
GAL START > 2020

MATERA ORIENTALE - METAPONTINO



Petra BASTILLE DESIGN CENTER 74 BOULEVARD RICHARD LENIR PARIS 11° MATERA 2019



19.3 COOPERATION LEADER: PROJECT CULTRIP 2.0

The BASILICATA region, with its 575 230 inhabitants, is located in the southern part of Italy Bathed by two seas, the **Ionian Sea** and the.

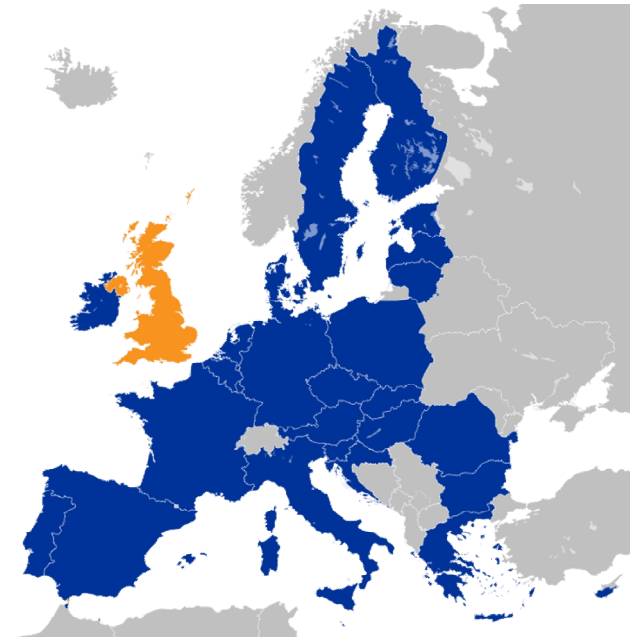
Tyrrhenian Sea

2 City: **Potenza** (regional capital) and **Matera**

129 Small Municipalities, of which only 3 exceed 15,000 Inhabitants.

This year **Matera** will be the **European Capital of Culture** (700,000 expected visitors, + 8,000 operators and artists from all over the world, 48 weeks of cultural programming, 5 great exhibitions, starting from 19 January to 20 2019).

Matera, is **about 60 km** far from **Bari airport**.





- You do not visit the Basilicata by chance, but you choose to stay in this land just to live **a different experience** . A real full immersion in places where colors, aromas and flavors lead away from the hustle and stress of modern life, giving unique sensations and experiences.

<https://www.youtube.com/watch?v=UUap7orgvpU>



GAL START 2020

15 Municipalities

About one hundred thousand inhabitants

The territorial area of the **LAG START 2020** has the specificity of being a **link** between **Matera, European Capital of Culture 2019**, and the rest of Basilicata. In fact, the specificity and relevance of this area is given by its being close to the city of culture with a **geographical continuity**, up to the places near the sea to get to the most important naturalistic area of the Region: the Pollino National Park connecting to the **LAG "La Cittadella del Sapere"**



The LAG START 2020 acts on **three thematic areas**:

1. Culture
2. Sustainable Tourism
3. Quality Agriculture



The approach to Tourism and Culture is based on the idea of offering to the Tourist - Traveler an “Unique Experiences” in the year of Matera European Capital of Culture and in the following years.

The objective of the LAG's strategy is direct flows from strong tourist areas (Matera and Ionian coast) to rural areas

<https://www.youtube.com/watch?v=IP-QLjoSPaU>



Tourism in Basilicata

All information and news on tourism in Basilicata can be consulted on the website. The site is translated into four languages.

<https://www.basilicataturistica.it/en/>

The GAL START 2020 has been working for several years on **Movie Induced Tourism**: itineraries and paths linked to successful films.

<http://www.basilicatamovietourism.it/#/home>



**BASILICATA
MOVIE
TOURISM**

South Culture Routes

Cinema - Tourism - Experience

CULTRPIT 2.0 → Goals for this project

- Encourage organizational and **network** processes among the operators also through innovation processes;
- Help exchanges of tourist flows and **good practices** among European LAG
- To raise the **quality standards** of the tourist and accommodation system;
- Promote integrated promotional and **marketing** actions
- Promote specific **training** and tourist information actions.



CULTRIP 2.0

What we are particularly interested in:

Transnational **website** development

- Integration and activation on the website of the **Regiondo** system (**online booking system**);
- Creation of commercial offers

Training and support for local operators:

- Marketing;
- Communication;
- Revenue Management



Why we participate in the CULTRIP 2.0 project ?

- To enhance the European rural territories through the creation of a collaborative network for the exchange of good practices and for the creation and dissemination of innovative cultural and tourist products.



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www.start2020.it

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Thanks for the Attention