



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

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.

**PugliaPromozione**

[www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it)

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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.

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.

\*The itinerary may undergo changes depending on flight schedules, weather conditions, and time availability. The tour may be reversed in the order of visits for logistical reasons.

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