**Puglia Educational Tour: A Gateway to the World for Press, Blogs, Fam Trips, and Buyers**

**Date:** December 10, 2024

From December 10, applications are open for the **Educational Tours in Puglia**, designed to increase the visibility of the destination and enhance experiential tourism services. These tours feature itineraries tailored to allow professionals to explore the region's unique attractions and products firsthand, fostering promotion and commercialization of Puglia's tourism offerings for 2024/2025.

**Who Can Apply?**

The **Educational Tour Public Notice** is open to:

1. **Travel Media Professionals**: Journalists, freelancers, bloggers, influencers, photographers, and social communities.
2. **Tour Operators**.
3. **Travel Agencies**.
4. **MICE & Wedding Operators**: Event planners specializing in business events and destination weddings.

**Eligibility Criteria:**

* Applicants must have proven experience in their respective fields and demonstrate a strong interest in promoting Puglia.
* Participants must not be Puglia residents or have attended similar tours hosted by Puglia’s tourism bodies within 2023–2024.

**Tour Highlights and Application Deadlines**

* **Blog Tour for New Media**: *Hidden Treasures of Puglia* (March 10–14, 2025)  
  Deadline: January 31, 2025.
* **Fam Trip for Trade**: *Art Wonders Between Two Seas* (March 31–April 4, 2025)  
  Deadline: January 31, 2025.
* **Blog Tour for New Media**: *Puglia Through Identity and Tradition* (May 5–9, 2025)  
  Deadline: March 31, 2025.
* **Press Tour**: *Puglia Coast to Coast* (May 10–14, 2025)  
  Deadline: March 31, 2025.
* **Press Tour/Fam Trip for Trade**: *Adriatic Coast Highlights* (June 9–13, 2025)  
  Deadline: March 31, 2025.
* **Fam Trip for Trade**: *Puglia On the Road* (September 22–26, 2025)  
  Deadline: June 30, 2025.
* **Fam Trip for Trade**: *The Culinary Art of Puglia* (October 1–5, 2025)  
  Deadline: June 30, 2025.
* **Fam Trip for Trade**: *Getting Married in Puglia* (November 21–27, 2025)  
  Deadline: June 30, 2025.

**Application Process**

Applications must be submitted online via the **Puglia Matching Platform**:

* **Buyers:** [www.dms.puglia.it/buyer](http://www.dms.puglia.it/buyer)
* **Sellers (local operators):** [www.dms.puglia.it](http://www.dms.puglia.it)

For detailed guidelines, visit the provided platform or request support via email at **supporto.tecnico@aret.regione.puglia.it**.

**Tour Locations**

From exploring Brindisi’s historical gems to tasting Bari's culinary delights, each tour provides a unique, immersive journey across Puglia’s renowned and hidden attractions, including its coastal beauty, historic villages, and authentic gastronomy.

**Key Statements from Officials**

* **Gianfranco Lopane**, Regional Tourism Councilor:  
  *"Educational Tours are a strategic marketing tool aimed at strengthening Puglia's competitive brand positioning while fostering synergies between local businesses and tourism professionals. These tours target both consolidated and emerging markets, leveraging the authentic experiences of journalists, bloggers, and operators to narrate Puglia's rich cultural, gastronomic, and natural heritage."*
* **Aldo Patruno**, Director of Regional Tourism and Cultural Economy:  
  *"This initiative aligns with Phase 2 of Puglia's tourism strategy: diversifying the product, extending the season spatially and temporally, and driving internationalization. It complements traditional and innovative promotional measures to reinforce Puglia as a top-tier cultural-tourism destination."*
* **Luca Scandale**, General Director of Pugliapromozione:  
  *"The program offers media and operators the chance to experience Puglia firsthand, building narratives around its culture, cuisine, and landscapes. These tours are an extension of A.Re.T.’s global PR efforts through trade fairs and workshops."*
* **Mariapia Moggia**, Head of Educational, Pugliapromozione:  
  *"The tours provide international market insights, showcasing Puglia’s attractions and enabling its effective promotion and commercialization abroad."*

**Press Kit**

For more details, download the press kit here: [Press Kit Link](https://tinyurl.com/mr49a6pp).