



DESTINATION REVIEW FROM A SOCIO-ECONOMIC, POLITICAL
AND ENVIRONMENTAL PERSPECTIVE IN ADVENTURE TOURISM

PUGLIA





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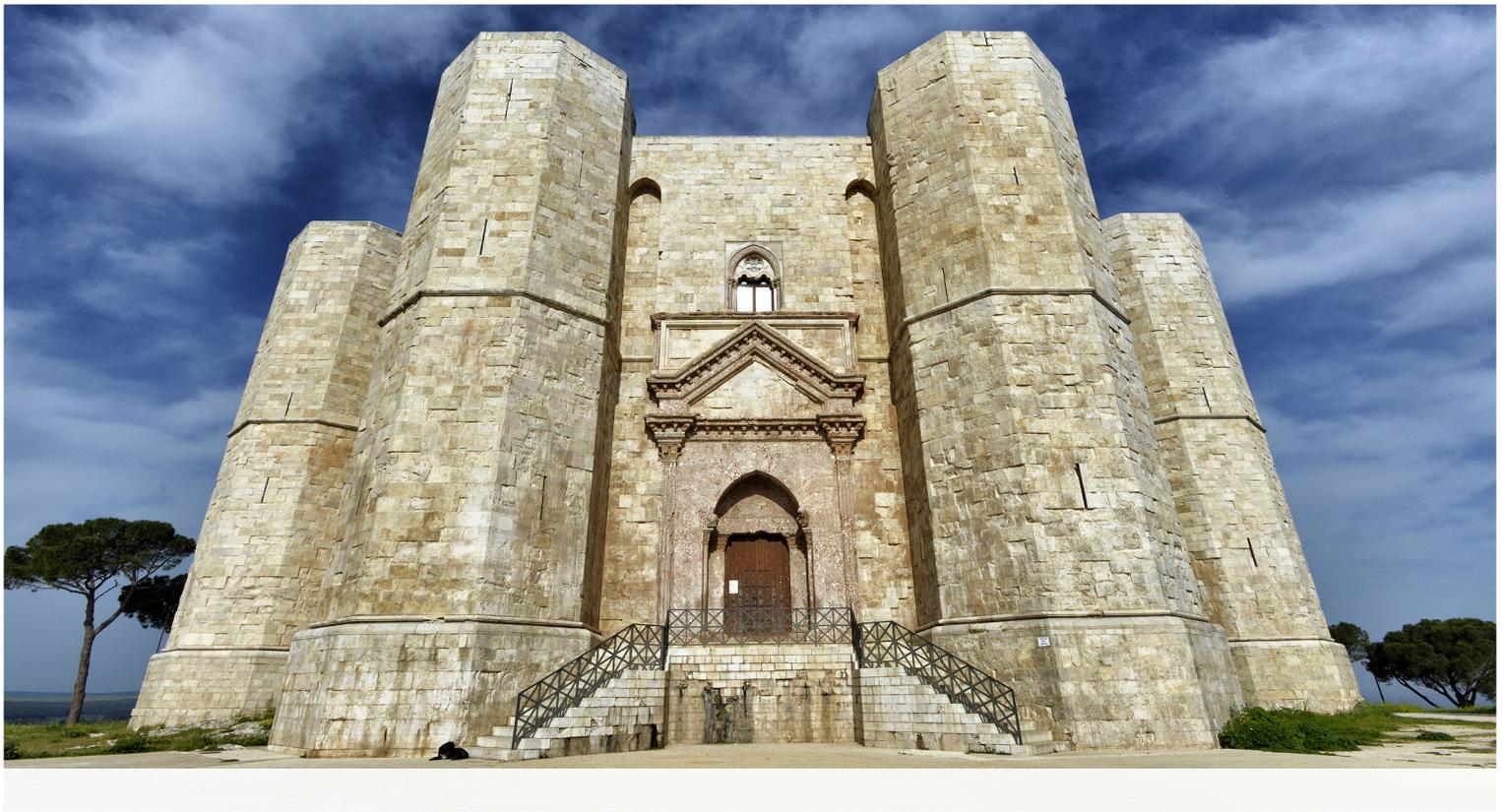
The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

The 2014–2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia. The Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. For more information, please visit: www.enicbcmed.eu

MEDUSA project has a budget of 3.3 million euros, being 2.9 million euros the European Union contribution (90%).

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0. EXECUTIVE SUMMARY

Puglia Region is an Italian region located in the south-east of the Country, it is the 7th region for extension (19k Km²) and population (+4 million) and the first for coastal length (865 Km) among the terrestrials.

The region economy accounts 69,5 billion euro GDP, with an encouraging +1,4% year increase. Its economy has a strong agricultural tradition (3,6% GDP) and a strong increasing service sector which accounts for 24,3% of total GDP. Within the service sector, innovation plays a strong role in a wide range of sector from ICT to green energy, from aerospace to healthcare and agritech.

Looking at social reflection of the economic ecosystem, Puglia region had a strong improvement over the last four years with a 5% decrease in unemployment, reaching a 11,7% unemployment rate in

2019 below the 15,8% benchmark of south Italy and above the 10% of Italy. Further wealth is better distributed than the Italian benchmark, as for Gini index (0,474 Apulia vs 0,46 Italy). Anyhow brain drain is a huge problem for the region as showed by post-graduate employment rate with 37,1% strongly below the 62,8% of Italy.

Apulia region has a very heterogeneous and dynamic culture, due to its central position in the mediterranean basin, which made the region a must in the mediterranean routes. Puglia region presents cultural influences from the whole mediterranean basin and beyond. Beyond the cultural historic heritage, Puglia is a very dynamic basin on a cultural point view. Apulian cultural ecosystem and innovation have quickly increasing their impact, with +500 million euro projects in the last three years, +2.000

enterprises and +4.000 events yearly. Cultural industry growth is positively affecting other industries too, first is the tourism sector by increasing regional attractiveness.

Due to its strategic position in the mediterranean basin, Puglia region is well connected both externally and internally.

In Puglia are 10 airports of which 4 are civil, of which two are international: Bari-Palese and Brindisi-Casale, which account for almost 98% of the total +8,2 million passengers in 2019.

The +800 Km coast make the water connection really crucial in the region historical and nowadays link with the Mediterranean basin, with 12 commercial and civil major ports all along the region, and other 34 touristic ports. Through Apulian ports pass yearly: +15,5 million metric tons of commercial goods, +82 thousand containers, +600 thousand vehicles, 2 million passengers and almost 770 thousand crocerists.

The rails network is the less developed infrastructure network in Puglia region, with a 20% below the Italian average¹.

Thanks to its geological conformation, with a prevalence of flat and hilly territory, Puglia region is very well linked by roads. In fact, road infrastructure is almost 8% higher than Italian average.

Further Puglia region has a very strong soft infrastructures system, with nine walking routes and six cycling routes

officially and many other unofficially spread among the region.

Despite the low region extension, Puglia region has a very extensive and heterogeneous environmental heritage. Along its +400 Km length are: mountains, lakes, various coastal ecosystems over the +800 Km length, plateau, hills, rivers and valleys. This strong environmental diversity reflects in the flora and fauna ecosystems too, which are preserved by several dedicated projects and policy actions. For instance, Apulia region is part of Natura2000 Network EU, with 21% of its total area, 92 sites, 44 habitats, 90 birds species and 81 species of EU interest.

Protected areas accounts for 13,8 % of total regional surface. Here are: 2 national parks, 3 marine protected areas, 16 national reserves, 18 regional protected areas.

The tourism sector is strongly increasing over the past five years.

Its GDP share reached 13,6% with 9 billion euro. Tourism job market and entrepreneurial structure impact strongly the region socially with almost 36% of enterprises belonging to this sector (1 each 12 persons) and 135.000 working people. This important role have been led by a strong strategic and management approach, as for respectively: the two ten years participated strategic plans and three DMO agencies: Pugliapromozione, Teatro Pubblico Pugliese e Apulia Film Commission.

1. Expressed by Rails Infrastructure Index, given 100 the Italy reference. Reference: [Sistema Puglia](#)



1. SOCIAL, ECONOMIC AND CULTURAL PROFILE

GENERAL AND SOCIAL INFO

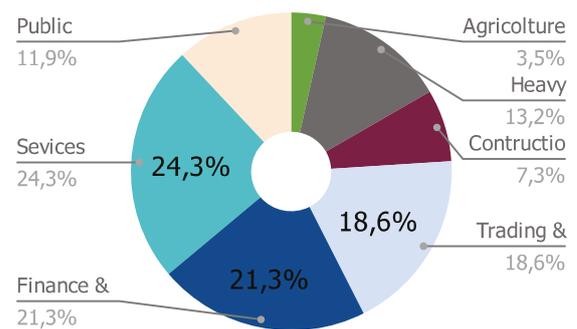
Extension Area	19,400 Km
Population	4,012,310
Health (Hbeds/population)	3,29
Presences/ Inhabitants	3,75



ECONOMIC INFO

GDP (2018)	69,5B €
GDP/inhabitant (2018)	€ 17.375,00
GINI Index (2017)	29,5
Employment rate	11,70%
Innovation top sectors	healthcare, materials, robotics, agritech, industry 4.0, aerospace and culture

Apulia GDP Distribution



CULTURAL INFO

Language and dialects	Italian, +25 dialects
Cultural uniqueness	<ul style="list-style-type: none"> Cultural influences from mediterranean basin and beyond Levantine culture Dynamic cultural ecosystem
Unesco sites	<ul style="list-style-type: none"> Castel del Monte Trulli di Alberobello Sanctuary of Monte Sant'Angelo Foresta Umbra Castel Fiorentino di Torremaggiore (cadidate)
Investments	560m € in the last 3 years



1.1 General overview

Apulia Region is an Italian region located in the south-east. Its extension is approximately 19.540 Km² spread over the 400 Km length, that is the longest Italian region and the first land-region for coast length with its 865 Km of coasts. Apulia borders with Molise in the north, Campania in the north-east and Basilicata in the south-east. While on the west side it is surrounded by Adriatic sea and at south by Ionic sea.

1.2 Administrative, political and territorial structure

The open and sunny character of the Apulian territory stretched out over the sea, has contributed to make it a “bridge of Europe” towards the peoples of the East and the Mediterranean in cultural, economic exchanges and peace actions. Puglia, moreover, recognizes its own identity in the territory, in the traditions

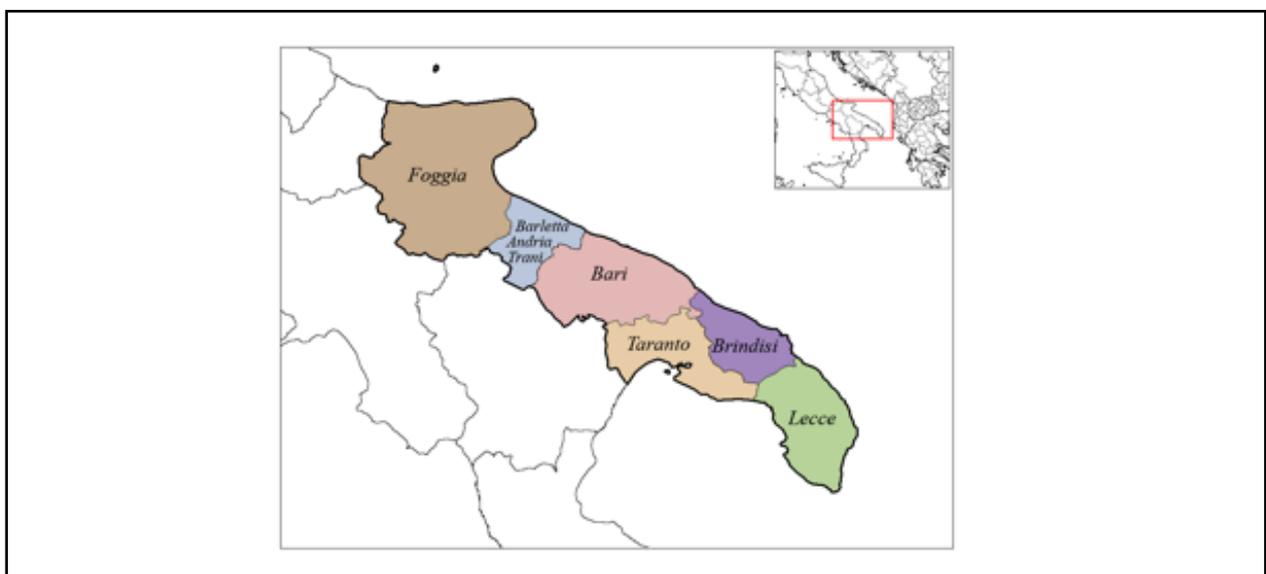
and in the environmental, landscape, historical and cultural heritage that constitute a resource to be handed down to future generations.

As stated in the Statute of the Region of Puglia, in Article 1 co.1:

“Apulia, in the unity and indivisibility of the Republic and within the European Union, is an autonomous region founded on respect for dignity, rights, the freedoms of the human person and the values that informed those who fought for the Liberation and for the regaining of democracy in our country”.

Apulia, like every region in Italy, has its own legislative, administrative, regulatory and financial autonomy.

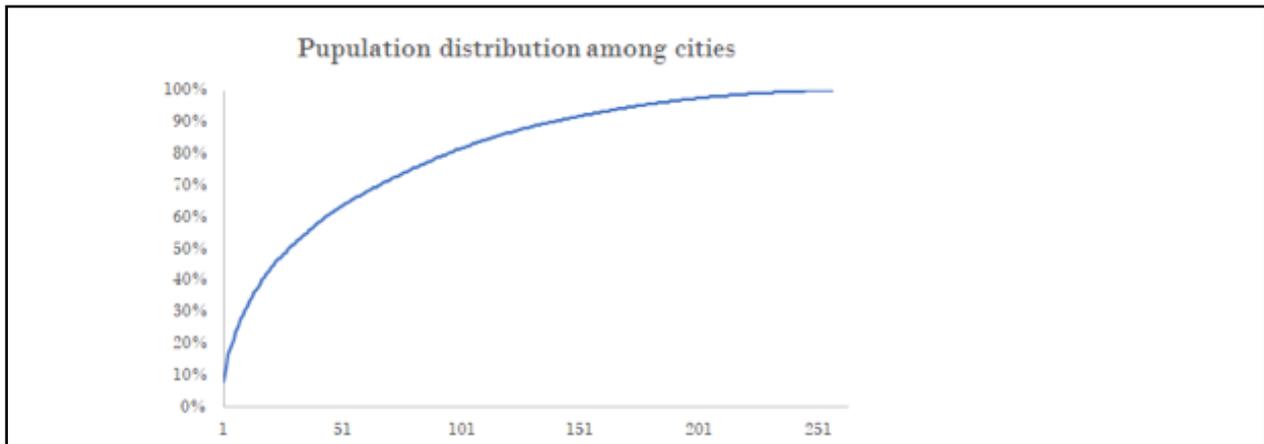
The Region exercises its role of government by implementing the principle of subsidiarity through 6 provinces (Foggia, Barletta-Andria-Trani, Bari, Brindisi, Lecce and Taranto), and 258 municipalities that cooperate to meet the needs of citizens and social training.



1.3. Demographic structure

The region counts approximately 4,05 million inhabitants and a density of 208 inhabitants/Km², which place the region as 7th among Italian region. Population distribution has a decentralized structure with 64% of the population are in 20% of cities, which have more than 20.000 inhabitants.

POPULATION DISTRIBUTION AMONG CITIES



Healthcare system places 10th position among Italian regions as for Scuola Superiore Sant'Anna studies. According to this study Apulia region places first for overall and homogeneous improvement of the study's KPIs.

1.4 Economic structure and engines of locale economic

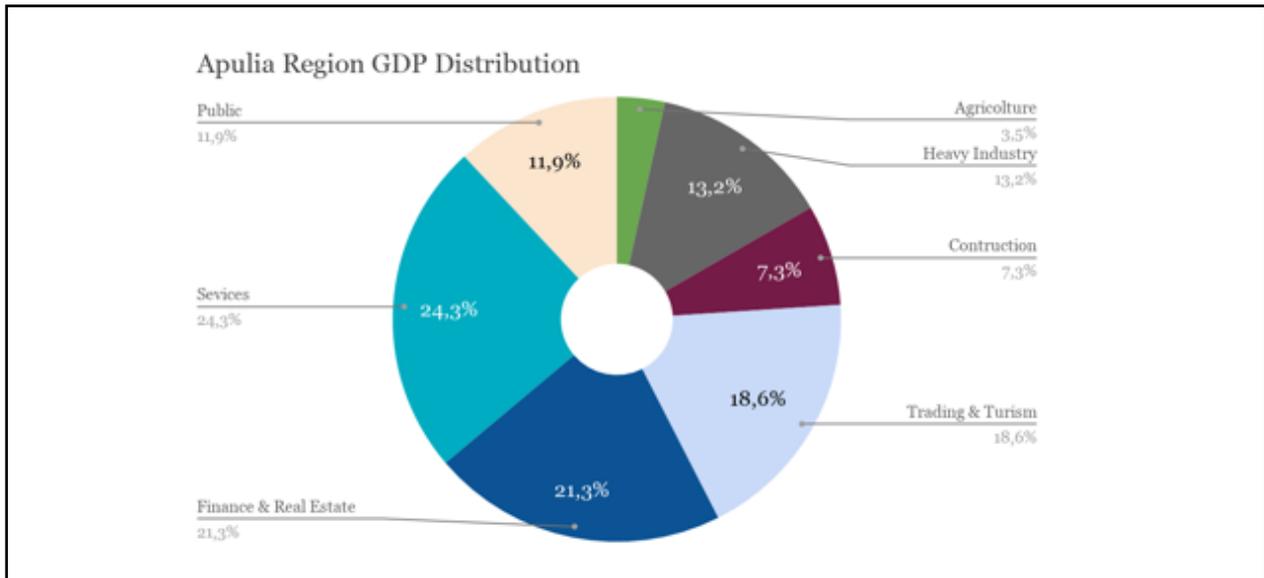
Apulia region economy is the 9th regional Italian economy with 69,5 billion euro GDP in 2018. The national steady economy of the last years reflects in the Apulian economy too. However, Apulian region had a stable slow increase with +3% GDP in the last 3 years and it stands above Italy average for GDP increase in 2018 (1,4% AR vs 0,8% Italy).

Apulia Region economy has a very strong agricultural tradition, which still reflects today with its 3,5% GDP, almost double the Italian average (1,84%). Key agricultural products are: wheat, olive oil and vegetables. These products are crucial in the Apulian export balance, which accounts +11% form 2008. In this sector, the overall enogastronomic culture and production need to be underlined, since Apulia Region is the third Italian destination for enogastronomic tourism².

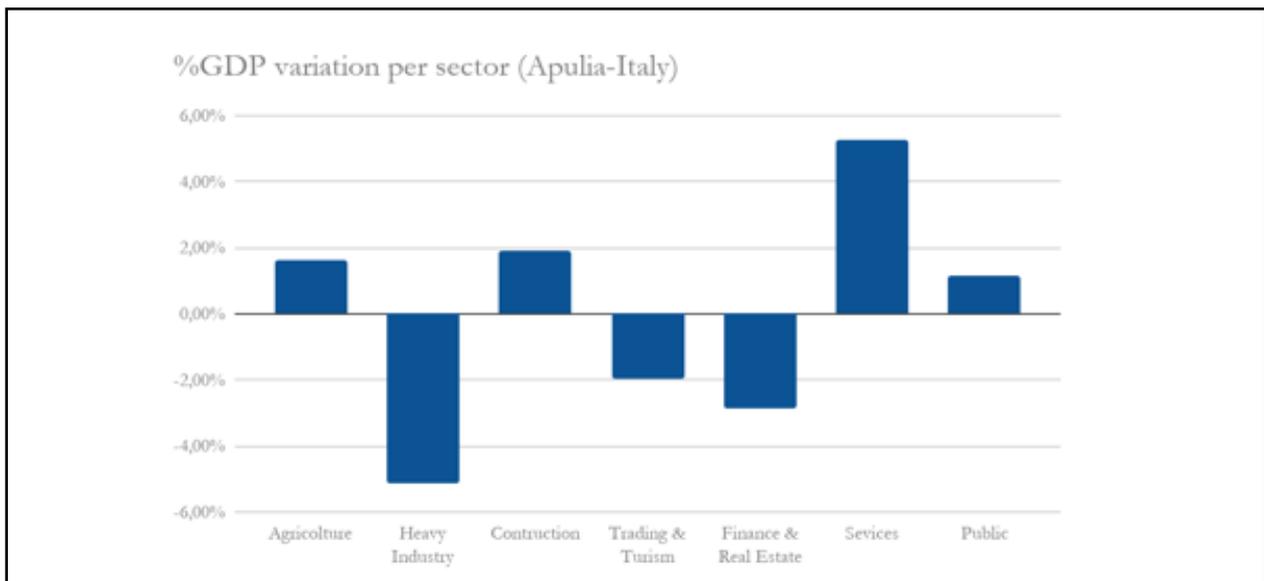
The two graphs below shows respectively the Apulian Region GDP distribution and the %GDP variation per sector comparing Apulia and Italy.

2. Source: <https://www.agenziapugliapromozione.it/portal/osservatorio-del-turismo>

APULIA REGION GDP DISTRIBUTION



%GDP VARIATION PER SECTOR (APULIA-ITALY)



The most important economic sector is the service sector, which counts for 24,3% of GDP, almost 5% higher than the Italian average. The innovation, ICT and research services are crucial in the regional economic ecosystem. Innovation and research application sectors spread widely, some of them: healthcare, materials, robotics, agritech, industry 4.0 and culture. Among the most important

innovation sectors is Aerospace, which is a regional and national excellence, providing innovation for: rotary and wings, fixed-wings aircraft, interior aircraft, space software and remote tracking systems and space software. It is the case of the agreement in 2019 between Virgin Galactic and Angel Group, an innovation-based Apulian holding, for Italy-US space cooperation on suborbital flights.

A key player for Apulia region is ARTI (Regional Agency for Technology and Innovation), founded in 2004 helped the region fostering crowd-innovation, monitoring and harmonizing innovation and technology growth.

Innovation and research are one of the most important beneficiary of the 7 billion Euro structural European funds for the period 2014-2020, with 1,4 billion Euro. European investments are generating 4 euro overall investments form 1 euro of european funds and +21.000 jobs, placing Apulia region as top italian performer for unemployment improvement. (-2,8% in 2018). The worst sector performer for european funds usage is agriculture, despite its crucial role for the region economy.

The sector under the lights of Apulia region is tourism, with 9 billion euro GDP (13,6% of total GDP) and a +5,5% growth from 2016 to 2018. Beyond GDP numbers, arrivals numbers are impressive with 4,2 million arrivals in 2019, +4% from previous year, and +70% foreigners' arrivals from 2015 to 2019. On social point of view, this sector impact strongly in the region with almost 36% of enterprises belonging to this sector and 135.000 working people. More in deep analysis about this sector will be presented in the Destination strategy and management chapter.

1.5 Employment and living conditions

Unemployment rate in Apulia region is 11,7% above the 10% of Italy, but above the 15,8% benchmark of the south of Italy. Unemployment rate has improved by 5% over the past four years, overperforming both Italian and south Italy improvement.

Even though unemployment numbers are improving over the past years, this measure do not provide an exhaustive overview of the Apulian labour market. The percentage of post-graduate employment rate³ is 37,1% below both south Italy benchmark (42%) and Italy overall (62,8%). This metric shows how strong is the brain drain phenomenon, which could really compromise future region competitiveness.

Finally, a quick look into wealth distribution of the region. As for Gini index⁴ Apulia with 29,5 is above the Italian average (30,7) and places forth among italian regions. This is due to commercial and levantine culture of the region and is reflected in its entrepreneurial structure of many SME, with an average of 1 company every 12 inhabitants.

3. The percentage of graduates who are employed within 3 years after graduation.

4.Gini index is the most common measure for wealth distribution. It ranges from 0 which means perfect equality (wealth is uniformly distributed) to 1 which means worst equality (one person hold the total wealth) .

1.6 Local culture

Apulia region has a very heterogeneous and dynamic culture, due to its central position in the mediterranean basin, which made the region a must in the mediterranean routes. Apulia region presents cultural influences from the whole mediterranean basin and beyond. Here we can find influences from: Romans, Germans, Franks, Greeks, Arabics, Iberics and the Balkan area too. Tangibles of these influences are the region cultural heritage and they spread from art, to religion, from architecture to languages.

Below are four examples, with no exhaustive scope:

- Art: It is the case of the very intensive presence of byzantine iconography across the region, or Villa Sticchi in Santa Cesarea Terme where Carmelo Bene made his movie masterpiece "Nostra Signora dei Turchi".
- Religion: a very interesting case is Saint Nicholas from Myra, today better known as Saint Nicholas of Bari. He is a saint of the third century, who born and lived in the actual Turkey. He is venerated from both catholics and orthodoxes, in fact from 7 to 9 may each year catholics and orthodoxes come from all over the world for celebrate him in Bari, where his spoils are in the Basilic named to him. Santa Claus comes from Saint Nicholas tradition.

- Architecture: The architectural symbol of Apulian region has germanic origin, it is Castel del Monte. It was a residence of Frederick II, Holy Roman Emperor. Other tangibles of his presence are spread among the region, where is also the unique cathedrale he made, located in Altamura.
- Language: there are more than 25 dialects and languages with various influences, from napoletan to provenzal, from greek to arbëreshe.

Beyond the cultural historic heritage, Apulia is a very dynamic basin on a cultural point view. Apulian cultural ecosystem and innovation have quickly increasing their impact, with +500 million euro projects in the last three years, +2.000 enterprises and +4.000 events yearly. Cultural industry growth is positively affecting other industries too, first is the tourism sector by increasing regional attractiveness.

Anyhow, the sector is still in a startup phase and it is preparing for structuring more and more. Some initiatives already are taking place, it is the case of "Distretto Puglia Creativa" which is an association of cultural and creative operators.

More in-deep analysis about this Industry are in the Destination strategy and management chapter.

1.7 Gender equality

The Apulia Region has for years been committed to the promotion of policies for gender equality and the prevention and combating of all forms of discrimination, taking on the principle of equality and equal opportunities in all government activity, programming and implementation.

In 2007, at the conclusion of a path of listening and sharing with all institutional and social stakeholders, the region approved the law 7 "Norms for gender policies and reconciliation of life - work in Puglia", an organic law to provide a firm regulatory basis for services and initiatives that can guarantee effective conditions of equal opportunities and redesign the profile of cities around the right to livability and improvement of living conditions for all.

The new multi-fund Regional Operational Programme POR Puglia 2014-2020 has been approved, with a programme that is inspired in all its axes by the principle of equal opportunities and non-discrimination, with ad hoc interventions and mainstreaming interventions.

Important monitoring and evaluation systems have also been introduced to restore the degree and quality of changes, brought about by actions in the living and working conditions of women in Apulia, given the complex structure of the interventions put in place.

In this logic, three "instruments" were adopted by Law no. 7 of 2007:

- the Annual Report on the Status of Women in Puglia;
- the gender balance sheet;
- the Observatory on Gender Communication.

The objective of the promotion of gender policies is also pursued within the regional organization, through the adoption of the Three-Year Plan of Positive Actions aimed at ensuring the removal of obstacles that, in fact, they prevent the full realisation of equal employment opportunities, and in work between men and women, and a concrete participation of women in opportunities for professional advancement, so as to promote the rebalancing of the presence of women in the activities and hierarchical positions, now under-sized, in the female gender.

<https://www.regione.puglia.it/web/pari-opportunita>

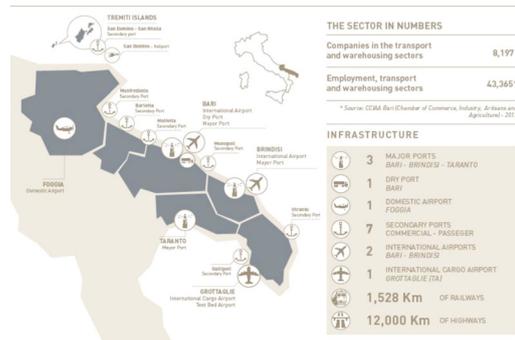
<http://www.pariopportunita.regione.puglia.it>



2. INFRASTRUCTURES AND MOBILITY

HARD INFRASTRUCTURE

AIRPORTS (Civil/International)	10/2
Ports (Major/Touristic)	12/36
Railways	840 km
Roads	more than 11.500 km



SOFT INFRASTRUCTURES

Routes, Trails	9/1,000 Km Via Traiana, Via Micaelica, Via Litoranca, Via Sallentina, Cammino Materano, Via Leucadense, Via Appia, Cammino dei fari, Via delle fiabe
Cycling network	9/1,000 Km Ciclovie: Adriatica, dell'Acquedotto Pugliese, Romea-Francigena, dell'Alta Murgia, dei Borboni, dell'Appennino
Eco-parks	<ul style="list-style-type: none"> • 2 national parks • 3 marine protected arcas • 16 national reserves • 18 regional protected areas



ACCESSIBLE INFORMATION

Websites	www.viaggiareinpuglia.com
Social Networks Interactions (2018)	<ul style="list-style-type: none"> • Instagram (182 M) • FaceBook (10 M) • others (8 M)
Public touristic offices	83
Private operators	more than 3.400 touristic related companies



2.1 General overview

Due to its strategic position in the mediterranean basin, Apulia region is well connected both externally and internally, even though strong improvements on railway infrastructure should be done.

2.2. Hard infrastructure

Airports

In Apulia are 10 airports of which 4 are civil:

- International airport of Bari-Palese: located in the middle of the region close to its main city Bari
- International airport of Brindisi-Casale: located in the south
- Airport of Foggia
- Airport of Lecce-San Cataldo

Most of civil flows pass through the first two, respectively 61% (Bari-Palese) and 28% (Brindisi-Casale). Total passengers traffic accounts for +8,2 million passengers in 2019, with a +5,2% increase from the previous year. The 38% of total traffic is for international routes, with an increment of 18% from the previous years. These numbers shows how the Apulia region connection is fast increasing over the last years, making the region strongly connected abroad too.

Ports

The +800 Km cost make the water connection really crucial in the region historical and nowadays link with the

Mediterranean basin. In the region are 12 commercial and civil major ports all along the region, which are mostly in the upper part of the region. They are:

- Port of Bari
- Port of Monopoli
- Port of Molfetta
- Port of Barletta
- Port of Bisceglie
- Port of Trani
- Port of Brindisi
- Port of Capojale
- Port of Manfredonia
- Port of Rodi Garganico
- Port of Lecce
- Port of Taranto

Further, there are other 34 touristic ports in Apulia.

Through Apulian ports pass yearly: +15,5 million metric tons of commercial goods, +82 thousand containers, +600 thousand vehicles, 2 million passengers and almost 770 thousand crocerists.

Rails

The rails network is the less developed infrastructure network in Apulia region, with a 20% below the Italian average⁵.

The 840 Km rails length across and connect the region, of which 441 Km are double-line rails. Rails network connects 66 stations of which 15 provide assistance services for low mobility people.

5. Expressed by Rails Infrastructure Index, given 100 the Italy reference. Reference: [Sistema Puglia](#)

There are 5 train operators working in the Apulian territory, of which only one connects the region on a national level, the other four are regional operators providing short length connection.

None high speed rails across the region.

Roads network

Thanks to its geological conformation, with a prevalence of flat and hilly territory, Apulia region is very well linked by roads. In fact, road infrastructures is almost 8% higher than Italian average, despite a 25% lower of highways which is compensated by a really strong and high speed local roads network. Roads network total length is +11.500 Km, of which 82% are local roads (regional and provincial). This structures provides a great roads capillarity, making it possible reach every place in the region. The attractivities geographical dispersion and the roads network high capillarity make the roads the first infrastructure for tourists' internal transport.

Public transport

The interregional public transport is mostly based on train and bus transportation. The first one have been deep dived above, while the second one is the primarily public civil transportation infrastructure. Bus transportation accounts several companies providing the service, with some italian leader bus transportation companies. The civil bus transportation make it also possible to reach almost every point of the region. Despite the service capillarity, bus transportation do not fully satisfy transportation needs, mostly due to low frequency.

2.3. Soft Infrastructure

Routes network

Apulia region developed a crowd-based strategic plan for the next 10 years, called PiilCultura, which will be deep-dived in the destination strategy and management. The walking network is one of the key pillar actions of the strategy plan, its high strategical priority has both an historical and a turistic roots. On one hand Apulia have been over centuries the natural bridge among oriental and occidental mediterranean basin, in fact here are some of the ancientest mediterranean routes. On the other hand Apulia region wants to promote slow tourism, therefore walking routes become a milestone. Walking routes in Apulia are:

- Via Traiana (as part of via Francigena)
- Via Micaelica (as part of via Francigena)
- Via Litoranea (as part of via Francigena)
- Via Sallentina
- Cammino Materano
- Via Leucadense
- Via Appia
- Cammino dei fari
- Via delle fiabe : this is a running cultural project, starting from regional fairy tales, a route network have been built, with the aim to provide an unique experience where tales and routes strongly interact.

Cycling network

Cycling routes are becoming very important over the past 5 years, as slow tourism is a milestone of the Puglia365 tourism strategic plan. Due to that political, touristic operators' and public interest on this theme is fast increasing. Thanks to that projects and initiatives on cycling routes are growing in terms of both numbers and quality.

Today Apulia region accounts six official cycling routes:

- Ciclovía Adriatica
- Ciclovía dell'Acquedotto Pugliese
- Ciclovía Romea-Francigena
- Ciclovía dell'Alta Murgia
- Ciclovía dei Borboni (connecting Bari and Naples)
- Ciclovía dell'Appennino (one of the longest in Italy)

Looking beyond official routes, Apulia region has a very dense network of cyclable routes, thanks to which it is possible to discover incredible places.

2.4. Accessible information on heritage and culture

Apulia region information are quite accessible by the web. Main information website about Apulia has public ownership and management. They are:

- <https://www.viaggiareinpuglia.it/> which is the reference website of tourism in Apulia region.
- <https://www.agenziapugliapromozione.it/> which is the website of Apulia DMO. This point will be deep-dived into chapter 4.

The online presence of Apulia region strongly increased in the last two years, thanks to a mirate communication strategy launched by the DMO, with some hashtags such as #weareinpuglia, which reached +200 million social interaction.

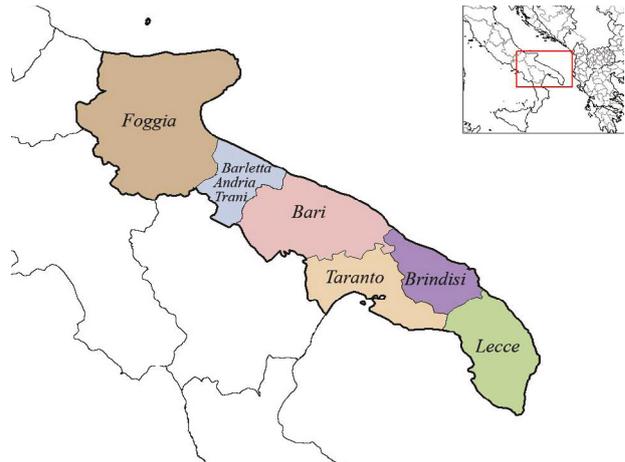
From a social point view Apulia region is quite appealing. Looking at Facebook most followed pages are: "Puglia.com" almost 470k likes, "Inchiostro di Puglia" +390k likes, "We are in Puglia" 176k likes, the official page of the region has 86k likes. Instagram presence is very close to that on Facebook.



3. ENVIRONMENTAL PROFILE

GENERAL AND GEOGRAPHY INFO

% of cities with +20k inhabitants	20%
Lowest points	Mediterranean Sea
Highest points	Monte Cornacchia 1151 m
Kilometers of coastline	784 km



BIODIVERSITY INFO

Protected area%	13.80%
Flora	2500 vegetal species
Fauna	171 species of EU interest
Habitats	44 in Natura 2000



CLIMATE INFO

Annual rainfall	563mm
Summer sunshine hours	14 daily average
winter sunshine hours	10 daily average
Summer average temperature	27°
Winter average temperature	11°



3.1 General overview

Despite the 19.541 Km² extension Apulia region has a very extensive and heterogeneous environmental heritage. Along its +400 Km length are: mountains, lakes, various coastal ecosystems over the 780 Km length -from deep rocks to salines, from small to extensive sands-, plateau, hills, rivers and valleys. This strong environmental diversity reflects in the flora and fauna ecosystems, too.

Anthropic distribution with no metropolis and many medium cities, helped over centuries to protect and slowly modify the environment. For instance it is the case of olive trees, with +80 varieties make Apulian region first in Italian olive biodiversity. They have been planted from 15th century all along the region becoming an icon of region identity. Anyhow, the last 50 years anthropic pressure is putting at risk this wide but fragile ecosystem.

3.2 Protected areas

Protected areas accounts for 13,8 % of total regional surface. Here are:

- 2 national parks: Parco dell'Alta Murgia and Parco del Gargano
- 3 marine protected areas: Isole Tremiti, Porto Cesareo and Torre Guaceto
- 16 national reserves
- 18 regional protected areas

Further, among almost 6000 vegetal species in Italy 41% are in Apulia and 47 of 142 European habitats are in Apulia.

The numbers above provide a clear picture of how extraordinary is the region biodiversity, which is a natural bridge among Europe and oriental Mediterranean area.

In Apulia are four UNESCO sites plus one under candidature:

- Castel del Monte: perhaps the most known architecture of Friedrich II Emperor, with its octagonal plant is unique worldwide.
- Trulli di Alberobello: trulli are autoctone stone-made rural buildings from 15th century with unmistakable conic-shape roof
- Sanctuary of Monte Sant'Angelo: Built in 490 a.c. it is one of the most important sites for the cult of Saint Archangel Michael. In fact, it is part of the 7 point Saint Archangel Michael straight line touching Ireland, England, French, Italy (2), Greece and Israel.
- Foresta Umbra: this natural site is within the National Park of Gargano
- Castel Fiorentino di Torremaggiore: is a site where are the ancient ruins of a byzantine city. This site candidature is actually under UNESCO valuation.

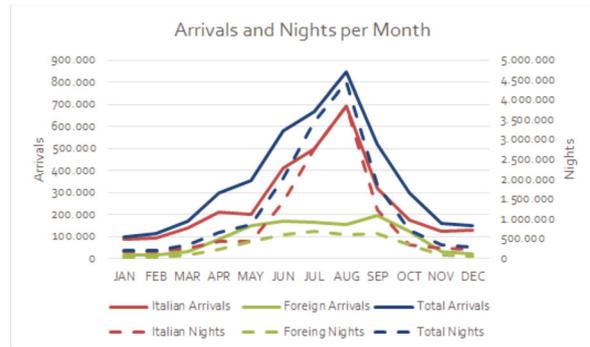
6. The biggest Apulian city in Bari with 320k inhabitants followed by Taranto with almost 200k inhabitants. 64% of the population are in 20% of cities, which have more than 20.000 inhabitants.



4. DESTINATION STRATEGY AND MANAGEMENT

TOURISM NUMBERS IN A NUTSHELL

Tourism industry share of GDP	13.60%
Tourism industry employment	135,000.00
Arrivals / Nights	42,200,000 / 15,000,000
Touristic average daily expenditure	140€



DESTINATION STRATEGIES

Strategic plans	"Puglia 365" for turism / "Piil Cultura" for culture
Vision	<ul style="list-style-type: none"> • Products uniqueness • Local identity promotion • Integrated mobility • Innovation • Entrepreneurship • Conitnues education
Priorities	<ul style="list-style-type: none"> • SMART-In Puglia • SRICC • Ecosystem improvement actions • Integrated centers • Decentralise by diversifying • Increase expenditure
Sustainable development policies	<ul style="list-style-type: none"> • 9 parks CETS certificated • "Tourism For all" program • Walking routes project • Cycling • routse project • Plastic Free campaings • Energy sustainability of turistic buldings



DESTINATION MANAGEMENT

Public DMO	<ul style="list-style-type: none"> • Puglia Promozione • Teatro • Pubblico Pugliese • Apulia Film • Commisison
Private DMO	None
Prioritised Tourism products	<ul style="list-style-type: none"> • Seaside tourism • Cultural t. • Food & Wine Adventure t. • Religious t.
Investment	500m € in the last 3 years



4.1 Tourism in APULIA. numbers

Apulia Region has several social, cultural, economic and geographical peculiarities which led politicians and sector associations to develop a specific destination strategy and management structure. These peculiarities are:

- Geographical distribution: Apulia Region with its 19.540 Km² extension is the longest Italian region with +400 Km length.
- Social and cultural peculiarities: The region extended length reflects in social, cultural and attractiveness heterogeneity spread through the region.
- Economical structure: Tourism and culture are two pillars in the economic structure of Apulia Region. Tourism sector accounts alone 13,6% of region GDP, counting culture and "made in Puglia" products GDP influence rises a lot, even though it is not so easy to account secondary economical effects.

Peculiarities above have been deep-dived in the previous chapters of this report.

The tourism sector is strongly increasing over the past five years.

Its GDP share reached 13,6% with 9 billion euro. Tourism job market and entrepreneurial structure impact strongly the region socially with almost 36% of enterprises belonging to this sector (1 each 12 persons) and 135.000 working people.

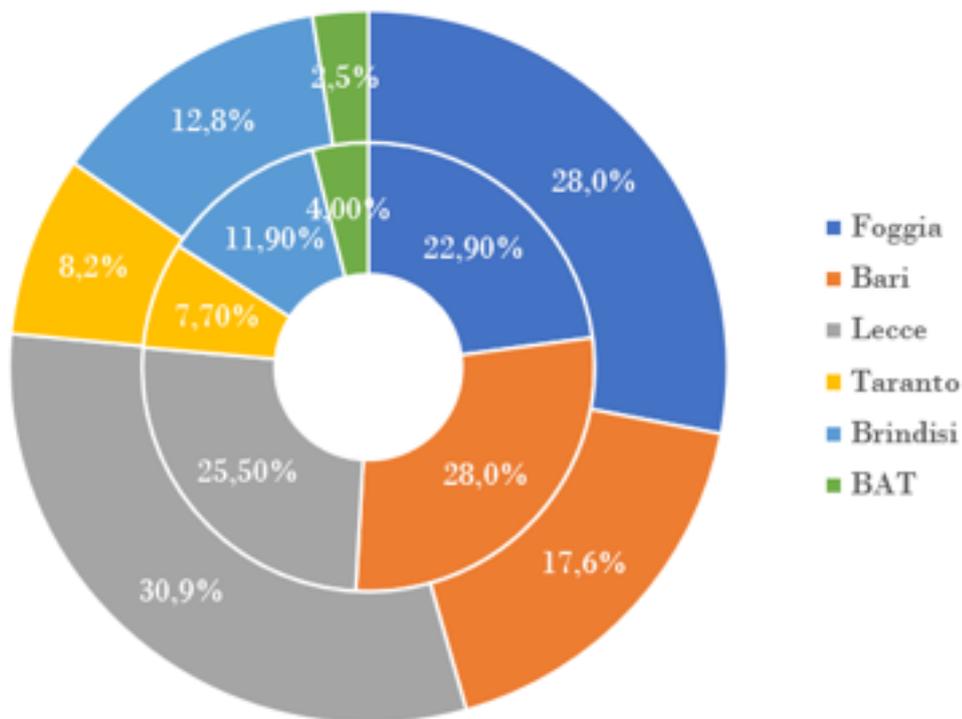
Looking at arrivals they increased globally by more than 30% with 4,2 million arrivals, of which 1,2 million are foreigners arrivals with a 70% increase from 2015 and +11,5% increase in the past year. Overall foreigners arrivals increased its share from 21% to 28%, with 7 percentage point increase.

While, about tourist permanence, it accounts 15,5 million nights in 2019, with a 2% yearly increase and 3,7 nights as average presence. Apulia region places 8th among Italian regions with 3,6 % of overall nights.

Tourists presences change strongly over the year and from tourists origin. Overall presences are concentrated in summer months, with a peak in August. This is due to Italian market has a bigger shares

than foreign market. Looking more in deep these two markets, foreign presences are more uniformly distributed than Italian ones. This is due to Italian market touristic habits, which traditionally concentrates vacancies in the summer period. The latter is especially true for low-spending seaside tourism, which still is the major regional market.

Within the region tourist flows distribution is not homogeneous. The graph below shows arrival and presence distribution among provinces.



Numbers above shows us a peak of touristic flows in the provinces of Foggia and Lecce, where there is a prevalent seaside tourism, which still accounts as primary touristic market. About Bari, which has the highest arrival-presence spread, this is mainly due to the airport of Bari-Palese where are the major air incoming, then tourists move across the region. Barletta-Andria-Trani province, instead is the latter, for which tourism sector is not so crucial in the ecosystem, which is more industrial and commercial driven. Anyhow in this province, public and private operators are working to foster slow tourism with medium but distributed numbers, aiming to reach high-spending tourists target.

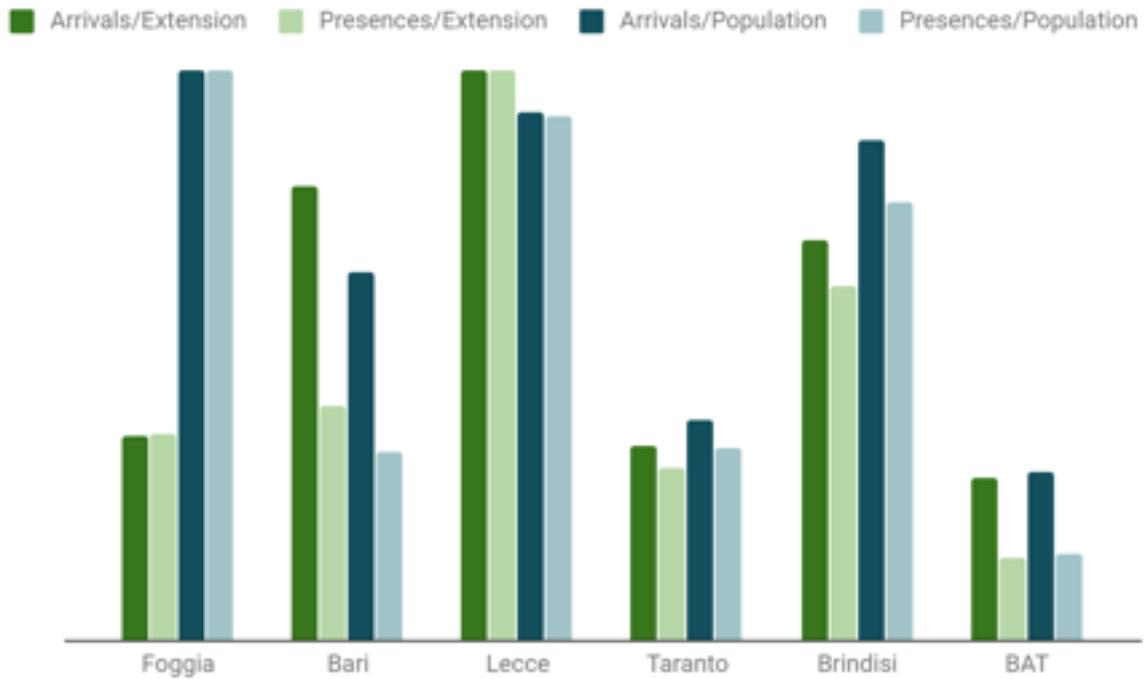
Deep-diving the numbers above, it is possible to understand more about high level touristic flow and their environmental and social impact. We propose 4 metrics to understand more these issues. For sure,

these metrics are not exhaustive and can be refined, but they give a first idea about these phenomena. Metrics are explained below and showed in the dedicated bar graph:

- Environmental impact:
- Arrivals/Extension: number of arrival per Km². Higher the metric, higher the environmental impact.
- Presence/Extension: number of presences per Km². Higher the metric, higher the environmental impact.
- Social impact:
- Arrivals/Population: number of arrival per inhabitant. Higher the metric, higher the environmental impact.
- Presence/Extension: number of presences per inhabitant. Higher the metric, higher the environmental impact.

Metrics suggest a very high environmental impact in the provinces of Lecce and Brindisi. Further, for both provinces arrivals and presences are concentrated in summer months increasing the impact. While, looking at social impact Foggia and

Lecce show the highest metrics' values. In fact, especially for these two provinces, touristic sector is very important for the socio-economic ecosystem since there are many SMEs, increasing risk taking and wealth distribution.



	ARRIVALS	PRECENCES	EXTENTION	POPULATION	A/EX	A/POP	PR/A	PR/EX	PR/POP
Foggia	22,90%	28,00%	7.007,54	662183	137,25	1,45	122%	619,33	6,55
Bari	28,00%	17,60%	3.862,88	1251994	304,44	0,94	63%	706,21	2,18
Lecce	25,50%	30,90%	2.799,07	795134	382,63	1,35	121%	1711,10	6,02
Taranto	7,70%	8,20%	2.467,35	576756	131,07	0,56	106%	515,13	2,20
Brindisi	11,90%	12,80%	1.861,12	392975	268,55	1,27	108%	1066,02	5,05
BAT	4,00%	2,50%	1.542,95	390011	108,88	0,43	63%	251,14	0,99

4.2 The destination management system

Specific destination management measures have been developed over the previous 20 years, in order to reach the strategic goals and fit region peculiarities listed in introduction.

These measures refers to two main areas:

- **Geographical management: in order to preserve and leverage atractive activities and cultural peculiarities, the region have been divided in 5 destination areas, each with its own peculiarities:**

- Gargano e Daunia: It sites in the north part of Apulia region and it is the most environmentally variegated of the five destination areas. Here it is possible to experience: the forest of National Park of Gargano, the Sub Appennino Dauno hills, Ofanto and Fortore rivers, the flat land of Tavoliere delle Puglia, as well as incredible deep rock and sand bays of Gargano costs and Tremiti islands, truly a earth paradise. Beside environmental attractions are also: religious and cultural ones, such as San Giovanni Rotondo, Sanctuary of Monte Sant'Angelo (UNESCO site) and Basilic of Santa Maria Maggiore in Siponto with one of the most innovative examples of historical heritage and contemporary art integration with the Edoardo Tresoldi masterpiece.
- Puglia Imperiale: This is the land where Frederick II Emperor left his major tangibles, among the provinces of Foggia and Bari. On an environmental point of view this land is a smooth transition

among there main landscapes within it: Murge's hills, Tavoliere delle Puglie plateau with thousand and thousand olive trees and the Adriatic coast. It is a naturally unique welcoming land, in fact, coming from the sea you can find: Trani with its romanic chatedral facing the sea, Castel del Monte (UNESCO site) the most famous Federician architecture and then the mystic Murgian landscape with many medieval sites. In this land you can experience an unique sunset at le Saline di Margherita di Savoia, the second biggest european salt flat with an impressive fauna diversity:

- Terre di Bari: This is the land dominated by Apulian major city, Bari. Along the mediterranean bush coast are uncontaminated bays and medieval-based small towns such as Mola di Bari, Polignano a Mare and Monopoli. Public interest strongly increased over the past ten years, the film industry strongly contribute for that, making these places the set for numerous movies. Another factor contributing for that are extreme sport events such like the Red Bull Cliff Diving in Polignano a Mare. As the previous area, this land extend in the Parco Nazionale dell'Alta Murgia, where is also Altamura with its Federician cathedral.
- Magna Grecia, Murgia e Gravine: Taranto, also known as the two seas city, is the major city of this land. Here are three main peculiarities. First is the historic and cultural heritage of this land with numerous Greek, Romans and Messapic archaeological sites. The second one is the environmental aspect of this land, with a mix of Murgia

hills, carsic territory with canyons and the unexpected ionic coast which remind mythological tales. The last peculiarity of this land is Taranto itself, the city which dominates the Ionian sea, due to its historical relevance and its central position in the Ionian gulf. Taranto has and hides several unexpected uniquenesses, some of them: greek, roman and medieval sites and architectures; the two seas in front of the city where a dolphins' protected area; the famous bridges; Aragonese Castle and the Natural Reserve "Palude la Vela".

- Valle d'Itria e Murgia dei Trulli: Its sites in the area among Bari, Brindisi and Taranto. Its strategic position helped the touristic flow of this land, very close to the two main airports. Among the regional areas it is the one with the lowest coastal length with only three towns. Operators turned this point on a positive perspective providing a high level slow tourism with high spending target. In this valley you can enjoy the secular olive trees along the hills, relax and live Apulian lifestyle in the Masserie (ancient countryside buildings), take part to the numerous cultural events such like Festival della Valle d'Itria (the most important baroque music festival worldwide) or Locus Festival. The small towns in the valley are also a must: Alberobello with Trulli, Martina Franca, Cisternino and Locorotondo are some of them.
- Salento: Maybe the most known of the areas, its sites in the south of the region: the "heel of the boot". The heart is Lecce situated in the middle of the area, it

is well known for the baroque heritage, the so called barocco leccese. Two main examples are: Basilica della Croce and Saint Mary Assunta cathedral. It is possible to find architectures of this artistic style in the other small towns too. Naturalistic side is the key strength of this area. In fact, it is the unique part of the region which has both seas Adriatic on the east side and Ionic on the west side. For this reason the main touristic sector is the balear one, even though other markets are rising over the past recent years.

- **Destination Management Agencies: are agencies funded for manage and promote directly and indirectly Apulia Region as a destination. They are:**
 - Puglia Promozione: it is Destination Management Organization of the region, public agency founded in 2011 by Apulia region government. Its vision is to promote Apulia as a sustainable destination, with a complex and integrated system leveraging tangible and intangible assets of the region. The goal is to become Italian leader in tourism sector by promoting local peculiar identities of the region, integrating private and public operators' actions, preserving high quality environment and enhancing the Apulian lifestyle for both locals and tourists.
 - Apulia Film Commission: this public agency has been funded in 2007 with the goal to promote the Apulia region image by means of Film industry. The agency has a proper fund of +10 million euro, for financing movies, documentaries and video production in general running in Apulia region.

The impact of the work in the last year is important with +500 movies productions, +80 million euro of economic impact on Apulian territory and +100 million euro of direct revenues in face of 23 million euro investments in the last 10 years. Several film festival have been also launched in the last 10 years, some of them: Bari Film Festival, Festival del Cinema Europeo, Festival del Cinema del Reale, Otranto Film Fund Festival, Registi fuori dagli sche[r]mi, Messapica Film Festival.

- Teatro Pubblico Pugliese: it is a consortium founded by public institutions in 1979, with the goal to develop and promote culture of theatre, dancing, contemporary circus and music both with Apulia and abroad. The consortium ownership is of 52 municipalities and Apulia region and it accounts almost 90 live show seasons, 72 spaces have been activated, +850 show and 180.000 spectators yearly. In the last years TPP increased its active role in the integrated cultural-touristic system of the region taking part to the main strategic projects, such as Apulia Film Commission.

Also the private sector increased its apport to destination management, with aggregating and network services which help improving internal and external perception of Apulia Region as appetible destination. Anyhow, this sector is in the early stage phase and need to mature and grow up in order to provide their contribute in terms of diversification and innovation, that the actual public-centered system lacks.

4.3 Apulia's tourism strategy

In the light of the observations above, specific strategic plan and management structure have been developed over the past 10 years.

From 2016 to 2018, Apulia Region launched two participated projects to develop strategic plans for both cultural industry and tourism industry. They are the baseline of the region destination strategy. Public sector actors, sector associations, institutions and private players have been involved in this three years projects, with the goal to develop 10 years strategic plans. The aim was to develop a common long term vision, shared and discussed with all actors involved, to lead these two industries growth over the next 10 years. The two strategic plans have been developed synergically and over the same time period, since they are strongly interconnected in the short and long term vision.

The strategic plan are respectively:

- **Puglia 365: Strategic plan for tourism industry. It is based on 6 pillars:**
- **Product:** the high region heterogeneity provide a wide range of potential products. It is crucial a well structured approach which permits to match product, needs and target.
- **Promotion:** in the last years Apulia region strongly increased its brand perception worldwide. The next challenge is to leverage local identities and cross-products marketing (e.g. form agrifood, innovation etc).

- **Infrastructures:** Airports infrastructure growth made a great boost for touristic sector. The next milestone to reach is integrated mobility.
- **Innovation:** it is a cross-pillars theme. Two are the key directions: digitalization -for both operators management and hosters experience- and private -public partnerships.
- **Hospitality:** this is an inside-the-blood peculiarity for Apulian people, becoming an identity aspect of the destination. Strategic goals to look for are: experience-based approach, provide support for the whole host experience-cycle, professionalize the sector preserving a genuine approach.
- **Job & Education:** Tourism is a human centered industry, therefore continues improvement and education is crucial.
- **Piil cultura: Strategic plan for cultural industry. Its name is a word-joke, recalling PIL which is GDP in Italian language, that is a financial-economic based wealth measure. But, the region goal is to go a step ahead to circular economy based on the cultural system. Therefore, PIIL is an acronym and hold the strategic pillars:**
- **Product:** Apulian cultural product has to be unique, high quality and recognizable, aiming to continue audience empowerment and development
- **Identity:** There will be no high quality cultural product without the influence of Apulian mestizo unique culture
- **Innovation:** It is forward looking every leadership culture has to have. Innovation is a double side-moon:

product on one face, processes in the other, but nevermind it is an unique ecosystem.

- **Entrepreneurship:** Culture and creativity are strong value-creation tools, which means new business opportunities. It is crucial for culture sector to engage people and competences to face this challenge.
- **Jobs:** Build a strong and stable job market for cultural sector is crucial in order to overcome black-job-market and brain drain.

The main goals in the strategic plan are: multi-years planning, high quality investments, public-private synergy, new entrepreneurial culture, audience education and development, internationalization, monitoring and control, cultural system policy and governance.

4.4 Sustainable policies and projects

In order to assess the regional environmental control, preservation and sustainability several ad hoc policy and projects have been launched over the years.

First is ARPA, the regional agency for environmental prevention and protection. It was founded in 1999 and over the past 20 years lead regional policy, education and scientific research on environmental issues. For increasing its actions effectiveness and capillarity the agency is divided into six Provincial Environmental Departments (DAP), one for each province. ARPA focuses on seven major themes: air,

water, soil, natural areas, physical agents, garbage management and impacts, industrial risk.

On a legal point the view the key point is PPTR, the regional territory environmental plan. This document sets the policy guideline for environmental related themes.

Green economy is a strategic pillar for regional economy and environmental management. In fact, it is becoming more than a key production sector, shifting into an integrated approach for the whole industrial and production industry.

Apulia Region is the top Italian green energy producer with +9.000 GWH production, it accounts for 17% of total Italian green energy production. Further, green energy sources are distributed mostly among eolic (42%) and photovoltaic (40%), with an important share of bioenergy (17,5%) and a little part of idric (0,5%). The leadership position of Apulia region in green economy, foster innovation for sustainability. An interesting case is for eco-construction sector which is strongly increasing in the last years, providing cutting the edge innovation such as the project "Casa di Luce": the biggest European residential construction zero energy. It means that from the first day the building has positive energy balance due to innovative material and construction process. On average an energy class A building require 35/40 years to reach a positive energy balance⁷.

Apulia region is also part of Natura2000 Network EU, which is a project network of core breeding and resting sites for rare and threatened species, and some rare natural habitat types which are protected in their own right. It extends across all 27 EU countries, both on land and sea. The aim of the network is to ensure the long-term survival of Europe's most valuable and threatened species and habitats, listed under both the Birds Directive and the Habitats Directive. Within this project Apulia region has: 21% of total area, 92 sites, 44 habitats, 90 birds species and 81 species of EU interest.

About economic, environmental and cultural sustainability policies in tourism sector the keys drivers are the Strategic Tourism Plan and Culture Plan (PIIL) are adopting continuous and targeted operational measures, so that the sectors concerned take advantage of the new vision that has been given to the Region.

For this reason, a unitary control room has been created, the PACT, a new reference Pole of Art, Culture and Tourism of the Apulia Region, created to strategically innovate the processes of governance of the territory within the Culture and Tourism system.

It is a connector of people, bodies, institutions and professionals who animate, design and act for the cultural and tourist development of Puglia, in a sustainable perspective.

7. Energy balance is the difference among the energy spent for building it and energy saved for thanks to isolation performance.

A center of connection between the various institutions, but also a place of shared design and enhancement of initiatives, with which citizens can relate in an immediate and synergic.

Hence the SMART-In Puglia strategy, a programme of actions that aims to affirm a new model of valorization of the public cultural heritage, for its wider use of the heritage, through a sustainable management in the medium-long term of assets.

The realization of Territorial Integrated Poles, through the establishment of aggregated systems at local, provincial and regional level, both from a subjective point of view, networking the managers of Heritage and the operators of Culture, starting from the Entities and Foundations participated by the Puglia Region, from an objective point of view, connecting natural and cultural attractors according to territorial or functional criteria.

The presence in Puglia of a varied landscape, where you can alternate with beach, sports or cultural holidays, has allowed the realization of targeted activities aimed at encouraging the use of places throughout the year, seasonalizing flows and allowing residents and travelers making authentic experiences in less conventional moments.

This was possible with the activities of "Inpuglia365", direct application of the Strategic Plan of Tourism Puglia365, with excellent results of audience engagement and networking between operators.

The use of valuable places is also one of the aims of the Network of Paths that, through the gradual setting up of local initiatives, through public-private partnership developed with a participatory design from the bottom, has made it possible to create and formalise numerous slow tourism routes covering the entire region, covering sections of ancient routes of Community interest, such as the Southern Via Francigena, recently recognized Cultural Itinerary of the Council of Europe.

These routes pursue a number of objectives related to the sustainable development of the territory, including the enhancement of heritage, the networking of places and operators, the use of safe places at any time of the year, the rebirth and rediscovery of smaller destinations and hinterland, the decongestion of the tourist flows, the birth of new services of fruition and hospitality and also the possibility to enjoy the beauty in another way, without any environmental impact, the encouragement of the community and the increase in awareness of feeling every day custodians of the territory.

Another element of sustainability is the innovation of the processes applied to the tourist-cultural system of the Region, in order to connect the segments of the chain (museums, cinema, entertainment, music, dance, theater and design), strengthening digital tools to support the traveller, by monitoring the growth of the network and integrating different types of Big Data, but also by supporting strategic planning with studies related to the characteristics of the market and the potential for development of specific products.

Following the dramatic consequences of Covid-19 pandemic, the Special Support Plan 2020 was also launched – Custodiamo La Cultura in Puglia, as a non-repayable support to companies and workers in the tourism and cultural sector, to avoid dispersing the immense heritage built in the last 15 years, to investments in artistic production, digital innovation, public training, programming for 2021.

<https://www.piiilculturapuglia.it/piano-strategico-della-cultura-della-regione-puglia/>

<https://www.viaggiareinpuglia.it/cam/37/it/InPuglia365---Cultura,-Natura,-Gusto>

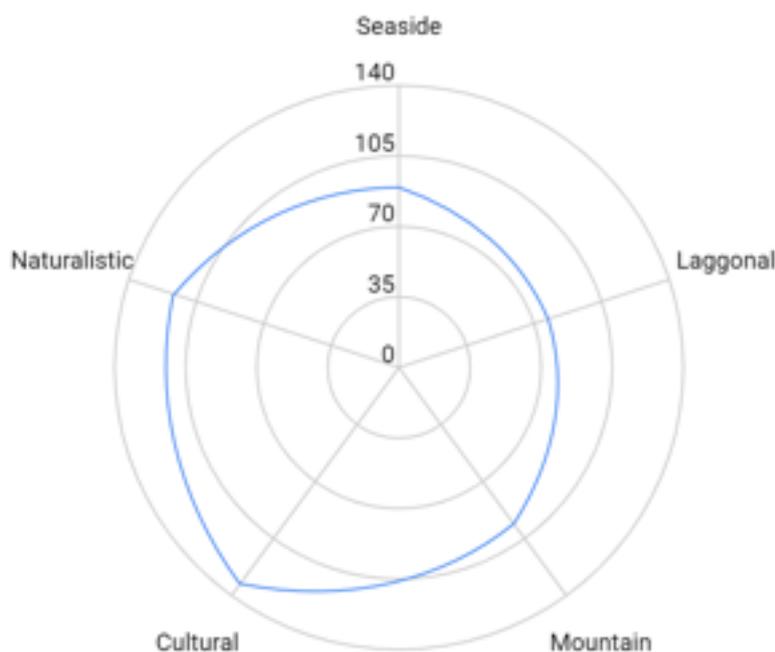
<https://www.piiilculturapuglia.it/pact-polo-arti-cultura-turismo-regione-puglia/>

<https://custodiamoturismocultura.regione.puglia.it/login>

4.5 Key touristic markets and attractions

Tourism market strongly evolved over the past years, accordingly with the Italian one did. Seaside tourism have been the key tourism sector for a long and actually it still is, but with a lower gap towards other sector in the recent time. This change have been lead by both: higher tourists expenditure of other sectors and the need for a more sustainable tourism.

The first changing factor is tourists expenditure. According with a study lead by Pugliapromozione on data of the Bank of Italy, seaside tourism is the sector with the lower spending after lagoonal tourism. The graph below show spending comparison among sectors.



The strategic direction to go toward the cultural and naturalistic tourism is confirmed by a survey for tourists led Apulian DMO Pugliapromozione. The top seven reasons raised are: UNSECO sites, characteristic towns and rural landscapes, Apulian origin, climate, sea, hospitality culture and enogastronomic experience offering. The first two accounts for almost 60% of answers.

Looking at cultural tourism top of the mind attractions for Apulia are: castles (21%), Castel del monte (10,5%), Trulli (9,6%), cathedrals and religious related attractions (8,2%) and Barocco leccese (8,2%). While, regarding top interesting towns for cultural tourism, they are mostly in the southern half of the region with: Lecce (35%), Trani (15%), Andria (14%), Bari (13%), Ostuni (9%) and Alberobello (8%).

Festival and events had strong increase in production and interest over the recent years, thanks to a strong public strategic investment plan led by Apulia region government through structural european funds. The goal is to foster tourism season adjustment making use of cultural products. Main events in the region are:

- **Carnevale di Putignano:** in the middle of the regione sites Putignano, where is the longest and some say oldest Carnival in the world. Four parades with allegorical floats and masked merrymakers and lots more besides.
- **Falò di San Giuseppe:** In Italy, Father's Day is on 19th March to coincide with the Festa di San Giuseppe. In an act of purification and hope for a bountiful year bonfires are lit in towns all around Puglia. Pagan and Christian traditions merge and local communities bond.

- **Festa di San Nicola:** Celebrating the arrival of San Nicola's relics in Bari, La Festa di San Nicola attracts thousands of pilgrims from all over the world to join in three days of homage to Bari's Patron Saint.
- **Locomotive jazz festival:** itinerant festival in Salento with a plenty of gigs in a variety of venues around Salento with a good range of Italian and international performers.
- **Festival della Valle d'Itria:** This classical music and opera festival, now in its 46th year, boasts a prestigious programme with high profile artists.
- **Locus Music Festival:** Six weekends of concerts with the participation of world-renowned jazz players. Locorotondo is the Festival epicentre, involving the whole Valle d'Itria.
- **Notte della Taranta:** Perhaps the most famous event in Apulia, for sure the one with highest numbers with +200.000 spectators. It borns as a tribute to the Pizzica Pizzica, Salento's tarantella dance. Lots of concerts, opportunities to get dancing and to soak up a bit of tradition.

Another key point of the cultural etourism of the destination enogastronomic experience. In fact, Apulia places third among Italian regions for both offering and tourists choice. Enogastronomic offering numbers are really impressive, for instance are: 188 didactics Masserie, +10.000 local restaurants of 2.000 with excellence certificate, +1.000 farmhouses, +400 products with controlled and guaranteed origin, 10 enogastronomic museums, 31 cities of olive oil, +900 olive oil mills, +50.000 of the wine chain, 15 cities of wine and 12 routes of wine and taste.

5. ANNEX

DESTINATION:	Region Puglia
COUNTRY:	Italy
DESTINATION BOUNDARY:	N. Molise - E. Adriatic Sea - S. Mediterranean Sea - W. Basilicata
DESTINATION CATEGORY:	Miscellaneous

Date of information supplied:	March 2020
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LOCATION:		OVERVIEW:	
Description	Distance from the national capital city (km)	Main types of tourism and most popular activities	Top five most popular tourist attractions (including environmental and cultural attractions).
Puglia Region sites in the south-east of Italy. It is the 7th Italian Region for extension, population and density. Further it is the longest Italian Region with +400 Km length. Due to its central position in the mediterranean sea it has always been a key touchpoint for commercial, religious and cultural routes. This reflects in the wide cultural miscellaneous which are the identity structure of the region.	430 km	Seaside tourism Cultural tourism Food & Wine tourism Adventure tourism Religious tourism	1. Castel del Monte 2. Monopoli-Polignano-Grotte di Castellana 3. Lecce 4. Valle d'Itria 5. Isole Tremiti
GEOGRAPHY:		WEATHER PATTERN:	
Approximate size of the destination (in km2) and principle physical characteristics (rivers, hills, bays, etc)	Dominant habitats (place an X against all that apply)	Level of biodiversity (the range of different plant and animal species)	Average sunshine hours, rainfall (precipitation) and seasonal temperatures
Total area: 19.541 km ²	Urban: <input checked="" type="checkbox"/> _____ Sand/shingle beach: <input checked="" type="checkbox"/> _____ Rivers: Ofanto (170km), Fortore (110km), Cervaro (105km) Hills: Murgia, Monti della Daunia (Monte Comacchia, Monte Crispignano) Sea & bays: Golfo di Taranto, Gargano (Vieste, Rodi Garganico, Peschici), Salento (Torre Lapillo, Porto Cesareo, Gallipoli, Santa Maria di Leuca, Castro, Marina Serra, Santa Cesarea Terme, Torre dell'orso, San Foca, Torre Guaceto, Torre Canne) Monopoli, Polignano a Mare, Trani, Margherita di Savoia, Isole Tremiti	HIGH biodiversity (many different plant and animal species present): _____ Region Puglia is part of the "2000 Nature Network" EU project. The most extended european project on biodiversity In this program Puglia has: - 44 habitats of EU interest (all. I Dir. 92/43/CEE) 81 species of EU interest (all. II, III e IV Dir. 92/43/CEE) 90 birds species (all. I Dir. 79/409/CEE)	Sunshine: Provide # hours per season Summer: <u>14</u> _____ Winter: <u>10</u> _____ Precipitation: Provide mm per season Summer: <u>63</u> _____ Winter: <u>70</u> _____ Temperature: Provide day and night temperatures per season Summer: Day: <u>27</u> °C Night: <u>15</u> °C Winter: Day: <u>11</u> °C Night: <u>3</u> °C
TRANSPORT LINKS:			
Distance from nearest local and international airport (in km)	Details on any air carriers and/or cruise lines bringing visitors to the destination?	Public transport facilities to your destination (place an X against all that apply)	Additional private arrangements for transporting visitors to the destination
3 Airport are in the region, 1 of them is international. Aeroporto di Foggia-Gino Lisa (North of Region) Aeroporto Internazionale di Bari-Karol Wojtyła (Center of Region) Aeroporto di Brindisi-Papola Casale o Aeroporto del Salento (South of Region)	Airlines: Ryanair, Easijet, Alitalia, Air Dolomiti, Wizz Air, Turkish Airlines Volotea, Albowings, Cruise operators: Costa Crociere, MSC Aida Cruises	Train: <input checked="" type="checkbox"/> _____ Underground/metro: _____ Tram: <input checked="" type="checkbox"/> _____ Coach: <input checked="" type="checkbox"/> _____ Bus: <input checked="" type="checkbox"/> _____ Taxi: <input checked="" type="checkbox"/> _____ Ferry: <input checked="" type="checkbox"/> _____ Other (please describe): <u>Mobility by rental</u>	Puglia Region is very extended (+19 Km ²) and long (+400 km). Further infrastructures are not omogeneous in the territory and capillarly varies too much. Further public transports do not cover small towns and attractions far from cities (in a reasonable time). For this reason most tourists adopc car rental solution.
POPULATION:			
Number of permanent residents	Population density	Summer/winter ratio of residents to tourists	Percentage of population employed in tourism related jobs?
No. of permanent residents: <u>4.048.000</u>	Population density: <u>206</u> per km ²	Summer = 0,54 Winter = 0,08	3,76%
TOURISTS:			
Annual visitor numbers, as a total and broken down by principal market	Annual arrivals by type of transportation	Average tourist expenditure (per person/per day)	Average length of stay
Total annual visitors: 4.200.000 Total annual domestic visitors: 3.000.000 Primary Source Markets: (by country and number of visitors i.e. Germany – 40.000): 1. Germany (13%) 156.000 2. France (13%) 156.000 3. UK (7%) 84.000 4. USA (7%) 84.000	Air: 1.667.232 Sea: 34.608 Rail: 358.176 Private car: 2.008.272 Other: 131.712	140€	3,7 nights
TOURISM AMENITIES:			
Approximate number of hotels (by star rating), and rooms in the destination	Other types of accomodation available (and approximate numbers)	Approximate number of restaurants	Approximate number of bars (nightclubs, pubs etc.)

Type	hotels	rooms	Type	numebr	rooms		
5* lux	17	926	Apartments	2.739	17.826		
5*	23	974	B&B	3.999	11.940		
4*	405	26317	Hostels	-	-		
3*	473	16284	Campsites	127	19.677		
2*	98	1490	Tur. villages	85	6.257		
1*	36	453					
TOTAL	1052	46444	TOTAL	6.950	55.700	8.220	9.169
STRATEGIES & POLICIES:							
The destination has an organisation (eg. DMO) dedicated to its overall management.			yes	if yes, please name: Puglia Promozione			
The destination has a current sustainable tourism strategy/action plan with an agreed monitoring and evaluation process			no				
The destination has a current sustainable communication strategy or plan.			no				
The destination has a current policy or plan to protect cultural heritage.			yes				
The destination has a current climate change adaptation strategy or plan			no				
The destination has a current biodiversity management and monitoring plan.			yes				
The destination has policies in place that require tourism enterprises to minimise light and noise pollution.			no				
Percentage of the destination (area in km2) that is recognised as a protected area.				12,50%			
ANY ADDITIONAL INFORMATION RELEVANT TO YOUR DESTINATION THAT YOU FEEL HAS NOT BEEN COVERED IN THE SECTIONS ABOVE:							
You may want to consider including a map clarifying the boundaries of your destination here.							

RESOURCES

1. <https://www.agenziapugliapromozione.it/portal/>
2. <https://www.viaggiareinpuglia.it/>
3. <https://www.regione.puglia.it/>
4. <http://www.unesco.it>
5. <https://www.teatropubblicopugliese.it/>
6. <http://www.apuliafilmcommission.it/>
7. <https://www.sanita.puglia.it/web/aress>
8. http://www.arpa.puglia.it/web/guest/arpa_home
9. <http://www.arti.puglia.it/>
10. <http://asset.regione.puglia.it/>
11. <https://www.pugliasviluppo.eu/it/>
12. https://ec.europa.eu/environment/nature/natura2000/index_en.htm
13. <https://it.wikipedia.org/wiki/Puglia>
14. <http://www.puglia365.it/>
15. <https://www.piiilculturapuglia.it/>
16. <https://www.istat.it/>
17. <http://www.sistema.puglia.it/>
18. http://www.sit.puglia.it/portal/sit_portal
19. www.paesaggiopuglia.it
20. <http://www.parks.it/>