TRANSNATIONAL COOPERATION PROJECT
“REDISCOVERY AND REVITALIZATION OF MEDITERRANEAN RURALITY”
The territory involved in the 2000 – 2006 programme

- 23 LAGs active in Campania, Sicilia, Greece
- 3 Managing Authorities (MA)
- 1 Rural Development Agency di Malta - observer
THE ACTIVITIES

Ruralità Mediterranea Marketing Plan

The analysis of the LAG territories has led to the classification and cataloguing of the main tourism and cultural resources and of the tourism services present in the territories in over 300 Italian municipalities, plus the Greek municipality.
RESULTS 1

- Creation and sharing of a graphic symbol identifying Ruralità Mediterranea

- Creation of tourism pathways and packages to be promoted with over 100,000 catalogues and guides

- Starting up an agreement with Touring Viaggi for promoting and marketing Ruralità Mediterranea
RESULTS 2

- Creation of a system of quality, registration of collective trademark and its first application on the territory involving over 300 companies

- Creation of Ruralità Mediterranea Portal to promote the values of the territory and establish a “Mediterranean” network
  www.ruralitamediterranea.com

- Designing a communication campaign (60 advertisements in magazines, 800 commercials on TV SAT thematic channels, constant visibility on the WEB)
Progetto di Cooperazione transnazionale finanziato con il contributo del Programma di iniziativa Comunitaria Leader+.
COMMUNICATION

- Designing communication plan
- Planning and publishing a tourist guide, commercial catalogues (also in English and French), exhibitors catalogue and stickers, etc.
- Opening a press office
- Advertising campaign
THE WEB

- Over 2000 pages
- 50 sections
- Over 18,000 hits in 4 months

Communication Campaign

- 60 advertisements in the main tourism and trade journals
- 900 commercials on satellite TV travel, tourism and nature channels plus banners on important web portals
To consolidate, reorganize and promote the rural tourism supply of the territories of the Sicilia, Campania, Calabria LAGs and some areas of Greece and Malta

WITH A NEW APPROACH

• with emphasis on quality commercial value
  • with immediate practical repercussions
  • aimed directly at the market

AND SPECIFIC PRIORITIES

• starting up new tourist flows
• improving product standards
Objectives in the next programme

MARKETING PLAN

• up-date action plan

• coordinate and check start-up of new actions
MARK AND DISCIPLINE

• start-up controls on quality of members

• encourage new members
WEB PORTAL

• *keep the Ruralità Mediterranea site updated*

• *provide a version in French, German and Spanish*

• *select and train personnel for online booking*
COMMUNICATION AND PROMOTION

- update communication plan
- check and update tourism contents of catalogues
- print new commercial catalogues for next year
- continue advertising campaign in winter /spring
  - press office
    - participate in trade fairs
- create promotional events during trade fairs
- renew commercial agreement with TCI in Italy
- resume training activity for the distribution

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NEW ACTIONS

- study, establishment and start-up of the Ruralità Mediterranea Tour Operator
- creation of relevant territorial structures
THANK YOU FOR YOUR ATTENTION