PRESS RELEASE

Active tourism, safety, natural distancing and authenticity

**Friuli Venezia Giulia promotes**

**“FVG in movement – 10.000 steps to health”**

As part of the Interreg “Take it Slow” project the Region embraces the objectives through the enhancement of tourist itineraries suitable to all

26 March 2021, Friuli Venezia Giulia, Italy. As part of the Interreg Italy - Croatia “Take it Slow” project, Friuli Venezia Giulia embraces the shared objectives to develop a sustainable and accessible tourism management and promotion model through the enhancement of the “FVG in Movement - 10,000 steps to health” itineraries. These paths have been created to encourage the population to exercise, develop the culture of movement and well-being, and promote correct lifestyles, important at all ages.

All itineraries are short, easy and develop in areas away from traffic. Many are also accessible to people with mobility disabilities. Therefore, they are proposals suitable for all targets: the elderly, families with children, people with disabilities, both residents of Friuli Venezia Giulia and tourists.

Through the “Take it Slow” project, PromoTurismoFVG will have the opportunity to communicate these itineraries at a European level, giving tourist visibility to places in the region still to be discovered and encouraging the appreciation of the varied mosaic of natural, cultural, historical and artistic treasures of Friuli Venezia Giulia: a region that from the Friuli Alps and Dolomites to the Adriatic Sea, passing through the hilly territory, offers safety, natural distancing and slow and sustainable tourism.

The itineraries of “FVG in Movement - 10,000 steps to health” touch various areas of the region, different from each other for landscape and traditions. Mountain enthusiasts will be able to choose, for example, the routes that touch Lake Cavazzo, Tramonti di Sopra or the village of Frisanco, for those who love the sea there is a walk-in Duino Aurisina. The offer linked to Friuli Collinare is rich, with easy trekking in Fagagna, one of the most beautiful villages in Italy, San Daniele and Ragogna. There is no shortage of proposals to discover art gems such as Spilimbergo, Sacile and Udine.

The realization and promotion are managed by Federsanità ANCI FVG, in collaboration with PromoTurismoFVG, the University of Udine and all the municipalities that have joined the project.

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“Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW) is an over 3,7-million-euro worth strategic tourism project co-financed (85%) by the European Regional Development Fund through the Italy – Croatia Cross Border Cooperation Programme. Lead partner is Dubrovnik Neretva Region while project partners are Public Institution for Coordination and Development of Split Dalmatia County RERA, Public
The project is designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.

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