Linking tourism development and local communities.
A model for the Western Silk Road

EMMA TAVERI • CEO 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 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?
Case Study: 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
Destination Strategy: a destination for visitors, but mainly for locals, that learned to live it with a new approach.

A new positive brand, online presence and marketing activities.

Several training courses and community engagement.

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 TRAINING FOR THE CREATION, MANAGEMENT, PROMOTION AND SALES OF TRAVEL PRODUCTS

BLOGGER.X CREATION OF DIGITAL CONTENTS ABOUT LOCAL EXPERIENCES WITH TRAVEL BLOGGERS

D.WEB DIGITAL CONTENT ABOUT DESTINATION EXPERIENCES TO BE USED FOR PROMOTION ON LOCAL AND INTERNATIONAL WEBSITES AND PLATFORMS

HAPPYDESTINATIONS.ORG INTERNATIONAL NETWORK OF HAPPY DESTINATIONS
Experience Lab

Training for operators to design, manage, promote and sell new touristic products, both offline and online.

Some X.LAB organised:

• 10 Unesco Destinations in Italy
• 3 Natural Reserves in Puglia
• Brindisi with Bollenti Spiriti program (Puglia Region)
• Croatia, Spain, France, Greece with COSME WellOlive Project
Blogger Experience and Digital:
Travel bloggers and video-makers create contents (pics, videos and text) about destinations, local experiences and stories.

- Council of Europe Cultural Route in Holland and Germany
- Croatia, Spain, France, Greece, Italy with COSME WellOlive Project
- Puglia (Italy) with Mediterranean Diet Project
MARKETING HAPPENS NEXT, WITH THE NEW CONTENTS CREATED:

THROUGH LOCAL WEBSITES BUT MOSTLY THROUGH WORLD KNOWN PLATFORMS

1st International Western Silk Road Workshop • 26-27 April 2017 - Alexandroupoli
15+ EXPERIENCE LABS IN ITALY AND EUROPE
15+ BLOGGER EXPERIENCES IN ITALY AND EUROPE
15+ DESTINATIONS INVOLVED
5+ ONGOING PROJECTS
One’s Destination is never a place, but rather a new way of seeing things.
Thank you.

Emma Taveri • Destination Maker

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