

**BUYPUGLIA – VI TRAVEL MEETING
22-26 October 2018****DRAFT PROGRAM AND BASIC GUIDELINES**

Pugliapromozione and the Puglia Region invite you to the VI edition of BuyPuglia – Travel Meeting. This exclusive event is a unique chance to discover our region's highlights (22-25 October, **Travel experience**) and meet top local tourism suppliers (26 October, business **Meeting**).

TRAVEL EXPERIENCE | 22-25 October**Monday 22 | Welcome to Puglia**

Arrival to Bari and transfer to hotel

19.00 - Welcome dinner

23.00 - Overnight in Bari

Tuesday 23 – Thursday 25 | Travel experience

There will be different itineraries to let participants experience renowned highlights as well as areas off the beaten paths throughout the region. Itinerary programs will be based on participants' preferences and products of interest. Max. 25 people per group.

BUSINESS MEETING PROGRAM | 26 October**Friday 26 | Business meeting**

B2B meetings will be organized according to a customized schedule for each participant, drawn up in advance according to directions from buyers and sellers, thus ensuring that meetings take place based on actual and shared interests. The provisional schedule also includes some off-program sessions.

9.30 - Arrival to the meeting venue

10.00 - Pre-scheduled appointments

11.00 - Coffee break

11.30 - Pre-scheduled appointments

13.00 - Free appointments

13.30 - Light lunch

14.30 - Free appointments

15.30 - Pre-scheduled appointments

16.45 - Free appointments

17.30 - Closing time and transfer to hotels or airport

During the workshop, buyers will have a chance to meet the following sellers:

- Tour operators, incoming travel agencies and OTA
- Accommodation professionals
- Wedding and PCO companies
- Operators Associations of the above categories

BUYPUGLIA BASIC GUIDELINES

WHO CAN ATTEND THE BUSINESS MEETING?

Eligible participants are:

- Tour operators interested in marketing Puglia as a tourism destination
- Companies and organizations interested in Puglia as a location for weddings, events, incentive travels, conferences, meetings and exhibitions

Requests for participation will be examined by Pugliapromozione, giving priority to:

- Operators who have planned business operations in Puglia
- Growing market segments
- Operators who have Puglia in their destination catalogue
- Operators who already have Italy or other Mediterranean destinations in their catalogue
- Operators who never attended BuyPuglia

PARTICIPATION CONDITIONS

Pugliapromozione will cover all travel and accommodation costs for the entire duration of the event.

Operators who finally confirm their attendance shall:

- participate for the entire workshop and tour duration, according to the assigned program
- cover a flat participation fee of 100 Euros.