

To the kind attention of Innotourclust project partners  
Main offices

**Object:** invitation to the B2B event

Campobasso 15/06/2021

Dear Project partners,

The autonomous agency for hospitality and tourism of Termoli is partner of INNOTOURCLUST project, funded in the framework of Interreg Italy-Albania-Montenegro 2014-2020.

Eurelations GEIE carries out, on behalf of the agency, technical assistance activities, facilitating the relationships between enterprises, project partners and the local territory. The B2B activity is one of the core actions to be performed on behalf of the enterprises which have already joined the project cluster. The regional selected enterprises belong to the sector of hospitality (Hotel, B&B, holiday houses). Eight major tourism trends have been pointed out: Sustainability; The search of minor destination; Outdoor Tourism; Authentic Accommodation; Digital Transformation; Slow Tourism; Active and well-being; Food and wine.

Therefore, the project has identified and selected 8 travel experiences with the aim to boost the transnational tourism development.

1. Food and wine
2. Bike
3. Nature
4. UNESCO sites
5. Villages
6. Sport/adventure
7. Walking trails
8. Typical handicraft.

The planned event will be focused on the participating enterprises and on the selected products/themes

The B2B events will take place the 24<sup>th</sup> and 25<sup>th</sup> of June in Termoli (CB) with the following agenda:


**24 giugno 2021:** H16-19: Thematic areas: Food and wine; Bike; Nature; UNESCO sites;

**25 giugno 2021:** H10-13. Villages; Sport/adventure; Walking trails; Typical handicraft.

In the light of the above we ask you to participate to the planned activities in order to meet the cluster enterprises in person.

We stay at your disposal in order to provide further clarifications and to define the organisation of your trip. If you need further information you can reply to this email or call the number +393494717362 (Mauro Calise).

Yours sincerely



**EUrelations G.E.I.E.**  
IL PRESIDENTE

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Davide Giribaldi  
(Presidente)