

# 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.

**MET Movie Experience**  
**Trips (2 days/ 3 nights )**

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

#### number of participants:

1-10 person(s) to  
persons  
(e.g. 2--13 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.

Currently the offer is already active and has about 70 guests per year.

Hereby it is hypothesized to enhance it and further thematize it. It is an experiential "Trip" for a full immersion in Italian neorealism in the key of slow tourism

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 Bundesministerium  
Nachhaltigkeit und  
Tourismus

 LE 14-20

MIT UNTERSTÜTZUNG VON BUND, LAND UND EUROPÄISCHER UNION  
 Das Land  
Steiermark  
Regionen  
 LEADER  
Für typischen  
Landwirtschaftsbetrieb für  
die Entwicklung der  
ländlichen Räume  
The investment Europe is  
the investment in culture  


## 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: Dwelling in the social and urban (non-tourist) fabric of a Lucanian town**
- **Advantage 2: Immersion in the habits and rhythms of a small community - Preparation of lunch or dinners with local chefs or cooks**
- **Advantage 3: Specialized guide for movie tours**
- **Advantage 4: Unpublished and highly experiential path**
- **advantage 5: Social dinners with the organizers of the offer and their networking.**

## 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))

**All Year**

## 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".

Euro 25 euro per person (15 for children under 10 years) with breakfast + Supplement Dinner or Lunch 15 euros per person + Accompanist / Guided tour 60 euros per city for up to 3 people (Matera - Craco - Pisticci) PayPal or Credit Card Payment Booking through Airbnb or Facebook

## 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?

### 1) Accommodation in a typical "Iammia" in the historic center of the town of Pisticci.

### 2) Duration 2 days x 3 nights

### 3) Autonomous house / Single room

### 4) Half board and / or social dinner

### 5) N. 3 people maximum

### 6) Guided visit to film locations

es. Neorealism – Tracce Maestre

● Luchino Visconti in Pisticci

● Francesco Rosi - Christ stopped in Eboli - Badlands of Pisticci and Craco

● Pier Paolo Pasolini - The Gospel according to St. Matthew - City of Sassi

## 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 French Chinese and English.**

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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.

The modality provided by AIRBNB is optimal (for small centers the service is miraculous) + recommended comfortable clothes..

## 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.

## Movie Point of Pisticci or directly in the residence

## 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.

**Associazione Allelammie**

<http://www.centrotilt.it/>

<https://www.facebook.com/people/Allelammie-Pisticci/100004864816782>

## 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.

**The house is set in the white town of Pisticci. It is a casket of spontaneous architecture with a cusp roof and a lime wall. The place is special for its natural geographical position (on the clay gullies).**

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

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

The maximum prohibitions are: no smoking - do not party with people other than guests.

## 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?

## Free cancellation one week before without penalty!

**Cancellation equal to 25% of the reservation.**

## 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?

**The promoters of the SLOW TRIP are trainers and film producers as well as organizers of film festivals**

## 17) 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

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**The  
photographic point is the dwelling itself.  
The position is central between the sea,  
Matera, the mountains.**

G-Drive-Platform. For smooth uploading click this link

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



**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.)

Bnb

### **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.