

ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D4.3.2 - The application available in public areas in 20 locations

WP 4 - PROMOTION OF TOURISM DESTINATIONS
A 3 - PROMOTION OF DESTINATION

Opatija, September 2019

PP1 Kvarner Region Tourist Board
+ All partners involved

Public version

1. DESCRIPTION

The promotion of a destination includes a presentation of the IT platform content in various public areas. This includes the presentation on TV, info display of tourist organisations, museums, airports, bus and railway stations etc. For that purpose, cooperation agreements will be signed with the infrastructure owners and the content of each individual destination will be customized. The Partner responsible for this activity is the TZ Kvarnera, but all Partners will be included in this activity.

The application will be available in public places, in 20 destinations in Croatia and Italy and it will be adjusted for disabled people.

To reach the goal, partners have signed Cooperation Agreements with infrastructure owners that have agreed to promote the IT platform/videos in their public areas.

2. Annex 1 - List of 27 destinations in which the IT platform/videos are promoted

No.	Country	Destination	Infrastructure owners that promotes the IT platform/videos in their public areas
1	Croatia	Cres	Cres Tourist Board
2	Croatia	Krk	Krk Tourist Board
3	Croatia	Mošćenička Draga	Mošćenička Draga Tourist Board
4	Croatia	Mali Lošinj	Mali Lošinj Tourist Board
5	Croatia	Rab	Rab Tourist Board
6	Croatia	Rijeka	Rijeka Tourist Board
7	Croatia	Lopar	Lopar Tourist Board
8	Croatia	Novi Vinodolski	Novi Vinodolski Tourist Board
9	Croatia	Omišalj	Omišalj Tourist Board
10	Croatia	Malinska-Dubašnica	Malinska-Dubašnica Tourist Board
11	Croatia	Island of Krk	Island of Krk Tourist Board
12	Croatia	Baška	Baška Tourist Board
13	Croatia	Vrbnik	Vrbnik Tourist Board
14	Italy	Brindisi	Airports of Puglia
15	Italy	Bari	Airports of Puglia
16	Italy	Polignano a Mare	Pino Pascali Foundation
17	Croatia	Vis	Vis Tourist Board
18	Croatia	Komiža	Komiža Tourist Board
19	Croatia	Hvar	Hvar Tourist Board
20	Croatia	Trilj	Trilj Tourist Board
21	Croatia	Omiš	Omiš Tourist Board
22	Croatia	Sinj	Sinj Tourist Board
23	Italy	Rovigo	Information tourist office of Rosolina Mare
24	Italy	Rovigo	Information tourist office of Porto Viro
25	Italy	Padova	Information tourist office of Padova
26	Italy	Padova	Information tourist office of Abano Terme
27	Italy	Padova	Information tourist office of Este

Remark: Although the target was 20 destinations, project partners have managed to achieve 27 destinations/locations.

Kvarner Region Tourist Board signed 13 agreements (1 - 13 from the table) with infrastructure owners that will promote the IT platform/ videos in their public areas.

Agency Pugliapromozione managed to sign 2 agreements (14 – 16 from the table) that guarantee visibility on 3 public areas.

RERA signed 5 agreements (17 - 22 from the table) with infrastructure owners that will promote the IT platform/ videos in their public areas.

Veneto Region didn't sign any cooperation agreement but has managed to promote the project videos and platform by IATs (information tourist offices) that share a general agreement with Veneto Region (23 – 27 from the table).