



Interreg
Italy - Croatia
Zero Waste Blue



EUROPEAN UNION

SIGNATURE ITINERARIES BY ZERO WASTE BLUE

The Methodology of Tourist Experience Design

METHODOLOGICAL STEPS



This document aims to be a helping guide to the partners involved in the formation of tour itineraries that are related to the first 10 Zero Waste Blue events.

The primary objective is to open up new opportunities for promoting the region with a beneficial impact for the operators as well.

The format identified must be:

- *Replicable*: The defined guidelines will allow all project partners to be able to work on and implement tour packages related to their destination in an autonomous manner.
- *Customizable*: Because a methodology, taking every aspect and phase for the creation of tour packages into consideration will be provided precisely; each partner will be able to work out ad hoc contents by adapting them to the single destination, in order to create an attractive touristic offer that is strongly related to the territory.

THE PILLARS



Analysis of offer and of the tourism vocation

Identification of product clusters

Identification of targets

Definition of basic experiential dimensions (boundary conditions, cultural factors) related to sports, cultural and / or enogastronomic (food and wine) areas

Identification and development of experiential themes

Development of storytelling

Development of the concept on extended experience cycle

Development of experiential detail points of itinerary

1. Analysis of offer and of the tourism vocation

- **Natural and cultural attractions: artistic, monumental, naturalistic assets to be included in the itineraries which must be so much the more relevant to the leading theme of the trip.**

Each itinerary corresponds to an experiential travel concept identified on the basis of regional characteristics. Each place/stage presented in the itinerary is characterized by a major tourism typology: some places are more attached to nature tourism than to those of an enogastronomic or decidedly cultural ones. Excursions, visits and tastings that represent the specific type of tourism better must be identified through a study of the zones and the neighboring areas (within 25 km, to be reached by transfer) and through contacts with tourism operators: Municipal Tourist Offices, Associations and Bodies of the related municipalities and tour operators (from restaurateurs on guides to incoming tour operator)

1. Analysis of offer and of the tourism vocation

□ Welcoming Operators

Sports events represent the very heart of the touristic experience of the ZWB project. The focus of itinerary planning starts from this concept and will be extended to all those services guaranteed by welcoming operators: a ready guide that welcomes groups or individuals on their arrival, continuous presence and assistance during their stay to ensure maximum efficiency, an enogastronomic offer which is able to respond to every need, guided tours and extraordinary openings of selected places regarding not only culture & art but also the excellence of the region (crafts, agriculture, fashion etc)

1. Analysis of offer and of the tourism vocation

□ **Transport companies in transfer arrangements**

Itineraries must respect and guarantee pre-defined routes and specified timetables of programs. To ensure that guests reach visiting points on scheduled times, transfers by bus or minibus rather than by car, rentals with driver or in some cases "alternative" and original transports such as ATV (all-terrain vehicles) or jeeps must be appointed in compliance with the transportation needs of guests

□ **Other key partners that will characterize the experiential itinerary**

Other key partners of the project are all those actors who contribute to the identification of excellence: not only hotels, agritourism farms and regional hotels, enogastronomic excellences; but also all tourism offices of the municipalities involved, the IAT Tourist Information Center, cultural associations, guides and contacts in the areas useful to complete the product

2. Identification of product clusters



- Identification of product clusters aims to increase tourist flow, thanks to a more specialized offer of services that meet market needs better
- It is about creating a touristic offer that represents the destination in a better way and allows to satisfy the needs of several targets through the creation of a specific itinerary: Family, Culture, Trekking, Bike, Wellness, Business, Meeting
- Through the study of regional features, of flows in previous years, and of trend forecasts for modern tourism, the best representation clusters are identified

2. Identification of product clusters



Some examples of identifiable tourism clusters are as below:

- SEA
- CULTURE
- PLEASANT HILLS AND ANCIENT VILLAGES
- PARKS AND ACTIVE NATURE
- ENOGASTRONOMY
- SPIRITUALITY AND MEDITATION

2. Target Audience

For designing the first touristic experience test, it is not possible to differentiate customer segments. The destinations in the ZWB project can be considered as alternatives for classic destinations chosen by traditional tourism and for interest for repeaters who have already visited the destinations offered by traditional tours

- Macrotarget audience can be identified in three types::
 - **groups**
 - **individual tourists**
 - **family groups**

Compared to individuals, groups are less inclined to experiment. They ask for a more standardized & codified experience based on their expectations and show solid habits, rooted behaviors and the ones which are the most difficult to adapt.

An identikit on targets ZWB/1

- Amateur practitioners (eg. ski clubs, sailing clubs, amateur sports associations for each discipline) who travel to participate in: competitions, trainings, stages, tournaments, etc.
- Professionals and non-professionals who travel for professional - working reasons (eg. medical staff, physiotherapists, trainers, nutritionists).
- Staff, management, and employees of both professional and amateur sports clubs.
- Referees and juries predisposed for checks, assessments, and regular runs of events.
- Journalists, television and radio crews who travel to comment and shoot sports competitions.
- "Sportsmen" who travel to watch sports events (eg. fan club organizations or individual fans)
- Sports tourists who travel to learn how to practice the sport (s)he has always wanted or what is "trendy".

An identikit on targets ZWB/2

- They prefer activities involving active participation, compared to passive entertainment activities. Example: typical tasting experience, compared to visiting the Museums.
- They are attentive and curious towards folk stories and anecdotes, which tell our culture's way of living and always represent a strong point
- A great interest is shown for “enogastronomic” (food and wine) side of table etiquette or for showcooking, as well as for the "Italian style" and a tour that offers "personal shopper".
- Itineraries can be based on daily experiences to be mixed depending on the needs or on real & proper tours always organized with themes including enogastronomic and active tours (from 3 days to maximum 7 days)
- This type of traveler also chooses the destination regarding whether or not (s)he can practice a certain sport in spare time

ACCESSIBLE OFFER

- The objective of the ZWB project goes beyond the mere desire to participate or assist in sports activities, and opens doors to **Accessible Tourism** by proposing to eliminate spatial and cultural barriers as well as material ones, and to go to make tourism possible and accessible in all conditions.
- Formation of the offer must satisfy **special needs related to its singularities**. It is valid not only for motor disability (even though it is the first one that presents itself most evidently) but also for other needs related to food, to relational or intellectual, to blindness, to deafness or even to aging. All is about the desire for being able to practice and/or take a vacation or a sporting activity without having to give up moving.
- Therefore, maximum attention must be paid in identification of **well-equipped facilities for benefiting from travels, holidays and leisure times in a satisfying mode** without obstacles or difficulties, but with full autonomy, safety and comfort.





Creation of touristic offer

The Experiential Concept

Declination of the experiential concept on offer

Crossing themes – target

Some examples of experiential dimensions

The Experiential Concept



- An innovative Tourist Experience means proposing a new way of understanding "holiday", "travel", "exploration of a territory", activities and paths or style of hospitality through the presentation of an "original point of view", which on the one hand summarizes the most authentic elements of the offer itself and on the other manages to satisfy the different passions, needs and interests of tourists, represented by diverse "vocational tourisms".
- We define this original point of view in terms of the **Experiential Concept**, which represents a conceptual and narrative development in experience settings, enabling "symbolic value" and "tangible value" for the different market segments. In other words, we can say that the Experiential Concept is configured as "the key to understand the value proposition".

The Experiential Concept

The
Experiential
Concept is the
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proposition".

- **The Experiential Concept serves to:**
 - ✓ define the experiential offer system
 - ✓ define interaction processes
 - ✓ define behaviors
 - ✓ define results of experience

- **The Experiential Concept will therefore offer:**
 - ✓ the common thread of experience (a recognizable element that characterizes it)
 - ✓ how the experience is defined
 - ✓ characterization of elements that define the experience
 - ✓ harmonious context for storytelling and for preparation of all information materials

Declination of the experiential concept on offer/1

Characterization of the experiential offer system

- brand positioning in the market (location, prices, category)
- The atmosphere and the set of experience
- personality of the experience
- storytelling about the experience
- memory of the experience

Tangible sub-elements of the offer system

- Welcoming
- Infrastructure and equipment in the room
- Breakfast, lunch, and dinner experiences
- Sleeping experience
- Accessory services (WiFi, laundry etc.)
- Wellness experience
- Social experience in common areas

Declination of the experiential concept on offer/2

Definition of the experiential contexts represented by different opportunities of touristic offer:

- Short break 2-3 days on multiple destinations
- Short break 2-3 days in the same place
- Medium-long holiday (1 week - Grand Tour)

Possible levels in customization and variation of the offer depending on customer type:

- customer characteristics
- travel partners (single/couple/family/group)
- culture, values, beliefs, needs
- specific needs and demands
- customer's lifecycle stage

Some examples of experiential dimensions:

Keys and meanings

✓ 1. **Game, play and competition**

There are aspects, elements, and activities that emphasize play and playfulness. They can be competitive and team activities. Edutainment. This dimension can characterize the experience of the tour or of the animation activities

✓ 2. **Narration**

These aspects introduce us every experiential activity through an adequate storytelling that allows the anticipation of forthcoming experience and the feeding of memories about the experience

Anecdotes, stories, testimonials that make every experience more real and genuine. It is about creating an expectation to increase the value of every experiential activity offered with joy to tourists as if it were a precious gift

Some examples of experiential dimensions:

Keys and meanings

✓ 3. Prestige, status and recognition

These are aspects, elements, and activities that recognize, confirm or highlight the status of group members, or of individual tourists.

This dimension has a great importance. It concerns possible activities that other tourists have not done, the way of hosting visits to prestigious monuments, the opportunity to be accompanied by a special guide or to be able to shop for prestigious brands etc. at non-prohibitive prices etc, but also to show respect for their culture, for their country of origin, and for the tourists who come from this destination of origin. Giving a flower to the ladies, paying little attention, creating microgratifications are elements to be included in the experience that will make the difference

✓ 4. Sense of belonging

Those are the aspects, elements, and activities that allow tourists to live and share the experiences of authentic Marche life. Eg. to live for two days as a Marchigiano/a (as a native of the Marche)

This dimension insists on the authenticity of activities carried out, and on what tourists bring home. It must be documented with a photo so that experiences will be remembered

Some examples of experiential dimensions:

Keys and meanings

✓ **5. Aesthetics (beauty, taste)**

Those are aspects, elements, and activities that emphasize colors, shapes, flavors, and smells of both food and environments

It regards ritualized experiences (such as wine tasting) which enhance sensorial elements offered by region. It includes visiting experiential shops, tasting a particular ice cream, contemplating an enchanting and evocative panorama. Yet, they need adequate preparations and enhancements.

✓ **6. Creativity (doing creative things)**

Those are aspects, elements, and activities that allow to unleash creativity of tourists, both individually and as groups.

In particular, it involves workshop activities in which the tourists can take the artefacts home as more valuable reminders than any souvenir. Handcraft products and works made by children, if they are present in the group, should be valued.

Some examples of experiential dimensions:

Keys and meanings

✓ 7. Learning (learning to do something)

Those are aspects, elements, and activities that allow to learn peculiar aspects of regional way of life, with particular references to performing activities. Eg. cooking, crafts etc.

Learning generally means any competence that is transferred at any level. It extends the perspective of creative dimension. Eg. learning a song, a poem, a few words from the visited country, a recipe to be documented by a certificate

✓ 8. Being together

Those are aspects, elements, and activities that favor the relations of tourists among themselves, and with inhabitants of destination

It concerns every form of involvement, creating bonds within the group and between the group and the local population, at every moment of the tour

Keys and meanings

✓ 9. Relaxation

These are aspects, elements, and activities that promote relaxation; as well as moments of resting, of reflecting, and of what was seen or learned during the trip

The positive experience does not depend on the amount of things you do, but on the balance among visits to attractions, workshop activities, leisure and relaxation activities. Giving an opportunity to choose among multiple options increases satisfaction. It is about creating moments after a tour for reviving the experience and for anticipating the forthcoming one

✓ 10. Security

Those are aspects, elements, and activities that make the tourist feel secure and protected

Safety involves objective elements, such as in-room safe, not being exposed to uncomfortable situations. Moreover, it is also related to the perception that everything is always under control. Tourist must be ensured that they are not subjected to "cheating" or to malicious persons.

Some examples of experiential dimensions:

Keys and meanings

✓ **11. Self expression**

These are aspects, elements, and activities that allow tourists to express themselves freely, in relation to their moods, inclinations, and motivations.

We need to know how to forestall their demands gently and to find ways to promote the opportunity for expressing their ideas by creating a friendly and cordial environment in which they feel more comfortable and their natural defense barriers can fade away.

✓ **12. Variation (doing different things, breaking the monotony)**

These are aspects, elements, and activities that create an enriched experiential panorama by varying activities and methods of carrying them out.

Tour package must be well balanced, allowing you to form different experiences. However, at the same time, it must not be exaggerated by several activities in high speed that do not allow them to appreciate what has been offered to them

Some examples of experiential dimensions:

Keys and meanings

✓ **13. Share (having something specific to tell)**

These are aspects, elements, and activities that allow tourists to have/get/achieve elements/results/objects within the group, and to have/get/achieve elements/results/ objects to communicate/illustrate/show on return at home as well.

It is about creating a unique element in each tour that is different from the others (even if it is a little detail), telling a fresh anecdote, suggesting unusual souvenirs, offering memorabilia, documenting highlights of experience, stopping over to take pictures, stimulating content sharing on social networks and social media etc.

✓ **14. Comfort (upholding some customs and traditions)**

These are aspects, elements, and activities that allow tourists to be at liberty in behaving according to their own customs and traditions

This involves all those aspects showing interest and respect for the culture of origin, such as offering a complete tea or American style breakfast for tourists who are so far from their home.

✓ **15. Bridging the cultural gap**

Those are aspects, elements, and activities that allow tourists to connect their culture/history/philosophy/ways of understanding to the European/Italian/Marche's ones to find their way to interpret/appreciate the experiential elements according to the two viewpoints

In particular it involves rethinking of their visits to attractions and of the way they are explained and told.



Designing the experiential concept

A series of questions on how to design the experiential concept

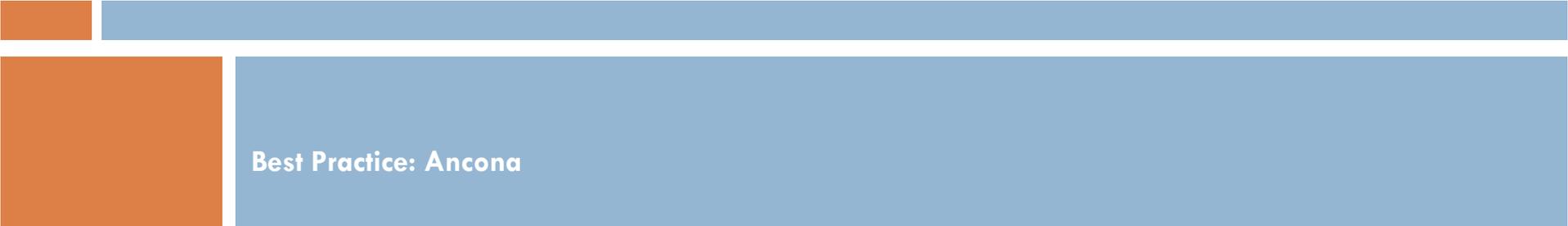
.The questions for designing the experiential concept

- ✓ **what is the experience of our offer for the segments we have defined?**
- ✓ **how is this experience realized?**
- ✓ **what is the value of the experience for the selected segments?**
- ✓ **what memorable experience can we provide to the selected segments by the current offer, considering the specific features of the market?**
- ✓ **how to differentiate our offer for the selected segments from the others in the market?**
- ✓ **how to re-organize our offer in innovative and revolutionary way?**
- ✓ **should we form a totally new offer or partially alter the current one for the selected segments?**
- ✓ **what are the specific characteristics and the needs of the segments analyzed and how can we satisfy them as we planned?**
- ✓ **what are the constraints and limitations that we will be facing with (budget, organizational resources, mandatory decisions dependent on third parties)**

The questions on how to design the experiential concept:



- ✓ **what are the fundamentals of the offer?**
- ✓ **what are the desired service level and the participants' needs?**
- ✓ **what are the characteristics of welcoming and the level of courtesy?**
- ✓ **how do we take into account emotions, feelings and values of the travelers for redesigning the service in the light of the information we possess?**
- ✓ **what are the elements of interest, referring to the travelers' cultural features (status, travel behaviors, interaction rules, service perception, pleasing and unpleasing forms of interaction), to determine satisfaction and dissatisfaction?**
- ✓ **What are the different contexts in which tourists enjoy the experience?**
- ✓ **What are the activities that can be carried out by all types of participants? And how do we manage to satisfy all these diversified participants?**



Best Practice: Ancona

ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Long Tour Ancona + Excursions for a short break

ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

Proposed themes

- ❖ **Landscapes**
- ❖ **Culture and Art**
- ❖ **Enogastronomical richness**
- ❖ **Lifestyle**
- ❖ **Active tourism and sports**
- ❖ **Spirituality**



Structured offer

- ❖ **Ancona, Sirolo, Numana and landscapes**
- ❖ **Artists and Works (Leopardi and Lotto)**
- ❖ **Tastings, meals and visits to wineries**
- ❖ **Exclusive experiences (sailing / golf etc)**
- ❖ **Personalized alternative experiences**
- ❖ **Cathedrals and worshipping places**

ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

A sight of the cliffs overlooking the sea. A clean sea and white beaches that extend over a gentle and lenient countryside, in which the vineyards of the finest grapes are found in their best. An exceptional uniqueness where the mountain woods intermingle with the Mediterranean splashes. It is the Conero: an enchanting place where it is possible to live an exquisite sea experience along with medieval villages and enogastronomic refinement.

- 7 nights with breakfast at SEEBAY HOTEL ****
- Continuous and personal assistance for transfer management and for needs of participants
- Menus for everyone, responding to intolerances, allergies or specific dietary needs
- Multilingual information materials & audio guides and certified guides in sign language
- Transfers and well-organized transport to comfort passengers with special needs and well-organized stops to facilitate boarding to vehicles

The package proposal is to be considered as an option for 7 nights or as a short break (2/3 nights)

ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

Schedule

1st day – Sunday, 20th October: Sirolo

Arrival in Portonovo and accommodation at hotel. Visiting of Sirolo, pretty town located inside the white cliffs of Conero

2nd day – Monday, 21th October: Portonovo Bay and Showcooking

We invite you to discover another gem of Conero: Portonovo Bay, a white beach surrounded by lush vegetation of the park wherte you can visit the Watchtower, Napoleon's blockhouse and lovely romanesque churf of St. Mary of Portonovo. **Curiosity:** Mussels to taste: luscious Mediterranean mussels of Conero!

A planned showcooking for the preparation of the typical Marchigian dishes with the chef, **Paolo Antinori**, with **free cookbook** with the steps of recipes made.



ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

3rd day – Tuesday, 22th October: Sirolo and San Michele Beach

To reach San Michele Beach and Urbani Beach, you can walk among charming paths lying along the mountain or you can take a free shuttle bus.

Lunch suggestion: Ristorante Da Silvio, on San Michele and Sassi Neri Beach.



4th day – Wednesday, 23th October: Relax and visit to Loreto with walkway at sunset

In this day, devote your leisure time to relax inside the **SPA of the Seebay Hotel** with an essential oils treatment derived from the wild herbs of Monte Conero with beneficial and regenerating properties.

After a relaxing morning, the afternoon is dedicated to a guided tour to discover **Loreto** and its particular appearance of a basilica-fortress. Town is well-known for the **Sanctuary of the Holy House of Nazareth**, a unique relic in the world and a true architectural jewel, Loreto, after 500 years, has finally reopened to the public the Rocchette, the charming patrol walkways overlooking the entire basilica surrounded by a breathtaking view . Recommended at sunset!



ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

5th day – Thursday, 24th October: Rosso Conero tasting and visit to the city of Ancona

A few minutes from Portonovo Bay, one of the most renowned wineries of the Rosso Conero wine is located, **the Moroder Agricultural Company**, which awaits you to tell you about its passion, while descending into the "**secret**" **undergrounds**, to delight your palate with its wines more valuable and with its amazing cuisine. The guided tour is available in the morning with lunch, or in the evening with dinner.

Continuing along the Conero panoramic road, with breathtaking views from the cliff, it is possible to reach the **city of Ancona**, the regional capital, whose name derives from the Greek ankon, which means elbow due to the characteristic shape of the coastal strip. One of the exceptional features of the territory is linked to the "tip of the elbow" that divides the region and the city into two: in this stretch the sun rises and sets at sea. Its most significant monuments: the Cathedral of San Ciriaco, the Arco di Traiano, the Loggia dei Mercanti, the Fontana delle 13 cannelle, the Passetto



ANCONA AND RIVIERA DEL CONERO: SHORES, VILLAGES, WINERIES

Structure of the offer

6th day – Friday, 25th October: Art Visit and Painting Workshop

You can not miss a walk in the medieval town of **Offagna**.

In **Recanati** you can visit the immortalized places, where **Giacomo Leopardi** lived, as well as Villa Colloredo Mels, with some of the most beautiful works by **Lorenzo Lotto**. Finally, full of curiosity is the path of the **Caves of Camerano**, an immense labyrinth in the basement of the entire inhabited area, made up of tunnels developed on several levels, ancient temples and mysterious templar signs.

Planned **painting workshop** dedicated to art lovers specifically regarding the techniques of the works during the day's visits

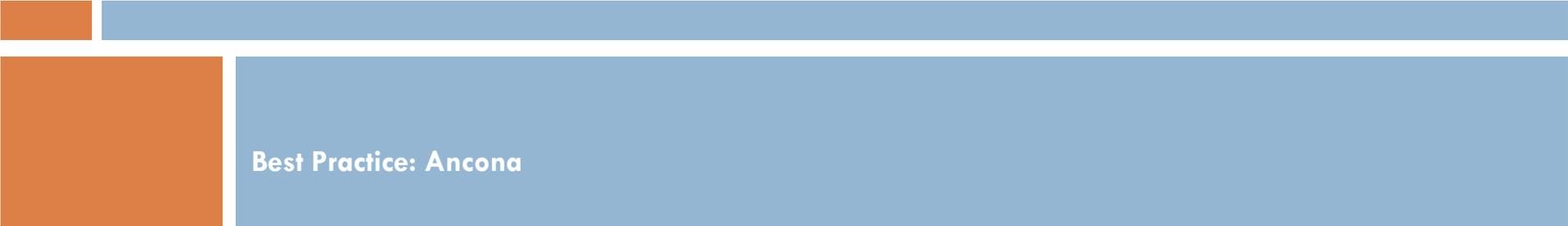
7th day – Saturday, 26th October: Between nature and sport

For golf lovers, do not miss the chance to participate to the championship challenge of the **Conero Golf Club** (18 holes) in Sirolo, in the heart of wonderful nature. If, instead, you are looking for an adventure, we suggest you some excursions: **Exploring the Conero on horseback, Paragliding flight, Motorboat exit, visit to the Frasassi Caves** (see Excursions section)

8th day – Sunday, 27th October: Participation in the Ancona Half Marathon

Breakfast at the hotel and departure for the center of Ancona





Best Practice: Ancona

Excursions and short break*

* The excursions have been considered and scheduled for every kind of participant



Excursions

CONERO ON THE BOAT



Un'escursione via mare è senza dubbio il modo migliore per godere delle bellezze della Riviera del Conero e l'unico per raggiungere paradisi nascosti come gli scogli delle Due Sorelle. Avrete a disposizione un'intera giornata con skipper e motoscafo cabinato per scoprire uno scenario mozzafiato fatto di meravigliose bianche scogliere a strapiombo sul mare e acque limpide dove tuffarsi. Lasciato il profilo solenne della Cattedrale di San Ciriaco, affacciata sul mare, è tutto un rivelarsi di grotte di pescatori e di

An excursion at sea is the best way to enjoy the beauty of the Conero Riviera and the only way to reach natural paradises as the Two Sisters' cliffs. You will have a whole day with a skipper and motorboat to become part of a breathtaking scenery, made of white cliffs overlooking the sea and clear water where you can dive. Off shore, the solemn profile of San Ciriaco Cathedral remains visibly in the distance as part of the skyline. At sea, there are other treasures such as fishermen's caves and promontories populated

scogli popolati da una fitta flora e fauna marina. Si scoprono poi borghi marinari, come quelli di Sirolo e Numana, ed antiche torri e fortificazioni, come la Fortezza Napoleonica nella Baia di Portonovo.

by a dense marine flora and fauna. The beach spreads on the sides with enchanting fishermen's villages, such as Sirolo and Numana, and ancient towers and fortifications, as the Napoleonic Fortress in Portonovo Bay.



Excursions **CONERO BY HORSE**



 Cavalca tra il verde di colline, boschi e vigneti verso il blu del mare. Lasciati abbracciare dalla dolce pineta mediterranea e da tutte le bellezze del Parco del Conero, vivendo un'avventura indimenticabile. L'attività è

 Horse-riding across green rolling landscapes, woods, and vineyards towards the blue beaches of the Adriatic while feeling the embracing sensations arriving from the scents of pine forests and the beauties of the Conero Park. Unforgettable exciting experience. The activity is suitable for

aperta sia ad esperti sia a principianti.

L'attività comprende: escursione guidata a cavallo nel Parco del Conero + aperitivo o pranzo/cena presso l'Agriturismo Hornos a Numana.

both experienced and inexperienced horse riders.

The excursion includes: a guided excursion on horseback in the Conero Park, aperitif or lunch/dinner at the "Hornos" Agri-tourism centre in Numana.



Excursions

FLY OVER “INFINITO”



🇮🇹 Volare è uno sguardo alternativo sulla realtà che schiude la fantasia. È lasciarsi trasportare dal vento, svuotarsi di ogni pensiero e liberarsi verso nuovi orizzonti. Tutto intorno a voi è magia, con il profilo del Conero che si apre all'orizzonte, le dolci colline recanatesi e la cinta dei Sibillini in lontananza. L'emozione è ancora più forte se ad accompagnarvi in questo librarvi nell'aria è il volo leggero di oche selvatiche. Un'esperienza

🌐 Flying constitutes an alternative look upon reality while disclosing fantasy. It means to allow winds to carry you away, to empty our minds of all thoughts, and let ourselves flow towards new horizons. Only magic is around, with the skyline of the Conero, the rolling landscapes of Recanati and the ridge of the Sibillini Mountains in the distance. Emotions become even stronger if the beating of wild geese's wings will accompany you in

straordinaria che è possibile solo in certi periodi dell'anno e a cui i più fortunati avranno la possibilità di partecipare.

L'attività comprende: volo in deltaplano biposto, in tandem con pilota-naturalista.

the sky. This is an extraordinary experience, possible only in certain periods of the year; lucky visitors may have the chance of flying with the special company of these migrant birds.

The activity includes: 2-seat hang-glider flight, with professional naturalist pilot.



Excursions

FRASASSI EXPERIENCE



🇮🇹 Le Grotte di Frasassi sono tra le più grandi cavità carsiche d'Europa. Scoperte solo nel 1971 da un gruppo di speleologi, offrono l'emozione di un mondo rovesciato, fatto di caverne suggestive e di straordinarie concrezioni, di stalagmiti e stalattiti dalle più curiose forme, di laghetti color smeraldo e di immense aperture nella cui dimensione si perde la percezione reale dello spazio. Potrete scoprirle attraverso una guida dedicata, che vi farà strada tra gli angoli più straordinari di questo affascinante mondo millenario. Al termine della visita, vi attende un prelibato

🇮🇹 Frasassi Caves are among the largest karst caves in Europe. Discovered only in 1971 by a group of speleologists, Frasassi Caves offer the emotion of a turned upside down world made of suggestive caves and extraordinary concrections. Stalagmites and stalactites of the most curious shapes, emerald lakes and immense openings in the size of which the real perception of space is lost. You can discover them thanks to a dedicated guide, who will make you way through the most extraordinary corners of this fascinating millennial world. At the end of the visit, you can enjoy

pranzo tipico nei pressi del delizioso borgo di San Vittore. Da visitare inoltre: l'Abbazia romanica di San Vittore e l'annesso Museo Speleopaleontologico contenente resti rarissimi di ittiosaur. L'attività comprende: Biglietto e visita guidata alle Grotte di Frasassi "Percorso Turistico" • Parcheggio e trasporto alle Grotte con navetta pubblica • Ingresso al Museo Speleopaleontologico • Pranzo al rinomato Ristorante La Scaletta di San Vittore con menù completo di carne (antipasto + primo + secondo + 1 calice di vino a testa e acqua).

a delicious typical lunch near the charming San Vittore village. You can also visit the Romanesque Abbey of San Vittore and the attached Speleological Museum, which contains the remains of a rare ichthyosaur. The activity includes: Ticket and guided tour of Frasassi Caves "Touristic Path" • Parking and transport to the Caves with public shuttle bus • Entry to the Speleological Museum • Lunch at the famous Ristorante La Scaletta in San Vittore with a complete menu (starter + first course + second course + 1 glass of wine and water).