ArTVision+, capitalizing the IPA Adriatic ArTVision project, is aimed at developing new solutions for the development of the less-known tourist destinations, based on the valorization of the cultural heritage and on a new concept of promotion. The main activities will focus on a promotion campaign and setting up of a digital platform as virtual space to connect artists and organizers of tourist manifestations (tourist boards, museums, theatres, art cinemas).

TARGET GROUPS
Tour operators
Local, regional and national public authorities
Cultural and natural heritage management bodies
Regional and local development agencies, enterprises
NGOs
Education and training organisations as well as universities and research institutes

TOTAL BUDGET
1,006,360 €

DURATION
1.01.2018 - 30.06.2019

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PROJECT PARTNERS
Primorje-Gorski Kotar County | Rijeka LP
Kvarner Region Tourism Office | Opatija 1
RERA | Split 2
Pino Pascali Foundation | Polignano a Mare 3
Puglia promozione Agency | Bari 4
Ca’ Foscari University of Venice 5
Veneto Region | Venice 6