

Cultrips 2.0 European Slow Travel Experiences / European Agricultural Fund for Rural Development (EAFRD) / LEADER 2014-2020



Product Template of SLOW TRIPS

1) Title of your Slow Trips product / service

(max. 40 characters):

Choose a title which certainly makes your potential guests curious. It should be clear what is meant with your idea by reading the name (e.g. a curious name could be „The Train Driver’s Dream“), include also the duration of your Slow Trips-offer in your title (e.g. 4 hours, 4 nights, A.M., P.M.). Don’t name the Slow Trips offer after your company name as this clearly appears from the factsheet anyway.

Ferrandina, aragonese and olive oil city
half day

2) Category of your Slow Trips offer (choose your options):

There are three options, **multiple options are allowed**. An **experience offer** is an innovative offer with which you can book a Slow Trips experience that allows you to get in touch and to connect with locals in an authentic and participative way. **Accommodation offers** are extraordinary Slow Trips-accommodations that give you a good sight into the life of your charming hosts and their all-day life. Those buildings have an innovative or special architectural aesthetic (don’t choose big hotel complexes or building ruins). **Local attraction(s)** are points of interest which you can’t book directly, but still they are very important for the frame story and also interesting to visit or to look at (e.g. special photo points, hidden treasures, backyards, architectural interesting places, or possible guided tours).

- experience offer
- accommodation offer
- must-see-place(s), frame story, local attraction(s)

3) Who shall experience your Slow Trips offer?

Choose your right target group, **multiple options are allowed**.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> women | <input checked="" type="checkbox"/> adventurers | <input checked="" type="checkbox"/> drivers |
| <input checked="" type="checkbox"/> men | <input checked="" type="checkbox"/> sportspeople | <input checked="" type="checkbox"/> flyers |
| <input checked="" type="checkbox"/> children | <input checked="" type="checkbox"/> gourmets | <input checked="" type="checkbox"/> lovers of arts |
| <input checked="" type="checkbox"/> adults | <input checked="" type="checkbox"/> romantics | <input checked="" type="checkbox"/> lovers of architecture |
| <input checked="" type="checkbox"/> pairs | <input checked="" type="checkbox"/> creative minds | <input checked="" type="checkbox"/> lovers of culture |
| <input checked="" type="checkbox"/> groups | <input checked="" type="checkbox"/> health-conscious people | <input checked="" type="checkbox"/> lovers of nature |
| <input checked="" type="checkbox"/> singles | <input type="checkbox"/> thrill-searching people | <input type="checkbox"/> lovers of luxury and wellness |
| <input checked="" type="checkbox"/> families | <input checked="" type="checkbox"/> tradition-oriented people | <input type="checkbox"/> water lovers |
| | | <input type="checkbox"/> do-it-yourselfer |

number of participants:
1-person to 30 persons

4) Describe your Slow Trips offer (max. 300 characters):

Here you fill in the selling text about your particular Slow Trips offer! Highlight positive things and write in a way that attracts guests to book. In this box, focus on describing the product itself.

A tour of the historic center that allows you to visit the main monumental beauties of Ferrandina, admire the monumental monastic complexes, the sumptuous stately buildings, the sixteenth-century neighborhoods and churches of renowned beauty. The route ends with a visit to an artisan liquor factory, an oil mill and the tasting of typical products of the city such as the baked olives, the majatica oil, the sigh and podolico cheeses..

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5) Name 5 advantages of your Slow Trips offer:

Enter 5 reasons why guests should book your Slow Trips offer (e.g. Is the place of your offer a hidden treasure? Your guests don't have to stand in line. Are tastings included that you can't buy somewhere else? What is the very innovative part of your Slow Trips product?). Describe your unique selling proposition. Think about the 8 Slow Trips criteria (contact to locals, learning together, authenticity, storytelling, hidden treasures, social sustainability, ecological sustainability, economic sustainability)

- advantage 1: founded by Frederick of Aragon towards the end of the fifteenth century, presents the authentic and peculiar features of a city founded in the Renaissance.
- advantage 2: relaxing walk through the city streets through a cultural route e
- gastronomic, comfortable and simple;
- Advantage 3: a visit to an oil mill and an artisan liquor factory is foreseen where particular liqueurs are made from the infusion of local olive tree leaves (Liquor di Majatica) or focused on the historical and archaeological tradition of the city (Amaro di Uggiano) where is possible to hear the story of Emanuele
- advantage 4: possibility to taste and buy refined and excellent typical products such as sigh, podolian cheeses, sausage, bran peppers, bread, Ferrandina baked olives (slow food presidium) and extra virgin olive oil of Majatica cultivar.
- advantage 5: the route focuses on economic (short supply chain of typical products tasted) and ecological (itinerary to be carried out entirely on foot

7) Specific time period availabilities of your Slow Trips offer:

Can guests book your offer every day a year or are there specified time periods which should be considered? (e.g. May – June, Monday – Thursday, time (starttime), duration, time (starttime))

6) What does your Slow Trips product / service contain (max. 300 characters)?

Enter what your Slow Trips offer contains: number of days / duration, type of accommodation, breakfast/lunch/dinner, possible limitations in the number of people (max / minimum number for implementation or with regard to capacity), which experiences?

- three and a half hour tour through the streets of the city and visit of the main monumental beauties made with expert guide;
- tasting of typical products in one stage halfway and in another at the Galtieri Liquori shop or other activity near the center;
- visit to an oil mill.

8) Which language is spoken there?

Fill-in your possible language options. Is there a possibility to get a translation and if so in which languages? Are there extra costs which should be considered for translation?

Italian and English.

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Guests can book the offer every day of the year and agree on the time of the route. The recommended periods are from April to October. Specifically, it is strongly indicated between June and August, due to the heat, to make the route from 8:30 to 12:00, or from 17:00 to 20:30..

9) Price and payment modalities (max. 300 characters)

Fill in your calculated price per person, stated in EUR or your currency of your country (use the same pricing model for all Slow Trips offers). Please also give information if there are special discounts (e.g. is there a group discount? Discounts for children?). Also, the payment modalities have to be clear and for all comprehensibly described (e.g. in cash, per card, in advance, etc). Also consider optional costs for the booking offer, e.g. things that are available but cost extra (for instance transfer service, final cleaning, rental equipment like special clothes/shoes, guide services, other equipment, ...). Give a clear description of (digital) bookability and reservation possibility (e.g. via website-link, telephone number, on the spot ...). The price is presented as "price from".

The price, calculated per person is 12.50 euros. Children under 6 do not pay.

Group discounts are available: from 10 to 20 people 12 euros per person, from 20 to 30 people 11.50 euros per person. Half of the total cost will be paid in advance and the rest in cash or to be paid by bank transfer on the day of the tour. The reservation is to be made exclusively by telephone or e-mail. Finally, there are small discounts on the booking of accommodation or dining.

Dott. Antonio Pecci, antoniopecci89@gmail.com

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10) What should be considered when booking the offer? (max. 300 characters)

How long in advance must potential guests book your offer? What else should be considered? (e.g. guests should bring their registration confirmation with them, for best experience it is recommended to bring solid shoes, rain protection and comfortable clothing with you, etc.

It is advisable to book the offer within two weeks before the day of the route, it is also possible to try to book it three days before at the latest but confirmation is not guaranteed (in this case it is necessary to pay the total cost in advance). It is not necessary to bring confirmation of registration; comfortable and appropriate clothing for the walk is strongly recommended.

12) Where is the meeting point?

The meeting point shall be illustrated on a map, therefore fill in the exact address and the geographic coordinates (longitude and latitude, system WGS84, e.g. 47°12'51.0"N 15°52'40.6"E). If the meeting point is somewhere else than the company that offers the Slow Trips product, then also enter this information here.

40.497267, 16.457566
De Gasperi Place, Ferrandina (Mt)

14) The name of the company or supplier, including contact details:

This is not necessarily the place where the Slow Trips offer takes place. This are the contact details if any questions arise.

Dott. Antonio Pecci,
antoniopecci89@gmail.com
+39 3807817889

11) What is not allowed? (max. 150 characters)

Describe the limitations of the offer (e.g. animals, children, long hair, alcohol, clothes, etc.)

There are no particular prohibitions except respect for the rules of good manners and places.

13) Cancel modalities?

How long is it possible to cancel or modify the booked offer? How do I cancel/change a booking? Which costs are involved in doing cancellations?

Maximum one week before it is possible to cancel / modify the reservation by sending a mail. The cancellation costs are equal to half the price established for the route.

15) Which person stands behind the Slow Trips offer:

Is there a special story about this person? Why does it make sense to meet this person? What is curious about this person?

Antonio Pecci is a thirty-year-old Lucanian archaeologist, originally from Ferrandina. For years he has dedicated himself to the study and enhancement of the territory of his city. He is also the author of the volume "Ferrandina Guide to the city of Federico d'Aragona".

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16)

Description of the region where the Slow Trips Offer takes place (max. 300 characters):

What makes the region special? Are there hidden treasures, special „Must-See-Places“ on the way to the Slow Trips offer? Where is a perfect photo point? Give your guests an insight about the surroundings, tell a frame story about this special place.

Ferrandina, a city founded by Frederick of Aragon towards the end of the 15th century, is a clear example of Renaissance urban planning. Its urban layout is populated by monumental noble palaces and imposing monastic and religious complexes that stand out among typical houses of the minor building. Within the territory there are medieval castles, fortified farms, small houses and extramoenia chapels of undoubted beauty and centuries-old witnesses of a rural life that has always characterized the ancient Aragonese center and formed the basis of its economy. Ferrandina, renowned for the quality of the extra virgin olive oil produced and for the typical baked olives, inherits its typicality from the millenary cultivation of olives (mainly cultivar majatica), evidenced by the remains of an ancient oil mill of the Lucan era (4th century BC) and from two bimillennial olive trees.

Along the path that is a candidate there are important monuments to admire and visit such as the loricated dome of San Domenico, the Church of Santa Maria della Croce or the sixteenth-century tower. Finally, there are numerous points where you can take splendid photographs, one above all the tower of

Santa Chiara from where you have a 360 ° observation of the surrounding territory that ranges from the Appenino Lucano to the Ionian coast.

2.7.1. Pictures belonging to the Slow Trips product / service:

The Slow Trips offer shall contain at least 3 pictures related to your idea. Please make sure that you have the rights of these pictures and that we can use these pictures for Slow Trips purposes. If you want to use your pictures also for further use of reproduction and print please make sure that the resolution of your images should have at least 300 dpi, for web-based quality at least 150 dpi. If you want to upload more pictures, then please make a selection of 3 best-of-pictures. Please also make sure to upload one picture from the person who stands behind the Slow Trips offer. Enter here the file names of your pictures related to the offer and upload them on our common G-Drive-Platform. For smooth uploading click this [link](#)

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18) Additional booking and contact information

Are there special websites which are connected to your offer? (e.g. links to a special website, from your supplier, from your regional website, etc.)

website under construction

19) Additional information

Other information not found on the other pages. If possible, try to get a place in the boxes which are listed above as they are the one that visitors will read first. This box is especially useful for very complex Slow Trips offers that contain many parts and therefore cannot fit all in the boxes above. Examples of this can be when a weekly program increases the marketing value and makes the Slow Trips offer even more attractive if described in more detail.

No relevant additional information.