

The Traveller's Festival: Co-creating cultural and creative tourism experiences in Asolo

Interreg Europe Policy Learning Platform, 23 July 2020

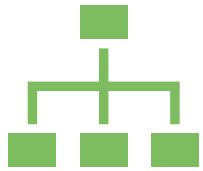
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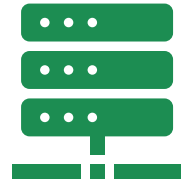


Cult-CreaTE Interreg Europe Project



Policy level:

Contribute to the Veneto Region ERDF 2020-2027 programme



Governance level:

Strengthen the DMO Padova and the DMO Terme e Colli Euganei



Operational level:

Engage CCIs and tourism operators

Develop new CCT experiences in the following themes:

- Musical tourism
- Film-induced tourism
- Literary tourism

The Traveller's Festival in Asolo good practice

- The Traveller's Festival is centered on the idea of the **journey as a metaphor for life**
- It enhances **participation and co-creation** of travel experiences
- It allows to discover the **local heritage of Asolo, a small town** ("borghi")
- It allows to experience the welcoming attitude of Asolo, creating a sense of **familiarity** → "adopt a guest"



Growth over time

- Since 2015, **five editions**
- **5000 visitors each**, 30 events, 28 active locations, 13 private residences, **8 immersive trips**, **3 exhibitions**, **3 musical moments**, 3 events with **artisans** and an **award to writers** whose stories could be turned into film.
- Live events **broadcast via social networks, networks and TV channels**: **117,687** people reached in 2019, national and international users.
- All locations sold out in 2019.
- **22% increase** in visitors (2018-2019).
- Restaurant menu of the traveller.
- Logo «Restaurant of Asolo's historical center».



IL FESTIVAL DEL VIAGGIATORE NEL TEMPO

Organised by the: Association *InArtEventi – Cultura in Movimento*

<p>32 eventi 1.500 visitatori 12 location attive</p> <p>3 mostre 1 concerto 4 momenti musicali Premio Letterario</p>	<p>32 eventi 2.100 visitatori 20 location attive 5 residenze private</p> <p>2 viaggi immersivi 1 mostra 32 momenti musicali</p> <p>Premio per la narrativa per il cinema 73a Mostra Internazionale del Cinema di Venezia</p>	<p>25 eventi 3.300 visitatori 25 location attive 10 residenze private</p> <p>3 viaggi immersivi 1 mostra 1 "Grandi eventi Artigiani"</p> <p>Premio UN LIBRO UN FILM 74a Mostra Internazionale del Cinema di Venezia</p>	<p>25 eventi 4.500 visitatori 25 location attive 10 residenze private</p> <p>3 viaggi immersivi 1 mostra 1 concerto 2 "Grandi eventi Artigiani"</p> <p>Premio UN LIBRO UN FILM 75a Mostra Internazionale del Cinema di Venezia</p>	<p>30 eventi 5.000 visitatori 28 location attive 13 residenze private</p> <p>8 viaggi immersivi 3 mostre 3 momenti musicali 2 "Grandi eventi Artigiani"</p> <p>Premio UN LIBRO UN FILM 756a Mostra Internazionale del Cinema di Venezia</p>
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2015



2016



2017



2018



2019

Ad Asolo c'è il "Festival del viaggiatore"

Edizione delle 19:30

Edizione delle 19:30

EVENTI IN DIRETTA

60

DIFFUSI VIA SOCIAL NETWORK E CANALI TV



Festival del Viaggiatore

27-29 Settembre 2015

Asolo (TV)

FESTIVAL DEL VIAGGIATORE

PREMIO LETTERARIO

Salone Internazionale del Libro

Edizione 9-13 Maggio

Salone Internazionale del Libro

PERSONE RAGGIUNTE NEL MESE DI SETTEMBRE 2019

117.687

UTENTI NAZIONALI ED INTERNAZIONALI

I MEDIA

CORRIERE DELLA SERA

ALTO ADIGE

Cultura & Spettacoli

IO DONNA

Arts e Spettacolo

la Repubblica

ROBINSON

Spettacoli

IL GAZZETTINO

IL GIORNALE DI VICENZA

In viaggio con Kasia

Quotidiano Nazionale

IL GIORNO

il Resto del Carlino

LA NAZIONE

GIORNO & NOTTE

Tempo libero

GIORNALE DI SICILIA

la tribuna

ANSA ViaggiArt

Festival Viaggiatore, al via con Smutniak

Festival Viaggiatore, al via con Smutniak



Develop into the first Italian Itinerant Traveller's Festival

- **Share its unique format** with other small towns, part of the *Most Beautiful Borghi of Italy*, *Wins Cities* and *Slow International Cities* network in 2021
- **Valorise towns outside of the tourism flow**
- Discover **talents and vocations** of/in a territory
- Create a **network** of places
- Provide **'live'** experiences, outside the web

2020-21: one theme, one calendar, one marketing plan, in five towns, with five videos



How the festival has responded to Covid

- «**Travel in a room**»: a weekly series of one-hour interviews on streaming developed during the lockdown in April
- A monthly **newsletter** to keep connections alive with followers
- **September 2020** on-site edition
 - Plan for a **flexible format** including in-presence and streaming events



Opportunities for CCIs and Cultural Tourism (I/II)

The festival and CCIs:

- Help express the **genius loci** of a place
- Enhance **authentic** tourism experiences
- Promote **slowness** and a quality appreciation of place



Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

Opportunities for CCIs and Cultural Tourism (I/II)

The **destination (DMO)** can:

- Create connections between the event and the location, i.e. **itineraries**
- Create **new experiences**, beyond the festival
- **Regenerate its tourism products**
- Support **CCIs in niche sectors** (i.e., music, art, film, literature)
- Connect **tourism operators** to niche cultural products



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Thank you!
For information:
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Comhairle Cathrach Chorcaí
Cork City Council



REGIONE DEL VENETO

