

1 > 2:30 pm **Networking lunch - Eataly Bari**

2:30 > 3:30 pm **Breakout Session 3**

INVESTMENTS & MARKETS

Innovation and technology serve you best.
Expedia in Puglia

BRAND & DESIGN

New hospitality models for Puglia:
are hostels beautiful?

INNOVATION & SUSTAINABILITY

Electric transportation as a business tool for
hospitality services. The Repower experience

BRAND & DESIGN

TUI Hotels & Resorts - Multi branding in a
challenging touristic market

3:30 > 4:30 pm **Breakout Session 4**

INVESTMENTS & MARKETS

When a territory teams up to deliver: art, food
and sports as tourism products in Puglia

INVESTMENTS & MARKETS

How much is your hotel worth?

INVESTMENTS & MARKETS

The Intesa San Paolo tourism-oriented offers

BRAND & DESIGN

Wellness tourism: an opportunity to attract
and retain new guests

4:30 > 5:30 pm **Breakout Session 5**

INNOVATION & SUSTAINABILITY

Tracing the net: big data backing tourism

INNOVATION & SUSTAINABILITY

Integrated sustainability: the present and
future of architecture

INVESTMENTS & MARKETS

SPAs, wellbeing and medical tourism:
opportunities in Puglia

INNOVATION & SUSTAINABILITY

Pin@BuyPuglia2018
An educational workshop on opportunities for
young enterprises in the tourism sector

9:15am > 5:30pm **PUGLIA #bettertogether**

Pugliapromozione meets tourism operators to
touch base on:

- **work in progress: CPS, SPOT, SPID e il DMS**
- **gone digital: challenges and opportunities**
- **co-planning itineraries**
- **the benefits of traveling across Puglia**

PUGLIA LUSCIOUS DINNER
25 OCTOBER

8 pm Sellers, buyers, partners and institutions will
experience the spectacular view on the Bari sea
promenade, savouring the best of Apulian
cuisine.

BUSINESS MEETING
26 OCTOBER | Bari - Fiera del Levante Congress Center

BUSINESS AREA

8:30 am Registration
 9:30 am Scheduled meetings
 11 am Networking break
 11:30 am Scheduled meetings
 1 pm Networking lunch
 2:30 pm Scheduled meetings
 3:30 pm Networking break
 4 pm Scheduled meetings
 5 pm Closing time

CONFERENCE AREA

11 am Meeting with the press
Puglia. Better together
Institutional representatives meet Apulian
tourism operators and international buyers.

#WEAREINPUGLIA
f i t v



buypugliaitaly.it
weareinpuglia.it

P R O G R A M

22-26 OCTOBER 2018

**BUY
PUGLIA**

**TRAVEL MEETING
VI EDITION**



Pugliapromozione - Regional Tourism Board and the Puglia Region welcome you to the 6th edition of **BUYPUGLIA TRAVEL MEETING**.

This is a unique opportunity to discover tourism products and a thorough overview of Apulian destinations: the **TRAVEL EXPERIENCE** is a customised tour package for Italian and international operators; the **BUSINESS MEETING** agenda includes over 2,000 business appointments with more than 250 companies, both Buyers and Sellers, to discover, buy and sell the Puglia destination.

Also this year, the **BUYPUGLIA INVESTMENT & EDUCATION** event is an educational workshop for Apulian tourism operators.

TRAVEL EXPERIENCE 22-25 OCTOBER

Buyers from 37 Countries tour the region (Oct. 22-25) to discover enchanting destinations: an amazing travel experience through eight itineraries, discovering Puglia's cultural heritage, its natural wonders and unique Mediterranean flavours.

ONE NIGHT IN BARI | MONDAY, 22 OCTOBER

10 am > 6 pm Arrival at Bari Airport, hotel check-in

7pm > 11:30pm Night stroll in Bari across the old town, discovering local folklore, the historic-architectural heritage and typical street food.

11:30 pm Overnight in Bari

TOURS | TUESDAY 23 – THURSDAY 25 OCTOBER

**BAROQUE & COASTLINE
LANDSCAPE & FLAVOUR
NATURE & HERITAGE
SEASIDE & CUISINE
ART & COUNTRYSIDE
TRAVEL THERAPY
AUTHENTIC & ROMANTIC
DOWN THE HEEL**

INVESTMENT & EDUCATION 25 OCTOBER | Bari - Fiera del Levante Congress Center

After last year's success, the **BUYPUGLIA INVESTMENT & EDUCATION** event comes back with an educational and training session dedicated to Apulian operators, set within the **BUYPUGLIA TRAVEL MEETING** schedule.

An in-depth program including **20 meetings**, workshops and seminars where more than **50 guests** exchange views and share experiences. Opinion leaders, travel professionals, operators and public institutions will focus on 3 main topics:

INVESTMENTS & MARKETS INNOVATION & SUSTAINABILITY BRAND & DESIGN

9:15 > 9:45 am Registration

9:45 > 11 am Official welcome and opening Conference

Development projects and investment funds

11 > 12 am Breakout Session 1

INVESTMENTS & MARKETS

Tourism Investment: investors, banks and operators share views on investments and development

INVESTMENTS & MARKETS

Why getting married in Puglia

INNOVATION & SUSTAINABILITY

I-ARCHEO.S. Art, Food, Wine and Schools: Experience tourism

BRAND & DESIGN

Puglia Loves Family. Hotel owners and the family segment

12 am > 1 pm Breakout Session 2

INVESTMENTS & MARKETS

The Chinese tourism market

BRAND & DESIGN

Luxury tourism and new trends

INVESTMENTS & MARKETS

Enhancing local hospitality through intercultural services

INNOVATION & SUSTAINABILITY

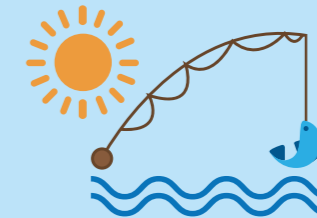
Smart-Kitchen, F&B generates income, but most of all profit margins



PUGLIA

Savour the spectacular Puglia experience: nature is luscious all year round, its inspiring history stirs unexpected delight, and the dainty Apulian cuisine makes for a unique soul therapy.

- 1
- GARGANO AND DAUNIA
- 2
- IMPERIAL PUGLIA
- 3
- BARI AND THE COASTLINE
- 4
- MAGNA GRECIA, MURCIA AND GRAVINE
- 5
- ITRIA VALLEY
- 6
- SALENTO



Adriatic Sea



#WEAREINPUGLIA

