

AdriACTIVE Adriatic Alliance for Cross-border Touristic Innovative Experiences
Alleanza Adriatica per Esperienze Turistiche Innovative Transfrontaliere

INTERNATIONAL EVENT

“From Local to Global:

Enhancing local tourism to generate cross-border value”

Teatro del Palazzo Mediceo (Piazza Dante Alighieri n. 14) – San Leo (RN)

9.30 – 14.00

On foot along the St. Francis Way: an experience through nature, history, and flavor

Departure at 9:30 AM from the Convent of Sant'Igne towards Santa Maria Maddalena Bridge (arrival point). 5 km route. Lunch at a farmstay with local products.



14:15 – 14:30

Institutional greetings

Municipality of San Leo (Leonardo Bindi), Emilia-Romagna Region (Maura Mingozi), Province of Rimini (Ottavia Borghesi)

14:30 - 14:40

Presentation of the AdriACTIVE Project

Puglia Region - Lead partner (Michele Cera)

14:40 – 15:10

The St. Francis Way – AdriACTIVE project Pilot Area for the Emilia-Romagna Region: current state and development prospects

Association “I Cammini di Francesco in Emilia-Romagna” (Franco Boarelli), ITL (Dennis Grasso), APT Servizi (Monica Valeri)

15:10 – 15:40

Via Francigena: strategies for the promotion of cross-border itineraries

European Association of the Via Francigena Ways (Luca Faravelli)

15:40 – 16:00

Focus group on the experience of the St. Francis Way

Participants will work on developing feedback regarding the experience lived on the St. Francis Way. They will be guided in identifying strengths and areas for improvement regarding the local context explored during the study visit.

16:00 – 17:00

AdriACTIVE Project initiatives for an innovative cross-border tourism experience

CISSET will introduce the overall context by presenting the general vision of the cross-border itinerary, highlighting its elements of innovation, common targets, strategic macro-themes, and cross-cutting elements that emerged.

Each Partner will then present their context and pilot project, in five minutes.

17:00 – 17:40

Co-Creating a Cross-Border Promotion Strategy

After sharing the state of the art regarding the CB itinerary and individual projects, it is time for the next steps in developing a joint strategy for the cross-border itinerary: participants will work together to evaluate key aspects for strategy development, such as identifying the buyer personas (ideal customer profiles) and consequently the itinerary's Unique Selling Proposition (the distinctive element that makes it different and preferable to alternatives), its potential positioning... etc.

17:40 – 18:00

Visit to the Franciscan monuments of San Leo

Guided tour of the Cathedral of San Leone and the Parish Church of Santa Maria Assunta

18:00

Closing of the event and greetings