



ERDF-ESF Regional Operational Programme 2014 - 2020 "Cultural, natural and tourism attractions" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations

Project code: B59D20001730009

"Promotion of the Puglia destination 2020-2021-2022"

## Press Tour

### "The Puglian Seas, Nature Reserves & Trulli. Puglia en plein air"

From Friday 9 to Tuesday 13 June 2023

An outdoor tour across the enchanting Puglian landscape, among sea caves, nature reserves and parks, Mediterranean scrub and century-old olive trees.

#### Day 1

Arrival in Bari/Brindisi. Hotel accommodation.

Transfer to Locorotondo/ Martina Franca

The journey starts from **Locorotondo/Martina Franca**, in the heart of the Itria Valley. We will jump on our bike and follow the Ciclovía dell'Acquedotto, among trulli, dry stone walls and the scent of the Mediterranean maquis. /Walk along the mule track with the donkeys of Martina Franca.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2

Breakfast. Transfer to Alberobello, Torre Guaceto, Carovigno, Oasi delle Cesine, Acaya

We start towards **Alberobello**, the expanse of trulli, the famous UNESCO World Heritage Site. The heart of the village is characterized by these ancient houses built with dry stones, whitewashed with quicklime and sporting cone-shaped roofs. Among the streets of the district, we'll meet the *mastro trullaro* or trulli-mason, and other masters of ancient crafts who marked the history of local artisanship.

From Alberobello we turn towards the sea to reach the **Torre Guaceto State Nature Reserve**.

Among ancient olive groves, dunes and marshes, we will visit the Reserve on two wheels to the sea. Where we will dive into the blue of the Mediterranean Sea with mask, fins and snorkel, to enjoy the unspoiled nature of the seabed of the Marine Protected Area. Short break with a tasting of slow food products in **Carovigno**. We will continue towards the WWF Nature Reserve and Oasis of Cesine for a walk in the reserve where we can admire the rare spontaneous orchids and the flight of herons and mallards, until we reach the enchanting Ultima Spiaggia and yoga session by the sea.

The day ends at sunset with a visit to the village of **Acaya**, surrounded by mighty walls and a large moat.

Considered one of the best examples of Renaissance defensive architecture of Terra d'Otranto, the Acaya Castle watches over the small village guarding centuries of history.

Dinner and overnight.

#### Day 3

Breakfast. Heading to Santa Cesarea Terme, Castro, Santa Maria di Leuca, Pescoluse.

The journey resumes the taste of the sea. We reach **Santa Cesarea Terme** for a coffee break, we continue towards Castro for a boat excursion to the Zinzulusa Grotto, the spectacular karst gallery that, between stalactites and stalagmites, digs the coast of Puglia.



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In **Santa Maria di Leuca**, where the two seas meet, the fascinating Basilica of Santa Maria de Finibus terrae, the lighthouse and the marina is a must. Aperitif by the sea and then visit.

In the afternoon, transfer to **Pescoluse** and relax on the white beach of Le Maldive del Salento.

Dinner and overnight.

Day 4

Breakfast. Heading to Torre Colimena, San Pietro in Bevagna, Taranto

Let's jump on the bike to discover the bay of **Torre Colimena**, guardian of the ancient Salina dei Monaci where the pink flamingos fly. Then we will reach the **Natural Reserve of the Mouth of the Chidro River** in San Pietro in Bevagna, where the transparent and cold water of the river flows into the warm waters of the Ionian Sea.

Coasting the Ionian Sea, we reach Taranto for a dolphin watching experience, including on board lunch. The trip ends with a visit to the historic center of the city of the two seas, across the Mar Grande and Mar Piccolo.

Dinner and overnight.

Day 5

Breakfast and departure.





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## Fam trip for trade

### "The Crystal Waters of the Adriatic & Tremiti Islands. Tracking the scent of the sea"

From Monday 12 to Friday 16 June 2023

Four days to fall in love with the sea of Puglia, its crystal clear waters, beaches of fine sand, coves and breathtaking cliffs. A unique opportunity to learn more about the destination and its offer, meet operators, discover services and accommodation facilities.

#### Day 1

Arrival in Bari.

In the afternoon we will leave to discover **Molfetta** to visit the ancient seaside village embellished by the imposing Cathedral of the Assumption and the historic buildings Cavalletti and Giovene. We will continue to **Bisceglie** for a trip on a historic gozzo or boat

Transfer to the hotel.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2

Breakfast. Transfer to Margherita di Savoia, Manfredonia, Rodi Garganico/Peschici

The journey starts from **Margherita di Savoia**, a small town halfway between the Adriatic coast and a sea of salt crystals of the Saline, among the largest in Europe. A walk in the fascinating wetland, Nature Reserve since 1977, where between tamarisks and rushes, flamingos, herons and hawks rule the sky making the Saline a paradise for birdwatchers. Then we will visit the "Terme di Margherita" characterized by waters rich in bromide and sodium. Awarded several times with the prestigious Blue Flag, Margherita di Savoia offers an enchanting panorama overlooking the Gargano promontory, long strips of fine sand with almost a hundred bathing establishments. After a coffee break by the sea, meeting with operators of the local bathing establishments.

From here the journey is short to reach **Manfredonia**, the gate of the Gargano and important fish center of Puglia. We will visit the tourist harbor and the fish market where we will buy everything we need for the cooking class. After a tasting of seafood, we will continue to **Rodi Garganico/ Peschici**

Hotel accommodation, dinner and overnight.

#### Day 3

Breakfast. Transfer to Tremiti Islands, Vieste, Peschici

From Vieste we will leave on board a ferry to reach the **Tremiti Islands**, a true paradise for its seabed, caves and unspoilt landscape. The guided tour of the island with visits to the hotel and meeting with operators specialized in diving is a must.

After lunch by the sea we return to **Vieste**, to visit its village. A stone embroidery, made of steep streets, staircases and thin arches.

Dinner and hotel overnight.





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Day 4

Breakfast. The coast between Vieste and **Peschici** is dotted with "trabucchi", ancient fishing machines used in the past to fish from land. Some of these, perfectly functioning, host us for a fishing experience and subsequent tasting. In the afternoon, site inspection in bathing establishments in the area.

Dinner and hotel overnight.

Day 5

Breakfast. The journey ends in **Trani**, jewel of the Adriatic Coast with its wonderful Cathedral on the sea, AKA the Queen of the Puglian Romanesque. And in this extraordinary stage on the sea, we will meet operators and we will make on-site inspections in hotel facilities.

Departure.





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## Blog tour for new media

### "Cultures & Heritage across Brindisi and Salento. Immerse yourself in history"

From Friday 29 September to Tuesday 3 October 2023

In Puglia, art reconstructs time and preserves tradition. A four-day journey through the wonders of castles and cathedrals.

#### Day 1:

Arrival in Brindisi. Accommodation in Hotel.

We set out to discover **Brindisi**, an ancient crossroads of peoples and cultures, and its castle.

A little further south, the Castle of **Mesagne** opens its doors, a stone tale that houses the exhibition "*Caravaggio e il suo tempo - Tra naturalismo e classicismo*".

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2:

Breakfast. Transfer to Galatina, Nardò, Corigliano d'Otranto, Uggiano la Chiesa.

In **Galatina**, we will discover the Church of Santa Caterina d'Alessandria, a treasure chest of art that houses magnificent frescoes and blends several architectural styles, from Romanesque to Gothic, from Norman to Byzantine. It is in this beautiful setting that kicks off the tradition of the "pasticciotto leccese". After a gourmet break with masterclass and tasting experience, we leave for **Nardò**, an elegant baroque city of art. Just outside, in one of the fortified farms of the area, among olive trees and vineyards, dancing together the "Pizzica Salentina".

Dinner and overnight.

#### Day 3:

Breakfast. Transfer to Corigliano d'Otranto, Otranto

The journey continues in the Flying Castle of **Corigliano d'Otranto**, the ancient manor house in the heart of the Grecia Salentina, for a lesson of the ancient *Griko* dialect. We continue to **Otranto**, magical land that mixes the ancient flavor of the old town to fervid devotion, the reverberations of the sea to the liveliness of the nightlife.

Visit the seaside village, the Aragonese castle and the exhibition "*La magia di Marc Chagall tra realtà e surrealità*". Afterwards, the experience: "L'arte dell'aperitivo".

The millenary history of Puglia also passes through the art of embroidery and weaving. In **Uggiano la Chiesa** we will discover "Fondazione Le Costantine", where the artisans make textile products of the highest quality by weaving natural fibers with ancient wooden frames with four lychees.

Dinner and overnight in a Masseria.

#### Day 4:

Breakfast. Transfer to Lecce, Cisternino, Ostuni

We reach **Lecce**, the Baroque city of architects, stonemasons and artists. Visit in workshops and artisan laboratories, master class and street food experiences in the historic center.





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Heading north, we will stop at **Cisternino** to discover its alleys, historic residences and whitewashed houses. Do not miss the Belvedere, from here the view over the entire Itria Valley is breathtaking. A few kilometers and we will be in **Ostuni**, the white city to discover aboard typical Apetar and Twizy vehicles.

Then, we will reach one of the many vineyards of the countryside and we dine among the centuries-old olive trees of the valley.

Hotel overnight in the old town center.

Day 5:

Breakfast

We cannot leave Puglia without first visiting the Church of Santa Maria del Casale, a Romanesque-Gothic jewel, not far from Brindisi Airport.

Departure.



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## Fam trip for trade

### "Get Sporty in Puglia. Key word: Adventure"

From Monday 2 to Friday 6 October 2023

Four days of excursions following the rhythm of nature, regenerating body and spirit and enjoying splendid landscapes. A unique opportunity to learn more about the destination, meet the operators of the sector, discover services and accommodation facilities.

#### Day 1:

Arrival in Bari. Transfer to the hotel.

Afternoon tour of the ancient town of **Giovinazzo** and visits.

Greetings with Pugliapromozione and brief with operators.

Welcome dinner.

#### Day 2:

Breakfast

Transfer to Gravina, Foresta Umbra, Vieste

We will leave for **Gravina in Puglia**, for a Trekking or hot air balloon excursion with bound or free flight to admire the amazing landscape of the Alta Murgia National Park.

A stop for lunch and then off to the Umbra Forest to discover the great old beech wood, a Unesco World Heritage Site. In the heart of the Gargano National Park we will meet the operators of the area who illustrate the routes.

We will leave for an excursion by Jeep and bike to admire the ancient woods and the 10 km of torrential canyons.

We will continue with a short experience of orienteering or trekking "Gargano coast to coast" (crossing Mattinata-Peschici).

The day ends in **Vieste** with scheduled inspections and dinner in Vieste.

#### Day 3:

Breakfast

The day opens with visits and meetings with operators on water sports of the Gargano coast and then we move to the next stage: **Lake Varano**. From here the excursion starts along a path that runs along the southern shore of Varano Lake, to the Grotto of San Michele Arcangelo di Cagnano Varano, an ancient place of worship full of charm. The trail proceeds in a ring towards the meeting point along an ancient sheep track surrounded by dry stone walls with a breathtaking view of Varano Lake and the Tremiti Islands.

After a quick light lunch we will meet the operators of the area.

The trip continues by taking paddles for a kayak excursion, skirting the southern part of Varano Lake.

To conclude, further inspections.

Dinner and overnight.

#### Day 4:



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**Breakfast**

From the Gargano we turn towards the Dauni Mountains to reach **Biccari**, the small medieval village surrounded by lush forests, where we meet the local operators and know the opportunities for clamping in the woods. The journey becomes more and more adventurous with the "TreeAthlon" an adventurous path through the trees of the Nature Area of Lake Pescara.

Picnic in the woods for a lunch break with the flavor of tradition and to follow on-site inspections.

Dinner and overnight.

Day 5:

Breakfast and departure.



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## Fam trip for trade

### "Cultures & Heritage across Taranto, Brindisi and Valle d'Itria. Art wonders across two seas"

From Thursday 5 to Monday 9 October

Puglia is a condensed history that is intertwined with the sea. A past to discover in 4 days, from the Adriatic to the Ionian Sea. A unique opportunity to learn more about the destination and its offer, meet the operators of the sector, discover services and accommodation facilities.

#### Day 1:

Arrival in Bari or Brindisi. Transfer to **Taranto** or surrounding towns and hotel accommodation.

The journey starts to discover the old town of Taranto passing by the MARTA, National Archaeological Museum and the Aragonese Castle. Brief with guides and tour operators.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2:

Breakfast

Transfer to Ginosa, Mottola, Castellaneta, Martina Franca

The day opens with a *gozzo* boat excursion to enjoy the view of **Taranto** from the sea. From here the journey continues towards **Mottola** and **Ginosa** to visit the scenic stone villages, among crypts and frescoed churches carved into the rock.

But Puglia is also a sartorial tradition. In **Ginosa**, a visit to the historic tailoring of Angelo Inglese, the Puglian designer who dresses heads of state and royalty.

Light lunch and meeting with operators.

We will leave again towards **Castellaneta**, overlooking a deep ravine. Here the charm of the past still lives among over 100 *Masserie* that dot the surrounding countryside.

Visit to accommodation facilities, exclusive locations, country houses, farms and Masserie.

Then, we will reach **Martina Franca**. In the elegant baroque lounge there will be a meeting with the operators and the presentation of the Festival of the Itria Valley, the great event that in the summer nights, for almost fifty years attracts lovers of opera and symphonic music.

Performance. Dinner and overnight.

#### Day 3:

Breakfast

Transfer to Brindisi, Carovigno

We will leave for **Brindisi**, an ancient crossroads of peoples and cultures, for a boat trip and then visit its natural port, the Roman ruins, the fortresses overlooking the sea and the medieval churches up to the Provincial Archaeological Museum Francesco Ribezzo.





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Light lunch and wine tasting (vino novello) in a wine cellar.

Site inspection in accommodation facilities.

We continue to **Carovigno**, and between whitewashed houses and stone arches we visit the Castle of Dentice Frasso.

Site inspection and meeting with operators.

Gourmet dinner and overnight.

Day 4:

Breakfast

Transfer to Fasano, Monopoli

The journey continues towards **Fasano** to visit the National Museum "Giuseppe Andreassi" and the Archaeological Park of Egnazia, the largest example of the Roman and late ancient city of Puglia.

Then, we will depart in Twizy to discover the Parco Rupestre of Lama d'Antico. The visit continues in an oil mill and ends with a cooking class in the farm.

Site inspection between Fasano and Monopoli.

We will leave towards **Monopoli** to visit the seaside village, to carry out inspections and to meet tourist and cultural operators of the area.

Dinner. Overnight in a Masseria.

Day 5:

Breakfast and departure.





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## Press tour

### "The Hellenic Way and the Two-Sea Route. A slow-paced wonder"

From Friday 13 to Tuesday 17 October 2023

Four days surrounded by nature, along the way of the paths, to retrace the history, culture and spirituality of Puglia, a land of transit for ancient vocation and tradition.

#### Day 1:

Arrival in Bari.

Transfer to the hotel in **Ostuni**. Lunch in typical restaurant.

In the afternoon, we set off to discover **Cisternino**, one of the most beautiful villages in Italy, in the heart of Itria Valley. Among whitewashed houses and paved streets we can visit Palazzo del Governatore, Palazzo Vescoville, Palazzo Amati, Palazzo Lagravinese, Palazzo Devitofranceschi and the Church of San Nicola and Santa Lucia.

Brief and greetings from Pugliapromozione.

Welcome dinner.

#### Day 2:

Breakfast. Transfer to Martina Franca

We start towards **Bosco delle Pianelle**, an oasis of unspoilt nature lying along the slopes of the homonymous ravine, in the area of Martina Franca. We will walk together with a guide for 4-5 km along the connecting stretch between the *Hellenic Road* and *The Route of The Two Seas*. We will discover the tradition of the paths and the historical and naturalistic aspects of the forest, among the most important and extensive of Puglia.

A stop at the farm for lunch with typical products, and the journey continues to discover **Martina Franca**, an elegant baroque city. Here, it is a must the visit of the valuable Church of San Martino that houses the sculptures of Stefano da Putignano and Giuseppe Sammartino, and the Church of San Nicola Montedoro.

Dinner and overnight stay.

#### Day 3:

Breakfast. Transfer to Laterza, Massafra

Together with a hiking guide, we will walk for about 5 km along the stretch of the *Hellenic Road* in the ravine of **Laterza**, one of the largest canyons in Europe, characterized by a beautiful natural habitat, safeguarded by the Lipu Oasis.

After the lunch break, we will reach **Massafra**, suspended between faith and legends, ravines and deep blades of karst origin. We will visit some of the most evocative rock churches, including Sant'Antonio Abate, Santa Marina, Madonna della Scala, La Candelora, San Leonardo.

Dinner and overnight stay.

#### Day 4:

Breakfast. Transfer to Castellaneta, Taranto



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The journey continues to **Castellaneta** where we will walk along a short stretch in the ravine until we reach the historic center of the city to visit the beautiful Cathedral of Santa Maria Assunta.

After lunch, we will arrive in **Taranto**, destination of the *Route of the Two Seas*, to visit the beautiful Cathedral of San Cataldo, the MarTa - National Archaeological Museum of Taranto, the Church of Santa Domenica and the Aragonese Castle.

Dinner and overnight stay.

Day 5:

Breakfast

Departure for the return.



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## Blog tour for new media

### "Savoring Northern Puglia Delicacies. Ancient flavors for fine palates"

From Thursday 26 to Monday 30 October 2023

Puglia is a feast at the table! A 4-day tour to taste the excellence of Puglian gastronomy.

#### Day 1:

Arrival in Bari. Hotel accommodation.

In the afternoon, heading to **Andria** to visit the historic Confetto Museum, known for the traditional production of typical Italian dragees.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2:

Breakfast.

Transfer to Minervino Murge, Foggia, San Severo, Ruvo di Puglia, Altamura

We will start by putting our hands in the dough with the cheesemaker to discover the secrets of the burrata in a farm in the heart of the **Alta Murgia National Park**. A few kilometers and we will reach **Castel del Monte**, the mysterious fortress wanted by Frederick II, Unesco World Heritage Site.

From here, the journey is short to **Minervino Murge**, a fascinating maze of tangled streets and tuff arches, where ancient white houses overlook. A visit to the village and then a cooking class with the grandmother to prepare dishes based on cardoncelli mushrooms della Murgia.

The tour becomes alcoholic and stops at a winery, to deepen the phases of the harvest, and ends with a bit of yoga in the vineyard at sunset.

Dinner and overnight in a Masseria.

#### Day 3: Breakfast

It's time to head to **Foggia**, towards the "agriculture of happiness". We will walk in the fields, we will collect pumpkins and pomegranates and we will breathe the scents of the products of the land.

We continue to **San Severo**, known for its excellent production and marketing of robust wines, awarded with the Doc brand. Here, one cannot miss a wine tasting at a historic winery.

Heading south, we will stop at **Ruvo di Puglia**, to visit its historic center while enjoying an excellent homemade ice cream. Next stop at an oil mill to meet the producers of extra virgin olive oil.

The day ends at the table, with the flavors of the ethnobotanical cuisine, focused on the collection and study of vegetables that grow naturally and in an uncontaminated way in the Murgia.

Overnight.

#### Day 4:

Breakfast





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Departure for the **Mercadante Forest**, visit to the farm, cheese tasting and typical products at cheese bars in the forest.

The journey ends in **Altamura**. Following the scent of DOP bread, we will visit the old town and reach an ancient oven to learn the art of baking. The tasting of bread and cheese and the meeting with the Consortium of Protection and Enhancement - The lentil of Altamura I.G.P. and visit to the farm.

Dinner and overnight.

Day 5:

Breakfast and departure.





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## Fam trip for trade

### "Walking Down the Aisle in Puglia"

From Thursday 9 to Tuesday 14 November 2023

Puglia is a perfect natural stage to seal your eternal love, among the Mediterranean beauties: wedding halls, historic farmhouses, *trulli*, beaches, historic residences, villages, Romanesque churches, castles. Fairytale scenarios. The ideal place where local masters make your big day unique. A seven-day tour to learn more about the destination and its offer, meet the operators of the sector, discover locations, services and accommodation facilities.

#### Day 1

Arrival in Bari. Hotel check-in.

The trip starts from **Bari**, nowadays a cosmopolitan city, world famous for San Nicola, Bari's Patron Saint. Among the alleyways of the old town, we will discover courtyards, historic buildings and wonderful architecture including the Church of San Nicola, the Cathedral of San Sabino, the Norman-Swabian *Castello*, up to the Fort, a sought-after location for civil weddings.

Brief and greetings with Pugliapromozione.

Inspection and gala dinner in a wedding location with musical performance and showcase of wedding supply chain products.

#### Day 2

Breakfast. Transfer to Terlizzi, Andria, Pietramontecorvino

The journey continues to **Terlizzi** to visit the flower market, one of the largest public markets of flowers and plants in Italy, with about 200 producers and world wide distributors.

Heading north, we stop in **Andria** to visit the historic *Museo del Confetto*, the sweetest Museum in Italy and historic home of the Premiata Fabbrica Mucci Giovanni since 1894, known for the traditional production of Italian "confetti" (dragees), a symbol of good luck for a wedding. After the guided tasting experience of dragees awarded by *Gambero Rosso*, you'll visit a winery.

Light lunch in a wedding location and meeting with operators.

In the afternoon, we reach the *Dauni Mountains* to visit the village of **Pietramontecorvino**. A "hands in dough" cooking class experience. Then, a walk immersed in nature, tasting a local craft beer. Dinner in the castle or tower with costume role-playing, music, dancing, and traditional shows.

#### Day 3

Breakfast. We reach **Vieste**, a seaside village overlooking the sea of Gargano, a unique location to live one of the most important days of life. Visit to the symbolic places of civil weddings such as the Municipal Library, the adjacent Adriatic amphitheater, the cloister of the former Convent of the Capuchin friars, adjacent to the Santissimo Sacramento Church, *Piazza Marina Piccola*, *Giardinetti del Pizzomunno*, *Torre di San Felice* and *trabucchi*, ancient fishing machines.

Site inspections in wedding halls and beach wedding locations. Site inspection in accommodation facilities.



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**ERDF-ESF Regional Operational Programme 2014 - 2020 "Cultural, natural and tourism attractions" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations**

**Project code: B59D20001730009**

**"Promotion of the Puglia destination 2020-2021-2022"**

Light lunch and meeting with the operators of the supply chain: wedding planners, hairdressers and photographers.

Following the sea scent, we arrive at **Trani**, known for its impressive Cathedral by the sea. There will be a chorus performance of treble voices. Inspections in wedding halls, products showcase of the entire wedding chain and meeting with industry operators.

Dinner and overnight.

#### Day 4

Breakfast. Transfer to Polignano a Mare, Monopoli, Alberobello

We leave to visit **Polignano a Mare** and the *Pino Pascali Museum*, the only Puglian museum dedicated to contemporary art and an exceptional location to celebrate civil weddings.

Light lunch, inspection of accommodation facilities and beaches hosting civil weddings, between Polignano and Monopoli.

Then, we will reach **Monopoli**, among the streets of the historic center of this city, the Baroque churches, the white alleyways, the Castle and fabulous beaches, ideal locations for civil weddings.

On-site visits in locations for weddings and products showcase of the entire wedding chain and meeting with industry operators.

Heading to **Alberobello**, a fairy-tale village, a UNESCO World Heritage Site and home of *trulli*, an evocative location also for civil weddings.

Dinner in typical village attire. and products showcase of the entire wedding chain.

Overnight in a Masseria.

#### Day 5

Breakfast. Transfer to Ostuni, Lecce, Scorrano.

The journey continues from **Ostuni**, the *white city* very sought after by newlyweds. The *white village*, the Gothic and Baroque churches and the authentic and romantic atmosphere make Ostuni the ideal destination to celebrate civil and religious weddings all year round.

Tasting in a wedding location, products showcase of the entire wedding chain and meeting with industry operators of the supply chain.

In the afternoon we reach **Lecce**, city of art and cradle of Baroque. Among noble palaces and churches carved in stone, we visit the Cloister of the Dominicans, home to many civil weddings. Not to be missed is the experience in the panoramic elevator of the bell tower of the Lecce Cathedral, a unique location to admire the view or make unique wedding shots.

Lunch at a wedding location with typical tastings and show of handmade products.

Visit of *Museo delle Luminarie* in **Scorrano**, to discover the tradition of *luminarie* lighting the rose-windows and surrounding scenario. Luminarie make for a unique scenery and symbol of Puglian excellence around the world.

Visits to wedding venues, dinner and meeting with sector operators.

Return to Lecce, dinner and overnight.

#### Day 6

Breakfast. Transfer to Taranto, Grottaglie, Martina Franca



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We reach **Taranto**, the ancient city between the two seas, crossroads of ancient peoples and treasure chest of art. A beautiful location for religious and civil weddings. Visit to prestigious locations for civil weddings, lunch and meeting with operators of the supply chain.

In the afternoon we will reach the Museum of Ceramics in **Grottaglie**, visit the museum and live shows of craft products, often chosen as wedding presents. Following that, there is the experience of a ceramic workshop.

The journey ends with a visit to the historic center of **Martina Franca** and the splendid *Ducal Palace*, where civil events and weddings take place.

Dinner and overnight at a wedding location with a live show (parade).

Day 7

Breakfast. Departure.





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## Fam trip for trade

### "Tasting Luscious Puglian Culinary Art. A sweet-tooth journey"

From Monday 6 to Friday 11 November 2023

Puglia is a feast at the table! A 4-day tour to taste the excellence of Puglian gastronomy. A tour through the flavors and scents of the Puglian food & wine tradition. A unique opportunity to learn more about the destination and its offer, meet the operators, discover services and accommodation facilities.

#### Day 1

Arrival in Bari or Brindisi.

Arrival at the hotel/ masseria in **Manduria** or surrounding towns. wine tasting in a wine cellar.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2

Breakfast

Transfer to Leverano Parabita, Grottaglie, Crispiano.

The journey starts from **Manduria** with a visit to a vineyard and the Primitivo Museum. Meeting with operators

Then, we will arrive in **Leverano**, in the heart of Salento, to visit a craft brewery. After a stop in the pretty

**Parabita**, where we can taste sweet and savory pastries, we reach **Grottaglie**, to discover the ancient tradition of ceramics.

A stop in **Crispiano**, in the city of 100 Masserie, at the foot of the Murgia and a stone's throw from the Itria Valley, for site inspection in accommodation facilities.

Dinner in a Masseria or in a vineyard.

Overnight.

#### Day 3

Breakfast. Transfer to Laterza, Martina Franca, Ceglie Messapica.

We will start towards **Laterza**, famous for its durum wheat semolina bread, and we discover the city's oldest ovens. Masterclass and extra virgin olive oil tasting.

In the heart of the Murgia, we will reach **Martina Franca**, famous for grilled meats and the "capocollo" kind of prosciutto. The visit to the artisan sausage factory and tasting, on-site inspections and meeting with operators is a must. The journey ends with a cooking show in **Ceglie Messapica**.

Dinner and overnight.

#### Day 4

Breakfast. Transfer to Noci, Polignano a Mare, Conversano

Among trulli, caves and dry stone walls of the Murgia we reach **Noci**, known for its ancient dairy tradition. Site inspection in a dairy and tasting experience of products in the open air, among the scents of the Mediterranean.

Then there is a visit to an ancient oil mill, visits and meetings with operators.



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Following the sea breeze, we will arrive at **Polignano a Mare**, the pearl of the Adriatic Sea embedded in the rock overlooking the sea. Town visit, inspections, aperitif class and special coffee, the famous caffè & amaretto. The journey will end in **Conversano** for visits and a gourmet dinner.

Day 5

Breakfast and departure.





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## Press Tour

### "Cultures, Arts & Crafts in Towns and Villages. Following Historic Trails"

From Friday 1st to Tuesday 5 December 2023

A 4-day trip to discover the very soul of Puglia and its UNESCO World Heritage treasures.

#### Day 1

Arrival in Bari. Hotel accommodation.

The journey starts from **Bari**, a cosmopolitan city, famous throughout the world for San Nicola, the patron saint of the city. After visiting the beautiful theaters, we reach the heart of the old town, where the sea breeze is the guardian of art, flavors and folklore. From here we will descend into "Underground Bari": a real journey back in time, discovering fascinating ancient relics from the Roman to the Byzantine ages.

Brief and greetings with Pugliapromozione.

Welcome dinner.

#### Day 2

Breakfast. Transfer to Noicattaro, Rutigliano, Alberobello

In **Noicattaro** we will discover the smallest Italian theater in the world. A very small casket that in the second half of the 19th century was transformed from an oil mill into a theater, thanks to skilled carpentry work. A little further south is **Rutigliano**, where table grapes and terracotta whistles are the symbols of this ancient Puglian center. A visit to the Whistle Museum and a craft workshop is a must. A break in the farm to taste typical products of the area and then off to the spectacular expanse of dry stone trulli of **Alberobello**, a **UNESCO World Heritage** since 1996. To make the visit special, an excursion with vintage vehicles across trulli and the vineyards.

Dinner in the old town and overnight in typical trullo.

#### Day 3

Breakfast. Transfer to Castel del Monte, Minervino Murge, Monte Sant'Angelo, Troia, Bovino/Orsara.

We start towards **Castel del Monte**, the charming manor of Frederick II, symbol of Puglia and Unesco World Heritage Site. After the visit, we will reach **Minervino Murge**, the scenic "balcony of Puglia", a maze of tangled streets and alleys that offers an exceptional view of the Alta Murgia National Park. A light lunch in the cellar and the journey continues towards **Monte Sant'Angelo**, to visit the Sanctuary of San Michele, a UNESCO World Heritage Site, and follow the master class dedicated to local baked goods.

Next stop is **Troia** with its beautiful Romanesque Cathedral and the Treasure Museum of the Cathedral guardian of the Exultet. The visit ends with the tasting of the typical dessert "la passionata" and the "gin" of Puglia.

Transfer to Bovino/Orsara, dinner and hotel overnight.

#### Day 4

Breakfast. Transfer to Deliceto, Barletta, Ruvo.



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The journey continues from **Bovino**, Orange Flag of the Touring Club Italia and among the most beautiful villages in Italy, with a walk in the historic center and a visit to the ancient water mill. Departure for **Deliceto**, to relive the authentic atmosphere of a medieval village between alleys and courtyards.

From the Dauni Mountains, we will head south to reach **Barletta**, the city of the Duel. We will visit the Pinacoteca Giuseppe De Nittis housed in the Palazzo della Marra, a sixteenth-century architecture that houses the works of the impressionist painter Giuseppe De Nittis, a native of Barletta and famous throughout the world.

After a light lunch, the trip ends in **Ruvo di Puglia** with a visit to the historic center and the "Jatta" National Archaeological Museum which collects stunning collections of the most famous ceramics artists of ancient Greek and Apuli origins. Meeting with the musician Pino Minafra, founder and artistic director of the Talos Festival.

Dinner and tasting of homemade ice cream.

Overnight.

Day 5

Breakfast and departure.

