



## FUNDING OPPORTUNITIES FOR TOURISM BUSINESSES IN SICILY

Under the RESTART MED! project, providers of sustainable tourism products from all parts of Sicily are currently able to apply for a number of grants to finance visibility initiatives of their businesses.

CALL FOR GRANTS CURRENTLY OPEN	<b>5.000€ to 15.000 € GRANT VALUE</b>	DEADLINE TO APPLY 14 OCTOBER 2022	<a href="#">CLICK HERE TO APPLY</a>
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## RESTART MED! ACTIVITIES IN SICILY

APRIL/AUGUST <b>2022</b>	<b>3</b> TRAINING SESSIONS	<b>20</b> HOURS TRAINING PROVIDED	<b>40</b> BUSINESS OWNERS OF VIA SELINUNTINA TRAINED	MORE TRAININGS SCHEDULED IN THE UPCOMING MONTHS
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From April to August 2022, the RESTART MED! project implemented **three training sessions specifically designed for Sicilian tourism industry operators** and organised by [CISP](#) – the International Committee for the development of people, leader of the project.

A total of **40 private tourism service providers**, in particular in the [Via Selinuntina](#) region, were trained on **topics which they had themselves indicated as being priorities**:

- [marketing and social media marketing](#)
- [sales via online travel agencies and booking sites](#)

The training sessions covered broad content on sustainability based on numerous examples and best practices from the environmental, socio-cultural and economic perspectives.

**The trainings were tailored to the Sicilian tourism industry context** which is characterized by a large offering of already existing training opportunities and mostly small-scale, family-run operators for whom it is not easy to take time out of their daily operations to attend training. Large part of the training sessions was therefore dedicated to very concrete, hands-on and individual support for the companies' social media marketing and positioning, even **adapting tourism products for reference markets, analysing and adapting their current social media strategy, web sites and multimedia contents**. Two such work sessions were provided per company as well as **follow-up and mentoring** after the third training session (in July and August), including a **visit by the trainer to the facilities in the Via Selinuntina**. More training sessions are planned for the upcoming months.

More info on RESTART MED! <https://enicbcmed.eu/projects/restart-med>

