

Green marketing and customer perception of sustainable tourism

Matchmaking event in Italy – March 2023

The TOURISME project pathway supported 65 SMEs being better prepared to manage their sustainable tourism offer.

The final matchmaking event would wrap up this path by strengthens a crucial aspect for sustainable tourism, which is the **Green Marketing**.

Participation in this event is part of the TOURISME Matchmaking event programme and can be financed with the TOURISME voucher - Action 2.

There are many reasons why we think your presence is important. Among them, we invite you to consider:

- if you have a sustainable tourism product and you are not convinced about how you are selling it
- if you are very good at selling your sustainable product, but still want to explore new opportunities
- if you want to learn about other green marketing success and failure cases that could inspire you to do better
- if you want to tell and share your own green marketing case
- if you want to have an immersive experience in the sustainable tourism of Apulia
- list but not last, if you need to attend a further B2B at national or international level, enabling you to comply with the TOURISME voucher criteria
- and for any other personal or business motivation....

Why should an SME participate to this matchmaking event?



Then **this meeting is for you!** You can register your attendance at the event using this QR Code:

Info

Location: Masseria Montenapoleone in Apulia

Duration: 2 days on March 2023 – from 22nd afternoon to 23rd afternoon

How to arrive: Airport of Brindisi or Airport of Bari.

What will this matchmaking experience look like?

- ***capture the customer's perception of the sustainable tourism offer***

A session conducted by *tourism marketing experts* will be realised, to depth how to evaluate customer feedback on the green tourism offer. Testimonials of entrepreneurs engaged in promoting an innovative vision of the tourism sector will be also invited to participate.

- ***immersive experience in a sustainable tourism reality***

We selected an accommodation facility representing a sustainable tourism offer. We believe that this environment can further stimulate constructive dialogue between TOURISME beneficiaries (both accommodation and travel agencies) and a good practice of sustainable tourism. A study visit on the hosting place will take place, to know the *integrated production systems with the local and sustainable economy, possibly certified*.

What will I bring with me from home?

Advertising material of my company, to be used during B2B meetings

1 product or result representing how my tourism offer has become greener thanks to TOURISME

Comfortable shoes, and the desire to share the final moments of a project

Curiosity to get to know

What will I bring back home?

Wrongs to avoid when selling my green offer

Different point of view assessing my green Marketing plan

Opportunities and contacts of green tourism circuits in Italy, Spain, France in which I might decide to join

Memories and highlights of a growth experience lasting more than 1 year with the TOURISME project

AGENDA

22nd March 2023

14.30 Open session – Introduction to the work programme

Consulta Europa – SFC Sistemi Formativi Confindustria

Session 1

How the sustainable and certified tourist product is perceived by the customer

Coordinated by Gianna Illari - Condé Nast Johansens Hotel Inspector & Local Expert

15.00 Presenting and selling the values of a responsible tourism company

Testimonial with green marketing experts, with scenarios reflecting best-case and worst-case assumptions

17.00 Masseria Montenapoleone: the green and technological choice

Study-visit on the hosting place and on the local destination

18.30 Debriefing and first day program conclusion

To take advantage of this additional B2B opportunity between TOURISME Travel Agencies, hotels, and business service companies, during the first day it will be possible to book meetings.

Meetings will be held from 19.00 to 20.00 on the first day of the meeting, and from 16.30 to 18.00 on the second day.

19.00 – 20.00 B2B TOURISME Travel Agency, Hotels, and business service companies

20.30 social dinner

23rd March 2023

Session 2

How sustainable tourism coexists with a diversified range of medium-high offer

9.30 Company and environmental compatibility - a never ending ethical and entrepreneurial path

Stefano Soglia Marketing, Communication & Destination Manager

11.00 The green vision and the local sustainability network: Testimonials presentation

ACTIVE ITALY Monica Price <https://activeitaly.it/>

12.00 Project work

Critical analysis of different communication models; strengths and proposals for action

13.30 Lunch

14.30 Debriefing of the Project work (20 minutes each group)

15.30 TOURISME project: The TOURISME support scheme for SMEs and lessons learnt by beneficiaries companies.

Consulta Europa

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