



UNIONE EUROPEA



REGIONE PUGLIA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Blog tour for new media

*Hidden Treasures of Puglia. Immerse yourself in history across Brindisi and Salento”
From March 10 to March 14, 2025*



In Puglia, art and history are everywhere. A four-day journey of discovery filled with wonder, between castles and cathedrals.

Day 1

Arrival in Brindisi. Check-in at the hotel.

A little further south, we'll visit the **Oria Castle**. Now a National Monument, it is a stone edifice that has hosted princes, knights, and nobles over the centuries. The visit continues with a tour of the Jewish Quarter. The itinerary includes a walk through the Montalbano Park, the garden of the Celestine Fathers located near the Convent, where visitors can watch the Castle from the outside in a peaceful and tranquil setting.

Brief introduction and greetings from Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Gallipoli** and **Nardò**.

In Gallipoli, the pearl of the Ionian Sea, we discover the beauty of its historic center, with the Angevin Castle, charming churches, and elegant palaces. A must-see is the visit to the historic underground olive oil mill. We will continue along the Ionian coastline to reach Nardò, exploring its coastal areas filled with watchtowers, coves, and panoramic views. Before heading to the historic center, we'll stop at a fortified farmstead (masseria), where we'll sample local products and dance to the rhythm of the traditional *pizzica salentina*. Leaving the countryside, we'll visit the elegant baroque city, with its refined Piazza Salandra, the Aragonese Castle, and numerous churches, convents, and monasteries. Site inspection with operators. Dinner and overnight stay.

PugliaPromozione

www.agenziapugliapromozione.it

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Day 3

Tour of **Galatina, Corigliano d'Otranto, and Otranto.**

The journey continues towards Galatina, home to the Basilica of Santa Caterina d'Alessandria, a gem that holds amazing treasures. Afterwards, a mandatory stop to taste the *pasticciotto*, a typical pastry from Salento. We will then head to the Volante Castle in Corigliano d'Otranto, an ancient fortress in the heart of Grecia Salentina, where we'll enjoy a lesson in the ancient Griko dialect.

Next, we continue to Otranto, a magical land that blends the ancient charm of the historic center with deep devotion, the shimmering reflections of the sea with the vibrancy of nightlife. We'll visit the seaside village, the Cathedral which houses a mysterious mosaic floor, and finally, the Aragonese Castle, with a special exhibition. Overnight stay at a *masseria* (traditional farmstead).

Day 4

Tour of **Lecce, Locorotondo, and Martina Franca.**

Arrival in Lecce, the baroque city that is home to architects, stone carvers, and artists. Visit local workshops and artisan studios, including a masterclass, street food in the historic center.

Heading north, we stop in Locorotondo to explore its charming alleys and the "lungomare" (seaview from atop the city). Don't miss the Belvedere, where the panoramic view of the entire Itria Valley is truly breathtaking.

Visit to Martina Franca, known as "the Acropolis of Puglia." A guided tour of the "I Pàstini" winery, showcasing the picturesque vineyards with native grape varieties such as Minutolo, Verdeca, Bianco d'Alessano, Primitivo, and Susumaniello.

Dinner among the century-old olive groves.

Overnight stay in the historic center.

Day 5

One cannot leave Puglia without visiting **Brindisi**, the ancient crossroads of peoples and cultures, and its Castle, along with the Church of Santa Maria del Casale, a Romanesque-Gothic jewel located not far from Brindisi Airport. Departure.

Please note that breakfast will always be served at the hotels. For lunch, an aperitif in scenic locations is offered, according to the various stops on the tour. Dinner will always take place at a restaurant in the overnight location.

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Fam trip for trade

*“Art Wonders across Two Seas: Taranto, Brindisi and Valle d’Itria”
From March 31 to April 4, 2025*



Puglia is a treasure trove of history intertwined with the sea. A legacy to be discovered in 4 days, from the Adriatic to the Ionian seas. A unique opportunity to learn about the destination and its offerings, meet industry operators, and explore services and accommodations.

Day 1

Arrival in Bari or Brindisi. Transfer to **Taranto** or the surrounding area and check-in at the hotel. The journey begins with a discovery of Taranto's old town, visiting the MARTA (National Archaeological Museum) and the Aragonese Castle. Briefing with guides and tourism operators. Introduction and greetings from Pugliapromozione. Welcome dinner.

Day 2

Tour of **Taranto, Grottaglie, Ginosa, and Castellana.**

The day begins with an excursion on traditional *gozzi* boats to enjoy the view of Taranto, exploring the two seas and the small islands of San Pietro and Paolo. From here, the journey continues to Grottaglie to visit the ceramic district and its many workshops, with a focus on contemporary art and the graffiti that adorn the town. Experience in a ceramics workshop. Light lunch and meeting with operators.

Puglia is also known for its sartorial tradition. In Ginosa, don't miss the famous, historic tailor that makes suits for heads of state and royal families.

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We then head to Castellaneta, perched above a deep ravine. The charm of the past is still felt here in the more than one hundred *masserie* (traditional farmhouses) that dot the surrounding countryside. Site inspections at accommodations, exclusive locations, country houses, *masserie*, and agritourisms. Dinner and overnight stay.

Day 3

Tour of **Ostuni, Mesagne, and Brindisi.**

The day begins in Ostuni, the elegant "White Village," including a meeting with operators. Ostuni is famous for its charming old town, with whitewashed houses, panoramic views, and breathtaking vistas. A light lunch with wine tasting will be hosted at a charming *masseria* or winery.

Site inspections at accommodations.

The journey continues to Mesagne, a town located along the ancient Appian Way and a center of great cultural interest. Over the last years, Mesagne has been valorized thanks to the resilience of its citizens and local administration. The beautiful historic center is a must-see.

Visit to Brindisi, an ancient crossroads of peoples and cultures. We'll explore its historic center, rich in important monuments, before heading to its natural harbor, the Roman ruins, seaside fortresses, and medieval churches. Visit to the Francesco Ribezzo Provincial Archaeological Museum. Site inspections and meetings with operators. Gourmet dinner and overnight stay.

Day 4

Tour of **Fasano, Polignano a Mare, and Monopoli.**

The journey continues to Fasano, visiting the National Museum "Giuseppe Andreassi" and the Archaeological Park of Egnazia, the most extensive example of Roman and Late Antique cities in Puglia.

Next, we take a *twizy* (4-wheel electric vehicle) along the ancient Trajan Way to admire the stunning natural landscape. We'll reach a typical *masseria* (farmhouse) for a light lunch or cooking class with tastings. The day continues with the discovery of the Rupestrian Park of Lama d'Antico.

Site inspections between Fasano and Monopoli. We then head to Polignano a Mare to explore its seaside village, with site inspections, and meetings with local tourism and cultural operators.

Dinner in the village. Overnight at a *masseria*.

Day 4

Departure.

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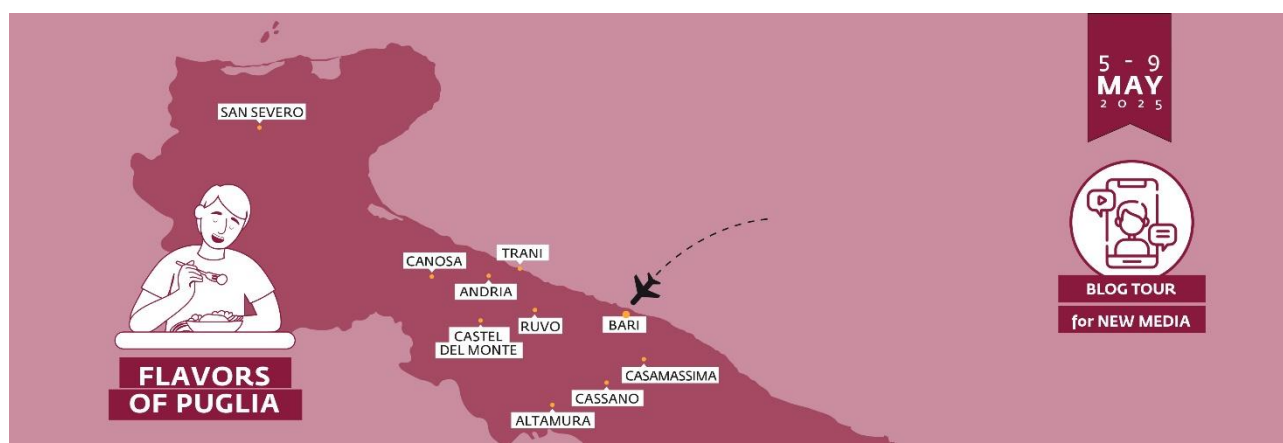


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Blog tour for new media

Between Identity and Tradition: The Flavors of Puglia
From May 5 to May 9, 2025



In Puglia, we celebrate life at the table! A 5-day tour to savor the excellence of Puglian cuisine.

Day 1

Arrival in Bari. Check-in at the hotel.

In the afternoon, departure for **Altamura** to visit the ancient Santa Caterina bakery and taste freshly baked bread. Explore the city's historic center.

Briefing and greetings with Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Castel del Monte, Andria, and Trani**.

Morning visit to Castel del Monte, the mysterious fortress built by Frederick II and a UNESCO World Heritage site. We'll explore the castle's interior while enjoying the breathtaking surrounding views.

Next, we get hands-on with a casaro (cheese maker) to uncover the secrets of Andria's famous burrata at a farm in the heart of the Alta Murgia National Park, followed by a tasting of typical cheeses and mozzarella.

The day continues with a visit to Trani, a city of great historical significance, known for its impressive Cathedral. The tour ends with a tasting of Trani's Moscato, a delightfully balanced sweet liqueur wine, paired with a typical Puglian dessert. Dinner at a masseria (farmhouse) and overnight stay.

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Day 3

Tour of **Canosa di Puglia, San Severo, and Ruvo di Puglia.**

Morning visit to Canosa di Puglia, one of the region's key archaeological centers, to explore its rich cultural and gastronomic heritage. We'll stop at a local pasta factory to learn about the famous strascinati made with grano arso (toasted wheat) from Canosa.

Next, we head to San Severo, one of Italy's top producers of award-winning DOC wines. Here, we'll enjoy a wine tasting at a historic winery, with a stroll through the vineyard, upon availability.

Continuing south, we stop in Ruvo di Puglia to explore its charming historic center and enjoy some artisanal gelato. The day ends with a unique dining experience of ethno-botanical cuisine, which highlights the collection and study of wild, uncontaminated vegetables from the Murgia region.

Overnight stay.

Day 4

Tour of **Cassano delle Murge/Altamura, Casamassima.**

After breakfast, we explore the Mercadante Forest and a local farm, tasting local cheeses and traditional products at a cheese bar inside the forest.

Next, we head to a typical masseria for an authentic farm experience.

The journey ends in Casamassima, known for the distinctive blue-colored buildings in its historic center. Here, we'll enjoy a tasting of high-quality local meats at one of the town's famous eateries.

Dinner and overnight stay.

Day 5

We reach **Bari**, where we'll explore the historic center and the famous Strada delle Orecchiette (Orecchiette Street), also known as the "Strada dell'Arco Basso," surrounded by the delightful aroma of simmering ragout.

Departure.

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POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Press tour

Puglia Coast to Coast. Nature Reserves, Beaches, Art & History Wonders
From May 10 to May 14, 2025



A tour across the natural riches of Puglia, through parks, nature reserves, and ancient olive trees.

Day 1

Arrival in Bari/Brindisi. Check-in at the hotel.

Transfer to **Ceglie Messapica/Cisternino**. The journey begins in Ceglie Messapica/Cisternino, in the heart of the Itria Valley. Hop on the e-bikes and ride along the Aqueduct Cycle Path, surrounded by trulli, dry stone walls, and fields of olive trees. A walk along the mule track with donkeys.

Briefing and greetings from Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Alberobello, Torre Guaceto, Carovigno**.

The journey starts with Alberobello, the expanse of white trulli, a UNESCO World Heritage Site. The heart of the town is characterized by ancient stone buildings, dry-stone dwellings coated in lime and topped with conical roofs. In the narrow streets of the old quarter, we will meet the master trullaro (trulli builder) and the master basket maker, two traditional crafts that have shaped the local artisan history.

From Alberobello, we head towards the sea to reach the Torre Guaceto State Nature Reserve.

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Surrounded by ancient olive groves, dunes, and wetlands, we explore the reserve by bike, until we reach the sea, where we'll find masks, fins, and snorkels waiting for us, for a dive into the pristine underwater world of the Marine Protected Area.

A brief stop in Carovigno for a tasting of Slow Food products.

Dinner and overnight.

Day 3

Tour of the **Bauxite Quarry** near **Otranto, Santa Maria di Leuca, Gallipoli**.

In the morning, we visit the Bauxite Quarry, with its striking lagoon, a magical and enchanting place perfect for admiration and photography. Continuing along the Adriatic coast, we explore hidden coves and scenic landscapes, surrounded by Mediterranean vegetation and crystal-clear blue waters.

Arriving in Santa Maria di Leuca, where the two seas meet, we embark on a delightful boat tour to discover the marine caves. We also visit the fascinating Basilica of Santa Maria de Finibus Terrae, the Lighthouse, and the tourist harbor.

In the afternoon, we transfer to Gallipoli and enjoy some relaxation at the Baia Verde beach.

Dinner and overnight.

Day 4

Tour of **Gallipoli, Punta Prosciutto, Torre Colimena, San Pietro in Bevagna, Taranto**.

The day begins with a coffee break in the historic center of Gallipoli, including a visit to the charming Purità Beach. Along the Ionian coast we'll admire the Punta Prosciutto beach and the bay of Torre Colimena, home to the ancient Salina dei Monaci, where we can watch the pink flamingos.

Next, we reach the Nature Reserve at the mouth of the Chidro River in San Pietro in Bevagna, where the clear, cold river waters meet the warm waters of the Ionian Sea. A light lunch is served along the way.

Along the Ionian coast, we head to Taranto for a dolphin-watching excursion.

Dinner and overnight.

Day 5

Departure.

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POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Press Tour/Fam trip for trade

*The Adriatic Coast among Crystal Clear Waters and Nature Wonders
From June 9 to June 13, 2025*



Four days to discover the hidden corners of Puglia's sea, with crystal-clear waters, fine sandy beaches, coves, and breathtaking cliffs. A unique opportunity to explore the Puglia destination and its offerings, meet industry operators, and learn about services and accommodation facilities.

Day 1

Arrival in **Bari**. In the early afternoon, depart for a discovery tour of **Giovinazzo**, an ancient seaside village enriched by Romanesque architecture and historic buildings. Enjoy an excursion by kayak or a boat trip (gozzo) to Bisceglie.

Transfer to the hotel.

Briefing and greetings from Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Margherita di Savoia, Vieste/Peschici**.

The journey begins in Margherita di Savoia, a small town located between the Adriatic coast and the salt crystal sea of the Saline, one of the largest salt pans in Europe. Take a walk through the wetland area, a Nature Reserve since 1977, where flamingos, herons, and falcons soar above the tamarisk trees and vast stretches of reeds, making the Saline a birdwatching paradise.

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Next, visit the thermal baths of Margherita, known for their waters rich in bromine and sodium.

Awarded multiple times with the prestigious Blue Flag, Margherita offers a stunning panoramic view of the Gargano promontory. After a coffee break by the sea, meet with operators from the local beach establishments. Enjoy a refreshing aperitif by the sea.

Afternoon visit to Vieste and its historic center at sunset, followed by a traditional dinner.

Overnight stay.

Day 3

From **Vieste** to the **Tremeti Islands**, and **Peschici**.

From Vieste, board a ferry to reach the Tremeti Islands, a true paradise for marine life, caves, and unspoiled landscapes. Don't miss the guided tour of the island, including visits to hotels and meetings with operators specializing in scuba diving. After a refreshing aperitif by the sea, head to Peschici for a visit to the ancient trabucco (traditional fishing hut) and enjoy dinner at sunset. Dinner and overnight in Peschici.

Day 4

Tour of **Rodi Garganico**, **Gargano National Park**, and the **Coastal Lakes of Varano and Lesina**.

The discovery continues with the small town of Rodi Garganico, its marina, and historic center. A bike tour takes you to the Oasi Agrumaria, a land area spanning about 1,000 hectares, the only citrus grove along the entire Adriatic coast. Here, you'll find the production of "Duretta del Gargano" oranges, "Bionda del Gargano" oranges, and "Femminello" lemons, all Slow Food Presidia, now also recognized as IGP (Protected Geographical Indication). In the afternoon, head to Gargano National Park, the largest in Italy, which is home to a rich biodiversity of flora and fauna, as well as the coastal lakes of Varano and Lesina.

The day concludes in Lesina with a tasting of dishes made from freshwater fish. Dinner and overnight.

Day 5

Tour of **Trani**.

The journey ends in Trani, a jewel of the Adriatic coast, with its stunning Cathedral by the sea, known as the Queen of Puglian Romanesque architecture. In this extraordinary seaside setting, meet with local operators and visit hotel facilities.

Departure.

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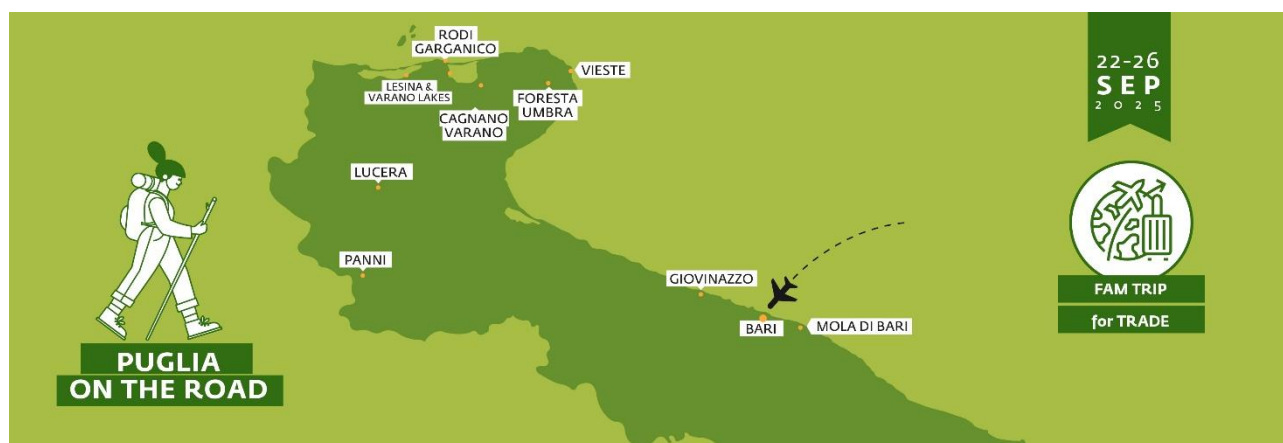
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POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Fam trip for trade

Puglia On the Road. Keyword: Adventure
From September 22 to September 26, 2025



Five days of excursions following the slow rhythms of nature, to regenerate body and spirit while enjoying breathtaking landscapes. A unique opportunity to discover Puglia and its offerings, meet industry operators, and explore services and hotels.

Day 1

Arrival in Bari. Transfer to the hotel.

Afternoon tour of **Mola di Bari**, with site inspections. Greetings from Pugliapromozione and briefing with operators.

Welcome dinner.

Day 2

Tour of the **Foresta Umbra** and **Vieste**.

The journey begins towards the Foresta Umbra to admire the ancient beech forest, a UNESCO World Heritage site. In the heart of the Gargano National Park, we'll meet with local operators who will guide you through the various trails. We'll continue with a Jeep or bike excursion to explore the centuries-old woods and the 10 km of torrent canyons.

In Vieste, where you will visit a beautiful town along a stretch of coastline rich in beaches, *trabucchi* (traditional fishing huts), and coastal towers. Site inspections are scheduled during this visit.

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Day 3

Tour of **Rodi Garganico, Lake Varano, and Cagnano Varano.**

The day starts with a boat tour from Vieste, guided by a skipper, to discover the coastal caves and the beaches that are inaccessible by land. After the boat tour, continue towards Rodi Garganico for a seaside aperitif, featuring local seafood products. Following this, meet with local operators to discuss water sports along the Gargano coast, before heading to the next destination: Lake Varano.

From there, embark on a hike along a trail that runs high along the southern shore of Lake Varano, leading to the Grotta di San Michele Arcangelo in Cagnano Varano, an ancient and evocative place of worship. The trail continues in a loop, passing an ancient sheep track surrounded by dry stone walls, offering breathtaking views of Lake Varano and the Tremiti Islands.

At the end of the excursion, we'll meet local operators.

Additional site inspections are scheduled.

Dinner and overnight.

Day 4

Tour of **Lucera and Panni.**

From Gargano, we'll head towards the Monti Dauni to reach Lucera, a town with a rich historical center. Here, meet with local operators to learn about the glamping opportunities in the surrounding forest. The adventure intensifies with the "Triathlon"—an adventurous course through the trees in the Lago Pescara Natural Area.

Enjoy a picnic in the woods for a quick lunch break, savoring traditional flavors, followed by site inspections.

The day continues with a unique experience in Panni. A thrilling paragliding session at sunset is planned upon availability and weather, or an adventurous afternoon with tree-top obstacle courses, a climbing tower, and archery.

Dinner and overnight.

Day 5

Breakfast and departure.

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PugliaPromozione

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UNIONE EUROPEA



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POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Fam trip for trade

Puglian Culinary Art. A travel in taste
From October 1 to October 5, 2025



A high-octane experience through the flavors and aromas of Puglia's culinary tradition. A unique opportunity to gain a deeper understanding of the destination and its offerings, meet industry operators, and discover services and accommodation facilities.

Day 1

Arrival in Bari or Brindisi.

Check-in at a hotel or masseria in **Manduria** or nearby areas. Wine tasting at a local winery. Briefing and greetings from Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Galatina, Leverano, Crispiano**.

The journey begins from Manduria with a visit to a vineyard and the Primitivo Wine Museum. Meet with local operators to learn about the area's wine heritage.

Afterwards, a tour of the charming town of Galatina, the capital of "pasticciotto," where we'll taste this traditional sweet from the town's master pastry chef, surrounded by monuments of great historical significance.

Next, head towards Leverano, in the heart of Salento, to visit a local craft brewery, followed by a light lunch in the surrounding area.

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Our final stop is in Crispiano, known as the city of 100 masserie, located at the foot of the Murgia and just a short distance from the Valle d'Itria. Enjoy a site inspection of local accommodation facilities.

Dinner at a masseria or among the vineyards. Overnight.

Day 3

Tour of **Laterza, Martina Franca, Alberobello.**

The day starts in Laterza, known for its durum wheat bread, where we'll explore the city's oldest ovens. Enjoy a masterclass followed by a tasting of extra virgin olive oil.

Next, head to the heart of the Valle d'Itria, arriving in Martina Franca, famous for its "carne al fornello" (traditional charcoaled meat) and capocollo. Visit a local artisan salumeria for a tour and tasting, followed by site inspections and a meeting with operators.

The journey ends in Alberobello, the enchanting town of trulli. Take a stroll through the town to admire and visit these fairy-tale stone dwellings, with a tasting of local liqueurs in a traditional trullo.

Dinner and overnight.

Day 4

Tour of **Ceglie Messapica, Monopoli, Conversano, or Polignano a Mare.**

The day begins with a journey through the trulli, caves, and dry stone walls of the Valle d'Itria, reaching Ceglie Messapica, a beautiful town known for its typical whitewashed architecture. Stop at a masseria for a "Mozzarella Show" and the production of local cheeses, followed by a site inspection of the dairy farm and an outdoor tasting of products, surrounded by the scents of the Mediterranean scrub. Site inspections and meetings with local operators follow.

Next, with the sea breeze guiding us, we arrive in Monopoli, a charming fishing town. Explore the old center, enjoy site inspections, and take part in an aperitif lesson.

The journey ends in the elegant town of Conversano, where you'll have a tasting of specialty coffee, followed by further site inspections.

Gourmet dinner.

Day 5

Breakfast and departure.

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POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Fam trip for trade

Walking Down the Aisle in Puglia
From November 21 to November 27, 2025



Puglia is an amazing place to seal a vow of love amidst Mediterranean beauty: reception venues, historic masserie, trulli, beaches, luscious mansions, charming villages, Romanesque churches and castles: fairytale settings where local craftsmen and regional excellence make every wedding unique. A seven-day tour to better discover the destination and its offerings, meet industry operators, and explore locations, services, and accommodation facilities.

Day 1

Arrival in **Bari**. Check-in at the hotel.

The journey begins in Bari, a cosmopolitan city famous worldwide for Saint Nicholas, the city's patron saint. Explore the charming streets of the old town, discovering courtyards, historic buildings, and stunning architecture,

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including the Basilica of Saint Nicholas, the Cathedral of Saint Sabino, the Norman-Swabian Castle, and the Fortino—an elegant venue often chosen for civil wedding ceremonies.

Briefing and greetings from Pugliapromozione.

Site inspection followed by a gala dinner at a wedding venue, with live music and a showcase of the Puglian wedding industry's products.

Day 2

Tour of Terlizzi, Andria, Pietramontecorvino.

The journey continues to Terlizzi, home to one of Italy's largest public flower markets, the Mercato dei Fiori, where around 200 producers and distributors bring the market to life at the break of dawn. This is a perfect stop for those interested in floral decorations for weddings.

Next, we'll head to Andria and its historic Museo del Confetto, the sweetest museum in Italy, and the long-standing headquarters of the Premiata Fabbrica Mucci Giovanni, known for its confetti production. Confetti are almond bon-bons, a traditional gift given to all weddings' attendees, symbolizing good wishes for marriage.

Light lunch at a wedding venue, followed by a meeting with local operators.

In the afternoon, venture into the Monti Dauni to visit the medieval town of Pietramontecorvino, recognized as one of Italy's most beautiful villages. The ancient town takes visitors back in time, with its narrow streets and historical charm. A cooking class will be held, followed by a nature walk with a tasting of local craft beer.

Dinner in the medieval village or at the city's Castle.

Day 3

Tour of Vieste and Trani.

We reach Vieste, a charming seaside town on the Gargano coast, a unique location to celebrate one of life's most important days. Visit symbolic wedding venues, such as the Biblioteca Comunale (Municipal Library), the adjacent Anfiteatro Adriatico, the cloister of the former Convento dei Frati Cappuccini, next to the Church of Santissimo Sacramento, Piazza Marina Piccola, the Giardinetti del Pizzomunno, Torre di San Felice, the iconic trabucchi (traditional fishing huts), and many picturesque spots along the coast.

Site inspections of reception halls and beach wedding venues. Also, we'll visit local accommodation facilities.

Light lunch and meeting with prime wedding industry operators, including wedding planners, hairstylists, and photographers.

Next, follow the breeze of the sea to Trani, known for its striking and monumental Cathedral on the Sea. Conduct site inspections of reception halls and attend a showcase of wedding industry products, with meetings with sector operators.

Dinner and overnight.

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Day 4

Tour of Polignano a Mare, Monopoli, Alberobello.

Start with a visit to Polignano a Mare, a breathtaking cliffside village, and the Pino Pascali Museum, the only museum in Puglia dedicated to contemporary art. This venue is also a unique location for civil weddings.

Enjoy a light lunch, followed by a site inspection of local accommodations and beach venues suitable for civil ceremonies, between Polignano and Monopoli.

Explore the charming streets of Monopoli, with its baroque churches, whitewashed alleys, the Castello (castle), and stunning beaches—ideal settings for civil weddings.

Conduct further site inspections of wedding venues and attend a showcase of wedding industry products from local suppliers, while meeting with professionals in the wedding sector.

In the afternoon, travel to Alberobello, the fairytale-like town famous for its UNESCO-listed trulli. It is also an enchanting place to host a civil wedding.

Dinner in the village, with traditional attire, and a showcase of wedding industry products.

Overnight in a masseria.

Day 5

Tour of Ostuni, Lecce, Scorrano.

Begin the day in Ostuni, the "White City," a favorite destination for engaged couples. The whitewashed buildings, Gothic and Baroque churches, and the romantic, authentic atmosphere make Ostuni the perfect location for both civil and religious weddings year-round.

Visit the Museo delle Luminarie di Scorrano to explore the tradition of luminarie—the elaborate light displays that brighten festivals and create stunning patterns of roses, flowers, and Greek designs. These handcrafted wooden lace and unique light displays are a symbol of Puglia's excellence worldwide.

Enjoy a tasting at a wedding venue, attend a showcase of wedding industry products, and meet with operators in the wedding sector.

In the afternoon, travel to Lecce, known as the "Florence of the South" and the cradle of Baroque art. Visit the Chiostro dei Domenicani (Domenican Cloister), a prime venue for civil weddings, and admire its noble palaces and intricately carved stone churches.

Don't miss the experience of the panoramic elevator at the Campanile del Duomo di Lecce (Lecce Cathedral Bell Tower), a unique location offering breathtaking views and a perfect spot to capture unforgettable wedding photos.

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Day 6

Breakfast. Tour of **Taranto, Grottaglie, Martina Franca**.

Begin the day by arriving in Taranto, an ancient marvel nestled between two seas, historically a crossroads of ancient peoples and a treasure trove of art. This stunning city offers beautiful locations for both religious and civil weddings.

Visit a premium wedding venue for civil ceremonies, followed by a lunch and a meeting with wedding industry operators.

In the afternoon, head to Grottaglie, famous for its pottery tradition. Visit the Museo della Ceramica (Museum of Ceramics) and enjoy a showcase of artisanal products, which are often chosen as wedding favors. Participate in a ceramic workshop experience, where you can see the artisans at work and even try your hand at pottery.

The journey continues with a visit to Martina Franca, renowned for its beautiful historical center and the majestic Palazzo Ducale (Ducal Palace), a popular venue for events and civil weddings.

In the evening, enjoy a wedding-themed dinner at a wedding venue, complete with a showcase fashion parade featuring wedding dresses and other related products.

Overnight at the wedding venue.

Day 7

Departure.

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