CHARM PROJECT

Bridge Event - Forum TurisTIC – 13th October 2020

Immersive experiences in European Charming Villages

PROJECT DESCRIPTION

Creation of a transnational route with 10 pilot charming villages from 6 different countries, that will deliver at least 70 products and activities based in the cultural and natural heritage from European rural areas.

Co-funded by the COSME programme of the European Union

Co-funded 75% by the European COSME programme.

Total budget	EU contribution	Project Duration
500.000 €	375.000€	24 months (March 2019 – March 2021)

https://www.charmingvillages.eu/
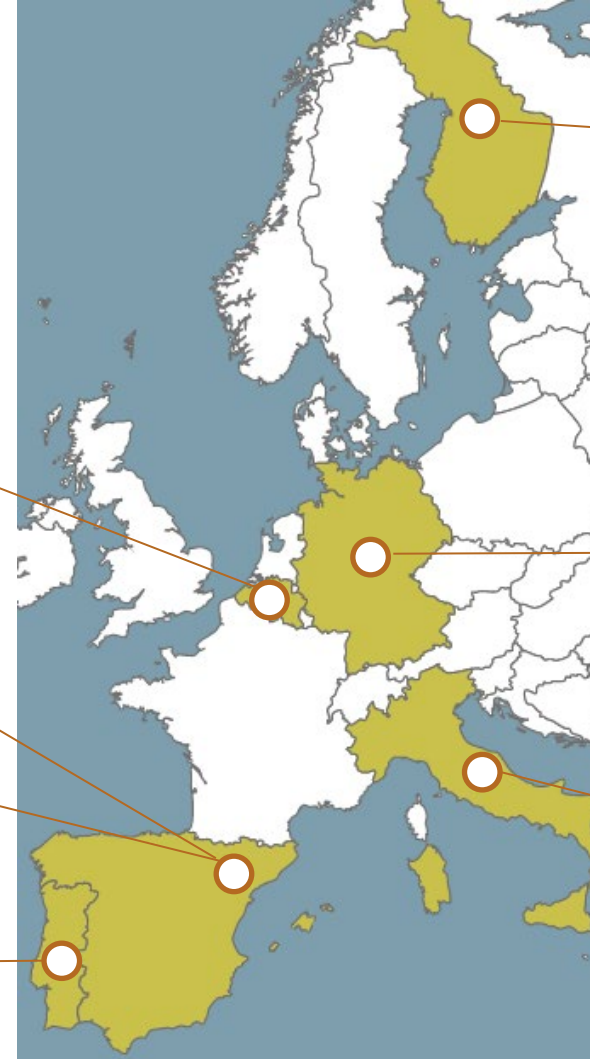
CHARM PILOT VILLAGES

Mathildedal (FI)

Oravi (FI)

Friedrichstadt (DE)

Seiffen (DE)

Borgo Cunziria (IT)

Monsaraz (PT)

Sortelha (PT)

Rupit (ES)

Taüll (ES)

Burg-Reuland (BE)

MAIN OBJECTIVES AND OUTCOMES

To internationally position Europe as an integral destination of quality and excellence for **cultural tourism**, by promoting its most charming **rural villages** and making the most of **CCIs technologies** to provide an unforgettable experience for visitors.

Expected results:

➢ A **European route** counting with **10 European Charming Villages across 6 EU countries;**

➢ To create at least **70 innovative products and activities,** integrating CCIs technologies such as AR/VR to enhance the tourist experience;

➢ To develop a sound **promotional, branding, and cross-selling strategy**

CHARM STRATEGY - 4 D's

Decongestion
To create new tourism flows.

Deseasonalisation
To increase the tourism flow in the low/middle season

Diversification
To diversify the European tourism offer with the uniqueness of CHARM product

Development (local community)
To generate a positive impact on the local economy through tourism

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Government of Catalonia
Catalan Tourist Board

TURISMO
VIVENCIAL
HAND MADE EXPERIENCES

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MARKETING INTELLIGENCE STUDY

We conclude that a CHARM TRAVELLER expects:

- the respect of the local culture and natural environment;
- wants to actively participate in each experience;
- to discover a destination at their own pace assuring that they also have the opportunity of an immersion within the local culture;
- to find information on several communication channels, to ensure an exhaustive research on the destination prior to the trip;
- to get used to the latest technological innovations for the decision process and the travel journey itself.

TRAINING SESSIONS WITH VILLAGES

Main goal:

- **To teach local stakeholders how to create products and experiences based on the philosophy of CHARM : to host the visitor and make them feel part of the local community.**
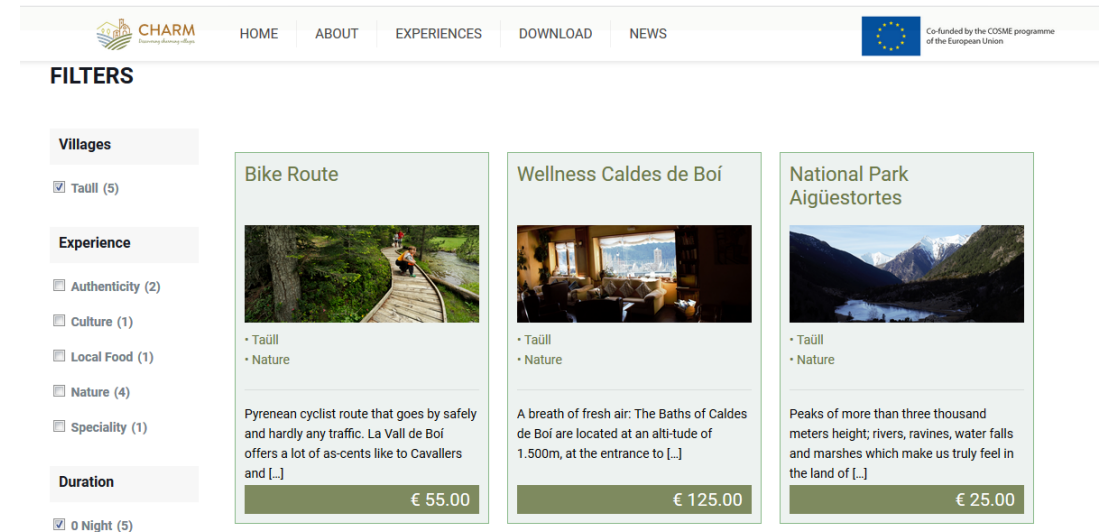
CHARM PRODUCTS AND EXPERIENCES

Thanks to the public–private collaboration we are able to show our first CHARM products and experiences on our webpage.

www.charmingvillages.eu

Type of products:

- **1 Day activities**
- **More than 1 day (accomodation required)**

Thematics: Authenticity, Culture, Local Food, Speciality, and Nature

GUIDE FOR PROMOTIONAL PRACTICES OF DESTINATIONS

- **Good Practices and new methods that rural villages can benefit from and apply to promoting and commercializing their destinations.**
- **The Guide underlines the value of sustainability, innovation, community development and the evolution towards digital environments.**

- **Available on www.charmingvillages.eu**

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CCI TECHNOLOGIES
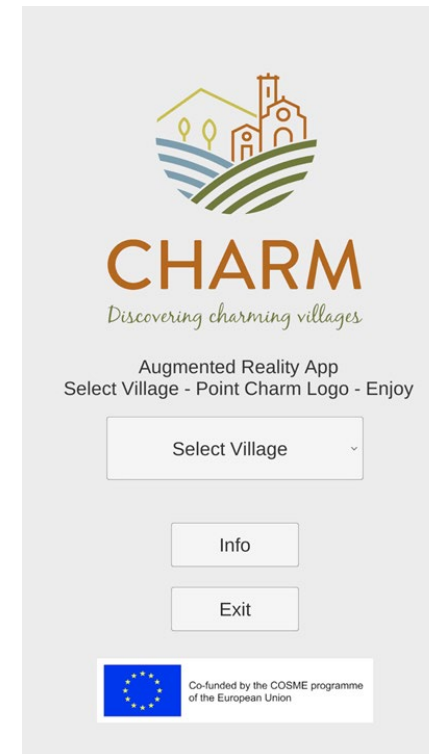
We have applied the promotional methods as indicated by CHARM project:

- **Augmented Reality Application**

- **Virtual Reality**

- **Webpage platform promoting CHARM villages.**

AUGMENTED REALITY APPLICATION

- **Available for Android at Google Play**

- **Currently first version available with preliminary audio visual material**

- **Adding new audio-visual materials next year**
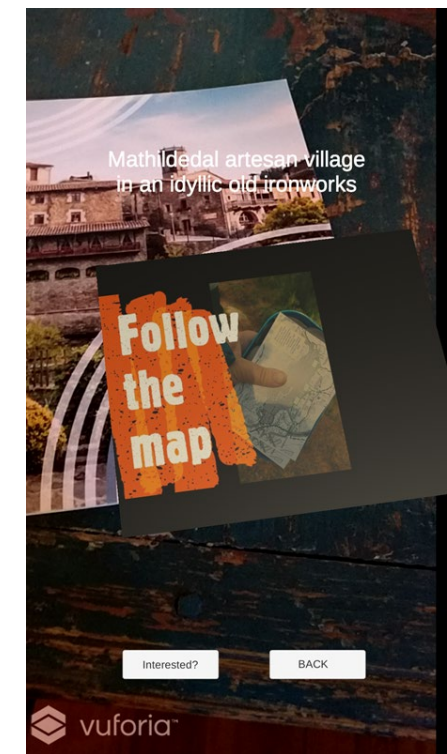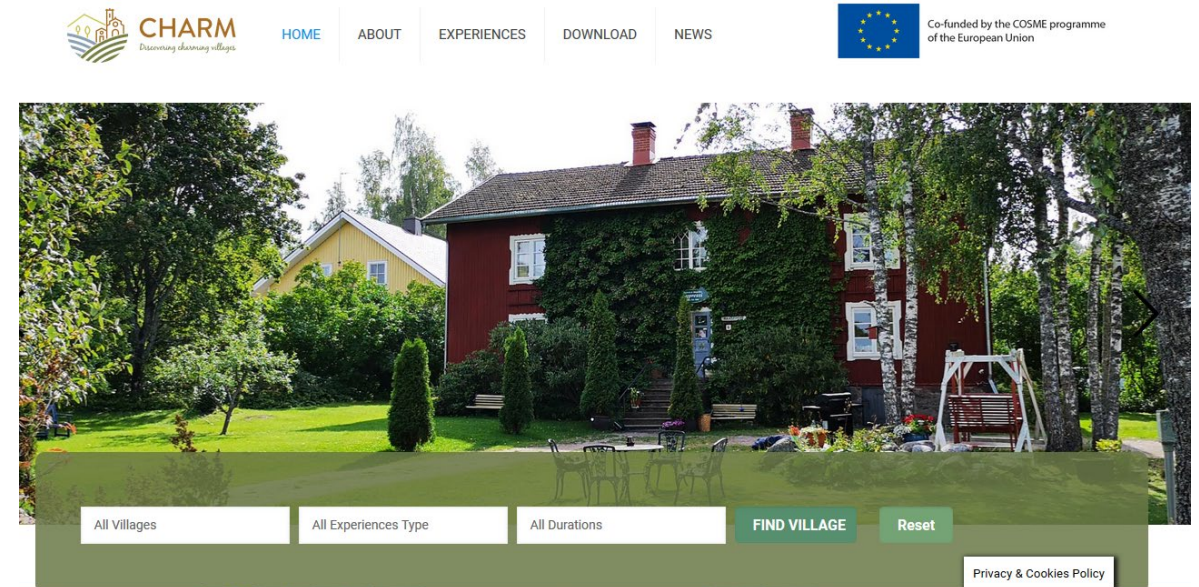
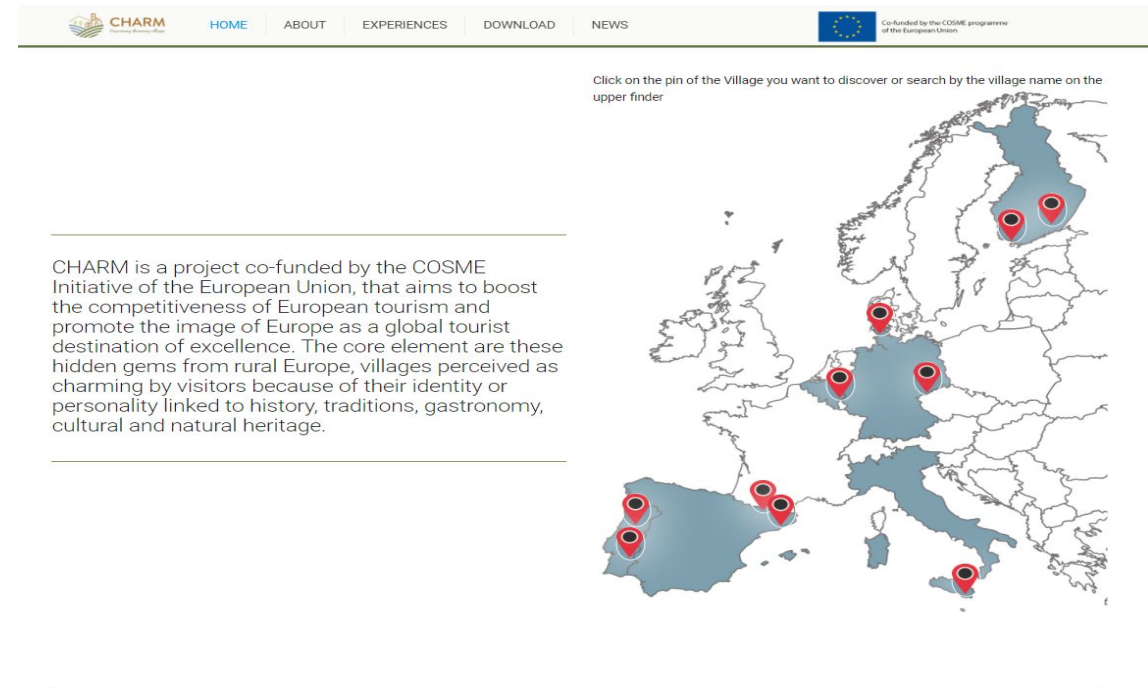# WWW.CHARMINGVILLAGES.EU

First officially released on October 31, 2019

The heart of the project has 3 objectives:

- **Promotional information**

- **Comercialization**

- **Corporate information about the project.**

WWW.CHARMINGVILLAGES.EU

- **Responsive website**

- **Available in several operating systems (Android, IOS, Windows)**

- **Uses WordPress and a free and open-source Content Management System (CMS) currently powering more than 35% of the web.**

CHARM is a project co-funded by the COSME Initiative of the European Union, that aims to boost the competitiveness of European tourism and promote the image of Europe as a global tourist destination of excellence. The core element are these hidden gems from rural Europe, villages perceived as charming by visitors because of their identity or personality linked to history, traditions, gastronomy, cultural and natural heritage.

Click on the pin of the Village you want to discover or search by the village name on the upper finder

VIRTUAL REALITY APPLICATION

Will allow the visitor to live through an experience of the traditions of the village.

Museum of Verga's imaginary in Vizzini

- **Digitally surveyed by a laser scanner**
- **Modelled inside of a 3D software**
- **Optimized for its usage in software as Unity or Unreal Engine.**

BRIDGE EVENT ACTIVITIES

Do not miss the rest of CHARM Bridge Event activities:

▪ **PRESENTATION AND DISCUSSION PANEL |** APPLIED TECHNOLOGIES IN RURAL AREAS: ADDING VALUE TO THE TOURISM PRODUCT"

▪ CHARM: NETWORKING ACTIVITY BETWEEN TOURISM INDUSTRY AND TECHNOLOGY PROVIDERS

THANK YOU!

- **Contact**

  Blanca Cros i Moll
  CHARM Project Coordinator and
  Head of European Projects for the
  Catalan Tourist Board

- To receive more information about the
  project subscribe to our **newsletter**

  http://charmingvillages.eu/