



**TRANSNATIONAL COOPERATION PROJECT
“REDISCOVERY AND REVITALIZATION OF
MEDITERRANEAN RURALITY”**



Progetto di Cooperazione transnazionale finanziato con il contributo del Programma di iniziativa Comunitaria Leader +.



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**



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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



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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)**





IL WEB

Versione Italiana

PORTAL TO THE REDISCOVERY AND VALORIZATION OF THE RURALITÀ MEDITERRANEA

HOME | RURALITÀ MEDITERRANEA | THE TERRITORIES | EVENTS | TYPICAL PRODUCTS | NEWSLETTER | CATALOGUES | PRIVATE AREA

TERRITORIES OF RURALITÀ MEDITERRANEA

TTERNO
The territory includes the mountainous areas of Forfore, Alto Tammaro and Terno, in the Benevento Province. It is a region of remarkable naturalistic interest, by the presence of woods and still intact, the karst phenomenon and highly attractive landscapes.
 > View territory
 > Discover all the territories of Ruralità Mediterranea

MAP OF THE TERRITORIES

Choose area of interest

TYPICAL PRODUCTS

Nero d'Avola Wine
"Nero d'Avola" is the expression of one particular grape, native of Sicilia. The varieties of Nero d'Avola cultivated in the eastern side of Sicilia, are characterized by a higher fi...
 > Read more

ITINERARIES

Path of Giustino Fortunato
Giustino Fortunato was the man of the southern sorrow, the voice of the south problems, incisive expression of the territory needs, painful and brave revelator of the southern situat...
 > Read more

YOUR IDEAL HOLIDAY

Select your preferences and click Search

1. WHERE TO GO
-- Choose --
2. WHAT TO DO
-- Choose --
3. WHAT DO YOU PREFER
-- Choose --

SEARCH

EVENTS CALENDAR

The events, holidays and opportunities in the Ruralità Mediterranea

Jun 17 Tuesday	Festa di San Calogero Santo Stefano Quisquina (Platani Quisquina) 17-18 June 2008	Link to website Events in this territory
Jun 20 Friday	Festa di Santa Febronia Palagonia (Kalat Est) 20-25 June 2008	Link to website Events in this territory

> Show all the next events

MULTIMEDIA

Lands of Demetra
 > Discover the territory
 > Show all multimedia contents

NEWSLETTER

Would you like to receive news about this website?
 > Subscribe to newsletter

JOIN THE QUALITY MARK

Are you a tour operator interested in the quality mark of Ruralità Mediterranea?
 > Discover the opportunities

RIDISCOVERY AND VALORIZATION OF THE RURALITÀ MEDITERRANEA

A Transnational Co-operation Project financed with the contribution of the Community Initiative Programme Leader Plus.
 > Entities involved in the project.

Home | Ruralità Mediterranea | The Territories | Events | Prodotti Tipici | Newsletter | Private Area
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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**



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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*



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The Project and its Objectives

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**



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Objectives in the next programme

MARKETING PLAN

- *up-date action plan*
- *coordinate and check start-up of new actions*



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MARK AND DISCIPLINE

- *start-up controls on quality of members*
- *encourage new members*



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WEB PORTAL

- *keep the Ruralità Mediterranea site updated*
- *provide a version in French, German and Spanish*
- *select and train personnel for online booking*



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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*



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THANK YOU FOR YOUR ATTENTION



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