



DESTINATION MAKERS

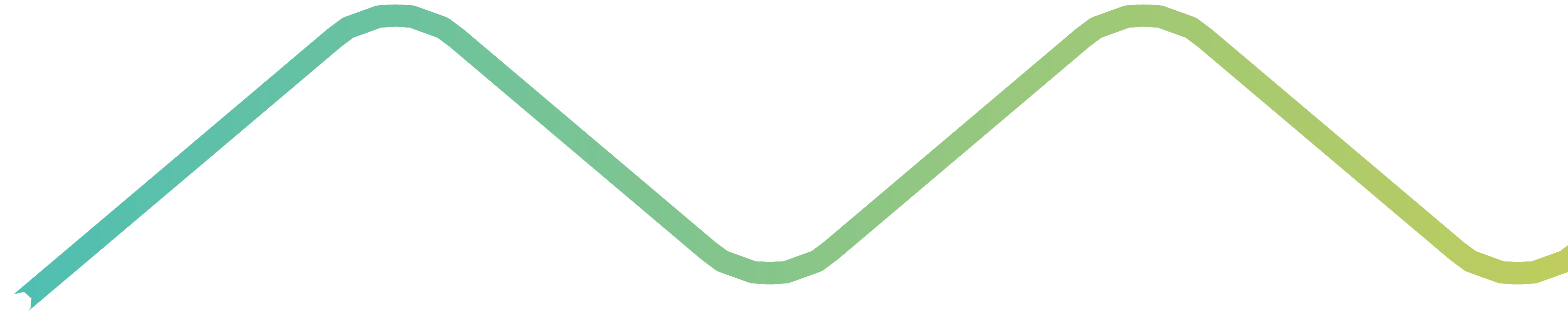
THE ART OF MAKING HAPPY DESTINATIONS :)

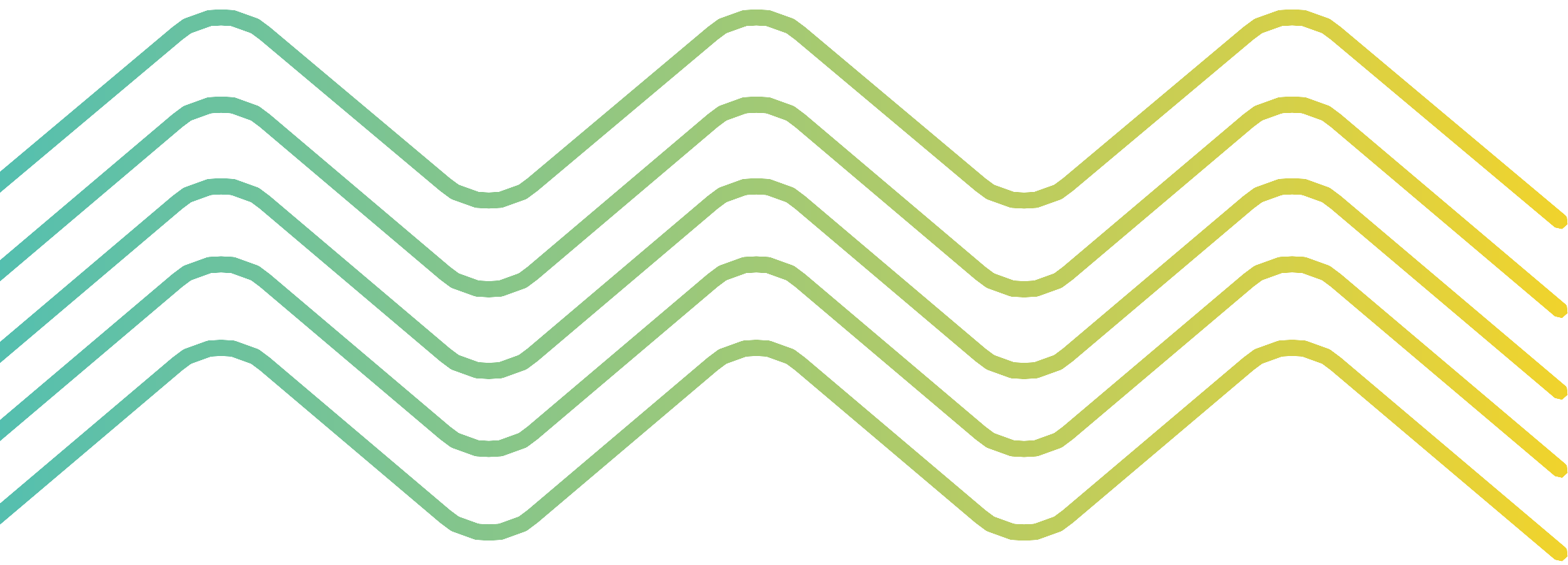
X Congress of Women's Entrepreneurship of Adriatic and Ionian Area

WE ARE DESTINATION MAKERS

We convert
territories into
Happy Destinations by

- Applying our **Happy Destination Model**
- Training and empowering **local operators**
- Enhancing the travel potential of **local experiences**
- Designing beautiful destination strategies with **local communities**
- **Marketing the output** of our activities with international influencers





HAPPY DESTINATION

Happy is a sustainable tourism destination where the local community is collaborative, aware of the potential of sustainable tourism, ready to host it, professional, positive and connected to the world.



WHEN PLANNING
TOURISM DEVELOPMENT,
WE OFTEN START WITH
DESTINATION MARKETING.
BUT WHAT IF THE
DESTINATION IS NOT READY
YET?



It all started in **BRINDISI**

A difficult territory •
A past smuggling hub between Italy •
and the Balkans •
Lack of jobs •
Weak tourism brand •

BUT

• Clean sea and beautiful beaches
• Passionate artisans
• Enchanting history and traditions
• Delicious food
• Good transport facilities



Brindisi is my destination

DESTINATION MAKERS

- 1 **Destination Strategy:** a destination for visitors, but mainly for **locals**, that learned to live it with a **new approach**
- 2 A new **positive brand**, online presence and marketing activities
- 3 Several **training courses** and **community engagement**
- 4 Design of new **travel experiences** and support at local operators

**WE LEARNED
THAT A LOT OF
DESTINATIONS
AROUND THE
WORLD HAVE THE
SAME NEEDS**



HAPPY DESTINATION INDEX DESTINATION ANALYSIS

D.STRATEGY CO-DESIGN OF DESTINATION STRATEGY

X.LAB AND DESIGN TRAINING FOR THE CREATION, MANAGEMENT, PROMOTION AND SALES OF TRAVEL PRODUCTS

BLOGGER.X CREATION OF DIGITAL CONTENTS ABOUT LOCAL EXPERIENCES WITH TRAVEL BLOGGERS, AND MARKETING OF THEM

D.WEB CONNECTION WITH ON-LINE WEBSITES AND PLATFORMS FOR THE PROMOTION AND SALES OF DESTINATIONS AND EXPERIENCES

HAPPYDESTINATIONS.ORG INTERNATIONAL NETWORK OF HAPPY DESTINATIONS

IN THE LAST 3 YEARS

20+

**EXPERIENCE LABS
IN ITALY AND EUROPE**

18+

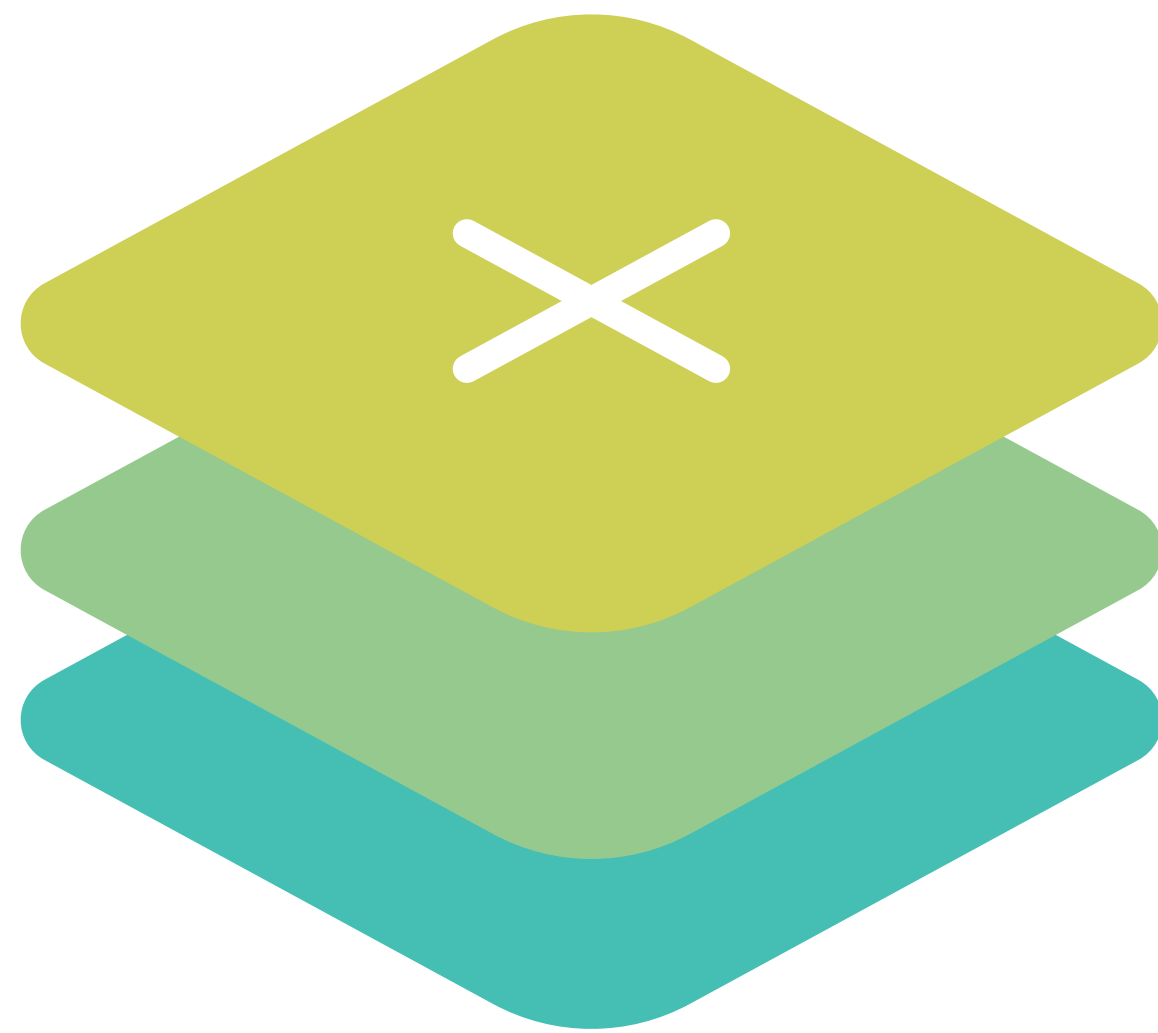
**BLOGGER EXPERIENCES
IN ITALY AND EUROPE**

16+

DESTINATIONS INVOLVED

5+

ONGOING PROJECTS



MARKETING HAPPENS NEXT, WITH THE NEW CONTENTS CREATED:

THROUGH LOCAL WEBSITES BUT MOSTLY
THROUGH WORLD KNOWN PLATFORMS

viator

isango!



Comunità Ospitali

Developing community tourism in authentic villages in Italy, by:

- Working closely with local communities to create **positive public and private networks**
- Empower locals by giving them the tools to **transform authenticity into sustainable travel experiences**
- **Co-design authentic travel experiences** with the local operators and community
- Creating social impact by **providing practical solutions, seamless advice and motivation**
- Support the **development of KM0 products** and their presence in local recipes

DESTINATION
MAKERS



ASSOCIAZIONE

BORGHİ AUTENTICI
D'ITALIA



Monti Dauni (Puglia, Italy)

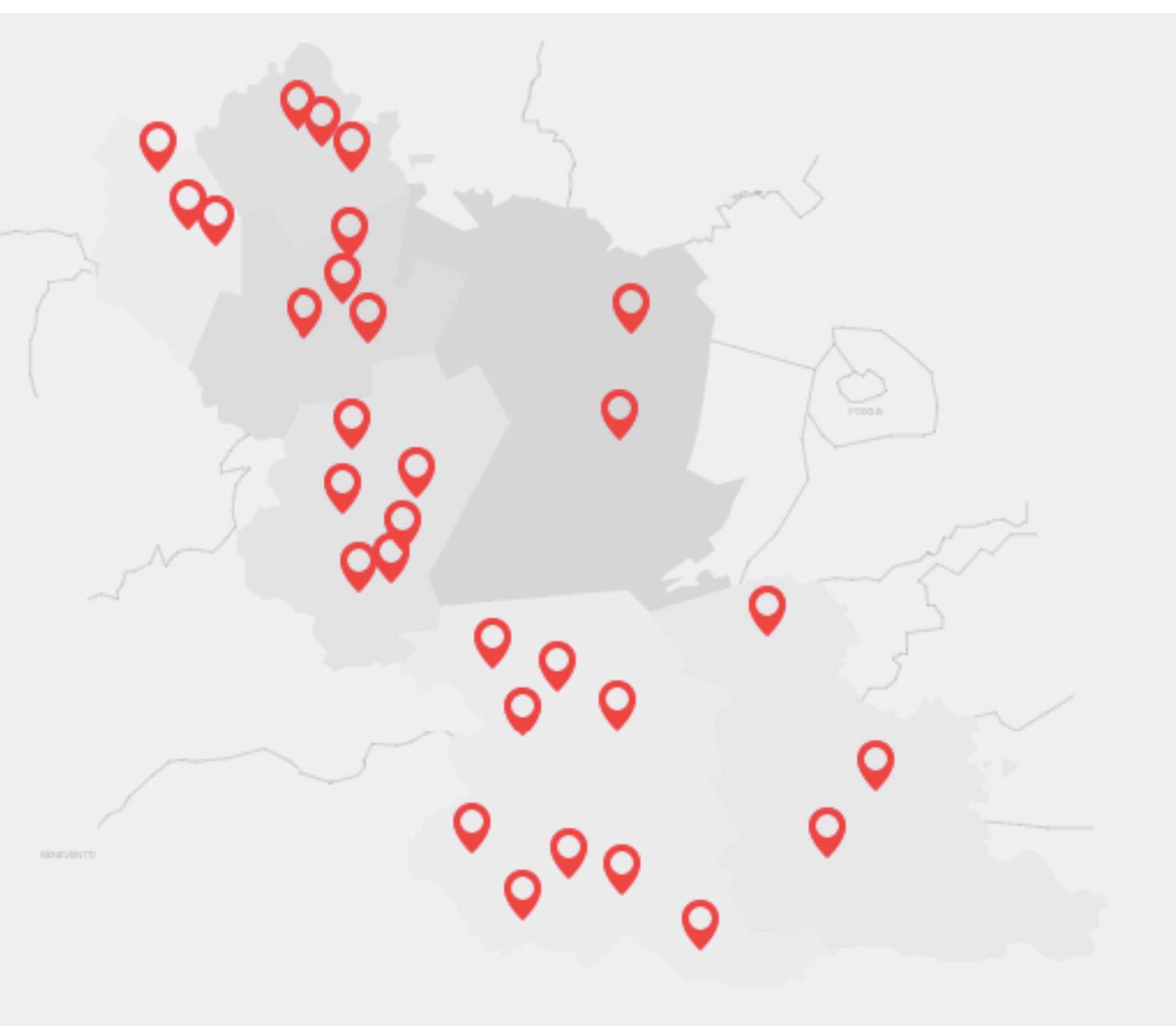
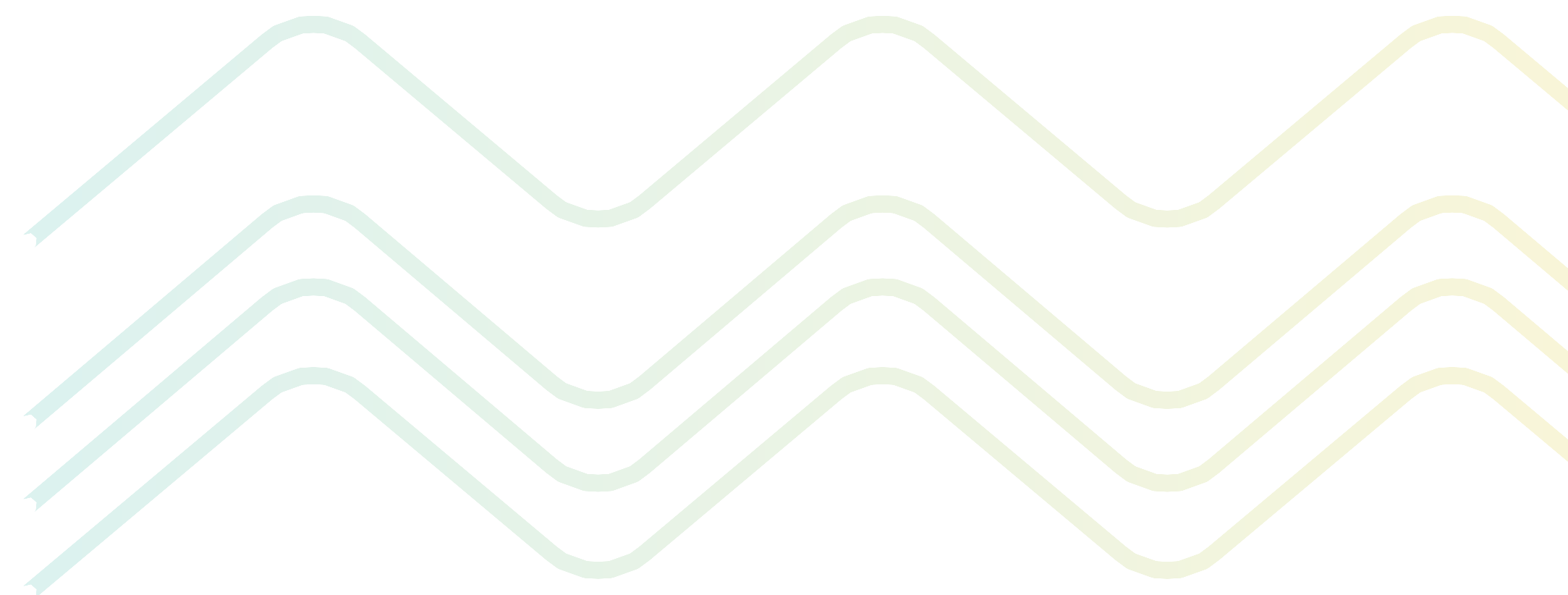


MONTI DAUNI, PUGLIA (ITALY)

Comunità Ospitali

NETWORK CREATION AND TRAINING
(LOCAL OPERATORS, PUBLIC AND PRIVATE, GUEST TUTORS)

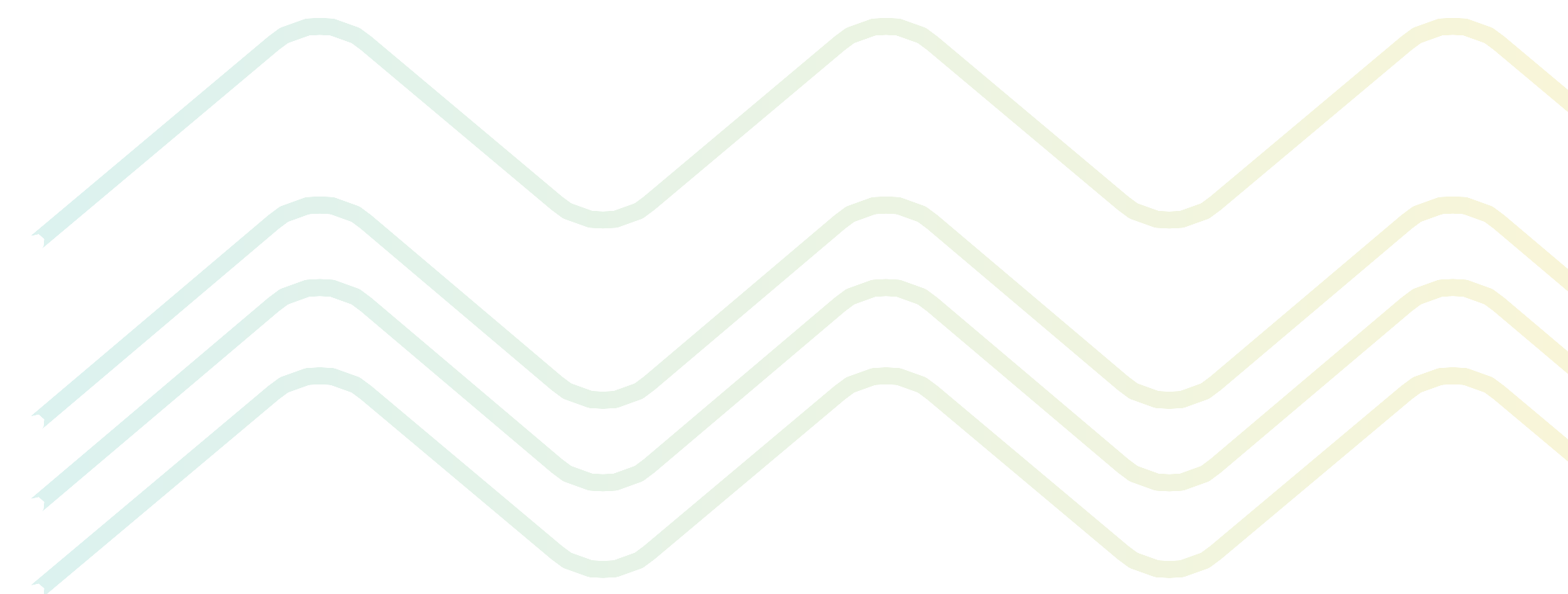
DESTINATION MAKERS



MONTI DAUNI, PUGLIA (ITALY)

Comunità Ospitali

**TRAINING, PROJECT PLANNING,
FUNDING AND FIRST AWARDS**



AGRI BIKE TOURS (Awarded by Puglia Region - InPuglia365_Summer Edition)

GASTRO BORGHI (Awarded by Puglia Region - InPuglia365_Autumn Edition)

Autentica - Experience and Authenticity Festival (Puglia Region Cultural Activities - 1st Evaluation Phase OK)

Autentica - Experience and Authenticity Festival (Airbnb Community Tourism Fund - 1st Evaluation Phase OK)

Educational Tour for International Tour Operators and Online Travel Agencies 2017 (Application phase)

3 Educational Tours for International TOs and OTAs for early 2018 (Application phase)

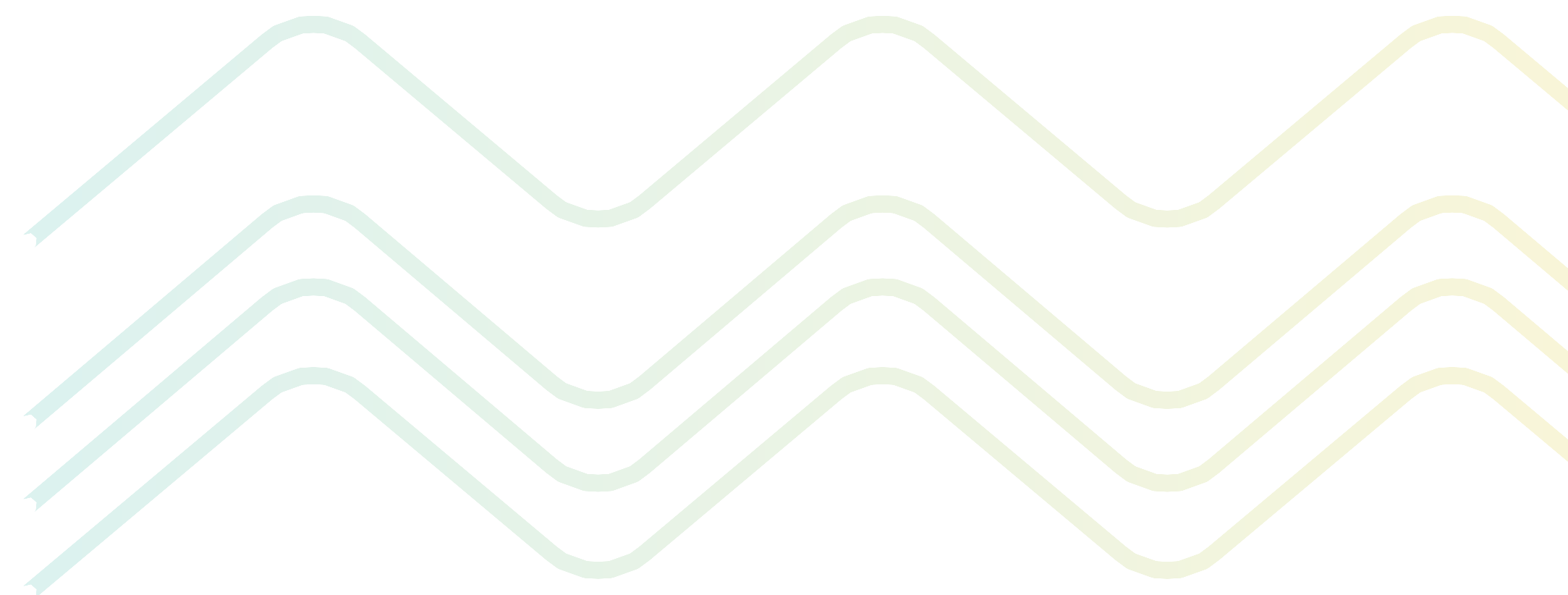


MONTI DAUNI, PUGLIA (ITALY)

Comunità Ospitali

TRAVEL EXPERIENCE DESIGN, TESTING
AND CONTENT PRODUCTION

DESTINATION MAKERS



DESTINATION
MAKERS



HENRY MILLER

One's Destination is never a place,
but rather a new way of seeing things

Thank you.



Emma Taveri

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