

AdriACTIVE starts from listening to territories

A shared journey towards sustainable, active and experience-based tourism in the Adriatic area.



LAUNCH PHASE
Kick-off completed in Venice.
Needs mapping is now starting across pilot sites.



Why AdriACTIVE?

AdriACTIVE brings Italian and Croatian territories together to rethink tourism: less pressure on overcrowded hotspots, more value for underexplored cultural and natural heritage, and stronger benefits for residents, visitors and local economies.



The project in brief

AdriACTIVE promotes across-border active tourism itinerary connecting strategic hubs, local itineraries, cultural landscapes and natural assets. It combines tourism strategy, pilot actions, digital tools, capacity building and community involvement.

- Sustainable**
- Cross-border**
- Community-led**
- Experience-based**



Where we started

Venice | 1-2 Dec 2025

The kick-off meeting at Ca' Foscari University, San Giobbe Economics Campus, marked the operational start of the project. Partners aligned on technical activities, management, communication, monitoring and next steps.

- Project launch and partner presentations
- Technical activities overview and planning
- Communication and dissemination activities



The voice of territories

Stakeholder needs mapping

Stakeholder needs mapping is the first practical step to listen before designing. It helps partners understand tourism products, target audiences, information gaps, barriers and local expectations.

- Listen to local needs and opportunities
- Match products with real visitor expectations
- Build useful, shared and place-based actions



Why take part?

Each stakeholder can help shape tourism experiences that are attractive, accessible, sustainable and rooted in local identities.

- Local communities** share places, needs, stories and expectations
- Businesses & SMEs** co-create services, skills and new opportunities
- Experts&PMOs** support evidence, quality and transferability
- Public authorities** connect tourism with territorial development
- Young people** bring fresh perspectives on future travel
- NGOs & civil society** strengthen inclusion and local participation

3 key messages



LISTEN FIRST
The project starts at stakeholder needs.



CO-DESIGN LOCALLY
Communities, operators and institutions are active protagonists.



CONNECT ACROSS BORDERS
Italy and Croatia build a shared Adriatic tourism vision.

PROJECT DURATION
01.07.2025 - 31.12.2028

ERDF
€ 5.468.668,71

TOTAL BUDGET
€ 6.835.835,90

PROJECT PARTNERS

ASSOCIATED PARTNERS