: _____</p>



### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><b>Period</b> <i>Highlight the best period / s to enjoy the experience</i></p>	<p>365 days Winter Summer Spring Autumn Other (National Holidays, Special Events ...) _____</p>
<p><b>Target audience / markets</b> <i>Highlight the specific target market segment / s for which the tourism package is most suitable for</i></p>	<p>Families (with children) Elderly Youth (15-24 years <sup>54</sup>) Couples Travelers only Small Group of Friends Organized Groups People with disabilities Specific "target <i>Personas</i> <sup>55</sup>" (e.g., Independent Explorers, Cultural Comfort Seeker ...) _____ Other: Active tourists</p>
<p><b>Attractions</b> <i>Highlight the available tangible and intangible assets connected to the specific tourist package</i></p>	<p><b>Specific tangible and intangible assets that characterize the tourism package:</b> Natural Attractions (e.g., park, landscape) _____ Cultural Attractions (e.g., museum, community event, art gallery, food and drink tasting, picturesque village) _____ Entertainment (e.g., sporting event, amusement park, water park, theatre, cinema, disco, shopping mall) _____ Wellness (e.g., Spa, swimming pool, massage centre) _____  Activities: kayaking, walking Other: _____</p>
<p><b>Services</b> <i>Highlight the available services connected to the specific tourist package</i></p>	<p><b>Specific services that characterize the tourism package:</b> Traditional Accommodation Bed and breakfast Half board treatment Full board treatment Only bed Apartment, Residence Camping, Camper-site Equipped huts and refuges</p>

<sup>54</sup>Indicated age range is based on the UN definition

<sup>55</sup>What is a target person? They're your ideal prospects and customers that you're trying to attract with your inbound marketing efforts. Often confused with target audience, your target persona goes beyond demographics and psychographics and focuses more on consumers' needs and buying process. When you understand their buying process and speak to their needs, you can engage with them.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



	<p>Unconventional Stays (country house, glamping ...) _____</p> <p>Sightseeing or tour guide services _____</p> <p>Food &amp; Drink (fine dining, kiosk, restaurant, informal dining) _____</p> <p>Local Transport service (specify: car - bike - motorbike - boat rental, bus service, informal transports...) kayak _____</p> <p>Other: _____</p> <p><b>Other accessible services available at the destination:</b></p> <p>First aid point and Hospital / Medical centre nearby _____</p> <p>Tourism information centre _____</p> <p>Internet point &amp; internet services _____</p> <p>Market / Supermarket _____</p> <p>Bank / ATM machine _____</p> <p>Laundry _____</p> <p>Souvenir shop _____</p> <p>Other (e.g., mountain rescue service, local weather forecasting system): _____</p>
<p><b>Distribution channels</b> <i>Highlight the most suitable distribution channel (s) to promote and sell the tourist package</i></p>	<p>B2B (travel agent, tour operator) _____</p> <p>OTA / Online Travel Agencies (e.g., Expedia) _____</p> <p>B2C / Direct Online Sales _____</p> <p>Other: _____</p>
<p><b>Provider of the tourism package and brand / logo</b> <i>(In vector graphic format)</i></p>	<p>Local incoming travel agency _____</p> <p>Tour operators _____</p> <p>Local DMC _____</p> <p>Local DMO _____</p> <p>Other: _____</p> <p>(Insert logo here)</p>
<p><b>Contacts</b></p>	
<p><b>Website</b> <i>(If present)</i></p>	
<p><b>QR Code</b> <i>(If present)</i></p>	
<p><b>Video Link</b> <i>(If present)</i></p>	

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES: PP13 MONTEFELTRO



<p><b>Images</b> 4 High-definition images of the Tourism Package (GDPR rules and licensed)</p>	
<p><b>Package Cost</b> (Possible cost of the tourist package)</p>	<p>Rack Rate (B2B) EUR _____ Package / Tour Pricing (B2C) EUR _____</p>
<p><b>Notes</b></p>	

### DETAILED PROPOSAL OF PACKAGE

*Max. 3000 characters*

The route takes place at night, by kayak, in Lake Mercatale. Paddling at night in the moonlight, exploring Lake Mercatale at sunset and the river from which it originates through the discovery of the fauna that inhabits its shores.

Accompanied by sports instructors and environmental hiking guides, we leave at sunset with a view of the starry sky and observe the rising of the Full Moon and paddle for a night return.

It is possible to follow the vision of the starry sky even by reaching the observation point on foot.

### D.4.3.3 DRAFTING OF PILOT TOURISM PACKAGES



## CONCLUSIONS / RECAP

Overall, the territorial partners designed following **30** tourist packages:

N.	Partner n.	Partner acronym	Package Title
1	LP	LIRA	The Route of Nikola Tesla
2	LP	LIRA	Bike in Lika
3	LP	LIRA	Perušić, land of water and caves
4	PP2	PGZ	The Ways of the Holy Land
5	PP2	PGZ	Chillout Platak
6	PP2	PGZ	Bird's Eye Grobnik
7	PP3	JURRA	Fortresses of Karlovac County
8	PP3	JURRA	Nature and gastronomy of Karlovac County
9	PP3	JURRA	The fifth river (Beer route of Karlovac County)
10	PP4	CMC	From wood to music: sounds in the making
11	PP4	CMC	A Journey through Carnic Textile Hidden Gems
12	PP7	RIVE	Tasty Castle
13	PP7	RIVE	A Funny round trip of Friuli Castles
14	PP8	DELTA 2000	MOSAICS, CULTURE AND FOOD IN ROMAGNA
15	PP8	DELTA 2000	THE WATER WAYS - FROM THE VENA DEI GESSI PARK TO THE PO DELTA PARK
16	PP8	DELTA 2000	OH PARTIGIANO, TAKE ME AWAY
17	PP8	DELTA 2000	The Renaissance in the Po Delta Park
18	PP9	CAMPOBASSO	Campobasso Garden City
19	PP9	CAMPOBASSO	Campobasso CBike
20	PP9	CAMPOBASSO	Campobasso, the City of Misteri
21	PP10	PARK SASSO	Natural Park – Contemporary art
22	PP10	PARK SASSO	Art shopping in the Park
23	PP10	PARK SASSO	Long Stay Tourism in the Park
24	PP12	PREDAPPIO	BETWEEN ROCCHES, CELLARS AND LEGENDS
25	PP12	PREDAPPIO	WINERIES AND HISTORIC HOUSES
26	PP12	PREDAPPIO	THE GARIBALDI PATH THROUGH THE SANGIOVESE VINEYARDS & HORSEBACK RIDING EXCURSION
27	PP13	MONTEFELTRO	Rural cultural tourism in Montefeltro: "Discovering a land with a glorious history"
28	PP13	MONTEFELTRO	Wandering around the Montefeltro: "Slowly from village to village in Montefeltro"
29	PP13	MONTEFELTRO	Vacation soft active in Montefeltro: "On the trail of St. Francis and the lost owl"
30	PP13	MONTEFELTRO	Kayaking on Lake Mercatale: "In the lake, bewitched by the moon and stars"