

PROJECT PARTNER:  
Apulia Region

PROJECT TITLE:

# NAiF - Nature Adventures in Frassanito

# Interreg



# ADRION

# ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

## BLUE\_BOOST



#Blue Growth, #Innovation, #sea, #nature, #travel, #sport, #tourism



PROJECT DESCRIPTION:

The area of Frassanito, Lecce (Apulia Region) is characterized by natural, cultural and historical values due to the richness of vegetation and amazing landscapes in particular on the coast. However, tourists visit this area mainly in summer months, so the small local farms and hotels don't make large investment to remain opened during other months of the year. The project "Naif" focuses on a valorisation of all area of Frassanito in all seasons. The idea is to create a new image of the area, which already got a nature approach but needs to best strengthening with contents and an 'all year' promotion. The project aimed at changing the traditional business approach that the company used until now with very low results, into a real digital strategy able to face the new challenges and the global competition. For that, one of the main goal of the project is to develop a digital strategy that will promote, at the same time, company through these experiences around Frassanito area with a common strategy. For this reason Naif project prepared some travel packages for weekends during winter season to promote some activities such as: windsurf or kitesurf with yoga courses or coastal trekking and kayak with environmental guide. Thanks to dedicated graphic design, creation of promotional video and photos taking place in Sangiorgio camping, NAIF promotes on web and on social network Sangiorgio Camping as the first accomodation where live these experiences.



COMPANY:

**San Giorgio Camping** Italy  
[www.agriturismosangiorgio.com](http://www.agriturismosangiorgio.com)

*It provides short stay accomodaton (rooms or camping and camper area fully equipped) and is always opened working with hospitality and agriculture*



PROVIDER:

**G.Local tour operator** Italy  
[www.glocaltour.it](http://www.glocaltour.it)

Lead Partner



Project Partners



ASSOCIATED PARTNERS: Ministry of Economy of Montenegro | Croatian Maritime Industry Competitiveness Cluster | Albanian Investment Development Agency | Development Agency of Thessaloniki (Greece) | OGS - National Institute of Oceanography and Applied Geophysics (Italy)



[www.interregadrion.eu](http://www.interregadrion.eu)

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