

EDUCATIONAL TOURS 2025

Basic Guidelines





WHO CAN ATTEND THE EDUCATIONAL TOURS?


Eligible participants are:


- Operators interested in marketing Puglia as a tourism destination
- Travel media professionals and companies interested in Puglia as a year-round destination for tourism, events, incentive travels, conferences, meetings, exhibitions and weddings

Requests for participation will be evaluated by Pugliapromozione, giving priority to:


- Individuals/companies planning to do business in Puglia
- Growing market segments
- Operators who have Puglia in their offer
- Travel media professionals who never attended our Educational

REGIONE PUGLIA > TOURISM AND CULTURE > B2BPUGLIA

 UNIONE EUROPEA

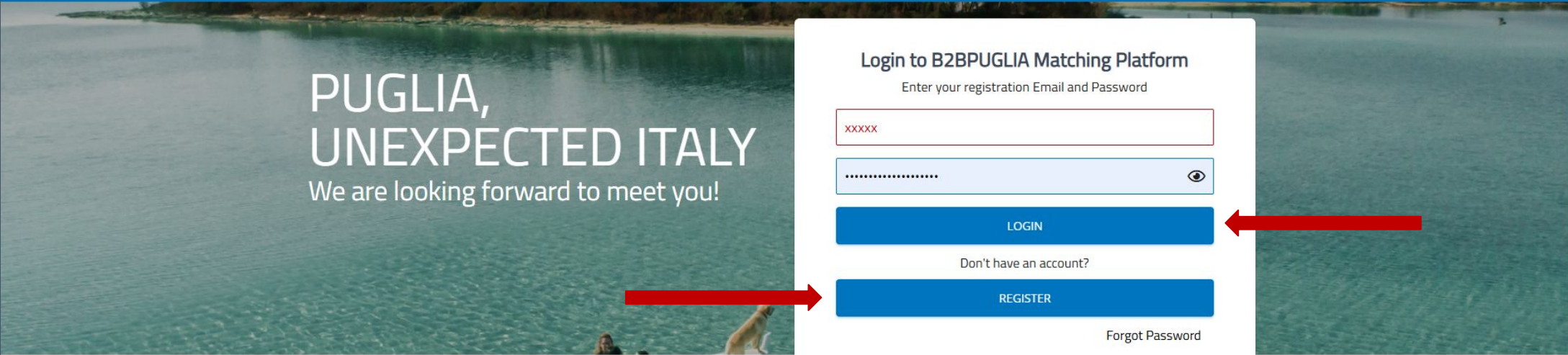






B2BPUGLIA

MATCHING PLATFORM | Buyers and travel media professionals discover Puglia



PUGLIA, UNEXPECTED ITALY

We are looking forward to meet you!

Login to B2BPUGLIA Matching Platform

Enter your registration Email and Password

LOGIN

Don't have an account?

REGISTER

Forgot Password

WELCOME TO B2BPUGLIA MATCHING PLATFORM

B2BPUGLIA Matching Platform is the [Puglia Region](#) digital system tailored to suit buyers and travel media professionals willing to discover the wonders and economic potenti the **destination Puglia**. Our online platform also allows Puglian sellers and suppliers to promote their tourism & cultural products, pitching their offers and services to a qualified choice of buyers and media professionals from major European and international markets. It's an advanced profiling system based on diverse, concrete and shared interests, delivering an optimized supply & demand matching, and helping plan effective B2B opportunities. Buyers and media professionals have a unique chance to meet suppliers and sellers by creating or modifying their own agenda, participating to events or dedicated fairs organized by [Pugliapromozione](#).

WHAT OPPORTUNITIES DO WE OFFER YOU?

B2B Puglia Matching Platform

Registration 1/4

← → ↻ buypuglia365.ect.regione.puglia.it/registrazione

REGIONE PUGLIA > TOURISM AND CULTURE > B2BPUGLIA

Tourists & operators resources

B2BPUGLIA

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UNIONE EUROPEA PUGLIA FESR-FSE 2014/2020

Welcome to B2BPUGLIA MATCHING PLATFORM

Fill in the registration form to discover Puglia highlights and meet top local tourism suppliers

[Already registered?](#)

User

First Name *

Insert

Phone Number *

Insert

REGIONE PUGLIA

Only for operators who NEVER registered, otherwise the system will return an ERROR message.

Forgotten passwords can be retrieved via mail.

buypuglia365.dev.ect.regione.puglia.it/forgotpassword

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Tourists & operators resources

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Forgot password?

Enter your registration email. We will help you to create a new password

Enter e-mail

Send

REGIONE PUGLIA

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Tourists & operators resources

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Already registered?

User	Company	Privacy	Account
------	---------	---------	---------

Company Name *

Insert

Country *

Select

Phone Number *

Insert

Website

Insert

City *

Insert

Fiscal Code/VAT Number

Insert

Company E-mail *

Insert

Corporate role

Insert

Previous

Reset

Next

Welcome to B2B Puglia Matching Platform

Fill in the registration form to discover Puglia highlights and meet top local tourism suppliers

Already registered?

User

Company

Privacy

Account

I have read the disclaimer on personal data processing pursuant to articles 13-14 of the EU GDPR 2016/679 and hereby accept the Terms of Use.
[Terms of use](#) - [Link to the full text disclaimer](#)

I hereby GIVE CONSENT, also on a free of charge basis, and pursuant to art. 10 and 320 of the Italian Civil Code and articles 96 and 97 of Italian Law 22.4.1941, n. 633 (Copyright Law), to the publication and/or dissemination in any format of my texts and images as they are freely and willingly entered into the PUGLIA Digital Management System. I also give consent to the storage of photos in the Pugliapromozione archives and I acknowledge that the object of these contents merely bear an informative, institutional and promotional purpose. Moreover, I HEREBY DECLARE to have free access to consents of people possibly portrayed in the photos/videos herein, and to have provided them with appropriate information and disclaimers (pursuant to articles 13-14 of EU Reg. 2016/679), as well as to indemnify and hold harmless the Puglia Region and the Regional Tourism Agency - Pugliapromozione without prejudice to disputes filed by third parties as a result of any omission in the fulfillment of data protection obligations.

Previous

Fill in the registration form to discover Puglia highlights and meet top local tourism suppliers

Already registered?

User

Company

Privacy

Account

Username *

hgikileo@gmail.com

Password *

Confirm Password *

This field is required.

Previous

Register


b2b.ect.regione.puglia.it/home

REGIONE PUGLIA > TOURISM AND CULTURE > B2BPUGLIA


Tourists & operators resources

B2BPUGLIA


MATCHING PLATFORM | Buyers and travel media professionals discover Puglia



UNIONE EUROPEA




PUGLIA



MA XXXX

Logout

B2BPuglia Matching Platform



Welcome XXXX

By joining B2BPuglia Matching Platform, you can:


- ✓ Meet and communicate with the Puglian local tourism sellers
- ✓ Add and manage your companies
- ✓ Take part to Puglia B2B events

Your companies



+ Add company

Access your personal or your company’s private area to get B2B Puglia Matching Platform services.

Enter your company's private area to access BuyPuglia Matching Platform services.



Attention! You need to complete the information about your company.



WWWLA PUGLIA

Click here!


Attention! You need to complete the information about yourself or your company.


B2BPUGLIA


MATCHING PLATFORM | Buyers and travel media professionals discover Puglia


< PERSONAL AREA


BUYER DI PROVA




 Upload profile photo

 Save

 Zoom out

 Zoom in

 Remove

My company

Name: Buyer di prova

Country: Italy

City: BARI

Phone Number: 3473637455

Mail: m.amatruda@pcsoftware.it


Edit profile

B2BPuglia Match




Matching

Upload your company profile or info sheet/catalog (max 5 mb in pdf format).

 Attach file

No file selected

 Upload

Company description

Please provide your company's description to help locate your company

Describe your company*

Insert a text (1000 characters max).

User profile

Corporate role*

MAXIMIZE YOUR BUSINESS OPPORTUNITIES

Fill in the information sheet to be contacted by companies matching your business best.

Question 1 of 6

You are:

Tick one or all six choices

☐ Tour operator

☐ Travel agency

☐ Online Travel Agency

☐ Travel Media Professional

☐ MICE operator

☐ Wedding planner

MAXIMIZE YOUR BUSINESS OPPORTUNITIES

Fill in the information sheet to be contacted by companies matching your business best.

You are:

Tick one or all six choices

- ☐ Tour operator
- ☐ Travel agency
- ☐ Online Travel Agency
- ☐ Travel Media Professional
- ☐ MICE operator
- ☐ Wedding planner

Question 4 of 6

Tick the tourism product label that fits you most:

Please choose at least one tourism product, or all. Subcategory choice is not mandatory.

- ☐ Art & culture
- ☐ Nature, sports & wellbeing
- ☒ Food & wine, etc.
- ☐ Traditions & spirituality
- ☐ Sea
- ☐ MICE & wedding
- ☐ Entertainment

Food & Wine

- ☒ Wine
- ☐ Bakery products

Question 5 of 7

Which kind of tourism and culture operators are you interested in:

- ☒ Accommodation
- ☒ Tourism services, experiences, tour guides & transportation
- ☐ Tour Operators, Travel Agents and DMC

MAXIMIZE YOUR BUSINESS OPPORTUNITIES

Fill in the information sheet to be contacted by companies matching your business best.

Question 6 of 7

Your clients' preferred type of accommodation:

If you previously ticked Accommodation, please specify one or all categories:

- ☐ 5-star hotel
- ☐ 4/3-star hotel
- ☐ Guest house/apartment
- ☐ Farmhouse/agritourism
- ☐ Bed & breakfast
- ☐ Camping
- ☐ Meeting & event hotel
- ☐ Historic hotel
- ☐ Masseria & trullo (traditional rural accommodation)
- ☐ Holiday resort/village
- ☐ Spa & wellness hotel

MAXIMIZE YOUR BUSINESS OPPORTUNITIES

Fill in the information sheet to be contacted by companies matching your business best.

Question 7 of 7

More details on your clients needs & wants (one to max 6 choices):

- ☐ Accessible
- ☐ Backpacker
- ☐ Families
- ☐ LGBT
- ☐ Seniors
- ☐ Shopping lovers
- ☐ Pet friendly
- ☐ Solo women travelers
- ☐ Young travelers
- ☐ Students
- ☐ Singles
- ☐ Groups
- ☐ Couples

Previous

Back

Save

Previous

Next

Maximize your business and knowledge opportunities!

Click **Save** on question 7

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XXXX

Logout

B2BPuglia Matching Platform



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- ✓ Add and manage your companies
- ✓ Take part to Puglia B2B events

Your companies

[+ Add company](#)

Enter your company's private area to access B2BPuglia Matching Platform services.



This is your personal or your company's private area to access our digital services.

Discover PUGLIA, unexpected Italy

REGIONE PUGLIA > TOURISM AND CULTURE > B2BPUGLIA

Tourists & operators resources

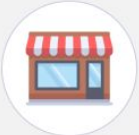
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< PERSONAL AREA

MA Massimo Amatruda Logout

BUYER DI PROVA 2



- Upload profile photo
- Save
- Zoom out
- Zoom in
- Remove

My company

Name: Buyer di Prova 2

Country: Italy

City: BARI


Phone Number: 3473637455

Mail: m.amatruda@aret.regione.puglia.it


Edit profile

My activities


B2BPuglia Matching Platform: digital services




Matching



Search seller



Instant messaging



Events & Educational Tours

Matching: check your suitability with all Puglian operators, every day.

Search seller, Instant messaging: search, meet and communicate with Puglian local tourism sellers.

Events & Educational Tours: click here to find the **2025 Educational Tours event**.

Choose your preferred Educational Tour:

Events & Educational Tours

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[BACK TO BUYER DI PROVA 2](#)

MA Massimo Amatruda
Logout

Events

Find the most relevant events for your company

LEGEND: info participation

● Participation approved
 ● Participation in pending
 ● Participation denied

My events

No element found

Scheduled events

13/01/2025
BUYPUGLIA - THE NEW YORK TIMES BUILDING
8th Avenue - Manhattan 620 - NEW...

10/03/2025 - 14/03/2025
BLOG TOUR FOR NEW MEDIA: THE HIDDEN TREASURES OF PUGLIA. IMMERSE YOURSELF I...

31/03/2025 - 04/04/2025
FAM TRIP FOR TRADE - ART WONDERS ACROSS TWO SEAS: TARANTO, BRINDISI AND VAL...

Expressions of interest to be delivered by: January 31, 2025.

1. Blog tour for new media **“Hidden Treasures of Puglia. Immerse yourself in history across Brindisi and Salento”** From March 10 to March 14, 2025.

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

Expressions of interest to be delivered by: March 31, 2025

3. Blog tour for New Media: **“Between Identity and Tradition: The Flavors of Puglia”**. From May 5 to May 9, 2025.

4. Press tour **“Puglia Coast to Coast. Nature Reserves, Beaches, Art & History Wonders”**. From May 10 to May 14, 2025.

5. Press Tour/Fam trip for trade **“The Adriatic Coast among Crystal Clear Waters and Nature Wonders”**. From June 9 to June 13, 2025.

Expressions of interest to be delivered by: June 30, 2025.

6. Fam trip for trade **“Puglia On the Road. Keyword: Adventure”**. From September 22 to September 26, 2025.

7. Fam trip for trade **“Puglian Culinary Art. A travel in taste”**. From October 1 to October 5, 2025.

8. Fam trip for trade **“Walking Down the Aisle in Puglia”**. From November 21 to November 27, 2025.

B2B Puglia Matching Platform

Educational Tours 2025

31/03>04
APR
2025

05-09
MAG
2025

10-14
MAG
2025

22-26
SET
2025

01-05
OTT
2025

09-13
GIU
2025

21-27
NOV
2025

**MERAVIGLIE
TRA I DUE MARI**

**LA PUGLIA
DEL GUSTO**

**TESORI NASCOSTI
DI PUGLIA**

**LA COSTA
ADRIATICA**

**SPOSARSI
IN PUGLIA**

**FAM TRIP
for TRADE**

**FAM TRIP
for TRADE**

Choose your preferred tour, multiple preferences are allowed but only one tour per proposal may be approved.

PUGLIA DMS

PUGLIA DMS

PUGLIA DMS

PUGLIA DMS

Participation

10/03/2025 - 14/03/2025

Aeroporto del Salento - Contrada Baroncino,
Brindisi BR 1 - BRINDISI (BR)

Buyer: 0

Seller: 0

Pugliapromozione launches the 2025 Educational Tours program, organizing fam trips, press and blog tours based on a calendar of activities aimed at promoting Puglia as a year-round destination for tourism, events, incentive travels, conferences, meetings, exhibitions and weddings. There are 4 categories of professionals who can...

Accreditation is open from 10/12/2024 to 31/01/2025

Documents

Avviso Pubblico_Call Educational Tour 2024-2025.pdf

EDUCATIONAL TOURS PUBLIC CALL FOR TENDERS 2024-...

1 tour - ARTE E CULTURA (Blog tour for new media) Ã Ã Ã ...

Tour 1 ART and CULTURE -Blog tour for new media - Hidd...

LEGEND: Info participation

Participation approved

Participation in pending

Participation denied

I undertake, in case of application approval and actual participation, to:

Please, provide a description of outputs to be delivered after the tour

Back to Events

Participate

Outputs: provide a description of what will be issued and delivered during or after the tour, i.e. stories, articles, commercial initiatives, etc.

NOTE: this information is essential as it will be evaluated by the appointed commission, in charge of assessing eligibility pursuant to art. 7.2 sub. B of the Call.

Click to apply!

PUGLIA DMS PUGLIA DMS PUGLIA DMS PUGLIA DMS

Once your application is approved, you'll get more specific info on the **Educational Tours 2025 event** and our Matching Platform.

COMPANIES

GUEST

MEETINGS

AGENDA

Show

10

entries

Search:

Action	First Name	Last Name	Type
No data available in table			

Showing 0 to 0 of 0 entries

<>

Back to Events

PUGLIA DMS

DIGITAL MANAGEMENT SYSTEM | Turismo e cultura in Puglia



Company's details: Seller XHJ

Info Company



CONTACT PERSON
COMPANY NAME
MATCHING

Seller XHJ



Chat with seller

Shared results are highlighted in green, as chosen in the Promotion & Qualification fields.

Fiscal code: dddddddddddddd
City: BARI
Country: Afghanistan
Role: analista
Description: fffff

Phone number: 3333333333
Company mail: buyer9@test.com
Website: www.test.com

Matching Engine

New message

To: buyer9

Your message

Start a new message...

Attachments

It's possible to upload .jpeg, .jpg and .pdf files not exceeding 10MB.

Attach file No file selected

Cancel Send

Your online work is almost done: you'll get a notice regarding your expression of interest, your tour details, and further info on your matching features with sellers.

Get ready to explore Puglia!



Grazie!

Do not hesitate to contact us for any information, looking forward to meeting you in Puglia!

THE EDUCATIONAL TOURS OFFICE

educational@aret.regione.puglia.it

For technical assistance: supporto.tecnico@aret.regione.puglia.it