



Escape2

Company Name

Meridaunia

VisitMontiDauni

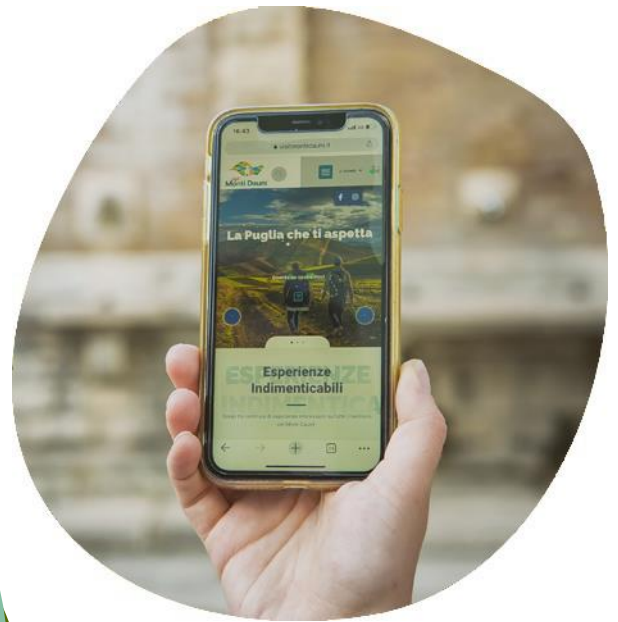
Email

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Country

Italy

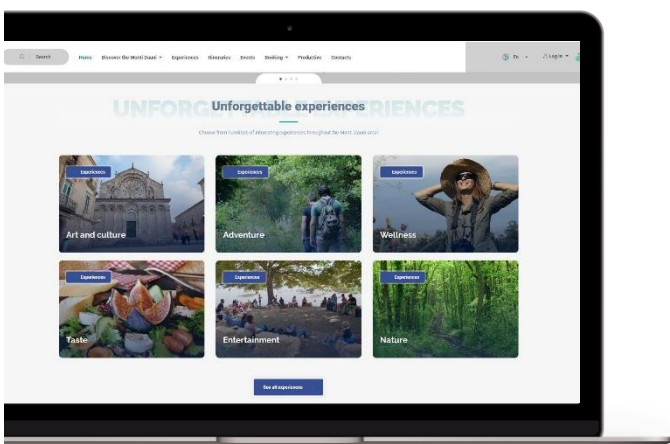
Italian example of
Stimulating Demand



“Monti Dauni Integrated Tourist Services” is the project aimed to the **implementation of the local tourism system** created by Meridaunia.

This is a complex project that aims to **qualify, aggregate and enhance the tourist offer**, through:

- the implementation of rural, environmental, cultural and **experiential tourism** services
- the **enhancement of the competitive potential** of the area
- the **improvement of the awareness and reputation** of the Monti Dauni brand, within the Puglia brand
- the **development of a local tourist economy** with an offer based on innovative and sustainable forms of enhancement and management of the historical-cultural and naturalistic-environmental heritage.





Monti Dauni: the Puglia that awaits you



HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



The project is innovative due to its scope and the actions carried out:

- census of tourism operators;
- information workshop for operators;
- creation of a single system for booking services (website and integrated app "visimontidauni");
- storytelling of the destination through texts, photos, videos;
- promotion of accommodation facilities, restaurants, attractions, tour operators;
- delineation of experiences and tourist packages;
- communication of the destination through traditional media (newspapers, radio, TV) and social networks;
- web marketing campaigns;
- destination promotion events in Italy and abroad;
- participation in stock exchanges and tourism fairs- destination marketing actions (b2b and b2c);
- realization of tours for tour operators, travel agencies, journalists, bloggers, influencers, reporters, etc ...
- realization of rural tourism festivals (with free experiences for tourists)

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**

(Eg. Grants And Other Support)?



- The project is implemented under the PSR PUGLIA - PO FESR 2014-2020 - AXIS VI "Protection of the environment and promotion of natural and cultural resources" - Action 6.8 "Interventions for the competitive repositioning of tourist destinations"



HOW SUCCESSFUL HAS IT BEEN?

Despite the difficulties due to the covid-19 epidemic of the past years, the project has managed to carry out many actions that have had the effect of increasing the tourist fame of Monti Dauni and increasing attendance.

In addition to the strategic actions aimed at operators in the sector, the communication and promotion of products has great relevance.

Among the most significant actions are the tours dedicated to journalists, bloggers, influencers, the production of content for the Fb and Ig social pages, the population of contents of the Monti Dauni website / app.

In the same perspective, the format of the Open Days was created, 4 days with 130 free experiences for tourists: excursions, tastings, visits to museums and monuments, sports activities in the green,

concerts, shows, etc ...The festival was preceded by a communication campaign via the web, with radio and television passages, advertising in newspapers and posters.

These actions were associated with those of interception of stakeholders for the positioning of tourism products on the domestic and foreign market, with the creation of tourist packages and their promotion to tour operators and travel agents.

The project has so far achieved its objectives, managing to move the bar higher and giving Meridaunia the opportunity to imagine new actions and possible continuations, including structural interventions for the future (creation and management of new services for the tourism).



WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?

The success of the project is the result of Meridaunia's planning and management skills, but above all of the collaboration between different subjects: the municipalities of the area, tourism operators, tourism promotion associations, tourist guides, accommodation facilities, restaurateurs, museum managers and various cultural attractions, outdoor service providers, etc ...



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