

## PROJECT PARTNERSHIP



## PROJECT AREA



# EXCOVER

EXPERIENCE, DISCOVER &  
VALORISE HIDDEN TREASURE  
TOWNS AND SITES OF THE  
ADRIATIC AREA



## CONTACT

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European Regional Development Fund



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## PROJECT GOAL

To reduce the gap between resources and tourists, contributing to a better territorial and seasonal distribution of tourist flows in Croatia and Italy.

EXCOVER will promote the cultural and natural heritage of 8 less or totally unknown areas of some Croatian and Italian regions, to achieve a sustainable and more balanced territorial development based on a better territorial and seasonal distribution of tourism flows.

## PROJECT INFORMATION



**PROJECT DURATION**  
1.1.2019. – 30.6.2021.



**ERDF CONTRIBUTION**  
2.103.644,64 €



**TOTAL BUDGET**  
2.474.876,05 €

## PROJECT ACTIVITIES



**MAPPING RESEARCH**  
SWOT and reputation analysis



**CAPACITY BUILDING**  
Seminars with community stakeholders



**PARTICIPATIVE PROCESS**  
Involvement of the local population in the identification of the cultural heritage



**STRATEGIC APPROACH**  
Development of the positioning strategy



**INNOVATIVE SOLUTIONS**  
Tourism products design & adequate accommodation solutions



**LINKING RESOURCES**  
Setting up the tourism supply chain



**PROACTIVE MANAGEMENT**  
Establishment of destination management companies



**INCREASED VISIBILITY**  
Web promotion, social media presence, public relations

## WHAT'S IN IT FOR YOU?

Join us and create new tourist opportunities in your area. If you are:

- ✦ Citizen/family potential supplier of tourist services;
- ✦ Economic operator (SME);
- ✦ Policy-maker, official of local/regional authority;
- ✦ Entity (association, mini-cluster etc.) potentially becoming Destination Management Company;
- ✦ Tourist blogger or influencer;

contact project partner in your area and help us promote hidden treasure towns, sites and experiences in Adriatic region. Let's do it together!



## JOIN THE SHARING ECONOMY

Creating demand by establishing sharing economy based supply chain.

Have something to offer on the tourist market (skills, goods, rooms, cars...)? Learn how to use sharing economy platforms and benefit the development of the destination.