



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

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,

PugliaPromozione

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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.

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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