



**ATLAS "Adriatic Cultural Tourism Laboratories"
Interreg V-A 2014-2020
Italy – Croatia**

PP4 - CREATIVE APULIA CLUSTER ASSOCIATION

www.pugliacreativa.it

DISTRETTO PRODUTTIVO PUGLIA CREATIVA

More than **100 Apulian cultural and creative enterprises**

Performing arts: theatre, dance, music, festival

Cultural industries: cinema, media, audiovisual, gaming, software, publishing

Creative industries: design, Made in Italy, architecture, communication agencies

Heritage: visual arts, cultural hub, cultural heritage, entertainment places

Creative driven: social innovation, services, training

Public and private institutions, universities, research centers



Interreg
Italy - Croatia
ATLAS
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Tourism Laboratories

WORKSHOP
5 febbraio 2019 / h. 10.00 - 13.30

Officina degli Esordi - Bari

WE ARE CREATIVE IN PUGLIA
un network per il turismo festival, officine della creatività
e beni culturali per un'offerta turistica innovativa

European Regional Development Fund



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D.4.2.1 Training paths for cultural tourism



How to build "Creative Puglia" destinations?

Who is our target?



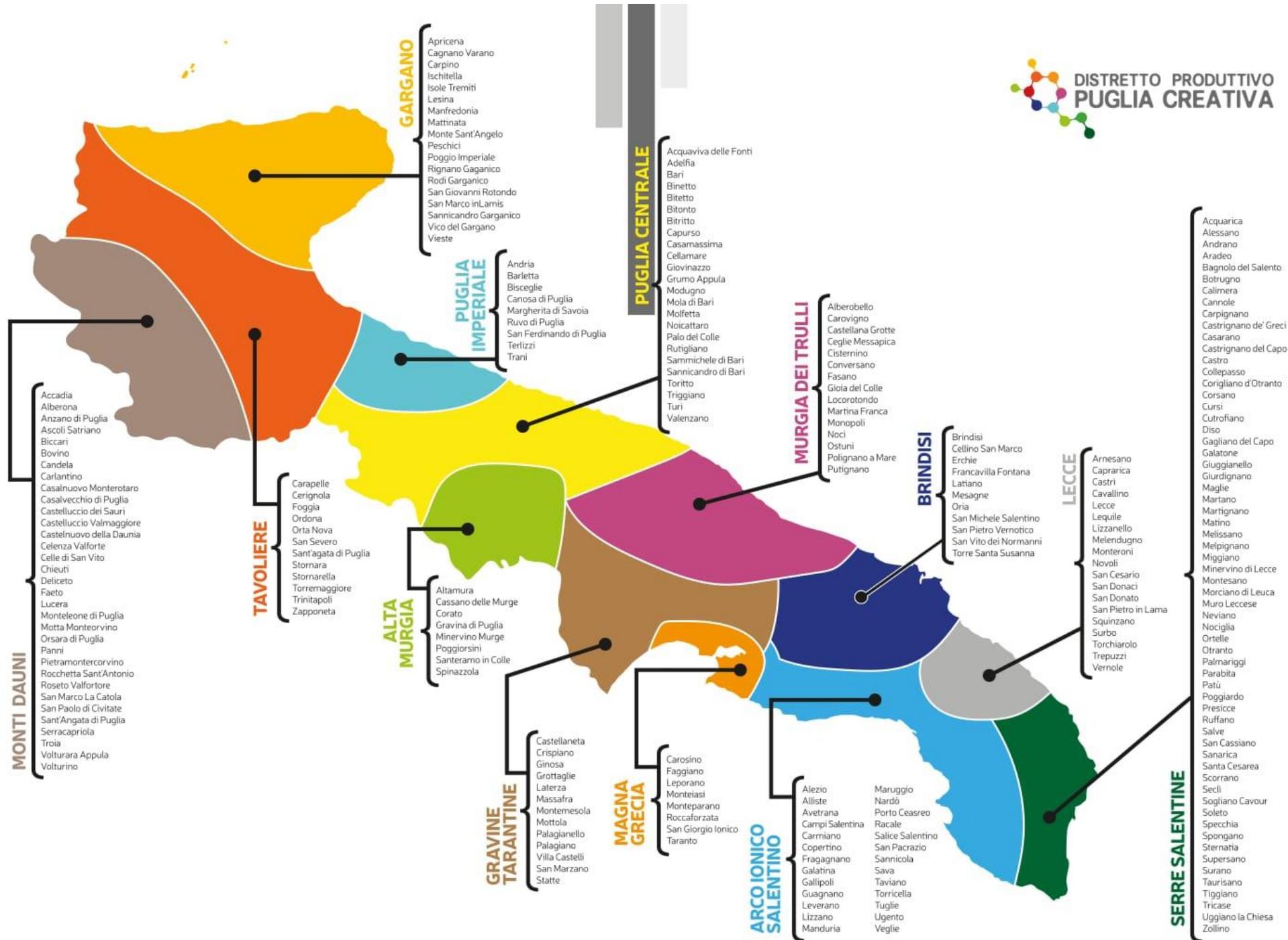
How do we promote our destinations and packages?



Are social and digital strategies necessary?



DISTRETTO PRODUTTIVO PUGLIA CREATIVA





PRESS #VISITPUGLIACREATIVA TOUR

5_7 AGOSTO 2019

SERRE SALENTINE

6_9 AGOSTO 2019

MURGIA DEI TRULLI

6_8 SETTEMBRE 2019

PUGLIA IMPERIALE

D.5.3.4 Tourism Experience Pilot Action





PRESS

#VISITPUGLIACREATIVA

TOUR





Come to our region!

#VISITPUGLIACREATIVA