

Interreg



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 **ADRINCLUSIVE**

A decorative graphic consisting of a green and blue swirl on the left, transitioning into a solid blue horizontal line that spans the width of the page.

INTERREG ITALY-CROATIA PROJECT ADRINCLUSIVE

D.2.2.1 Raising awareness toolkit

(Version 1.0 – 31/12/2025)



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ADRINCLUSIVE

Project Title	Innovative and sustainable tourism offer for equal access and social inclusion of people with dementia and cognitive decline to tourist destinations in the Adriatic sea
Project Acronym	ADRINCLUSIVE
Programme Priority	Culture and tourism for sustainable development
Specific Objective	4.1: Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
Project ID.	ITHR0200411
Duration	30 months
Project Start Date	1/3/2024
Project End Date	31/8/2026
WP	WP2
Activity	Cross-border raising awareness campaign
Deliverable	D2.2.2
Authors	Marjan Dumanić, Mia Monterisi
Version	1.0
Version date	31/12/2025



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1. Introduction

1.1 Envisaged activity in Application form of the project

This document outlines the activities undertaken by the partnership to promote inclusive and accessible tourism through a coordinated awareness-raising strategy. Adopting an integrated approach, the partnership identified key target groups, defined communication objectives, and selected the most effective channels and tools to reach them. Awareness campaigns were tailored to three distinct stakeholder groups:

- Relatives of individuals with dementia and cognitive decline, as well as institutions, organizations, and volunteer associations working with these groups - with the aim of promoting inclusive and sustainable tourism offer.
- Local communities, citizens, and general public, to foster greater understanding and hospitality toward travellers with accessibility needs;
- Stakeholders across tourism, welfare, and governance sectors - including tourist operators, tourism boards, hospitality providers, healthcare professionals, and policy makers - to encourage uptake of innovative and inclusive tourism models.

The campaigns focused on cultivating a more inclusive travel culture by implementing targeted actions that highlight accessibility in tourism. Special emphasis was placed on showcasing tools and strategies that enable individuals with cognitive challenges to more easily discover and book suitable travel experiences. Each partner carried out localized activities, both online and offline, demonstrating the benefits of adopting this new model. Communication materials were produced in national languages and English, ensuring broad reach and impact.

1.2 Description of deliverable

The document will include materials developed as part of the awareness-raising campaigns, providing a detailed overview of the activities carried out, the strategic approach and communication channels used to engage the identified target groups. It will also highlight the impact of these actions and their contribution to the broader discourse on inclusive tourism models.

2. Objectives of the Awareness Campaign

- Promote inclusive and sustainable tourism offer tailored to accessibility needs
- Raise public awareness and foster hospitality among local communities
- Engage stakeholders across tourism and welfare sectors
- Contribute to the broader debate on inclusive tourism practices in Europe



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3. Target Groups (TGs) Identified

- Relatives and caregivers of people with dementia
- Institutions, organizations, and volunteer associations working with affected groups
- Local communities and general public
- Tourism operators, hospitality providers, healthcare professionals, and policymakers

The general public was reached through a social media campaign that achieved a total of 1,265 views and 77 user interactions (likes, shares, and comments). More details can be found under “Online Awareness Campaign” in the report.

4. Partner Contributions

Each section below summarizes the activities carried out by individual partners.

Example for Each Partner prepared in PI RERA chapter

4.1 LP - Municipality of Brindisi

Activity:	Intergenerational workshop for Alzheimer’s awareness with children
Type of event (online/offline):	Offline and online
Target reached:	52 children + 6 educators

This event was first activity of broader local awareness-raising campaign implemented by the Municipality of Brindisi. As part of the “*Tutto è Possibile*” Summer Campus promoted by the Municipality of Brindisi and managed by the cooperative Socioculturale, a powerful intergenerational experience took place on Wednesday, 9 July 2025 at Parco Cesare Braico. The initiative brought together children and teenagers from the summer camp and four elderly guests from the Alzheimer Day Centre of Cellino San Marco. The goal was to promote inclusion and empathy through shared moments of creativity, dialogue, and joy.



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Throughout the day, participants engaged in interactive activities such as traditional singing and dancing, handmade orecchiette workshops, expressive and creative painting, and a touching storytelling moment on *“What grandma/grandpa means to me”*. The younger participants were invited to reflect on the role of the elderly in their lives and in society, and on how values have changed over time.

The true heart of the workshop laid in listening and reflection. The four elderly guests Filomena, Luigi, Tonino, and Giacomina shared their memories, emotions, and even a few precious “secrets” with the children and teenagers, who responded with genuine interest, tenderness, and warmth. It was a moment of mutual exchange, where generations met not only in space but in spirit.

To the young ones were entrusted deep life lessons; to the elderly, moments of active and sincere listening. This is the kind of true exchange that must be encouraged, preserved, and celebrated.

In addition, to maximise visibility and reach a wider audience beyond the on-site participants, the Municipality of Brindisi produced one promotional video dedicated to this event. Conceived as a dissemination and advocacy tool, the video showcased - through images and short interview excerpts with the organisers - the key moments of interaction and exchange between children and older adults, reinforcing awareness of the importance of inclusive relational environments also for people living with dementia and their families. The video was published on the ADRINCLUSIVE project Facebook page and was further boosted through a sponsored post, in order to extend the campaign’s outreach and engage a broader community of citizens and stakeholders.



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Activity:	Participation as speaker in 35th European Conference on Alzheimer's Disease
Type of event (online/offline):	Offline
Target reached:	1000+

On 7 October 2025, the Municipality of Brindisi participated as a speaker at the *35th Alzheimer Europe Conference* in Bologna. Francesca Andriulo, staff member of the Municipality, presented the ADRINCLUSIVE project. After a brief project presentation, Ms. Andriulo focused her intervention on the crucial role of public administrations in enabling the development of inclusive tourism for people with Alzheimer’s disease and other forms of dementia, as well as for their caregivers. She highlighted that inclusive tourism should not be understood as a “special” niche, but as a universal right connected to citizenship, dignity and wellbeing, and pointed out how travelling still often represents an obstacle course due to physical barriers, limited consideration of cognitive needs, lack of trained staff and insufficient connections between tourism services and health/social care. In this context, she stressed that local authorities are key to moving from isolated good practices to systemic and lasting solutions, embedding inclusion into public policies, governance and territorial planning. She then illustrated how ADRINCLUSIVE translates this approach into concrete actions - through a cross-border strategy integrating tourism and welfare, a training package for tourism and socio-health operators, pilot actions, an accessible digital platform and a replication toolkit - positioning the Adriatic area as a laboratory of social innovation and promoting a permanent network of inclusive tourism across Italy and Croatia.

The intervention contributed to the European debate by positioning the Adriatic area as a cross-border hub of social innovation, underlining the importance of building permanent networks and governance models that ensure the right to travel, access culture and enjoy quality experiences for all.



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Activity:	Awareness-raising activities during Alzheimer Fest in Brindisi
Type of event (online/offline):	Offline
Target reached:	21

Alzheimer Fest is a national travelling event promoted in Italy to raise public awareness on Alzheimer’s disease and other forms of dementia, fostering a culture of inclusion, dignity and community participation through meetings, cultural initiatives and shared experiences. In October 2025, the last stop of Alzheimer Fest was hosted in Brindisi, offering an important opportunity to engage citizens, families, caregivers and local stakeholders on these themes.

On this occasion, the Municipality of Brindisi, within the framework of the ADRINCLUSIVE project, organised two public awareness-raising initiatives aimed at promoting a concrete and human-centred vision of inclusive tourism.

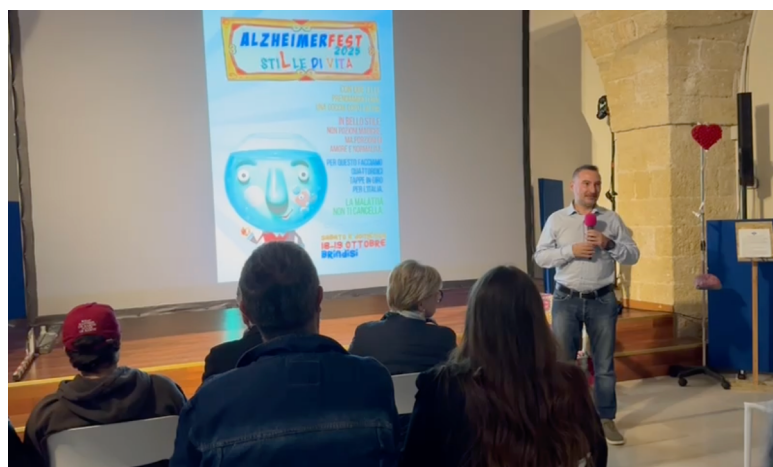
The first initiative took place on 18 October 2025 with the public screening of the video *“Una vacanza che non si dimentica”*, documenting an inclusive holiday experience carried out in Cesenatico (01–08 September 2025) by Fondazione Maratona Alzheimer, project partner of ADRINCLUSIVE. The video presentation went beyond the



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description of project methodologies, conveying the emotional and social impact of inclusive holidays for people with Alzheimer's/dementia and their families. Through images of everyday moments - such as beach activities, workshops, walks, music, dance and conviviality - and testimonies from operators and caregivers, the initiative highlighted the value of shared experiences in promoting wellbeing and reducing social isolation.



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The second initiative was held on the morning of 19 October 2025 and consisted of an inclusive walk in the historic centre of Brindisi, organised by the Municipality in collaboration with a local social cooperative. Although not configured as a holiday experience, the activity represented a first “light” and highly accessible pilot test, coherent with ADRINCLUSIVE objectives. It served as an initial test to gauge interest, participation and feasibility of inclusive experiences at local level, reinforcing the project’s approach of integrating inclusion into everyday urban and cultural contexts.





Together, these activities contributed to strengthening local awareness and acceptance of inclusive tourism models, demonstrating how even simple, well-designed initiatives can foster participation, social connection and a more welcoming community for people living with dementia and their caregivers.



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Activity:	Printing and distribution of brochure, flyers and postcards
Type of event (online/offline):	Offline and online
Target reached:	600

As part of the awareness-raising actions implemented within the ADRINCLUSIVE project, the Municipality of Brindisi printed and distributed a set of dedicated promotional and informative materials aimed at families, caregivers, citizens and tourism stakeholders. In particular, 100 copies of the informational brochure *“Come organizzare una vacanza per persone con Alzheimer e demenza?”*, 400 postcards (100 for each thematic version) and 100 flyers were printed and distributed both during the Alzheimer Fest initiatives and through local tourist information points. In addition, the brochure was also sent to the stakeholders identified during the mapping activities carried out at the beginning of the project, in order to serve as a practical tool for sensitisation and orientation, supporting families and organisations in understanding inclusive tourism approaches. This action contributed to broadening the outreach of the project, increasing visibility among the general public and strengthening awareness within the local tourism ecosystem about inclusive tourism solutions for people with Alzheimer’s disease and dementia.





4.2 PP 2 - City of Novigrad-Cittanova

Activity:	Public educational lecture on dementia: symptoms, treatment and prevention
Type of event (online/offline):	Offline
Target reached:	28 participants

On Tuesday, 30 September 2025, a public awareness lecture on dementia was held at the CMIK in Novigrad, attracting a significant number of interested citizens. The lecture was delivered by Dea Salamon Novaković, a Novigrad native, who holds a Master’s degree in Physiotherapy and is a doctoral candidate in neuroscience.

The lecture aimed to raise public awareness on dementia by explaining the differences between normal and pathological ageing, the functioning of the brain, and age-related changes. Dementia was highlighted as a “pandemic of the modern age”, with particular emphasis placed on the importance of early recognition of symptoms and timely support for people living with dementia. Through the presentation, participants gained practical information on maintaining brain health and on appropriate approaches to interacting with persons with dementia. The key messages of the lecture stressed that “the brain remembers love” and that “the greatest remedy for dementia is closeness, warmth, and humanity”.





Activity:	Preparation and publication of an informative article
Type of event (online/offline):	Online
Target reached:	Statistics below

An informative article was prepared and published on the official website of the City of Novigrad-Cittanova, while an extended version (native article) was disseminated through local news portals and newspapers.

1. NAŠA BUJŠTINA

WEB PAGE

https://www.nasabujstina.com/vijesti_info/kad-roditelji-pocnu-zaboravljati-kako-prepoznati-demenciju-i-pruziti-



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[podrsku/20496?fbclid=IwY2xjawM3OA1leHRuA2FlbQIxMABicmlkETFUV0x1QzBmZ1FCWIF5akZHAR4x1JJn6ThbZsE7IjQGuF8h2pwnR4gt-5-95sPOgTtdCiHS-Ks0KOAwATLsw_aem_lv-9bnQz5dejwim1-TSRvQ](https://www.facebook.com/vijesti_info/kad-roditelji-pocnu-zaboravljati-kako-prepoznati-demenciju-i-pruziti-podrsku/20496?fbclid=IwY2xjawM3OA1leHRuA2FlbQIxMABicmlkETFUV0x1QzBmZ1FCWIF5akZHAR4x1JJn6ThbZsE7IjQGuF8h2pwnR4gt-5-95sPOgTtdCiHS-Ks0KOAwATLsw_aem_lv-9bnQz5dejwim1-TSRvQ)

Statistics

	Put stranice i klasa zaslona	↓ Broj prikaza	Aktivni korisnici	Pregledi po aktivnom korisniku	Prosječno trajanje angažmana po aktivnom korisniku	Broj događaja Svi događaji
Ukupno		229 <small><0,01 % ukupnog broja</small>	118 <small>0,02 % ukupnog broja</small>	1,94 <small>Prosj. -59,11 %</small>	1 min 00 s <small>Prosj. -24,16 %</small>	480 <small><0,01 % ukupnog broja</small>
1	/vijesti_info/kad-roditelji-pocnu-zaboravljati-kako-prepoznati-demenciju-i-pruziti-podrsku/20496	204 (89,08 %)	103 (87,29 %)	1,98	56 s	433 (90,21 %)
2	/vijesti_info/kad-roditelji-pocnu-zaboravljati-kako-prepoznati-demenciju-i-pruziti-podrsku/20497	25 (10,92 %)	21 (17,8 %)	1,19	1 min 01 s	47 (9,79 %)

SOCIAL MEDIA

Naša Bujština
13h · 🌐

Kad roditelji počnu zaboravljati
Kako prepoznati demenciju i pružiti podršku... See more

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GRAD NOVIGRAD - CITTANOVA
CITTA' DI NOVIGRAD - CITTANOVA

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INNOVATIVA I ODRŽIVA TURISTIČKA PONUDA ZA RAVNOPRAVAN PRISTUP I SOCIJALNU UKLJUČENOST OSOBA S DEMENCIJOM I OSOBA S PADOM KOGNITIVNIH SPOSOBNOSTI U TURISTIČKIM DESTINACIJAMA JADRANSKOG MORA
OFFERTA TURISTICA INNOVATIVA E SOSTENIBILE PER LA PARITÀ DI ACCESSO E L'INCLUSIONE SOCIALE DELLE PERSONE CON DEMENZA E DELLE PERSONE CON DEFICIT COGNITIVO NELLE DESTINAZIONI TURISTICHE DEL MARE ADRIATICO

PREDAVANJE – Demencija i Alzheimerova bolest: simptomi, liječenje i prevencija

CONFERENZA - Demenza e malattia di Alzheimer: sintomi, cure e prevenzione

Statistics

The image shows two screenshots of social media analytics. The left screenshot is from Facebook, showing a post with 3002 views, 6 interactions, 42 shares, and 0 follows. It includes a line graph comparing 'This post's views' and 'Your typical post views' over a 7-day period. The right screenshot is from Instagram, showing a post with 160 views, 59 likes, 0 interactions, and 0 follows. It also includes a line graph comparing 'This post's views' and 'Your typical post views' over a 7-day period.



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WEB PAGE

<https://www.istriaterramagica.eu/novosti/kako-prepoznati-prve-znakove-demencije-i-pomoci-roditeljima-predavanje-i-brosura-u-novigradu/>



Novosti

Kako prepoznati prve znakove demencije i pomoći roditeljima: Predavanje i brošura u Novigradu

17. rujna 2025., 01:16

FACEBOOK

 Istra - Terra Magica
Objavljuje Tanja Istra Terra Magica · 28. rujna 2025. · 🌐

Ako želite naučiti više o demenciji i Alzheimerovoj bolesti dođite u Novigrad na besplatno predavanje! Članak: <https://www.istriaterramagica.eu/.../kako-prepoznati.../> ✓

Foto Pixabay
#novigrad #demencija #zdravlje #alzheimer #bolest #zdravlje #predavanje #novigradcittanova
CMIK / CMC Novigrad-Cittanova



Statistics

Web page 200 page views, Facebook 2000 views.

1. GLAS ISTRE

WEB PAGE

<https://www.glasistre.hr/istra/2025/09/24/kako-prepoznati-demenciju-i-pruziti-podrsku-1024110>



PREDAVANJE U NOVIGRADSKOM CMIK-U

Kako prepoznati demenciju i pružiti podršku?

24.09.2025 19:56 | Autor: Zvonimir Guzić



(Snimio Zvonimir Guzić)



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2. OTHER

RADIO EUROSTAR – WEB PAGE

<https://www.eurostarumag.hr/novosti/detaljno/kako-prepoznati-demenciju-i-pruziti-podrsku-besplatno-predavanje-u-novigradu>

TIRAMOLA WEB PAGE

<https://tiramola-media.info/vijest/iz-projekta-adrinclusive-predavanje-za-obitelji-koje-se-suocavaju-s-demencijom/8669>

3. PRINT

U novigradskom CMIK-u sljedećeg tjedna održat će se besplatno predavanje o demenciju u sklopu projekta Adrinclusive

Kako prepoznati demenciju i pružiti podršku?

NOVIGRAD » Svake godine 21. rujna obilježava se Svjetski dan Alzheimerove bolesti, u sklopu globalne kampanje Mjeseca svjesnosti o demenciji. Riječ je o najvećoj svjetskoj inicijativi usmjerenoj na podizanje svijesti o demenciji i smanjenju stigme koja ovu bolest još uvijek okružuje. Prema podacima stručnjaka, s demencijom danas u svijetu živi više od 55 milijuna ljudi, dok se procjenjuje da u Hrvatskoj ta brojka prelazi više od 50 tisuća osoba. Najčešći oblik je Alzheimerova bolest, koja čini između 60 i 70 posto svih slučajeva.

Demencija se najprije primijeti u obiteljskom okruženju, kroz sitne promjene u svakodnevicu poput zaboravnosti, teškoća u snalaženju, promjeni u ponašanju ili nesigurnosti u obavljanju rutinskih aktivnosti. Pritom se ljudi često pitaju radi li se o uobičajenim promjenama vezanim uz godine ili o prvim simptomima bolesti. Kako život u Hrvatskoj često uključuje međugeneracijski suživot, brojni se članovi obitelji svakodnevno suočavaju s izazovom kako uskladiti posao, brigu o djeci i unucima te istovremeno

pružiti potrebnu njegu starijim roditeljima. Odgovore na ta pitanja, kao i praktične savjete za olakšavanje svakodnevice, građani će moći dobiti na besplatnom predavanju koje će se održati 30. rujna u 18 sati u Centru za manifestacije i kulturu u Novigradu. Stručna osoba upoznat će prisutne s načinima kako prevenirati kognitivne poremećaje, prepoznati prve znakove demencije te prilagoditi svakodnevne aktivnosti kako bi se očuvalo dostojanstvo i radost oboljelih, ali i olakšao život njihovih

bližnjih. U svakodnevnom životu osobama s demencijom posebno pomažu male

prilagodbe – predvidljiv raspored i poznato okruženje, koji daju osjećaj sigurnosti,

kao i jednostavne aktivnosti poput slaganja rublja, brisanja prašine ili čišćenja salate koje postaju korisni i sigurni zadaci. Tijekom događanja bit će predstavljena i besplatna brošura »Kako organizirati odmor za osobe s Alzheimerom i demencijom«.

Ovo predavanje i brošura dio su projekta ADRINCLUSIVE, sufinanciranog sredstvima Europske unije kroz program Interreg Italy-Croatia, čiji je cilj razvoj inovativne, održive i inkluzivne turističke ponude za osobe s Alzheimerovom bolešću i kognitivnim poteškoćama.

Z. GUZIĆ



Prodavanje se održava u CMIK-u

Cyloso lotre 24.09.2025

Activity:	Printing and distribution of postcards
Type of event (online/offline):	Offline
Target reached:	N/A

Printing and distribution of postcards, which were made available to the general public at the Tourist Board Office of Novigrad. The target audience included not only local residents but also tourists and visitors who accessed the Tourist Board premises.





4.3 PP 3 - Maratona Alzheimer Foundation

Activity:	Distribution of 3.000 copies of brochure and postcards
Type of event (online/offline):	Offline
Target reached:	3.000

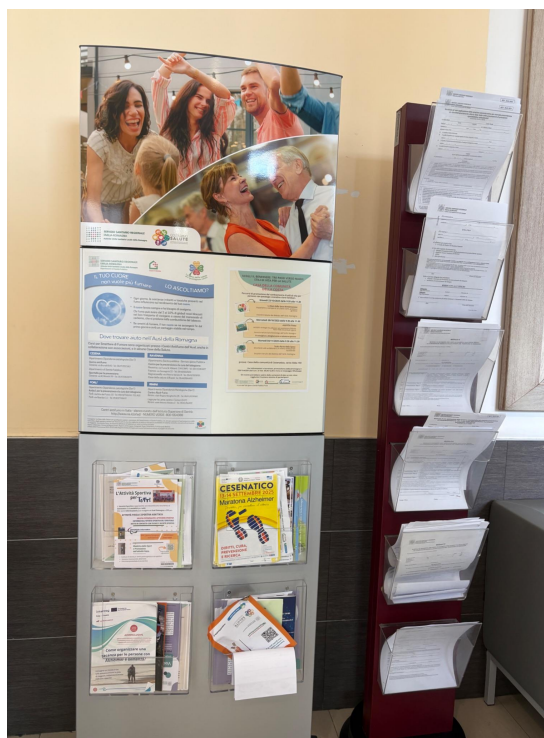
During the summer period (August and September 2025) we distributed 3.000 copies of the informational brochure *“How can I organise a vacation for people with Alzheimer and dementia?”* and postcards at: general practitioners and geriatricians’ offices, “Case della Salute” in the Cesena – Valle del Savio area, Pharmacies in



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Cesena and Cesenatico, senior associations and recreational clubs in Cesena and Cesenatico, Hotels in Cesenatico, Beach establishment in Cesenatico, Tourism info points in Cesenatico.



Activity:	National Forum of Alzheimer Cafés
Type of event (online/offline):	Offline
Target reached:	200

Within this event, organised by FMA in Cesenatico on September 8th and 9th, project partner included a workshop to present the ADRINCLUSIVE project and the awareness and promotional campaign for inclusive tourism.

The stakeholders who participated in forum where: Italian Alzheimer associations, medical professionals, family caregivers, public institutions’ representatives, tourism operators.

Each participant has received a copy of the ADRINCLUSIVE brochure, and several printed copies of the handbook “How can I organise vacations for people with dementia and Alzheimer?” (in Italian) will be available for consultation.



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Activity:	Alzheimer Marathon
Type of event (online/offline):	Offline
Target reached:	6.500

During the event promotion, the ADRINCLUSIVE project has been highlighted in both online and offline materials.

A copy of the brochure has been included in the race kits of all Half Marathon participants (1,000), Virtual Participants (300) and distributed to all Alzheimer March participants (4,500) with the help of volunteers and an "ADRINCLUSIVE INFOPOINT" set up in the event village at Parco di Levante in Cesenatico.

VIDEO: [Maratona Alzheimer 2025: GRAZIE A TUTTI](#)



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Activity:	Widespread Marathon
Type of event (online/offline):	Offline
Target reached:	4.000

The Diffused Alzheimer Marathon is a national awareness and fundraising initiative that took place in 80 Italian squares throughout the month of September. Organized by the Alzheimer Marathon Foundation in collaboration with affiliated Alzheimer associations, it promotes the activities of local associations and provides information about the disease.



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Activity:	35th Alzheimer Europe Conference
Type of event (online/offline):	Offline
Target reached:	1.000

The 35th Alzheimer Europe Conference was held in Bologna, Italy from 6–8 October 2025. It is a major annual event focused on dementia care, research and policy. Under the theme *“Connecting science and communities: the future of dementia care”* it brought together scientists, health and social care professionals, policymakers, people living with dementia, carers, advocates and industry representatives. The conference featured over 800 presenters and attracted more than 1,500 delegates from 48 countries. Thei President, Stefano Montali, during his speech, presented the ADRINCLUSIVE project and its objectives.



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Activity:	3rd World Summit on Accessible Tourism
Type of event (online/offline):	Offline
Target reached:	400

Fondazione Maratona Alzheimer attended the *3rd World Summit on Accessible Tourism: Destinations for All*, held in Turin from October 5-7, 2025, where the ADRINCLUSIVE project was showcased. This prestigious international event brought together key stakeholders committed to advancing inclusive and accessible tourism worldwide. As part of the dissemination activities, a dedicated poster prepared by PI RERA SD was presented to visually illustrate the project and its commitment to promoting inclusive travel experiences. The summit offered an important opportunity to engage with international partners and actively contribute to the global discussion on making tourism accessible to everyone.



Activity:	E-mail marketing campaign
Type of event (online/offline):	Online
Target reached:	3.636



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Newsletter 15 October 2025: The newsletter reports on "A Holiday You'll Never Forget," an initiative that involved 70 participants in September 2025 and is part of the European Interreg Italy-Croatia ADRINCLUSIVE project, created to promote accessible tourism for people with dementia and Alzheimer's and their caregivers.

NL Adrinclusive | ottobre 2025
#94 • Inviata il 15 ott 2025 10:33

Oggetto: Una vacanza che non si dimentica
Da: Fondazione Maratona Alzheimer <segreteria@fondazionemar...>

Panoramica
Consegnabilità
Aperture
Clic
Disiscrizioni

Rendimento della campagna

<p>Consegnati 12.996 Visualizza</p> <p>Tasso di consegna 98,47%</p>	<p>Aperture 📄 3.636 Visualizza</p> <p>Tasso di apertura 📄 27,98%</p>	<p>Clic 📄 140 Visualizza</p> <p>Click-through rate 1,08%</p>
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Report:

Call to action: watch the video find out more and download useful materials with link to the dedicated page on the website.

EMAILS STRUCTURE

FONDAZIONE MARATONA ALZHEIMER

UNA SETTIMANA SPECIALE PER LE PERSONE CON DEMENZA E PER I LORO CAREGIVER

[Guarda il video](#)

Dal 1° all'8 settembre 2025, a **Cesenatico**, si è svolta "Una vacanza che non si dimentica" un'esperienza unica pensata per le persone con demenza e per chi se ne prende cura ogni giorno.

L'iniziativa, che quest'anno ha coinvolto 70 partecipanti, fa parte del progetto europeo **Interreg Italia-Croazia Adrinclusive** - di cui Fondazione Maratona Alzheimer è partner - nato per promuovere un'offerta turistica accessibile per le persone affette da demenza e Alzheimer e per i loro accompagnatori.

L'obiettivo? Creare spazi di accoglienza e benessere, rispondere alle necessità delle persone con Alzheimer, ma anche affrontare una grande sfida culturale: superare i luoghi comuni e cancellare lo stigma che ancora oggi circonda la demenza.

Questo progetto rappresenta pienamente la missione della Fondazione Maratona Alzheimer che prevede di:

- ☛ affermare i diritti delle persone con demenza
- ☛ promuovere una cura attenta
- ☛ sostenere i caregiver
- ☛ favorire la solidarietà all'interno della comunità

[Scopri di più su Adrinclusive e scarica i materiali utili](#)

25

Italy – Croatia



Activity:	E-mail marketing campaign
Type of event (online/offline):	Online
Target reached:	3.464

Newsletter 27 October 2025: The newsletter promotes two training sessions on November 4 and 11, 2025, at the ADAC Training Center in Cesenatico. These sessions will explore the sector's opportunities and improve the reception of vulnerable individuals. The newsletter also discusses how accessible and inclusive tourism is currently a rapidly growing sector. Despite an estimated potential of €27 billion annually, people with disabilities currently generate only €1.3 billion in tourism spending in Italy, highlighting a wide gap due to structural and cultural barriers.

Many people, especially those living with a family member with dementia, avoid traveling for fear of not finding adequate services and reassuring environments outside their usual routine. A positive example is the initiative promoted by the Alzheimer's Marathon Foundation in Cesenatico, which organizes holidays dedicated to people with Alzheimer's and their families. This experience has evolved into the European ADRINCLUSIVE project, with the aim of developing a truly inclusive tourism model.

Report:

NL Adrinclusive | formazione novembre
#96 • Inviata il 27 ott 2025 15:32

Oggetto: Corso di Formazione sul turismo inclusivo per le persone con Al...

Da: Fondazione Maratona Alzheimer <segreteria@fondazionemar...>

[Panoramica](#) | [Consegnabilità](#) | [Aperture](#) | [Clic](#) | [Disiscrizioni](#)

Rendimento della campagna

<p>Consegnati</p> <p>3.464 Visualizza</p> <p>Tasso di consegna</p> <p>98,1%</p>	<p>Aperture 📄</p> <p>991 Visualizza</p> <p>Tasso di apertura 📄</p> <p>28,61%</p>	<p>Clic 📄</p> <p>44 Visualizza</p> <p>Click-through rate</p> <p>1,27%</p>
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EMAILS STRUCTURE



**FONDAZIONE
MARATONA
ALZHEIMER**

PER UN TURISMO CHE ACCOLGA TUTTI

**CORSO DI FORMAZIONE SUL
TURISMO INCLUSIVO PER PERSONE CON ALZHEIMER**

SALA ADAC, VIA MAZZINI, 93 CESENATICO

*Perché investire nell'ospitalità accessibile:
opportunità, inclusione e business sostenibile*

[Scopri di più](#)

Il turismo accessibile e inclusivo rappresenta un mercato in forte crescita: oltre il 25% della popolazione europea potrebbe beneficiarne. Eppure questo settore è ancora poco sviluppato, a causa di **barriere strutturali ma soprattutto culturali**.

Nonostante il potenziale di 27 miliardi di euro annui, le persone con disabilità spendono attualmente solo 1,3 miliardi di euro in servizi turistici in Italia.

Questo divario evidenzia il fatto che tante, tantissime persone rinunciano a partire a causa di un'offerta inadeguata. In particolare chi vive con un familiare con demenza ha il **timore di lasciare la propria casa** senza certezze sulla possibilità di poter trascorrere una settimana di svago lontano dalle proprie abitudini, **interrompendo una routine sempre uguale ma rassicurante**.

Un esempio virtuoso viene da **Cesenatico**, dove ogni anno Fondazione Maratona Alzheimer organizza una vacanza ad hoc per decine di persone con Alzheimer e i loro familiari.

Questa esperienza, oggi divenuta **Progetto Europeo ADRINCLUSIVE**, mira a creare un modello di turismo realmente inclusivo.

Per approfondire le potenzialità di questo mercato e imparare a **accogliere al meglio le persone fragili in vacanza**, vi invitiamo a partecipare a due momenti formativi:

Martedì 4 e 11 novembre
9.30-12.30
Sala Formazione ADAC,
Via Mazzini 93, Cesenatico

Programma Incontri

MARTEDÌ 4 NOVEMBRE
ORE 9.30 - 12.30

9.30 | Accoglienza e registrazione
9.45 | Modulo 1 – Il turismo inclusivo: un'opportunità sociale ed economica
11.00 | Coffee break
11.15 | Modulo 2 – Una comunicazione efficace per un'accoglienza attenta e ospitale

MARTEDÌ 11 NOVEMBRE
ORE 9.30 - 12.30

9.30 | Accoglienza e registrazione
9.45 | Modulo 3 – Stare bene in vacanza a Cesenatico: un esempio pratico di vacanza inclusiva
11.00 | Coffee break
11.15 | Modulo 4 – Conclusioni, Q&A

[Info e iscrizioni](#)

Activity:	FaceBook post 31 May, 2025
Type of event (online/offline):	Online
Target reached:	945

Interazioni: 34 ⓘ

12
Reazioni

22
Clic

Confronto tra follower e non follower ⓘ

76.4%
722
Follower

23.6%
223
Non follower



Italy – Croatia



Post di Fondazione Maratona Alzheimer ✕

Fondazione Maratona Alzheimer

Publicato da Federica Zacchi · 31 maggio 2025 · 🌐

⋮

Ecco qualche momento della terza riunione del Comitato Direttivo del progetto [Adrinclusive - Interreg Italy - Croatia #adrinclusive](#) che si è svolta il 29 e il 30 maggio tra Cesena, Cesenatico e Mercato Saraceno.

Tutti i partner si sono riuniti per visitare i luoghi di vacanza accessibili per le persone con demenza, per cimentarsi nella pratica del "Metodo Hobart, conoscersi nella danza", per discutere dei progressi, scoprire condividere intuizioni e definire i prossimi passi della missione congiunta: promuovere il turismo inclusivo e l'inclusione sociale.

👏 Un grazie di cuore a tutti i partecipanti e...avanti tutta!

[#interregitaliacroazia](#)
[#fondazionemaratonaalzheimer](#)
[#alzheimer](#)
[#inclusion](#)
[#sostenibilità](#)
[#turismoinclusivo](#)

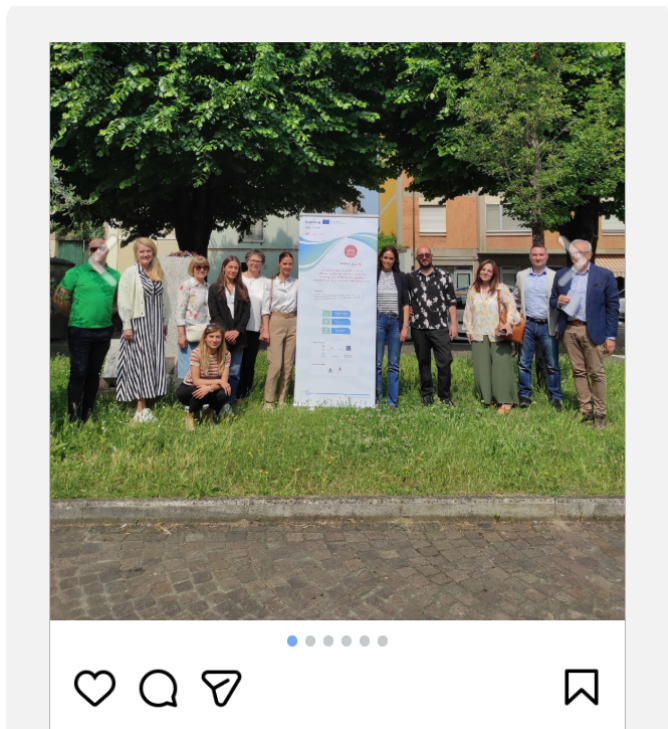
Activity:	Instagram post 31 May, 2025
Type of event (online/offline):	Online
Target reached:	1052

17 likes



Italy – Croatia

ADRINCLUSIVE



fondazionemaratonaalzheimer 🗣️ Ecco qualche momento della terza riunione del Comitato Direttivo del progetto Adrinclusive - Interreg Italy - Croatia #adrinclusive che si è svolta il 29 e il 30 maggio tra Cesena, Cesenatico e Mercato Saraceno.

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🙌 Un grazie di cuore a tutti i partecipanti e...avanti tutta!

#interregitaliacroazia
#fondazionemaratonaalzheimer
#alzheimer
#inclusione
#sostenibilità
#turismoinclusivo

Activity:	FaceBook shared post 06 June, 2025
Type of event (online/offline):	Online
Target reached:	498

Prestazioni

Panoramica

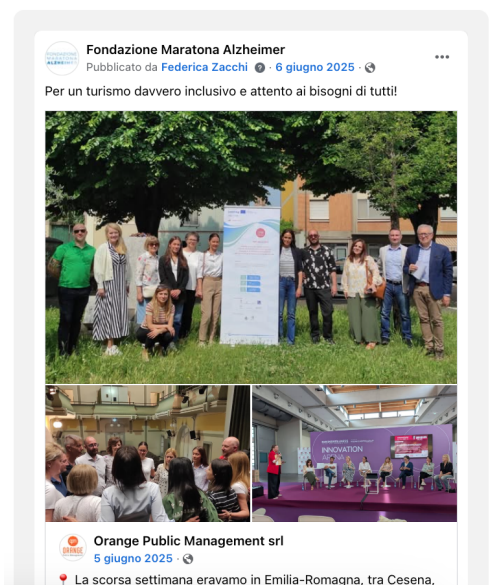
Visualizzazioni ⓘ	Copertura ⓘ
498	336



Italy – Croatia



Anteprima del feed



Web site

<https://www.maratonaalzheimer.it/it/fondazione-maratona-alzheimer/adrinclusive-project/>

<https://www.maratonaalzheimer.it/it/news/adrinclusive-formazione-turismoinclusivo/>

4.4 PP 4 - Healthy City Hrvatska

Activity:	A series of workshops at the “Lučac” Home for the Elderly and Disabled in Split, Croatia
Type of event (online/offline):	Offline
Target reached:	11

Awareness-Raising and Engagement Activities: Zdravi grad (Healthy City)

In recognition of Alzheimer’s Awareness Month, Zdravi grad (Healthy City) actively contributed to the global effort to raise awareness, reduce stigma, and provide support for individuals and families affected by Alzheimer’s disease and other forms of dementia.

As part of this initiative, Zdravi grad launched a series of workshops at the “Lučac” Home for the Elderly and Disabled in Split, Croatia. The workshops focused on cognitive stimulation through memory exercises designed to support mental function and enhance overall quality of life for elderly residents.



Italy – Croatia

ADRINCLUSIVE

The implementation of these workshops was made possible through the collaboration and support of the staff at the Lučac Home, including a nun, a social worker, tourist guide and dedicated caregivers, whose engagement played a key role in connecting with and supporting the participants.

These activities also represent the starting point of a broader initiative: a pilot holiday planned for spring 2026 in collaboration with PI RERA SD, aimed at the residents of the Lovret Home for the Elderly. The objective of this pilot is to provide an inclusive travel experience that promotes rest, social inclusion, and emotional well-being for people living with dementia.

Through these actions, the ADRINCLUSIVE project continues to promote a future in which all individuals - regardless of cognitive ability - can live with dignity, compassion, and access to enriching life experiences.

DAY 1: 3 September, 2025

- Ice-breaking and warm-up activities to establish trust
- Guided debate based on a short video (groups “for” and “against”)
- Creation of a **“Life Journey Map”** in small groups
- Relaxation activities to close the day



DAY 2: 18 September, 2025

- Warm-up association game
- Light physical relaxation with music, religious program



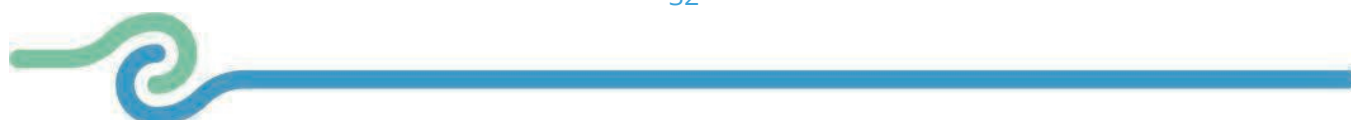
Italy – Croatia

 ADRINCLUSIVE**DAY 3: 18 September, 2025**

- “Necktie game” for warm-up and group cohesion
- Story-finishing activity stimulating creativity
- Empathy game – practicing different roles
- Dance-based relaxation exercise

**DAY 4: 23 September, 2025**

- “Who is Who” warm-up introduction game
- Reflection on previous days – **How did these activities affect me?**
- Paired or small-group discussions: **“What small things could improve my quality of life?”**
- Final relaxation and farewell



Italy – Croatia



Activity:	E-mail campaign
Type of event (online/offline):	Online
Target reached:	2.596

Duration: September 2025

Total contacts reached: 2,596

Total replies: 51 (reply rate: 2%)

Positive replies: 11 (21.6% of total replies)

The email campaign was implemented with the objective of raising knowledge and awareness about inclusive tourism for people with dementia and Alzheimer’s disease. The email message encouraged the target audience (tourism sector, public authorities, social service etc.) to read the brochure, to express interest in participating in the training activity (A2.4.) planned for the end of the year, focused on how to approach people with dementia in tourism and how to organize and provide holidays for them, and to express interest in organizing holidays for people with dementia and Alzheimer’s disease.

For active engagement, the message included information about the project, with references to the project webpages, a short section on inclusive tourism for people with dementia and Alzheimer’s disease, a link to the brochure, and a brief text inviting interest in the training and in participating in or organizing inclusive holidays.

EMAILS STRUCTURE

Subject:

{{RANDOM}}
 Inclusive Tourism and {{CompanyName}}?
 How to Include Inclusive Tourism in {{CompanyName}}?
 Can {{CompanyName}} Be Part of Inclusive Tourism?



Italy – Croatia



An	Inclusive		Approach	in	Tourism	
Participation	in	Inclusive	Tourism	for	{{CompanyName}}	
Inclusive	Tourism	-	A	Practical	Example	
New	Tourism		Models	for	{{CompanyName}}	
}}						

Email Body:

{{RANDOM | Dear | Hello | Good day }} {{firstName}},

{{RANDOM |

Are you interested in models of inclusive tourism? |

Wondering how {{CompanyName}} can become part of inclusive tourism? |

Is inclusive tourism relevant for {{CompanyName}}? |

Are you considering developing inclusive tourism in {{CompanyName}}? |

Inclusive tourism – could it be applicable to your organization? |

Would you be interested in joining inclusive tourism initiatives?

}}

As part of the EU project **ADRIAINCLUSIVE**, we have developed a **guide on how to organize holidays for people with dementia and Alzheimer’s disease**:

Brochure – How to Organize a Holiday → [LINK]

In **November**, we plan to organize a **training for tourism professionals** – focused on how to implement inclusive tourism and integrate it into existing offers.

In **spring 2025**, we will organize a **pilot trip** for residents of the *Lovret Care Home* as an example of an inclusive programme in real conditions, and we are looking for **partners to participate in its implementation**.

{{RANDOM |

If you are interested in the training or participation in the programme, feel free to contact us. |

Interested in the training or joining the programme? Get in touch with us. |

If you’d like to learn more about the training or programme – contact us. |

Would you like to find out how to participate in the training or programme? We’re here for more information.

|



Italy – Croatia



We're open to any questions if you're interested in the training or participation. |
Feel free to reach out if you'd like more information about the training and spring programme.
}}

Kind regards,

—

Zdravi Grad – Project Team

The ADRIAINCLUSIVE project is co-financed by the European Regional Development Fund under the Interreg Italy-Croatia Cross-Border Cooperation Programme.

*The project is co-financed by the Office for Cooperation with NGOs of the Government of the Republic of Croatia.
The content of this publication is the sole responsibility of Zdravi Grad.*

FOLLOW-UP EMAIL (after 3 days, if no response)

{{RANDOM | Dear | Hello | Good day }} {{firstName}},

Just checking if you had a chance to see our previous email about the **training and inclusive tourism programme**.

{{RANDOM |
If you're interested, feel free to contact us. |
We're here if you'd like more information. |
Let us know if this might be relevant to you.
}}

—

Zdravi Grad – Project Team

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Campaign results

Phase	Emails sent	Replies	Reply rate	Identified opportunities
Step 1 – Initial outreach	2,596	15	0.58%	3
Step 2 – Follow-up	2,151	36	1.67%	6

Analysis

The overall reply rate of 2% is considered satisfactory for B2B communication campaigns. A positive reply rate of 21.6% indicates strong message relevance and demonstrates genuine interest from the target audience. The campaign resulted in 11 concrete business opportunities and further communication with relevant partners.



STAKEHOLDERS LIST





Italy – Croatia



A	B	C	D	E	F	G	H	I	J	K	L	M
Campaign Name	Email	Email Provider	Lead Status	First Name	Last Name	Interest Status	Last contacted fr phone	website	lastName	firstName	companyName	City
1	Zdravi Grad - AC management@t	Other	Lead			Lead	23335368	http://torretta-palace.com/			Torretta Palace Hotel	
2	Zdravi Grad - AC axicad11@rit.ed	Other	Completed	Cor Azra	Tafro	Lead	at@appinfoboard.co	https://loodupo.hr/	Tafro	Azra	RIT Croatia	
3	Zdravi Grad - AC andrea.damiani@	Not Found	Completed	Cor Andrea	Damiani	Lead	at@getinfoboard +385 52 465 00	https://valamar.d/	Damiani	Andrea	Valamar Riviera d. d	
4	Zdravi Grad - AC vlatka.vidic@h	z	Completed	Cor Vlatka	Vidic	Lead	at@infoboardtea +385 1 4699 33	https://croatia.hr/	Vidic	Vlatka	Croatian National To	
5	Zdravi Grad - AC info@villa-maja	Other	Completed	Contacted		Lead	at@infoboarddig 989508749	https://www.villa-maja.eu/			Villa Maja	
6	Zdravi Grad - AC info@hotelprimo	Other	Completed	Contacted		Lead	at@infoboardglo 21625249	http://www.hotelprimordia.com/			Apartments Primordi	
7	Zdravi Grad - AC info@hotelarkad	Google	Completed	Contacted		Lead	at@infoboardtau 672512550	https://www.hotelarkadiapeca.hu/			Hotel Arkadia	
8	Zdravi Grad - AC mirela.petkovic@	Google	Completed	Cor Mirela	Petkovic	Lead	at@infoboardapj 5ed2cd5a08ad5	https://phobs.net/	Petkovic	Mirela	PHOBS	
9	Zdravi Grad - AC srđjan.mestrovic	Microsoft	Completed	Cor Srđjan	Mestrovic	Lead	at@appinfoboard +385 20 440 10	https://royalclub.hr/	Mestrovic	Srđjan	Royal Resort Du Du	
10	Zdravi Grad - AC booking@jufah	Google	Completed	Contacted		Lead	at@hqinfoboard. 4357083410	https://www.jufahotels.com/hotel/tieschen/			JUFA Hotel Tiescher	
11	Zdravi Grad - AC info@amaranthu	Other	Bounced			Lead	at@infoboardhut 385992159477	http://www.amaranthu.hr/			Guesthouse Pjacet	
12	Zdravi Grad - AC katja.vujasinovic	Microsoft	Completed	Cor Katja	Vujasinovic	Lead	at@infoboardhqr 60b257702e382	https://glitone.hr/	Vujasinovic	Katja	Heritage Hotel Traga	
13	Zdravi Grad - AC info@hotelerepub	Microsoft	Completed	Contacted		Lead	at@infoboardbiz 38512343804	http://hotelerepublika.hr/			Hotel Republika	
14	Zdravi Grad - AC mario.lukec@ree	Microsoft	Completed	Cor Mario	Lukec	Lead	at@infoboardhut +49 89 2153897	https://reev.com/	Lukec	Mario	reev	Zag
15	Zdravi Grad - AC reservation@tra	Other	Completed	Contacted		Lead	at@infoboardprc 38521884729	http://www.tragos.hr/			Heritage Hotel Traga	
16	Zdravi Grad - AC emanuel.markov	Google	Completed	Cor Emanuel	Markovic	Lead	at@infoboardsales.co	https://visitzagreb.hr/	Markovic	Emanuel	Zagreb Tourist Boar	
17	Zdravi Grad - AC info@pieska.hr	Other	Completed	Contacted		Lead	at@getinfoboard 16265277	http://www.pieska.hr/			Prenciciste Pieska	
18	Zdravi Grad - AC zrinka.smoljanov	Google	Contacted	Zrinka	Smoljanovic	Lead	at@infoboardsci +144-1223-9679	https://microblink.hr/	Smoljanovic	Zrinka	Microblink	
19	Zdravi Grad - AC hotelitaliatriste@	Other	Completed	Contacted		Lead	at@infoboardfos 39040369900	http://www.hotel-italia.it/			Hotel Italia	
20	Zdravi Grad - AC hotelitaliatriste@	Other	Completed	Contacted		Lead	at@infoboardfos 39040369900	http://www.hotel-italia.it/			Hotel Italia	
21	Zdravi Grad - AC buljan@ncl.com	Other	Completed	Cor Josip	Buljan	Lead	at@hqinfoboard. +1 877-288-303	https://ncl.com/	Buljan	Josip	Norwegian Cruise Li	
22	Zdravi Grad - AC paolo.grgorovic@	Microsoft	Completed	Cor Paolo	Grgorovic	Lead	at@myinfoboard 54a257969702	https://rudan.com/	Grgorovic	Paolo	Rudan Žrninj	
23	Zdravi Grad - AC booking@lukare	Other	Completed	Contacted		Lead	at@appinfoboa 989579989	http://www.trogir-online.com/villa-corona/index.htm			Villa Corona	
24	Zdravi Grad - AC info@magnolia-t	Other	Completed	Contacted		Lead	at@infoboardgo. 98319645	https://www.magnolia-hortikultura.hr/			magnolia	
25	Zdravi Grad - AC info@hotelbosna	Zoho	Completed	Contacted		Lead	at@infoboardapj 51215775	http://hotelbosna.com/			Bosna	
26	Zdravi Grad - AC alen.jambrisak@	Microsoft	Completed	Cor Alen	Jambrisak	Lead	at@infoboardapj 60499c675db32f	https://canet.hr/	Jambrisak	Alen	CARWIZ rent a car C	
27	Zdravi Grad - AC jzic@medadria	Other	Completed	Cor Jelena	Zzic	Lead	at@getinfoboard +385 51 312 28	https://medadria.hr/	Jelena	Zzic	Medadria	
28	Zdravi Grad - AC debora.petrovic@	Google	Completed	Cor Debora	Petrovic	Lead	at@getinfoboard +385 95 577 47	https://outdoorce.hr/	Petrovic	Debora	Outdoor Croatia	
29	Zdravi Grad - AC abel.cehic@vala	Not Found	Completed	Cor Abel	Cehic	Lead	at@hqinfoboard. +385 52 465 00	https://valamar.d/	Cehic	Abel	Valamar Riviera d. d	
30	Zdravi Grad - AC info@maritim-kr	Other	Bounced			Lead	at@infoboardtea 51499049	http://www.hotel-maritim.hr/en/			Hotel Maritim	
31	Zdravi Grad - AC iziel@np-brjuni	Google	Completed	Contacted		Lead	at@infoboardbiz 38552525807	https://www.np-brjuni.hr/en/accommodation/the-ist			Hotel Istra Brjuni	
32	Zdravi Grad - AC mail@novaia-pa	Other	Completed	Contacted		Lead	at@tryinfoboard. 899695338	http://www.novaia-pag.info/			Apartmani Matan	
33	Zdravi Grad - AC marja.susic@ier	Google	Completed	Cor Marja	Susic	Lead	at@hqinfoboard. +385 1 6314 221	https://emax.net/	Susic	Marja	Lemax	
34	Zdravi Grad - AC mlo.katic@adria	Other	Completed	Cor Milo	Katic	Lead	at@infoboardprc +385 20 300 31	https://adriatic.hr/	Katic	Milo	Adriatic Luxury Hote	
35	Zdravi Grad - AC alan.brezovac@	Microsoft	Completed	Cor Alan	Brezovac	Lead	at@infoboardma 655711e1b3a51	https://eupollsgn.hr/	Brezovac	Alan	Eupolis	Osi
36	Zdravi Grad - AC antonija@yacht	Google	Completed	Cor Antonija	Culjak	Lead	at@infoboardapj +385 1 3377 97	https://yachtmas.hr/	Culjak	Antonija	Yachtmaster	
37	Zdravi Grad - AC ruzica@croatia-y	Microsoft	Completed	Cor Ruzica	Jozipovic	Lead	at@infoboardapj +385 21 332 33	https://croatia-ya.hr/	Jozipovic	Ruzica	Croatia Yachting Sp	
38	Zdravi Grad - AC melani.masatovic	Microsoft	Completed	Cor Melani	Masatovic	Lead	at@myinfoboard +385 51 241 22	https://jadran-ori.hr/	Masatovic	Melani	HOTEL LIŠANJ Por	
39	Zdravi Grad - AC krunoslav.keckes	Microsoft	Completed	Cor Krunoslav	Keckes	Lead	at@appinfoboa 5ed35cb211ad0	https://comelich.hr/	Keckes	Krunoslav	ČERNELIC Inter Osi	
40	Zdravi Grad - AC marina.sumbera	Microsoft	Completed	Cor Marina	Sumberac	Lead	at@goinfoboard. +385 52 390 03	https://uniline.hr/	Sumberac	Marina	UNILINE	Lab
41	Zdravi Grad - AC cagri.laydin@ken	Google	Completed	Cor Cagri	Aydin	Lead	at@getinfoboard +49 89 2125265	https://kempinski.hr/	Aydin	Cagri	Kempinski Hotel Um	
42	Zdravi Grad - AC mmarohnic@hor	Microsoft	Completed	Cor Matko	Marohnic	Lead	at@infoboardhut 57c4c3d3a6da9f	https://horwath.hr/	Marohnic	Matko	Horwath HTL	
43	Zdravi Grad - AC gordana.coric@	Microsoft	Completed	Reč Gordana	Coric	Meeting complet	at@infoboardgo. +385 1 4881 82	https://brightdodj.hr/	Coric	Gordana	VERN' University Zag	
44	Zdravi Grad - AC zeljka.medved@	Not Found	Completed	Cor Zeljka	Medved	Lead	at@infoboardglo +385 52 465 00	https://valamar.d/	Medved	Zeljka	Valamar Riviera d. d.	
45	Zdravi Grad - AC info@bristol.ba	Microsoft	Completed	Contacted		Lead	at@infoboardma 36500100	https://bristol.ba/			Hotel Bristol	
46	Zdravi Grad - AC info@minikuech	Other	Completed	Contacted		Lead	at@myinfoboard.co	https://www.minikuechen-direkt.de/			Zwei schoene Zimme	
47	Zdravi Grad - AC info@hotelmerio	Other	Completed	Contacted		Lead	at@infoboardma 38520611522	http://www.hotelmerlot.com/h/			Hotel Merlot	
48	Zdravi Grad - AC info@santepanz	Other	Completed	Contacted		Lead	at@tryinfoboard. 683540133	http://www.hotelsante.eu/			Hotel Sante	
49	Zdravi Grad - AC marko.cosic@mi	Microsoft	Completed	Cor Marko	Cosic	Lead	at@infoboardprc +31 85 107 133	https://mews.cor/	Cosic	Marko	Mews	Zag
50	Zdravi Grad - AC referencelimper	Other	Completed	Contacted		Lead	at@goinfoboard.co	https://www.imperial-hotel-copenhagen.com/			Imperial Hotel	
51	Zdravi Grad - AC recepcija@prino	Microsoft	Contacted			Lead	at@infoboarddig 16272431	http://princess.hr/			Princess	
52	Zdravi Grad - AC bruno@hotelami	Google	Completed	Cor Bruno	Radic	Lead	at@infoboardapj +385 038523214	https://hotelami.hr/	Radic	Bruno	Hotel Atmare Zadar	
53	Zdravi Grad - AC karlo.pietes@mx	Microsoft	Completed	Cor Karlo	Pietes	Lead	at@tryinfoboard. +31 85 107 133	https://mews.cor/	Pietes	Karlo	Mews	
54	Zdravi Grad - AC antonija@fotei	Microsoft	Completed	Cor Antonija	Orulj	Lead	at@appinfoboard.co	https://foteinos.hr/	Orulj	Antonija	FOTEINOS	Spil
55	Zdravi Grad - AC matej@navigare	Google	Completed	Cor Matej	Paklec	Lead	at@appinfoboa +1 800-807-156	https://navigare.hr/	Paklec	Matej	Navigare Yachtir Zag	
56	Zdravi Grad - AC hrvoje.cabraja@	Microsoft	Completed	Cor Hrvoje	Cabraja	Lead	at@getinfoboard +385 21 382 80	https://aspira.hr/	Cabraja	Hrvoje	Aspira University Zag	



Italy – Croatia

98	Zdravi Grad - AC info@terme-zagri Other	Completed	Contacted		Lead	at@infoboardtea	49232267	https://www.toplice-hotel.com/		Toplice Hotel	
99	Zdravi Grad - AC ivana.dedic@ort Microsoft	Completed	Cor Ivana	Dedic	Lead	at@goinfoboard	+385 1 3444 800	https://orbico.hr	Dedic	Ivana	Orbico Croatia
100	Zdravi Grad - AC jasmin.salihbegovic Other	Completed	Cor Jasmin	Salihbegovic	Lead	at@infoboardsca	+1 972-952-0200	https://aimbridge.com	Salihbegovic	Jasmin	Aimbridge Hospi Pu
101	Zdravi Grad - AC hrvoje.markulinic Microsoft	Completed	Cor Hrvoje	Markulinic	Lead	at@infoboardfo	+385 52 390 030	https://uniline.hr		Hrvoje	UNILINE Pu
102	Zdravi Grad - AC sandra@oborjar Other	Completed	Cor Sandra	Massu	Lead	at@tryinfoboard	+385 99 852 964	https://oborjan.h	Massu	Sandra	Oborjan Island F Zaj
103	Zdravi Grad - AC ivan.trbusic@car Microsoft	Completed	Cor Ivan	Trbusic	Lead	at@goinfoboard	60499c675db32f	https://carwitz.hr	Trbusic	Ivan	CARWIZ rent a c Zaj
104	Zdravi Grad - AC ivan.music@crvi Google	Completed	Cor Ivan		Lead	at@hqinfoboard	+385 99 535 210	https://crvena-hu	Music	Ivan	Crvena Luka Re: Zaj
105	Zdravi Grad - AC info@scalinidub Google	Completed	Contacted		Lead	at@infoboardprc	385977234895	http://www.scalinipalace.com/			Scalini Studios
106	Zdravi Grad - AC autokamp.miran Microsoft	Completed	Contacted		Lead	at@infoboardsca	38522242000	https://www.rivjera.hr/hotel-jadran-sibenik/			Hotel Jadran
107	Zdravi Grad - AC iva@calvadosci Microsoft	Completed	Cor Iva	Gagro	Lead	at@appinfoboard.co		https://calvadosc	Gagro	Iva	Calvados Club
108	Zdravi Grad - AC hmc@nci.com Other	Completed	Cor Hrvoje	Cmic	Lead	at@hqinfoboard	+1 877-288-3031	https://nci.com	Cmic	Hrvoje	Norwegian Cruise L
109	Zdravi Grad - AC rezervacija@hoti Other	Completed	Contacted		Lead	at@infoboardsal	35362722	http://www.hotel-kralj-tomislav.hr/			Hotel Kralj Tomislav
110	Zdravi Grad - AC vida.mikulicin@s Microsoft	Completed	Cor Vida	Mikulicin	Lead	at@infoboardapj	644712737d0c	https://stack.wtz	Mikulicin	Vida	stack-wizard Zaj
111	Zdravi Grad - AC reservation@hoti Other	Completed	Contacted		Lead	at@infoboardsal	6301537378	https://hotelfitheyz.hu/			Hotel Fit
112	Zdravi Grad - AC info@hotel-milieu Other	Completed	Contacted		Lead	at@hqinfoboard	38531531330	https://www.hotel-milennium.hr/			Hotel Millennium
113	Zdravi Grad - AC paula@adriatic Microsoft	Completed	Cor Paula	Skuric	Lead	at@infoboardapj	+385 20 400 580	https://adriaticdn	Skuric	Paula	Adriatic DMC
114	Zdravi Grad - AC reservations@ro Other	Completed	Contacted		Lead	at@getinfoboard	38552205700	http://www.roxanich.com/			ROXANICH Winery
115	Zdravi Grad - AC damir.debi@drei Google	Completed	Cor Damir	Debi	Lead	at@goinfoboard.co		https://dreamyac	Debi	Damir	Dream Yacht
116	Zdravi Grad - AC aurel@slisko.hr Other	Completed	Cor Aurel	Longin	Lead	at@appinfoboard	+385 1 6184 777	https://slisko.hr		Aurel	Hotel Slisko

77	Zdravi Grad - AC info@beachhote Zoho	Completed	Contacted		Lead	at@infoboardhul	21626500	http://beachhotecroatia.com/en/			CIRCULUS
78	Zdravi Grad - AC junetic@hrsinter Microsoft	Completed	Cor Jadranko	Unetic	Lead	at@infoboardsal	+49 211 4184990	https://hrsinterna	Unetic	Jadranko	HRS Hospitality & F
79	Zdravi Grad - AC ivana.vitasovic@ Microsoft	Completed	Cor Ivana	Vitasovic	Lead	at@appinfoboard	+385 52 390 030	https://uniline.hr	Vitasovic	Ivana	UNILINE Pu
80	Zdravi Grad - AC lovro.strihic@tru Google	Completed	Cor Lovro	Strihic	Lead	at@infoboardbiz	+61 8 9192 1826	https://truenorth	Strihic	Lovro	True North Za
81	Zdravi Grad - AC info@hotelmaestra Other	Completed	Contacted		Lead	at@infoboardgo	22448300	https://hotelmaestra.com/en/			Hotel Maestral
82	Zdravi Grad - AC rajna-paklenica@ Other	Completed	Contacted		Lead	at@infoboardhq	23369130	http://www.hotel-rajna.com/english/home			Hotel Rajna
83	Zdravi Grad - AC politiknika@amr Microsoft	Contacted			Lead	at@infoboardgo	38516461171	https://www.amruseva.hr/			AMRUSEVA AS
84	Zdravi Grad - AC jurica.prusina@r Microsoft	Completed	Cor Jurica	Prusina	Lead	at@goinfoboard	+385 52 808 000	https://maistra.or	Prusina	Jurica	MAISTRA
85	Zdravi Grad - AC denis.jusic@yell Microsoft	Completed	Cor Denis	Jusic	Lead	at@infoboardprc	63c509cd7f6e8f8	https://dthvac.cc	Jusic	Denis	Yellow Dot Sp
86	Zdravi Grad - AC info@dubrovnikf Other	Completed	Contacted		Lead	at@infoboardiau	98487301	http://www.dubrovnikflores.com/			Villa Flores
87	Zdravi Grad - AC erzsebet@rudolf Other	Completed	Contacted		Lead	at@infoboardapj	683342035	https://erzsebetihotelheyz.hu/en/			Hotel Erzsebet Hev
88	Zdravi Grad - AC luka.copic@gg-g Other	Completed	Cor Luka	Copic	Lead	at@infoboardtea	5569bdeb73696	https://monri.hr	Copic	Luka	Monri Payments, Za
89	Zdravi Grad - AC ivan@tvrjava-k Microsoft	Completed	Cor Ivan	Bumbak	Lead	at@goinfoboard.co		https://tvrjava-k	Bumbak	Ivan	Fortress of Cultu Sit
90	Zdravi Grad - AC info@lepas-hot Microsoft	Completed	Contacted		Lead	at@infoboardgo	36382000	https://lepas-hotel.ba/			Hotel Mepas
91	Zdravi Grad - AC svjetlana.volatic Other	Completed	Cor Svjetlana	Volatic	Lead	at@infoboardapj	+385 51 221 777	https://aurea-krk	Volatic	Svjetlana	Aurea International
92	Zdravi Grad - AC recepcija@hoteli Other	Completed	Contacted		Lead	at@infoboardsig	38540311255	http://www.hotelpark.hr/			Hotel Park
93	Zdravi Grad - AC info@putnik.net Google	Completed	Contacted		Lead	at@infoboardgo	21620817	https://putnik.net/			Putnik Apartments
94	Zdravi Grad - AC info@villamargare Google	Completed	Contacted		Lead	at@appinfoboard	51867023	https://www.villamargaret.com/hr/gourmet-premium			Hotel Villa Margaret
95	Zdravi Grad - AC martina.solio@vi Not Found	Completed	Cor Martina	Solic	Lead	at@appinfoboard	+385 52 465 000	https://valamac.d	Solic	Martina	Valamar Riviera

97	Zdravi Grad - AC zana@maslinare Google	Completed	Cor Zana	Eroeg	Lead	at@getinfoboard	+385 21 888 700	https://maslinare	Eroeg	Zana	Maslina Resort
98	Zdravi Grad - AC iderossi@arenal Other	Completed	Cor Ivan	Derossi	Lead	at@getinfoboard	+385 52 223 811	https://arenahosj	Derossi	Ivan	Arena Hospitality
99	Zdravi Grad - AC pave@kazbek.hi Other	Completed	Reç Pave	Miloglav	Not interested	at@infoboardsca	+385 20 362 900	https://kazbek.dv	Miloglav	Pave	Hotel Kazbek
100	Zdravi Grad - AC stipe.curic@corn Microsoft	Completed	Cor Stipe	Curic	Lead	at@infoboardfio	+385 21 644 200	https://cornaroh	Curic	Stipe	Cornaro Hotel ** Sp
101	Zdravi Grad - AC marina.lovrice@h Microsoft	Completed	Cor Marina	Lovric	Lead	at@appinfoboard	+386 5 907 82 0	https://happytour	Lovric	Marina	HAPPY TOURS
102	Zdravi Grad - AC app-kasalo@vip Other	Bounced			Lead	at@infoboardtea	38521882518	http://www.apartments-kasalo.com/			Apartments Kasalo
103	Zdravi Grad - AC info@dubrovnikf Other	Completed	Contacted		Lead	at@myinfoboard	385994968338	https://dubrovnikhomes.com/en			Dubrovnik Homes L
104	Zdravi Grad - AC booking@brig-h Microsoft	Completed	Contacted		Lead	at@infoboardapj	38521399300	https://www.brig-hotel.com/			BRIIG BOUTIQUE F
105	Zdravi Grad - AC info@laguna-ugr Other	Completed	Contacted		Lead	at@infoboardsca	31821634	http://www.laguna-ugostitelstvo.hr/			Pansion Komfort La
106	Zdravi Grad - AC zagreb@hicroati Other	Contacted			Lead	at@infoboardhul	38598298490	https://www.hicroatia.com/en/hoteli/hi-hosteli-zagreb			HI Hotel Zagreb
107	Zdravi Grad - AC doris.hrgovic@fi Microsoft	Completed	Cor Doris	Hrgovic	Lead	at@hqinfoboard.co		https://fixbus.coi	Hrgovic	Doris	Fix Za
108	Zdravi Grad - AC biz@diamantlos Google	Completed	Contacted		Lead	at@appinfoboard	989567479	https://www.mikecrack.com/			Mike
109	Zdravi Grad - AC sales@waterma Google	Completed	Contacted		Lead	at@infoboardiau	21554054	https://www.watermaomilina.com/			Hotel Milna Osam
110	Zdravi Grad - AC luka@mastercha Google	Completed	Cor Luka	Rocco	Lead	at@getinfoboard	+385 97 763 680	https://mastercha	Rocco	Luka	Master Charter
111	Zdravi Grad - AC marija.vukelic@n Not Found	Completed	Cor Marija	Vukelic	Lead	at@myinfoboard	+385 52 465 000	https://valamar.d	Vukelic	Marija	Valamar Riviera d. d
112	Zdravi Grad - AC dragica@chromi Other	Completed	Cor Dragica	Leko	Lead	at@infoboardscale.co		https://chrome.h	Leko	Dragica	CHROME - Croatia
113	Zdravi Grad - AC villas@adriatic-o Microsoft	Completed	Cor Andriana	Sinkovic	Lead	at@appinfoboard	+385 20 313 430	https://adriatic-co	Sinkovic	Andriana	Adriatic Concierge
114	Zdravi Grad - AC hello@fourdots.c Google	Completed	Contacted		Lead	at@infoboardhq	993750909	https://fourdots.com/			Four Dots
115	Zdravi Grad - AC mario.martinek@ Other	Completed	Cor Mario	Martinek	Lead	at@goinfoboard	+385 91 809 100	https://bijeljsvet	Martinek	Mario	Bijeli Svet - Bright



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116	Zdravi Grad - AC info@legenstein. Microsoft	Completed	Contacted		Lead	at@infoboardbiz	315922200	https://www.legenstein.at/			Vulkanhotel Le
117	Zdravi Grad - AC petra.barisic@or Microsoft	Completed	Cor Petra	Barisic	Lead	at@hqinfoboard	+385 1 3444 800	https://orbioo.hr	Petra		Orbio Croatia
118	Zdravi Grad - AC pavle.markovic@ Microsoft	Completed	Cor Pavle	Markovic	Lead	at@infoboardapp		https://bantours.j	Pavle		Ban tours
119	Zdravi Grad - AC charter@navabo Google	Completed	Cor Nava	Charter	Lead	at@getinfoboard		https://navabo.hr	Nava		NAUTIKA CENTAR
120	Zdravi Grad - AC rezervacije@zeli Other	Completed	Contacted		Lead	at@infoboardfo	38531383233	http://www.zelenkrov.hr/			Hotel Zelenkrov
121	Zdravi Grad - AC andrija@filipovic Other	Completed	Cor Andrija	Filipovic	Lead	at@infoboardsai	56ddc145f3e5bb	https://filipovic.ai	Andrija		Filipovic Business /
122	Zdravi Grad - AC kresimir.miknac@ Microsoft	Completed	Cor Kresimir	Miknac	Lead	at@getinfoboard		https://ifhm.hr	Kresimir		Faculty of Touris C
123	Zdravi Grad - AC kaltrina.ceku@a Google	Completed	Cor Kaltrina	Ceku	Lead	at@getinfoboard	+385 97 751 997	https://adriaticlu	Kaltrina		Adriatic Luxury Vila
124	Zdravi Grad - AC elia.buljan@gogi Microsoft	Completed	Cor Elia	Buljan	Lead	at@infoboardmail		https://efst.hr	Dedic		Faculty of Economi
125	Zdravi Grad - AC pr@baytur.kg Yandex	Completed	Contacted		Lead	at@hqinfoboard	995768656	http://www.tripadvisor.ru/hotel_review-g295370-d98			B&B Skyfall
126	Zdravi Grad - AC anna.klaric@unil Microsoft	Completed	Cor Anna	Klaric	Lead	at@goinfoboard	+385 52 390 030	https://unil.hr	Anna		UNILINE Za
127	Zdravi Grad - AC elia.buljan@gogi Microsoft	Completed	Cor Elia	Buljan	Lead	at@appinfoboard	+972 3-612-6191	https://goglobal.t	Elia		Go Global Travel
128	Zdravi Grad - AC info@condura-cr Other	Completed	Contacted		Lead	at@infoboardma	23272330	http://www.condura-croatia.hr/			Condura Croatia
129	Zdravi Grad - AC info@hotel-porat Other	Completed	Contacted		Lead	at@infoboardgo	38763868034	http://www.hotel-porat.ba/			Hotel Porat
130	Zdravi Grad - AC sven.keleuva@s Microsoft	Completed	Cor Sven	Keleuva	Lead	at@goinfoboard	5cb6232894ccb	https://shijgroup	Sven		Shiji
131	Zdravi Grad - AC boris.smolek@g Google	Completed	Cor Boris	Smolek	Lead	at@appinfoboard	5f458c78e2cb10	https://minus5.hr	Boris		minus5
132	Zdravi Grad - AC baron.gautsch@ Other	Completed	Contacted		Lead	at@tryinfoboard	52840538	http://www.villabarongautsch.com/en/			Villa Baron Gautsch
133	Zdravi Grad - AC antonio.tolja@or Microsoft	Completed	Cor Antonio	Tolja	Lead	at@appinfoboard	+385 1 3444 800	https://orbioo.hr	Antonio		Orbio Croatia Za
134	Zdravi Grad - AC damjan.dumic@ Not Found	Completed	Cor Damjan	Dumic	Lead	at@infoboardbiz	+385 52 465 000	https://valamar.d	Damjan		Valamar Riviera Za

135	Zdravi Grad - AC lucija.banic@ib. Other	Completed	Cor Lucija	Banic	Lead	at@infoboardglo	+385 51 710 444	https://liburnia.hr	Lucija		LIBURNIA HOTELS
136	Zdravi Grad - AC monika.brozanj@ Microsoft	Completed	Reč Monika	Brozanj	Meeting complet	at@infoboardprc	+385 52 808 000	https://maistra.c	Monika		MAISTRA Rov
137	Zdravi Grad - AC josip.artukovic@ Microsoft	Completed	Cor Josip	Artukovic	Lead	at@infoboardhul	+44 20 7099 080	https://happy.ren	Josip		Happy.Rentals
138	Zdravi Grad - AC ana@croatia-ya Microsoft	Completed	Cor Ana	Lokner	Lead	at@hqinfoboard	+385 21 332 332	https://croatia-ya	Ana		Croatia Yachting Sp
139	Zdravi Grad - AC mijo@navigare-j Google	Completed	Cor Mijo	Mamic	Lead	at@appinfoboard	+1 800-807-1565	https://navigare.j	Mijo		Navigate Yachting
140	Zdravi Grad - AC heradet.suljic@m Microsoft	Completed	Cor Heradet	Suljic	Lead	at@infoboardlau	+46 8 555 685 0	https://wearoplar	Heradet		Planet Zag
141	Zdravi Grad - AC info@trivago.hr Microsoft	Completed	Contacted		Lead	at@infoboardbiz	51715362	https://www.trivago.hr/			Guest House Ida
142	Zdravi Grad - AC sinisa@medulin- Google	Completed	Cor Sinisa	Milutinovic	Lead	at@infoboardapp		https://medulin-e	Sinisa		Medulin Excursions f
143	Zdravi Grad - AC ivana.puljizevic@ Microsoft	Completed	Contacted		Lead	at@infoboardtea	38520455555	http://www.hotel-lapad.hr/			Hotel Lapad
144	Zdravi Grad - AC agavran@arenal Other	Completed	Cor Ante	Gavran	Lead	at@infoboardma	+385 52 529 400	https://arenahosp	Ante		Arena Hospitality
145	Zdravi Grad - AC info@botel-marit Other	Completed	Contacted		Lead	at@infoboarddig	51410162	https://www.botel-marina.com/en/			Botel Marina
146	Zdravi Grad - AC romana.franjic@ Microsoft	Completed	Cor Romana	Franjic	Lead	at@infoboarddig	+385 1 4881 820	https://brighdodj	Romana		VERN' University Zag
147	Zdravi Grad - AC nina.cvitjanovic@ Microsoft	Completed	Cor Nina	Milovanovic	Lead	at@goinfoboard	+385 21 382 800	https://aspira.hr	Nina		Aspira University Zag
148	Zdravi Grad - AC josip.milovanovic Microsoft	Completed	Cor Josip	Milovanovic	Lead	at@goinfoboard	60b257702e382	https://igitone.hr	Josip		Gitone Kvarner Rije
149	Zdravi Grad - AC ive.botunac@alt Microsoft	Completed	Cor Ive	Botunac	Lead	at@getinfoboard	61c41b24f72a20	https://alfatec.ai	Ive		ALFATEC
150	Zdravi Grad - AC heviz@tourinfor Other	Completed	Contacted		Lead	at@infoboardprc	693375160	http://isvanhotel.hr/			Istvan Parkhotel
151	Zdravi Grad - AC reservations@hc Other	Completed	Contacted		Lead	at@getinfoboard	402038211	https://hotelsolun.hr/			Hotel Solun
152	Zdravi Grad - AC mladen.tomic@t Google	Completed	Cor Mladen	Tomic	Lead	at@appinfoboard	+385 99 800 200	https://hotelsplit	Mladen		Hotel Split Poc
153	Zdravi Grad - AC info@hotelvillabert Other	Completed	Contacted		Lead	at@infoboardhq	43181469	https://www.hotelvillabert.com/			Hotel Villa Bertt Gra

154	Zdravi Grad - AC booking@brelaf Web.de	Completed	Contacted		Lead	at@infoboardhq	917832344	http://brelaferien.com/			Villa Brelissima
155	Zdravi Grad - AC info@trilucke.si Google	Completed	Contacted		Lead	at@infoboardhul	41300110	https://www.trilucke.si/			Hotel Tri lucke
156	Zdravi Grad - AC tea.milicki@ingri Microsoft	Completed	Cor Tea	Milicki	Lead	at@infoboardtea	54a1219669702	https://ingra.hr	Tea		INGRA
157	Zdravi Grad - AC izidora@viaonline Other	Completed	Cor Izydora	Tomljanovic	Lead	at@infoboardapp	+385 51 331 941	https://viaonline	Izydora		VIA Travel Agency
158	Zdravi Grad - AC mpuljas@dura.h Microsoft	Completed	Cor Marijana	Puljas	Lead	at@infoboardfo	55f96dcd3e5bb	https://dura.hr	Marijana		City of Dubrovnik De
159	Zdravi Grad - AC carlstadt@ka.ht. Other	Contacted			Lead	at@infoboardapp	47611111	http://carlstadt.hr/			Hotel Carlstadt
160	Zdravi Grad - AC info@azurpalace Google	Completed	Contacted		Lead	at@tryinfoboard	385913201031	http://www.azurpalace.com/			Azur Palace Luxury f
161	Zdravi Grad - AC damjan@sunset Google	Completed	Cor Damjan	Rudez	Lead	at@hqinfoboard		https://sunsetsp	Damjan		Sunset Sports M Zag
162	Zdravi Grad - AC georgij.kacarevic Microsoft	Completed	Cor Georgij	Kacarevic	Lead	at@infoboardfo	+44 20 7099 080	https://happy.ren	Georgij		Happy.Rentals Pu
163	Zdravi Grad - AC recepcija@hoste Other	Completed	Contacted		Lead	at@myinfoboard	32339777	http://hoste-kristal.hr/			Hostel Kristal
164	Zdravi Grad - AC mate.kruze@sut Other	Completed	Cor Mate	Kruze	Lead	at@goinfoboard	+385 21 399 000	https://subrosa.n	Mate		Dollar Thrifty - Car re
165	Zdravi Grad - AC sergil_dushevin@ Microsoft	Completed	Cor Sergil	Dushevin	Lead	at@appinfoboard	60124d303cb70	https://epam.com	Sergil		EPAM Systems
166	Zdravi Grad - AC mislav.jukic@vis Microsoft	Completed	Cor Mislav	Jukic	Lead	at@getinfoboard		https://stephenia	Mislav		Vision Partners Zag
167	Zdravi Grad - AC ozgen.aydin@rix Other	Completed	Cor Ozgen	Aydin	Lead	at@getinfoboard	+90 850 755 176	https://rixos.com	Aydin		Rixos Hotels
168	Zdravi Grad - AC info@hotelani.hr Google	Completed	Contacted		Lead	at@hqinfoboard	995974174	https://hotelani.hr			ANI-ANI
169	Zdravi Grad - AC anastasija_lytyvenko Microsoft	Completed	Cor Anastasija	Lytyvenko	Lead	at@infoboardglo	60124d303cb70	https://epam.com	Anastasija		EPAM Systems Zag
170	Zdravi Grad - AC ivan.bosnjak@le Google	Completed	Cor Ivan	Bosnjak	Lead	at@infoboardapp	556e343673696	https://lemax.net	Ivan		Lemax
171	Zdravi Grad - AC suzana.suran@m Microsoft	Completed	Cor Suzana	Suran	Lead	at@hqinfoboard	+385 52 808 000	https://maistra.c	Suzana		MAISTRA
172	Zdravi Grad - AC jasmina.sasivarec Other	Completed	Cor Jasmina	Sasivarec	Lead	at@infoboardapp	+385 51 710 444	https://liburnia.hr	Jasmina		Liburnia Hotels & Op



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173	Zdravi Grad - AC denis@hesa-gro	Microsoft	Completed	Cor Denis	Dilberovic	Lead	at@tryinfoboard.co	https://hesa-gro/	Dilberovic	Denis	HESA	Za
174	Zdravi Grad - AC petra.posilovic@	Other	Completed	Cor Petra	Posilovic	Lead	at@infoboardbiz +385 1 4699 333	https://croatia.hr	Posilovic	Petra	Croatian Nationa	Za
175	Zdravi Grad - AC reservations@ds	Other	Completed	Contacted		Lead	at@infoboardhq. 20414616	https://www.kalamota-beachhouse.com/			Kalamota Beach H	
176	Zdravi Grad - AC reservations@ht	Microsoft	Completed	Contacted		Lead	at@infoboardsal 21604999	https://hoteli-baskavoda.hr/hr_hotel-horizont.html			Hotel Horizont	
177	Zdravi Grad - AC danjel.anokic@r	Google	Completed	Cor Danjel	Anokic	Lead	at@infoboardprc 5f458c78e2cb10	https://minus5.hr	Anokic	Danjel	minus5	
179	Zdravi Grad - AC info@hotel-spirito	Other	Completed	Contacted		Lead	at@getinfoboard 385994354333	http://www.hotel-spiritosanto.com/			Hotel Spirito Santo	
179	Zdravi Grad - AC reservations@ro	Microsoft	Completed	Contacted		Lead	at@infoboardsal 38520440100	http://www.hotelroyalblue.com/			Royal Blue Hotel	
180	Zdravi Grad - AC iva@zadar.travel	Google	Completed	Cor Iva	Bencun	Lead	at@infoboardbiz +385 23 316 166	https://zadar.hr	Bencun	Iva	Zadar City Tourist B	
181	Zdravi Grad - AC branka.spanicek	Microsoft	Completed	Cor Branka	Spanicek	Lead	at@infoboardma +420 777 995 51	https://bankwatch.com/	Spanicek	Branka	CEE Bankwatch Kc	
182	Zdravi Grad - AC jurica@highland	Google	Completed	Cor Jurica	Barac	Lead	at@goinfoboard.co	https://highlande.com/	Barac	Jurica	HIGHLANDER A Za	
183	Zdravi Grad - AC vivian.vidosevic@	Google	Completed	Cor Vivian	Vidosevic	Lead	at@infoboardapj +385 21 640 255	https://waterman.hr/	Vidosevic	Vivian	Svpetrvs Hoteli	
184	Zdravi Grad - AC juraj.anzulovic@	Microsoft	Completed	Cor Juraj	Anzulovic	Lead	at@getinfoboard.co	https://superolog.com/	Anzulovic	Juraj	Superology	Za
185	Zdravi Grad - AC martina.mavricec	Microsoft	Completed	Cor Martina	Mavricec	Lead	at@infoboardsci +385 1 3444 800	https://orbico.hr/	Mavricec	Martina	Orbico Croatia	
186	Zdravi Grad - AC tomlislav.majkus@	Not Found	Completed	Cor Tomislav	Majkus	Lead	at@infoboardhq +385 52 465 000	https://valamar.hr/	Majkus	Tomislav	Valamar Riviera d. r	
187	Zdravi Grad - AC info@apartmani-	Other	Completed	Contacted		Lead	at@hinfoboard. 98217427	http://apartmani-spoljar.com			Apartmenti Spoljar	
188	Zdravi Grad - AC ivan.jurjevic@co	Other	Completed	Cor Ivan	Jurjevic	Lead	at@goinfoboard +385 23 211 131	https://connitor.hr/	Jurjevic	Ivan	CONNITOR Rent a	
189	Zdravi Grad - AC info@hotel-pula.	Google	Completed	Reply received		Not interested	at@infoboardsci 38552386922	https://www.hotel-pula.hr/hr/			Hotel Pula	
190	Zdravi Grad - AC mario.tomjanovic	Microsoft	Completed	Cor Mario	Tomjanovic	Lead	at@infoboardsales.co	https://enterprise.com/	Tomjanovic	Mario	Enterprise Rent A C	
191	Zdravi Grad - AC ivan.pastuovic@	Microsoft	Completed	Cor Ivan	Pastuovic	Lead	at@infoboardhul 56e5f8d2f3e5b	https://sinago.hr/	Pastuovic	Ivan	Sinago Luxury Inter	

Obradeni leadovi

Datoteka Uredi Prikaži Umetni Oblik Podaci Alati Proširenja Pomoć

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A1	Campaign Name																	
2301	Zdravi Grad - AC budalic@checkm	Microsoft	Completed	Cor Josip	Budalic	Lead	at@infoboardflv +49 91 1310440	https://checkmyt.com/	Budalic	Josip	CheckMyBus	Za						
2302	Zdravi Grad - AC frontdesk@belle	Other	Completed	Contacted		Lead	at@infoboardprc 38522646400	http://www.believehotel.hr/			Believe Hotel - Sup							
2303	Zdravi Grad - AC monika@vetura-	Other	Completed	Cor Monika	Vladskovic	Lead	at@infoboardprc +385 52 434 700	https://vetura-er.com/	Vladskovic	Monika	Vetura Rent a Car							
2304	Zdravi Grad - AC lux@thrillseeker	Zoho	Completed	Cor Josip	Lux	Lead	at@infoboardgo. +385 99 663 307	https://thrillseeker.com/	Lux	Josip	Thrillseeker Croatia							
2305	Zdravi Grad - AC nikica.gaspic@a	Google	Completed	Cor Nikica	Gaspic	Lead	at@infoboardapj +385 22 361 001	https://amadriap.com/	Gaspic	Nikica	Amadria Park	Opj						
2306	Zdravi Grad - AC info@pansionas.	Microsoft	Completed	Contacted		Lead	at@infoboardgio 385918918729	http://www.pansionas.hr/hr/contact			Pansion							
2307	Zdravi Grad - AC igor.tot@supers	Microsoft	Completed	Cor Igor	Tot	Lead	at@infoboardapp.co	https://superspor.com/	Tot	Igor	SuperSport							
2308	Zdravi Grad - AC nermina.mehic@	Other	Completed	Cor Nermina	Mehic	Lead	at@infoboardapp.co	https://hotels-hr.com/	Mehic	Nermina	Rixos Premium Dubr							
2309	Zdravi Grad - AC proceink@hvar.i	Other	Completed	Contacted		Lead	at@infoboardtea 21745046	http://www.hvar.hr/apartments-udor/iger/index.htm			Kod Barba Bozjeg							
2310	Zdravi Grad - AC dario.turina@uni	Microsoft	Completed	Cor Dario	Turina	Lead	at@infoboardflv +385 52 390 035	https://uniline.hr/	Turina	Dario	UNILINE	Za						
2311	Zdravi Grad - AC ana.halambek@	Microsoft	Completed	Cor Ana	Halambek	Lead	at@infoboardma +385 52 808 000	https://maistra.hr/	Halambek	Ana	MAISTRA	Za						
2312	Zdravi Grad - AC marcela@rinatra	Google	Completed	Cor Marcela	Zivkovic	Lead	at@goinfoboard. +385 1 6413 550	https://rinatravel.com/	Zivkovic	Marcela	Rina Travel & Events							
2313	Zdravi Grad - AC dora.vukicevic@	Microsoft	Completed	Cor Dora	Vukicevic	Lead	at@infoboardbiz +385 1 4566 660	https://esplanad.com/	Vukicevic	Dora	ESPLANADE OLEA							
2314	Zdravi Grad - AC laura.tripalo@ra	Google	Completed	Reç Laura	Tripalo	Meeting complet	at@hinfoboard. +44 20 3868 080	https://ratehawk.com/	Tripalo	Laura	RateHawk							
2315	Zdravi Grad - AC mario.kolumbic@	Google	Completed	Cor Mario	Kolumbic	Lead	at@appinfoboard +385 21 888 700	https://maslinare.com/	Kolumbic	Mario	Maslina Resort							

<https://docs.google.com/spreadsheets/d/17bnw00Y83KdkRVNkFQeTppExDVQgscFc0-XGkaQn01w/edit?gid=435558657#gid=435558657>

Activity:	FaceBook campaign
Type of event (online/offline):	Online
Target reached:	69.771



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Duration: 1–30 September 2025

Objective: To raise awareness about inclusive tourism and distribute an informational brochure via social media (Meta platforms).

The Facebook campaign was implemented with the objective of increasing knowledge and public awareness about inclusive tourism for people with Alzheimer's disease and dementia, targeting the general public and promoting understanding and empathy towards this group. The main theme of the campaign was the promotion of the Month of Alzheimer's and Other Forms of Dementia, with message development supported by a reference to the post from the first project workshop.


The campaign aimed to raise general awareness that people with Alzheimer's disease and other forms of dementia can also travel and go on holiday, and to encourage tourism operators to develop services in this area, thereby contributing to sustainable tourism. It also highlighted that inclusive tourism can help extend the tourist season and shift focus away from highly frequented destinations, for example by promoting off-season travel or tourism in less-exploited inland areas such as the Dalmatian hinterland.

The campaign focused on emphasizing inclusive tourism for people with Alzheimer's disease and other forms of dementia, using the ADRINCLUSIVE brochure explaining how to organize a holiday for people with dementia. Campaign materials included the ADRINCLUSIVE postcards and brochure prepared for the project, and, when necessary, free photos from the internet.

META CAMPAIGN STRUCTURE

■ Facebook Ad #1


Text:

 *People with dementia also want to go on holiday. Their moments of relaxation, social connection, and time in nature are just as valuable as anyone else's. But to make this possible – we need to include them.*

Tourism that includes people with Alzheimer's and other forms of dementia can be **more sustainable, more meaningful, and more connected to the community.**

 *Instead of crowds – the Dalmatian hinterland. Instead of barriers – accessibility.*

 *Download the brochure on organizing inclusive holidays and see what it looks like in practice:*

 *Download brochure: [LINK]*



Italy – Croatia



Facebook Ad #2

Text:

Dementia does not mean the end of an active life.
People with Alzheimer’s and similar cognitive difficulties can enjoy holidays – **if we make it possible.**

The **ADRIAINCLUSIVE project** is developing **inclusive tourism models** that enable **safe and meaningful travel.**

This kind of tourism can help **extend the tourist season** and encourage the development of **destinations beyond the main routes.**

See the brochure and learn what an inclusive approach to tourism looks like:
 Download brochure: [LINK]



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Overall Results

Indicator	Result
Reach	69,771 people
Impressions	95,578
Unique link clicks	70

Demographic Analysis

Age group	Reach	Clicks	Page views
25-34	16,974	20	9



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35-44	15,982	13	4
65+	9,055	14	2
Other age groups	Less relevant / lower engagement	—	—

The **25-34 age group** showed the highest engagement and number of link interactions, confirming that younger audiences are more responsive to topics related to social inclusion and innovative forms of tourism.

Advertisement Performance

Advertisement	Reach	Clicks	Page views
Postcard 3	44,089	47	16
Postcard 2	19,214	15	3
Postcard 1	20,490	8	—

The **“Postcard 3”** ad achieved the best results, generating almost two-thirds of all clicks, suggesting more effective creative design and clearer message delivery.



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Filtering 1 ad set X Search to filter by name, ID or metrics Clear

Campaigns Ad sets 1 selected X Ads for 1 Ad set Last month: Sep 1, 2025 - Sep 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Ad	Results	Impressions	Reach	Frequency	Unique link clicks	Website leads	Website landing page views	Link
<input type="checkbox"/>	Razglednica 1	20,490 Reach	23,903	20,490	1.17	8	—	—	
<input type="checkbox"/>	Razglednica 3	44,089 Reach	50,091	44,089	1.14	47	—	16	
<input type="checkbox"/>	Razglednica 2	19,214 Reach	21,584	19,214	1.12	15	—	3	
Results from 3 ads									

Filtering 1 ad set X Search to filter by name, ID or metrics Clear

Campaigns Ad sets 1 selected X Ads for 1 Ad set Last month: Sep 1, 2025 - Sep 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown: 1 Selected Reports Export Charts

Off / On	Ad set	Results	Impressions	Reach	Frequency	Unique link clicks	Website landing page views
<input checked="" type="checkbox"/>	Razglednica i Brošura	69,771 Reach	95,578	69,771	1.37	70	19
	18-24	3,294 Reach	3,970	3,294	1.21	4	—
	25-34	16,974 Reach	20,060	16,974	1.18	20	9
	35-44	15,982 Reach	19,952	15,982	1.25	13	4
	45-54	13,991 Reach	19,666	13,991	1.41	8	2
	55-64	13,030 Reach	18,154	13,030	1.39	11	2
	65+	9,055 Reach	13,776	9,055	1.52	14	2
Results from 1 ad set							

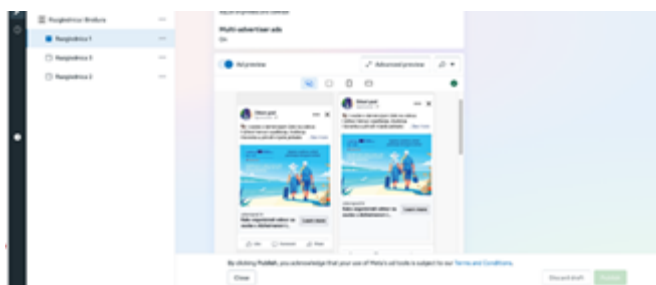
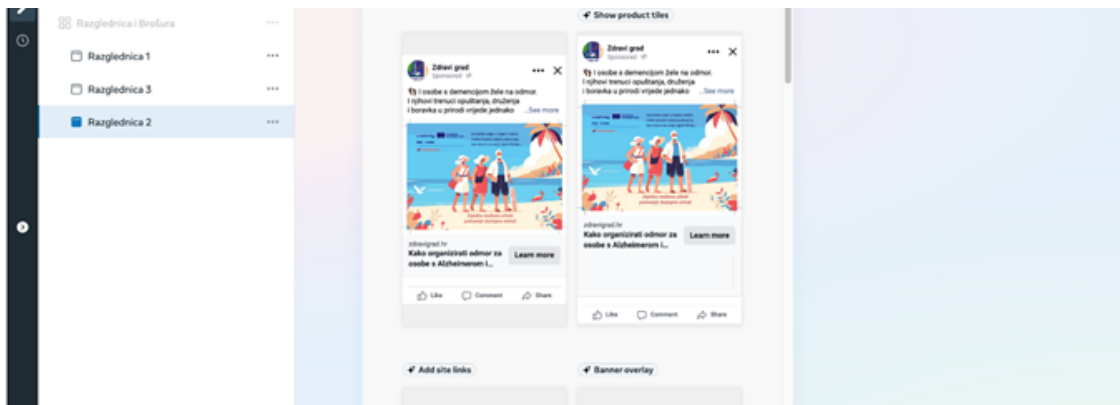
- Razglednica i Brošura
- Razglednica 1
- Razglednica 3
- Razglednica 2

Ad rendering and interaction may vary based on device, format and other factors.



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4.5 PP 5 - AFAM Alzheimer Uniti Marche Organization

Activity:	Distribution of 3,000 copies of brochures and postcards
Type of event (online/offline):	Offline
Target reached:	3,000+

As part of the Cross-border raising awareness campaign, AFAM Alzheimer Uniti Marche distributed 3,000 copies of the informational brochure *“How can I organise a vacation for people with Alzheimer’s and dementia?”* and related postcards during all awareness events organised within the framework of the project, as well as throughout the regular activities carried out by AFAM in the Marche region.

The materials were shared with families, caregivers, tourism operators, healthcare professionals, and local stakeholders. In addition, the brochure was disseminated through the national network of AFAM Italia, which further extended its outreach across different Italian regions, amplifying the visibility and impact of the ADRINCLUSIVE model at national level.

This action contributed to strengthening awareness about inclusive tourism solutions and promoting practical guidance for organising accessible holidays for people with dementia.

Activity:	35th Alzheimer Europe Conference – Bologna
Type of event (online/offline):	Offline
Target reached:	1000+

During the 35th Alzheimer Europe Conference held in Bologna (6–8 October 2025), AFAM Alzheimer Uniti Marche organised and conducted a dedicated panel focused on inclusive holidays and sustainable tourism for people living with dementia.

The panel addressed the right to travel as a matter of dignity and social inclusion, presenting the experience developed within ADRINCLUSIVE and highlighting how inclusive tourism can contribute not only to wellbeing but also to sustainable territorial development. The session brought together professionals, researchers,



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associations, and policymakers from across Europe, positioning ADRINCLUSIVE as a concrete example of social innovation in tourism.

Through this contribution, AFAM strengthened the European dimension of the project and facilitated dialogue between the tourism and dementia-care sectors at international level.



Activity:	Local Awareness Event: Territori accoglienti – Turismo accessibile, cammini e autonomie possibili
Type of event (online/offline):	Offline
Target reached:	29

On 18th of December, 2025, AFAM organised the public event “*Territori accoglienti – Turismo accessibile, cammini e autonomie possibili*” in Matelica (Macerata), aimed at raising awareness within the local territory about accessible and inclusive tourism models.

The initiative engaged caregivers, citizens, tourism operators and social service providers in a dialogue on how to create welcoming environments and meaningful travel experiences for people with dementia. The event contributed to strengthening local networks and fostering a more inclusive tourism culture at community level.





TERRITORI ACCOGLIENTI: TURISMO ACCESSIBILE, CAMMINI E AUTONOMIE POSSIBILI

18 dicembre 2025
Ore 10.00
c/o PALAZZO OTTONI
Piazza Enrico Mattei
MATELICA

Matera MANUELA BELARDINELLI

09E 10.00
Accoglienza dei partecipanti e saluti istituzionali

10-30 - I cammini e il turismo lento
PAOLO PASCATINI
I Cammini d'Italia: accessibilità, lentezza e comunità

11.00 - Itinerari spirituali e naturali
FRA SERGIO LONICINI
Il Cammino dei Sepapucini: natura, spiritualità e accoglienza possibile

11-30 - Turismo outdoor accessibile
SIMONE VECCHIIONI - Marche Active Tourism
Come adattare le esperienze outdoor mantenendole autentiche

12-00 - Progetto Interreg ADRINCLUSIVE - Italia-Croazia
Come organizzare una vacanza per persone con Alzheimer e demenza
SUSANNA CIPOLLARI

13-30 - Il PNRR per l'autonomia delle persone con disabilità
VALERIO VALERIANI

13.00 - Pausa pranzo

SESSIONE POMERIDIANA

14-00 - Trasferimento a Palazzo di Esanatoglia

14-05 - Salvi istituzionali, visita e inaugurazione dello spazio di Palazzo di Esanatoglia realizzato attraverso il Piano Nazionale di Ripresa e Resilienza Missione 5, Componente 2, Investimento 1.2 "Percorsi di autonomia per persone con disabilità"

Activity:	Participation in BIT – Borsa Internazionale del Turismo (Milan)
Type of event (online/offline):	Offline
Target reached:	1000+



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AFAM participated in the Borsa Internazionale del Turismo (BIT) in Milan (9-11th February, 2026) as a guest at the Regione Marche stand under the initiative “Marche For All”. During the event, AFAM presented its experience in organising inclusive holidays for people with dementia, highlighting the ADRINCLUSIVE project as a structured and replicable model.

This participation allowed AFAM to reach a professional tourism audience, including destination managers, travel agencies, and institutional representatives, reinforcing the economic and sustainable tourism dimension of the project.



Activity:	èTV Marche
Type of event (online/offline):	Online
Target reached:	1000+

The regional broadcaster èTV Marche dedicated a television report to the ADRINCLUSIVE project, featuring AFAM's presentation of the project objectives and opportunities, including the training activities for tourism and welfare operators.

The TV coverage contributed to expanding public awareness beyond the immediate project network, reaching a wider regional audience and reinforcing the visibility of inclusive tourism as a strategic opportunity for the territory.

Video available here: <https://www.facebook.com/reel/2411018149347307>



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Activity:	Video production of the pilot action
Type of event (online/offline):	Online
Target reached:	1000+

AFAM produced a video documenting the inclusive holiday experience implemented within ADRINCLUSIVE. The video highlights practical aspects of organising a dementia-friendly holiday, testimonies, and the emotional and social impact of the experience on participants and caregivers.

The audiovisual format enabled broader dissemination of the project’s values and practical approach, serving both as an awareness tool and as an advocacy instrument.

Video available here: <https://youtu.be/QA8c740USxs?si=Ed8ip1eRfV7MUsCL>

Activity:	Podcast Series: “Una vacanza indimenticabile diventa voce”
Type of event (online/offline):	Online
Target reached:	100

AFAM, in collaboration with Radio Incredibile, developed a podcast series titled “*Una vacanza indimenticabile diventa voce*”, as part of the ADRINCLUSIVE project. The series narrates the inclusive holiday experience through a sound journey, giving voice to participants, caregivers, and professionals involved.

This innovative communication format broadened the campaign’s reach and diversified its communication channels, contributing to a deeper emotional engagement with the topic of inclusive tourism for people with dementia.

All episodes available here: <https://www.radioincredibile.com/?s=una%20vacanza%20indimenticabile%20>

4.6 PP 7 - Public Institution RERA SD for coordination and development of Split Dalmatia County



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Activity:	Event 1: Two workshops on social and environmental sustainability and social innovation – Split, Croatia
Type of event (online/offline):	Offline
Target reached:	Number of participants: 15
Activity:	Event 2: Online Awareness Campaign
Type of event (online/offline):	Online
Target reached:	The campaign achieved a total of 1,265 views, representing a 191% increase compared to the previous month. Additionally, platform analytics recorded 77 user interactions (likes, shares, comments), marking a significant 600% increase from the previous 31-day period. Official project website metrics were tracked through the Matomo platform for the month of September – analytics are presented below.

4.6.1 Implemented Activities

- Local workshops with caregivers and tourism providers
- Public info sessions in collaboration with healthcare institutions
- Social media campaign targeting regional audiences

Two workshops on social and environmental sustainability and social innovation – Split, Croatia

On 10 December 2025, **PI RERA SD** participated in **two workshops on social and environmental sustainability and social innovation** held in Split. The events were organized by the National Foundation for Civil Society Development and the Split-Dalmatia County as part of the 3P4SSE Interreg Central Europe project.

As part of the pilot testing of a jointly designed curriculum, the sessions offered an engaging and collaborative environment. Participants worked in groups, mapped stakeholders, analyzed challenges, and co-created solutions using participatory learning methods.

Project partners were delighted to present ADRINCLUSIVE - a project connecting the tourism and social sectors to develop inclusive tourism services and dementia-friendly destinations. Through joint strategies, pilot actions,



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ADRINCLUSIVE

and digital tools, ADRINCLUSIVE is building a network that ensures equal access to tourism and improves the quality of life for people with dementia and their caregivers.

Two workshops dedicated to social and environmental sustainability and social innovation - Split, Croatia



Online Awareness Campaign – Alzheimer's Awareness Month (September)

As part of Alzheimer's Awareness Month, PI RERA SD implemented a targeted online social media campaign in September to raise awareness about inclusive tourism within the framework of the ADRINCLUSIVE project.

The campaign featured a series of visually appealing, custom-designed graphics created specifically for the project, aimed at informing the public, encouraging engagement, and promoting the message that inclusive travel should be accessible to everyone - regardless of ability.

The core objective was to help normalize inclusive travel by challenging existing barriers and perceptions. ADRINCLUSIVE project partners firmly believe that the joy of exploration should not be a privilege reserved for a few, but a fundamental right for all.

Through focused and carefully curated messaging, the campaign cultivated a more inclusive travel culture by showcasing real solutions and practical strategies that enhance accessibility in tourism. Special emphasis was placed on tools and approaches that support individuals with cognitive challenges in discovering, selecting, and booking suitable travel experiences more easily.

This initiative marked a step forward in building awareness, driving change, and fostering a more equitable tourism environment across the Adriatic region.

As part of the campaign, social media posts actively encouraged the target audience to visit the ADRINCLUSIVE project website. In particular, followers were directed to explore the *Guidelines for Inclusive Tourism Professionals* available on the site. These resources provide practical advice and tools to support tourism



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providers in creating more accessible and inclusive experiences for all travellers, including those with cognitive or physical challenges.

Below are the custom-made visuals developed specifically for the ADRINCLUSIVE social media campaign, designed to effectively communicate key messages and engage the audience during Alzheimer’s Awareness Month.

Planning a dementia-friendly holiday
 Planning a vacation with a loved one who has dementia? It’s possible and incredibly rewarding!

- ✔ Choose quiet, familiar destinations
- ✔ Book safe, accessible accommodations
- ✔ Keep routines and meals consistent
- ✔ Include gentle, engaging activities

Learn more: www.italy-croatia.eu/web/adrinclusive
 Guidelines for inclusive tourism professionals: <https://shorturl.at/ak83z>

#interregitalycroatia #AskAboutDementia #AskAboutAlzheimers #inclusivetourism #inclusiveholidays

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Imagine a world where everyone can experience the joy of travel, regardless of their abilities...

Language matters!
 Words shape perceptions. When talking about #dementia, choose language that honors the person:

- ✔ Say "person living with dementia"
- ✘ Avoid "sufferer" or "demented"

Every person has a story, passions, and relationships that deserve respect.

Learn more: www.italy-croatia.eu/web/adrinclusive
 Guidelines for inclusive tourism professionals: <https://shorturl.at/ak83z>
 Interreg Italy-Croatia Programme
 #interregitalycroatia #AskAboutDementia #AskAboutAlzheimers #inclusivetourism #inclusiveholidays

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LANGUAGE MATTERS

....a....
 b...?..



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Activities that spark joy

From beach walks to art workshops, vacations for people with #dementia should be rich in gentle stimulation and meaningful connection.

- 🎴 Card games
- 🎵 Music sessions
- 🎨 Creative workshops
- 🚤 Boat trips

It's not just about where you go - it's about how you feel while you're there.

Learn more: www.italy-croatia.eu/web/adrinclusive

Guidelines for inclusive tourism professionals: <https://shorturl.at/ak83z>

Interreg Italy-Croatia Programme

#interregitalycroatia #AskAboutDementia #AskAboutAlzheimers #inclusivetourism #inclusiveholidays



Today is World Alzheimer's Day

Every 3 seconds, someone in the world develops #dementia - and behind every diagnosis is a person, a family, and a story.

On this day, we honor those living with Alzheimer's, their caregivers, and the researchers working toward a cure. Let's break the stigma, raise awareness, and support early detection and compassionate care.

Know the signs. Start the conversation. Show support.

#WorldAlzheimersDay #dementiaawareness #caregiver #supportcarecure #ActOnAlzheimers #alzheimersawareness #interregitalycroatia



Why inclusive tourism matters?

Inclusive tourism isn't just a trend - it's a movement!

- 💚 It boosts well-being
- 🗑️ Fights social exclusion
- 👥 Strengthens communities

Let's build a world where travel is a right, not a privilege!

Learn more: www.italy-croatia.eu/web/adrinclusive

Guidelines for inclusive tourism professionals: <https://shorturl.at/ak83z>

Interreg Italy-Croatia Programme

#AskAboutDementia #AskAboutAlzheimers #inclusiveholidays



Have you traveled with a loved one living with dementia?

Share your story and help inspire others!

- 📸 Post your favorite travel moment
- 👏 Share what worked for you
- 🗨️ Encourage others to take the leap

Let's normalize inclusive travel - because everyone deserves the joy of exploration.

Learn more: www.italy-croatia.eu/web/adrinclusive

Inclusive tourism guidelines for professionals: <https://shorturl.at/ak83z>

Interreg Italy-Croatia Programme

#adrinclusive #AskAboutDementia #AskAboutAlzheimers #InclusiveHoliday #inclusivetourism #DementiaAwareness

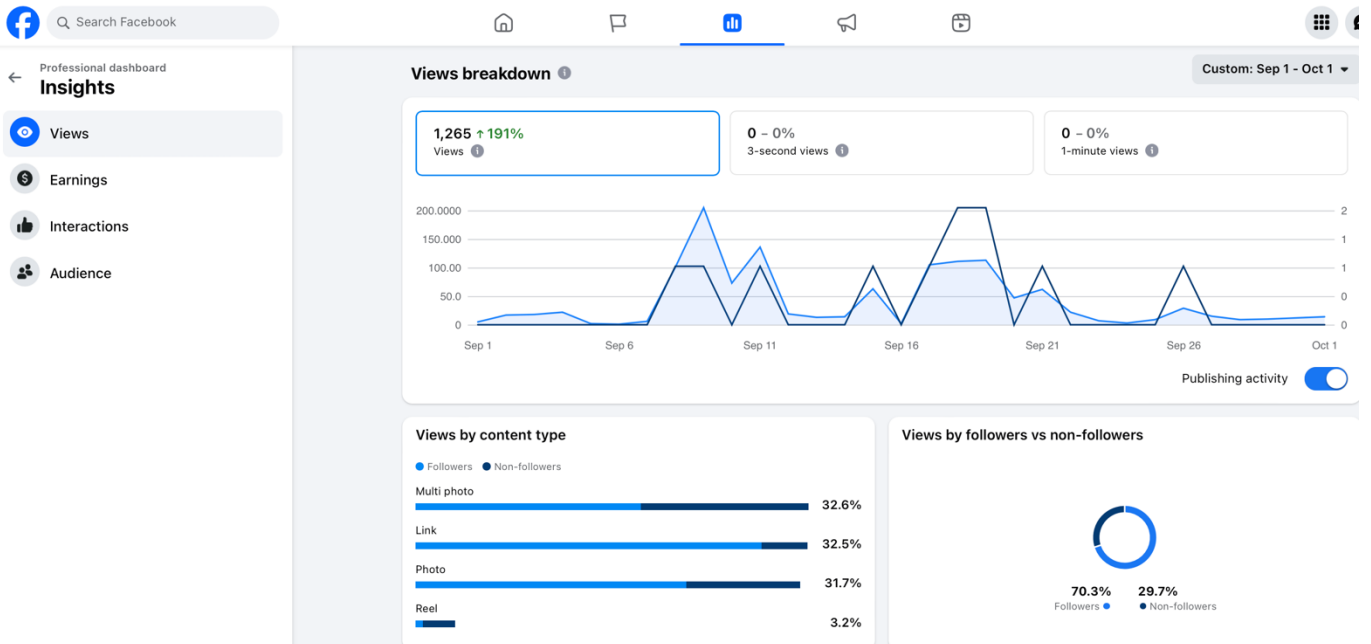


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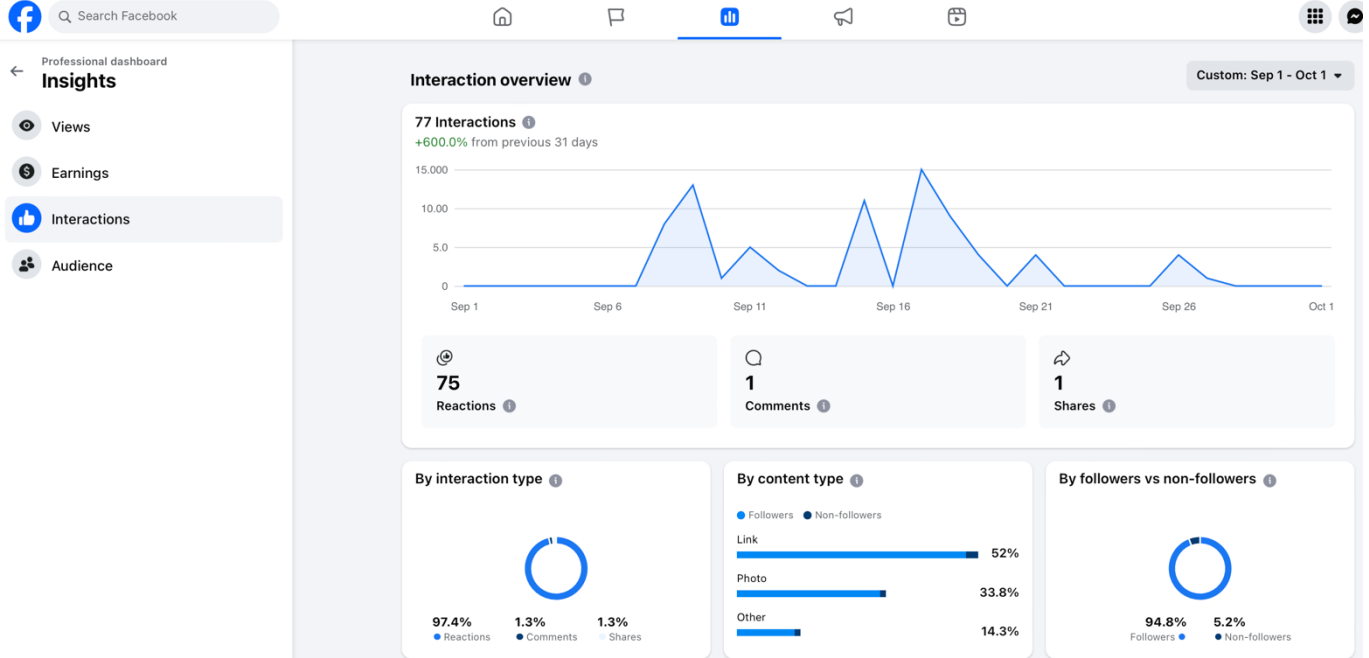


The online social media campaign implemented in September, as part of Alzheimer's Awareness Month, proved to be highly successful in reaching and engaging the target audience. The campaign featured visually appealing and carefully curated content, tailored to raise awareness about inclusive tourism and cognitive accessibility. As a result, the campaign achieved a total of 1,265 views, representing a 191% increase compared to the previous month.

Additionally, platform analytics recorded 77 user interactions (likes, shares, comments), marking a significant 600% increase from the previous 31-day period. These metrics clearly indicate that the campaign resonated with the audience and effectively amplified the visibility of the ADRINCLUSIVE project and its key messages.



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As the communication lead, PI RERA SD plays an essential role in supporting project partners across all communication and dissemination activities. The partner is responsible for the design and development of a variety of visuals and promotional materials tailored to meet the specific needs of events and outreach initiatives. This includes the creation of event-specific graphics, posters, brochures, and social media visuals, all aligned with the project's visual identity and communication strategy. PI RERA SD also ensures consistency in messaging and branding across all channels, contributing to the overall visibility and professional presentation of the project. In addition to material production, PI RERA SD offers ongoing support to partners in the planning and execution of communication tasks before, during, and after events, thereby reinforcing the project's impact and stakeholder engagement.



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☀️ An afternoon dedicated to [#inclusivetourism](#) ☀️

What does truly accessible tourism look like? Yesterday, we explored it together - through stories, experiences, and tools that make travel a right, not a privilege. ❤️

📻 With [Radio Incredibile](#), we gave voice to powerful journeys - not just to places, but into empathy and inclusion.

👣 From walking in the shoes of those with dementia through the Virtual Dementia Tour, to stimulating minds with the Intelligent platform, and exploring the tactile beauty of the Omero State Tactile Museum, the day was rich with learning and connection.

🙌 Thanks to Claudio Gasparotto, we celebrated movement and dance designed for all bodies and all ages.

🗣️ One of the most moving moments? Hearing the story of our holiday for people with Alzheimer's - a reminder that even in illness, there can be joy, dignity, and deep human connection.

📄 We also presented the [#adrinclusive](#) project guidelines - a vital step toward making inclusive holidays for people with cognitive decline a widespread reality.

🎵 The day ended on a beautiful note, with our holidaymakers singing "Susy" by Gio Evan - a song about home, hope, and the beauty of shared journeys.

🌍 Tourism should welcome everyone - with open arms, open minds, and zero barriers.

[Interreg Italy-Croatia Programme](#)

[#interregitalycroatia](#) [#accessibletavel](#) [#dementiafriendly](#) [#TourismForAll](#) [#communityandinclusion](#) [#RadioIncredibile](#) [#omeromuseum](#) [#CognitiveAccessibility](#)



☀️ Thank you, [ÈTv Marche](#), for your interest in the [#adrinclusive](#) project and for helping us spread the message of accessibility for all!

👣 Voices, Faces, Visions – a heartfelt afternoon at Spinnaker Camping in Marina Palmense - brought together caregivers, social and health workers, educators, and animators to explore the power and potential of [#inclusivetourism](#).

🗣️ It was a meaningful moment to share stories, tools, and perspectives on how to make travel truly accessible - without barriers, without limits.

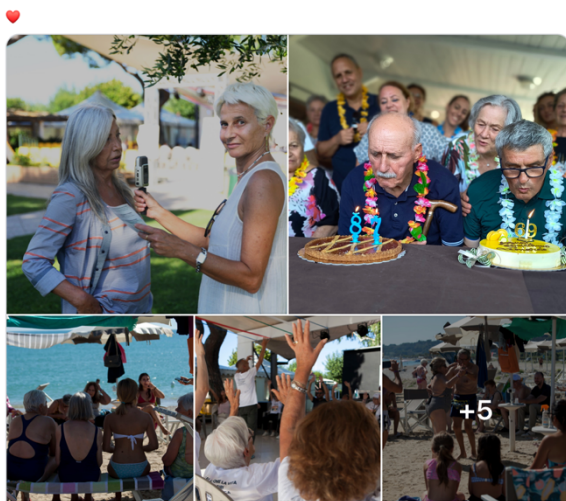
Everyone deserves the chance to explore the world. ❤️

[Interreg Italy-Croatia Programme](#)

[#interregitalycroatia](#) [#AccessibilityMatters](#) [#SocialImpact](#) [#nobARRIERstravel](#) [#alzheimersawareness](#) [#dementiacaregiver](#)



[ÈTv Marche](#)
September 12 · 🌐
[#MarcheFlash](#) ... See more



[Radio Incredibile](#)
September 17 · 🌐

📻 [Una vacanza indimenticabile diventa voce](#)
Abbiamo trasformato un laboratorio in un viaggio di emozioni, ricordi e speranze: nasce la serie di podcast dedicata... See more

See translation



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RADIO INCREDIBILE UNA VACANZA INDIMENTICABILE

[Afam Alzheimer Uniti Marche Onlus](#)
September 18 · 🌐

📻 [Una vacanza indimenticabile diventa voce - Episodio 1](#)
Inizia oggi il nostro viaggio sonoro con la serie di podcast realizzata da [Radio Incredibile](#), in collabor... See more



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Invitation to a lecture: Dementia and Alzheimer's Disease - Symptoms, Treatment, and Prevention

30 September, 2025 at 6pm
CMC / CMIC Novigrad-Cittanova

Free entry
Learn more about the symptoms, treatment options, and the importance of early prevention of dementia and Alzheimer's disease.



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CMIC / CMC Novigrad-Cittanova
September 24 at 9:35 AM

PREDAVANJE / KONFERENZA
Demencija i Alzheimerova bolest – simptomi, liječenje i prevencija

A public lecture on the symptoms, prevention, and treatment of dementia.

As part of our Raising Awareness campaign, we organized this event to help educate the community and shed light on this important topic.

The lecture was led by neuroscience expert Dea Salamon Novaković, who provided valuable insights and practical knowledge.

Thank you to everyone who joined us in learning more about dementia and how we can support those affected.

CMIC / CMC Novigrad-Cittanova

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#dementiaawareness #communityeducation #brainhealth #mentalhealthmatters #PublicLecture

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INNOVATIVNA I ODORIVA TURISTICKA PONUDA ZA RAVNOPRAVAN PRISTUP I SOCIALNU UKLJUCENOST OSOBA S DEMENCIOM I OSOBA S PADOM KOGNITIVNIH SPOSOBNOSTI U TURISTICKIM DESTINACIJAMA JADRANSKOG MORA
OFFERTA TURISTICA INNOVATIVA E SOSTENIBILE PER LA PARITÀ DI ACCESSO E L'INCLUSIONE SOCIALE DELLE PERSONE CON DEMENZA E DELLE PERSONE CON DEFICIT COGNITIVO NELLE DESTINAZIONI TURISTICHE DEL MARE ADRIATICO

PREDAVANJE – Demencija i Alzheimerova bolest: simptomi, liječenje i prevencija

KONFERENZA - Demenza e malattia di Alzheimer: sintomi, cure e prevenzione

Centar za manifestacije i kulturu
Centro per le manifestazioni e la cultura
CMIC-CMC
Rivarela 7, Novigrad-Cittanova
Utorak/Martedì 30.09.2025.
18h

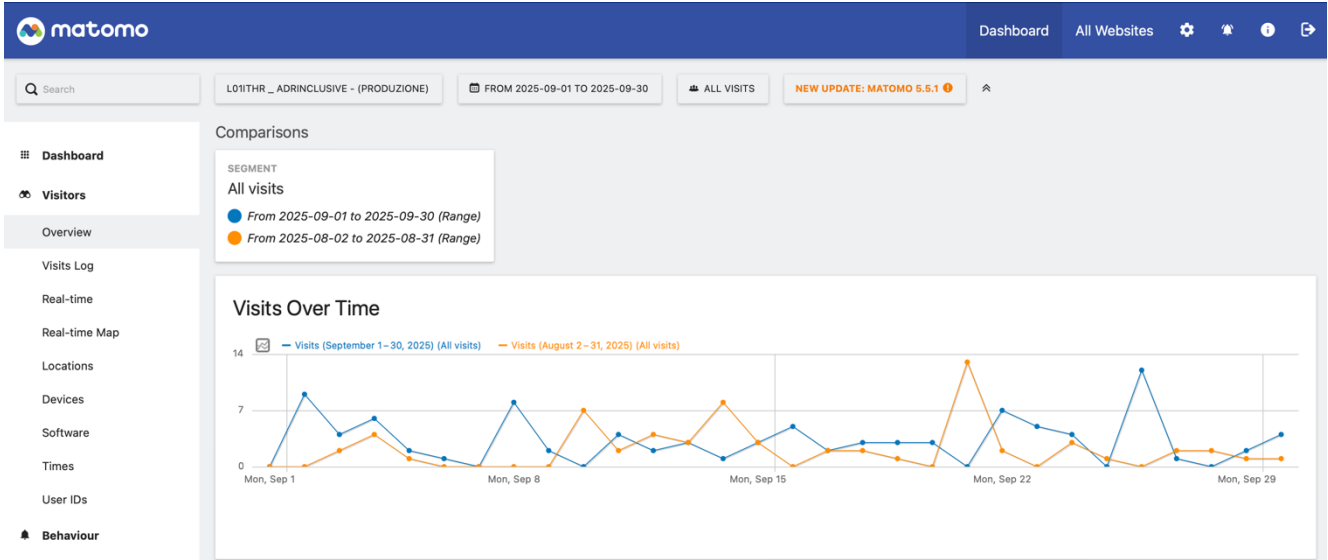


Official project website metrics:

Official project website metrics were tracked through the Matomo platform for the month of September. The data shows the number of visitors to the site as well as their countries of origin. The platform also provides insights into user interactions, including document downloads and other actions performed on the website.



Italy – Croatia



Visits Overview

SEPTEMBER 1–30, 2025
96 visits +50%
 AUGUST 2–31, 2025
64 visits

SEPTEMBER 1–30, 2025
2 min 10s average visit duration +34%
 AUGUST 2–31, 2025
1 min 37s average visit duration

SEPTEMBER 1–30, 2025
73% visits have bounced (left the website after one page) +19.7%
 AUGUST 2–31, 2025
61% visits have bounced (left the website after one page)

SEPTEMBER 1–30, 2025
1.7 actions (page views, downloads, outlinks and internal site searches) per visit 0%
 AUGUST 2–31, 2025
1.7 actions (page views, downloads, outlinks and internal site searches) per visit

SEPTEMBER 1–30, 2025
18 max actions in one visit +38.5%
 AUGUST 2–31, 2025
13 max actions in one visit

SEPTEMBER 1–30, 2025
161 pageviews, +50.5% **108 unique pageviews** +50%
 AUGUST 2–31, 2025
107 pageviews, **72 unique pageviews**

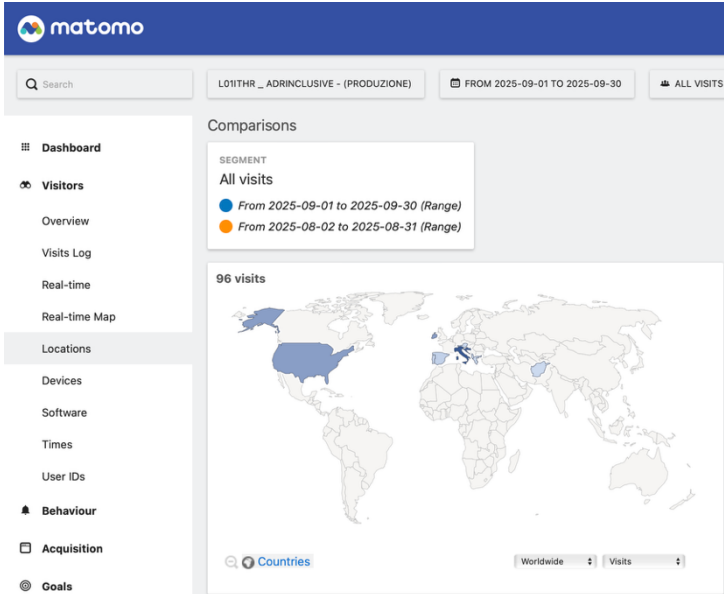
SEPTEMBER 1–30, 2025
0 total searches on your website, 0% **0 unique keywords** 0%
 AUGUST 2–31, 2025
0 total searches on your website, **0 unique keywords**

SEPTEMBER 1–30, 2025
0 downloads, 0% **0 unique downloads** 0%
 AUGUST 2–31, 2025
0 downloads, **0 unique downloads**

SEPTEMBER 1–30, 2025
2 outlinks, +100% **2 unique outlinks** +100%
 AUGUST 2–31, 2025
0 outlinks, **0 unique outlinks**



Italy – Croatia



Country		COUNTRY	VISITS
1.	Italy		
	September 1–30, 2025		30
	August 2–31, 2025		29
2.	Croatia		
	September 1–30, 2025		28
	August 2–31, 2025		14
3.	Ireland		
	September 1–30, 2025		14
	August 2–31, 2025		9
4.	United States		
	September 1–30, 2025		14
	August 2–31, 2025		10
5.	Spain		
	September 1–30, 2025		3
	August 2–31, 2025		0

0	0
1	1
10	Greece
0	0
1	1
8	Denmark
0	0
1	1
8	Romania
0	0
3	3
1	1
3	3
8	Albania
COUNTRY	
VISITS	
COUNTRY	



Italy – Croatia



Continent

CONTINENT	VISITS
1. Europe	
September 1–30, 2025	81
August 2–31, 2025	53
2. North America	
September 1–30, 2025	14
August 2–31, 2025	10
3. Asia	
September 1–30, 2025	1
August 2–31, 2025	0

4.6.2 Strategy & Channels Used

- Facebook and Instagram for visual storytelling
- Printed brochures distributed on events
- Collaboration with other institutions

4.6.3 Materials Produced or used

- Flyers, Infographics, Brochures
- Video
- Impact & Reach: 21,000+ participants in live events and 89,000+ social media engagements
- Strengthened cooperation between tourism and welfare sectors

Development and dissemination of informational materials

As part of the Cross-border raising awareness campaign, PI RERA SD designed and prepared a brochure titled *"How Can I Organise a Vacation for People with Alzheimer's and Dementia?"* in three languages: English, Italian, and Croatian. The brochure offers a practical, step-by-step guide for planning inclusive holidays that are specifically tailored to the needs of individuals living with Alzheimer's disease and other forms of dementia. It serves as a valuable resource for caregivers, tourism professionals, and family members seeking to ensure a safe, comfortable, and enjoyable travel experience for this vulnerable group.



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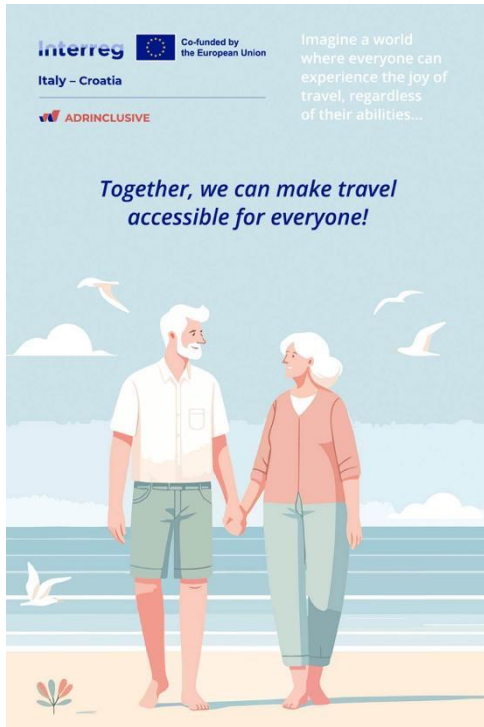
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In addition to the brochure, PI RERA SD also produced a set of visually appealing postcards. These postcards artistically portray the concept of inclusive tourism for people with dementia, conveying messages of accessibility, empathy, and the joy of travel.

Both the brochure and the postcards were disseminated during various project events and public activities, contributing to the overall impact of the Cross-border campaign and enhancing the visibility of the ADRINCLUSIVE project's key messages.



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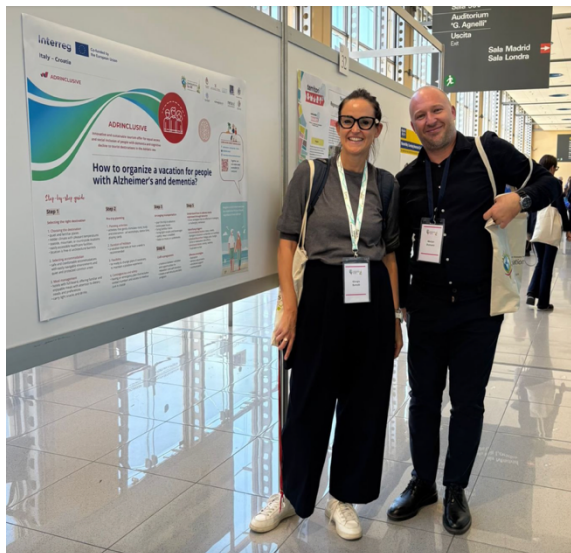
ADRINCLUSIVE: Adriatic journeys for all – where innovation meets inclusion and every memory matters.

www.italy-croatia.eu/web/adrinclusive

Event participation

PI RERA SD and Fondazione Maratona Alzheimer attended the 3rd World Summit on Accessible Tourism: *Destinations for All*, held in Turin from October 5–7, 2025, where the ADRINCLUSIVE project was proudly featured. This prestigious global event gathered key stakeholders committed to promoting inclusive and accessible travel experiences. As part of its communication efforts, PI RERA SD prepared an eye-catching poster to visually present the project and commitment to promoting inclusive tourism. The event provided a valuable opportunity to connect with international stakeholders and contribute to the global dialogue on making travel accessible to all.





Interreg Co-funded by the European Union Italy – Croatia

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Innovative and sustainable tourism offer for equal access and social inclusion of people with dementia and cognitive decline to tourist destinations in the Adriatic sea

How to organize a vacation for people with Alzheimer's and dementia?

Step-by-step guide

Step 1
Selecting the right destination

- 1. Choosing the destination
 - quiet and familiar places
 - milder climate with pleasant temperatures
 - seaside, mountain, or countryside locations
 - easily accessible healthcare facilities
 - location is free of architectural barriers
- 2. Selecting accommodation
 - safe and comfortable accommodations with easily navigable environments and quiet and protected common areas
- 3. Meal management
 - hotels with full board, offering familiar and enjoyable meals with attention to dietary needs and preferences
 - carry light snacks and drinks

Step 2
Pre-trip planning

- 1. Planning activities
 - activities that gently stimulate mind, body and interaction - art workshops, dance time, playing cards
- 2. Duration of holidays
 - a vacation that lasts at least a week is recommended
- 3. Flexibility
 - be ready to change plans if necessary, to maintain a positive experience
- 4. Contingencies and safety
 - having an emergency plan that includes contact numbers and access to medical care is crucial

Step 3
Arranging transportation

- plan the trip in advance
- avoid peak hours
- bring familiar items
- bring light snacks and beverages
- safety: wear a seatbelt
- listen to music or audiobooks

Step 4
Craft a programme

- a balance between activities and opportunities for relaxation and self-direction
- create a well-structured daily program

Step 5
Understand how to address needs expressed through behavior

- know strategies that are effective in managing a challenging behaviour

Identifying triggers

- environmental factors: noise, crowds, changes in routine or unfamiliar surroundings
- physical discomfort: fatigue, pain, hunger, thirst or medication side-effects
- emotional states: anxiety, sadness, frustration or fear

Effective strategies

- distraction
- sensory adjustments
- emotional support
- communication

Imagine a world where everyone can experience the joy of travel, regardless of their abilities.

LEARN MORE ABOUT ADRINCLUSIVE

Facebook: @ADRINCLUSIVE
Twitter: @ADRINCLUSIVE
Website: www.italy-croatia.eu/web/adrinclusive/

QR code: [QR Code]

Together, we can make travel accessible for everyone!

5. Conclusion

The Raising Awareness Toolkit demonstrates the collective commitment of project partners to fostering inclusive tourism environments. By engaging diverse stakeholders and producing multilingual, accessible materials, the partnership contributes meaningfully to the European discourse on accessibility and innovation in tourism.

All materials produced will be used in the future promotional activities of the project.

