

# MARCHE REGION

## POLICIES AND PRACTICES FOR THE GROWTH OF THE TOURISM SECTOR



Fostering the twin transition of tourism operators in Marche Region and funds for tourism SMES to improve the sustainability and digitalization of accommodation facilities.

Alessio Lupi – Sviluppo Europa Marche

# DISCOVERING MARCHE



- ❑ COMB-SHAPE
- ❑ TERRITORIAL HOMOGENEITY
- ❑ CITIES < 100.000 INHABITANTS
- ❑ SEA – HILLS – MOUNTAINS



180 Km of coastline



19 Blue Flags



# MARCHE INTERNAL AREAS HILLS & VILLAGES

URBINO

CULTURAL HERITAGE

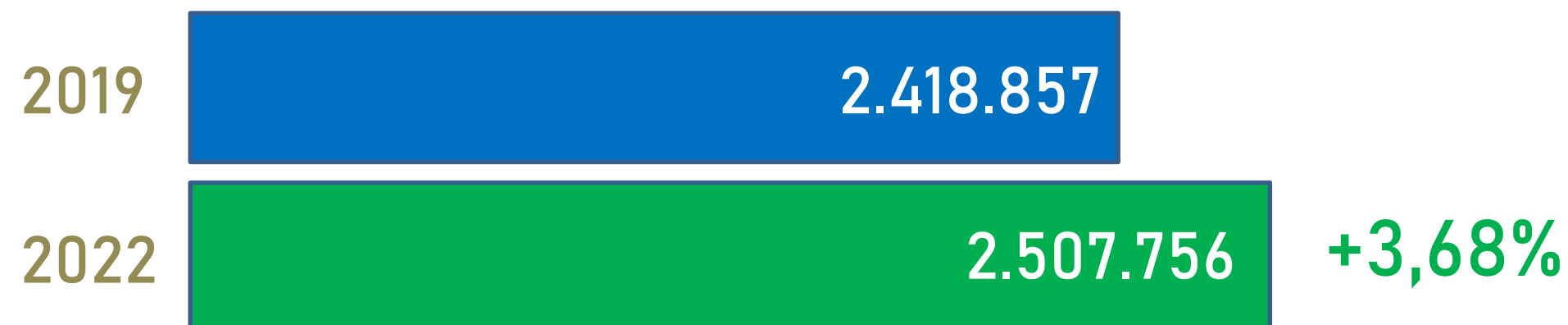
RURAL COMMUNITIES: FOLKLORE & HOSPITALITY

GASTRONOMY AND CRAFTSHIP

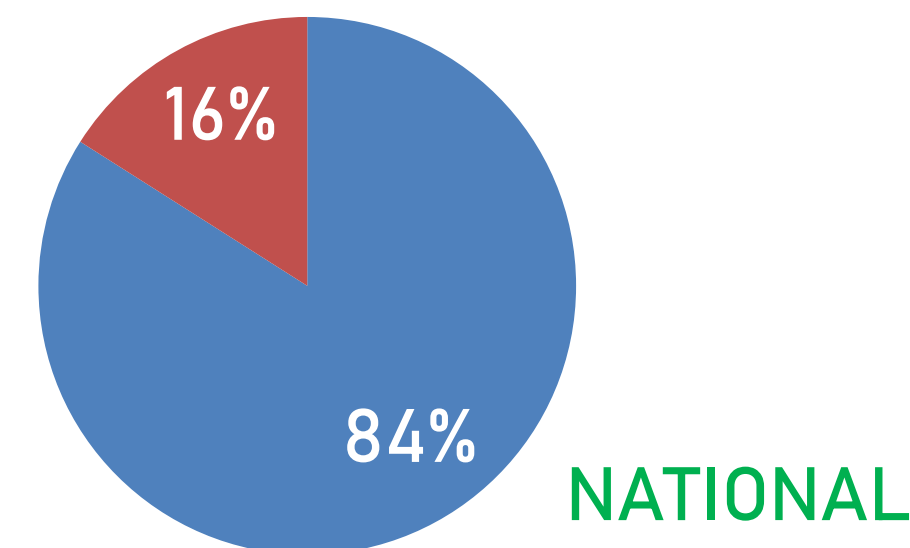
ENVIRONMENTAL TOURISM

SLOW LIFE

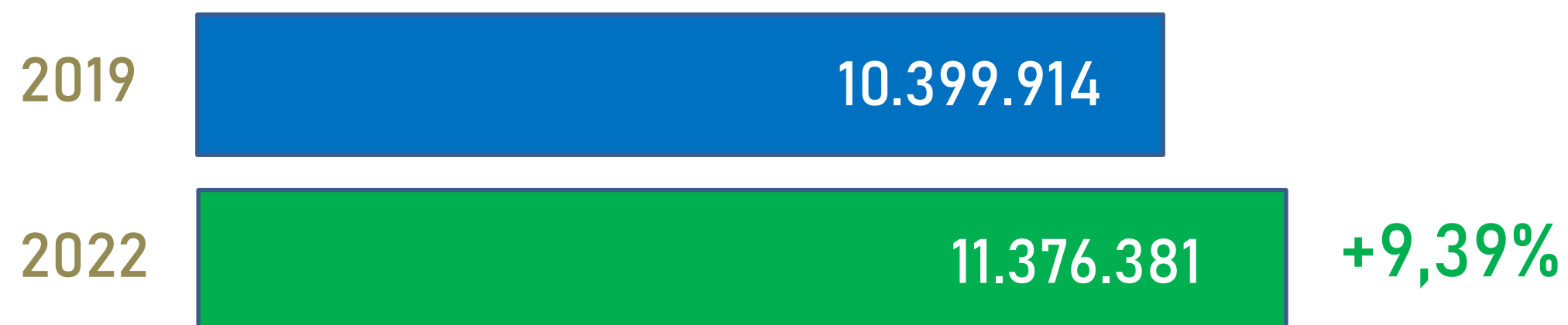
## ARRIVALS - N. OF INCOMING TOURISTS



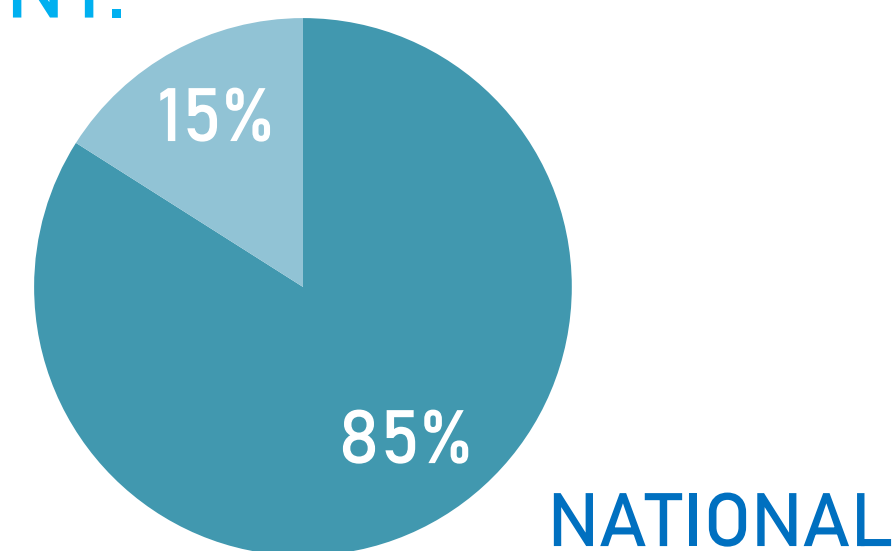
INT.



## PRESENCES - N. OF NIGHTS SPENT IN TOURIST ACCOMMODATION



INT.



## MARCHE REGIONAL TOURISM PLAN 2021-2023

### GUIDELINES FOR THE GROWTH OF THE TOURISM SECTOR IN MARCHE

1. Excessive **FRAGMENTATION** of tourism offer: promote **SYNERGIES** between regional operators;
2. Need to promote the MARCHE **BRAND** as a tourist destination on **INTERNATIONAL** markets;
3. Need to **DESEASONALIZE** the tourist flows;
4. Need to **REBALANCE** tourist flows between the internal and coastal areas of the region.
5. Support the **DIGITAL AND GREEN TRANSITION** in the tourism sector: voucher **TOURBO**;

# MARCHE REGION

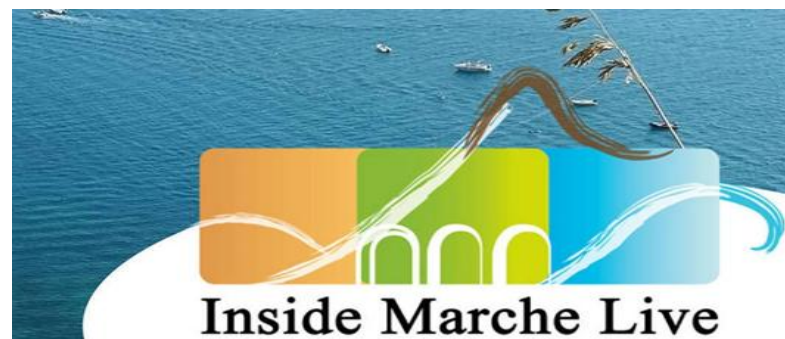
## POLICIES AND PRACTICES FOR THE GROWTH OF THE TOURISM SECTOR

1. **OTIM and CATIM:** promoting SYNERGIES among tourism operators;
2. **MARCHE DESTINATION MANAGEMENT SYSTEM:** promoting destination MARCHE at INTERNATIONAL level (**GP INTERREG**);
3. Financing **INVESTMENTS BY TOURISM SMEs** for the GREEN AND DIGITAL TRANSITION of tourism facilities (**GP INTERREG**);
4. **BANDI BORGHI:** revitalize villages (REBALANCE) by promoting the quality, innovation and sustainability of tourism services;
5. **TOURBO** voucher: promote the GREEN AND DIGITAL TRANSITION of tourism companies



## 1. PROMOTE **SYNERGIES** BETWEEN REGIONAL TOURISM OPERATORS

The Marche Region established the database of **Incoming Tourist Operators Marche (OTIM)** and of **Consortia, Associations, Incoming Tourist Confederations Marche (CATIM)**



**INSIDE MARCHE LIVE** – <https://www.insidemarchelive.it>  
Association of Tour Operators working in Marche region.



**MARCHE ACTIVE TOURISM** - <https://activetourism.it>  
Cooperative working for the development of an active, sustainable and responsible tourism within the Marche hinterland.



**MARCHE OUTDOOR** - <https://www.marcheoutdoor.it>  
A structured network system made up of thematic and geo-referenced routes and specialized reception facilities integrated with services dedicated to cycling lovers.

## MARCHE DESTINATION MANAGEMENT SYSTEM – GOOD PRACTICE INTERREG

### OBJECTIVES

- Counteract the FRAGMENTATION of the tourism offer in Marche region;
- Foster the DIGITALIZATION of the regional tourism sector;
- Increase and “DE-SEASONALIZE” incoming tourist flows;
- Promote the MARCHE BRAND on national and international tourism markets.

### FUNDS

PNRR in connection with the initiative of the Italian Ministry of Tourism for the activation of the Digital Tourism Hub (DTH)

- The DMS allows for the integrated management of information, reception, promotion, booking and marketing of the national tourist offer, through the complete integration of private services with public ones
- It embeds an online booking system which allows facility managers to sell: rooms, travel tickets, access to museums, events etc.
- The regional tourist offer is presented in “thematic clusters”.



[www.letsmarche.it](http://www.letsmarche.it) | #letsmarche #marchetourism

### Scopri le Marche

Autunno Inverno Primavera



> Da non perdere  
LUOGHI, EVENTI E ITINERARI IMPERDIBILI

> Famiglie e Bambini  
> Località  
GUIDA ALLE NOSTRE CITTÀ  
> Blog

> Itinerari  
VIAGGI DA 1 A PIÙ GIORNI  
> Area download  
> Dicono di noi

REBALANCE tourist flows between the internal and coastal areas of the region



## FINANCING INVESTMENTS BY TOURISM SMEs – GOOD PRACTICE INTERREG

### OBJECTIVES

- Support the competitiveness of businesses in tourist destinations through the promotion of qualitative product/services.
- **REBALANCE** tourist flows between the internal and coastal areas of the region.
- Promote the **TWIN TRANSITION** of tourism services and facilities.

### FUNDS

European Regional Development Fund (ERDF)

**CALL:** financing of investments by tourism SMEs to improve the quality, sustainability and technological innovation of accommodation facilities.

### SMES ENTERPRISES' PRODUCT SPECIFICATIONS

(approved with regional decree n. 994 of 2014):

- ☐ BIKE TREKKING
- ☐ BUSINESS – TECHNOLOGICAL INNOVATION ( DIGITAL TRANSITION)
- ☐ WELLNESS – ENVIROMENTAL SUSTAINIBILITY



BANDO BORGHI

OBJECTIVES	<b>REBALANCE</b> tourist flows <b>between the internal and coastal areas of the region by</b> revitalizing rural villages and historic centers and promoting the <b>TWIN TRANSITION</b> of tourism services and facilities.
FUNDS	European Regional Development Fund ( <b>ERDF</b> )

- a) **“BORGO ACCOGLIENTE” (Welcoming Village – Budget: 4,9Mln for years 2022 and 2023):** for the redevelopment, valorization and revitalization of historic villages (including investments for the digital transition of TOs);
- b) **“ALBERGO DIFFUSO” (Widespread Hotel – Budget: 2Mln for year 2023):** for the promotion of tourism in historic centers through the development of “sustainable” hospitality services (by respecting the ancient housing typologies);
- c) **“RESIDENZE DIFFUSE” (Diffuse residences – Budget: 800.000EUR for year 2023):** for the recovery, including conservative restoration, redevelopment and valorization of properties of historical-artistic value and rural villages.



**REBALANCE** tourist flows between the internal and coastal areas of the region



- URBINO - UNESCO WORLD HERITAGE SITE
- PESARO and FABRIANO - UNESCO CREATIVE CITIES



- 31 BORGHI PIU' BELLI D'ITALIA



- 28 ORANGE FLAGS  
< 15.000 inhabitants town  
Excellence of tourism services,  
hospitality and environment



# TOURBO PROJECT

Boosting the transition pathway of MSMEs in tourism  
with green and digital transformation

TOURBO promotes the implementation of “**Innovation voucher schemes**” in two pilot areas: Marche region in Italy and North Aegean region, in Greece.

**N.10 tourism MSMEs** from each pilot region – in partnership with international Knowledge Providers – will receive vouchers for the implementation of innovation projects fostering the **twin transition** of their services and facilities.








## TOURBO VOUCHER SCHEME SCHEDULE OF ACTIVITIES

1. CALL FOR KPs (D. 22.01.25): 53 KPs accredited.
2. CALL FOR INNOVATION PROJECTS (D. 31.01.25):  
12 proposals received
3. SELECTION OF INNOVATION PROJECTS (4.25):  
5 projects selected
4. IMPLEMENTATION OF INNOVATION PROJECTS:  
90 DAYS, from 5.25 to 7.25
5. REPORTING and FINAL PAYMENT



## TOURBO PILOT ACTION

Call for innovative projects aimed at promoting the green and digital transition of MSMEs operating in the tourism sector

RANKING	SME + KPs	PROJECT IDEAS	
1	VILLA CAPODARCO + RURALLY		<b>Interactive E-Bike Tours:</b> a digital and sustainable exploration of Fermo surroundings
2	URBINO INCOMING + HUB77		<b>AI platform</b> for tailor-made thematic tourism itineraries
3	LOMBARDINI + BLUE MARINE SERVICE		Electric <b>Cargo Bike</b> + <b>Thermal bottle</b> with QR code
4	LA CASA DI ROSE MARY + S. PARIS		<b>Repositioning the B&amp;B on the market</b> as an innovative, sustainable accommodation facility
5	MULINO BRAVI + I. SOLUSTRI		Transforming a <b>mill</b> into a model of cutting-edge <b>experiential tourism</b>

## TOURBO PILOT ACTION

Call for innovative projects aimed at promoting the green and digital transition of MSMEs operating in the tourism sector

### MARCHE REGIONAL COUNCIL RESOLUTION N.538 – 17.04.2025

Approval of a strategic project for tourism aimed at encouraging development and mitigating the crisis resulting from the effects of the COVID-21 pandemic.

**MEASURE 1**: € 1.860.742,65 - **Experiential Tourism, Events and Promotion**: calls for proposals from the territories.


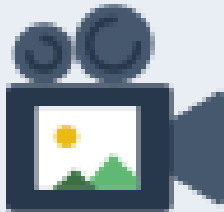



**MEASURE 2**: € 384.000,00 - Regional interventions to promote the **development of strategic tourist clusters**:

- A) Quality and excellence certifications
- B) Cluster Outdoor: Cyclo tourism
- C) Cluster «ROOTS TOURISM»: experiential tourism based on the discovery of local culture and traditions
- D) **Digital and sustainable tourism: fostering the twin transition of tourism SMEs (TOURBO POLICY IMPROVEMENT)**
- E) Cluster “Mountain tourism”

TOURBO PILOT ACTION

Call for innovative projects aimed at promoting the green and digital transition of MSMEs operating in the tourism sector

DGR n.538, 17.04.2025 – Five additional project proposals funded

RANKING	SME + KPs	PROJECT IDEAS	
6	MARCHE AMORE + A. CENSI		<b>Label</b> for the certification of digitalization and sustainability in all phases of <b>wedding organization</b> .
7	DREAM SAILING + HUB 77		<b>Platform</b> for <b>experiential tourism</b> : including functions for booking, check-in and final payment.
8	TOURISMARCHE + KRYOS		A <b>smart booking platform</b> , offering immersive tours, e-bikes rental.
9	MARCHE TOUR + MICONI		<b>Immersive digital technologies</b> for the promotion of <b>cycle tourism packages</b>
10	FOOD AND RELAX + PANDORA		<b>AI-based spiritual assistant</b> for religious walking tours

## TOURBO PILOT ACTION

Call for innovative projects aimed at promoting the green and digital transition of MSMEs operating in the tourism sector

### POLICY IMPROVEMENT

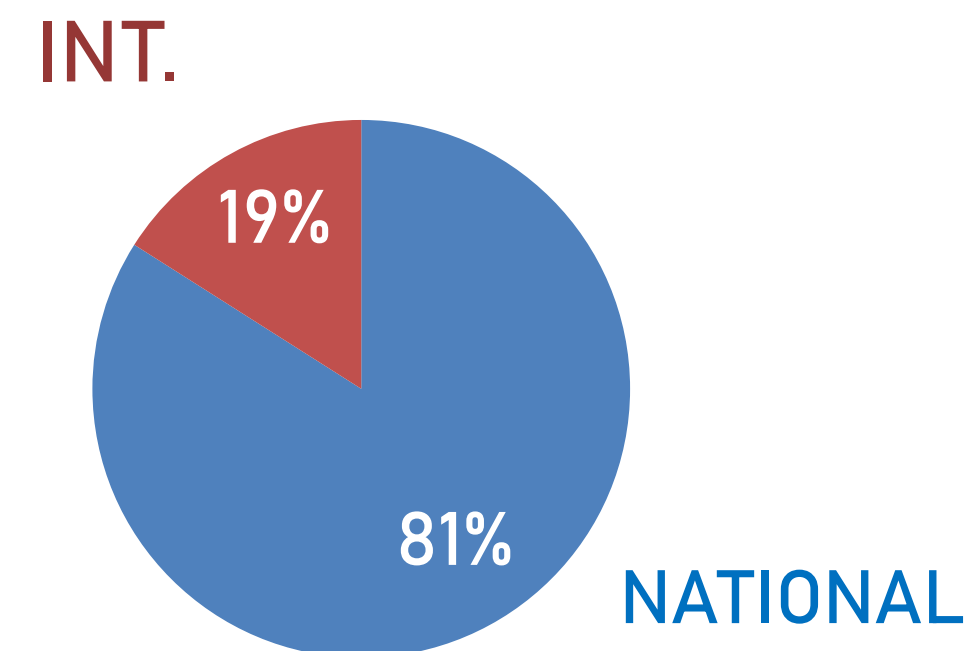
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NEXT STEPS	TIMING
Contracting (2 <sup>nd</sup> phase)	June 2025
Implementation period (2 <sup>nd</sup> phase)	June 2025 - September 2025 (3 months)
Reporting and request of payment	October 2025
Projects reports checks and Final payment	November 2025

## ARRIVALS - N. OF INCOMING TOURISTS



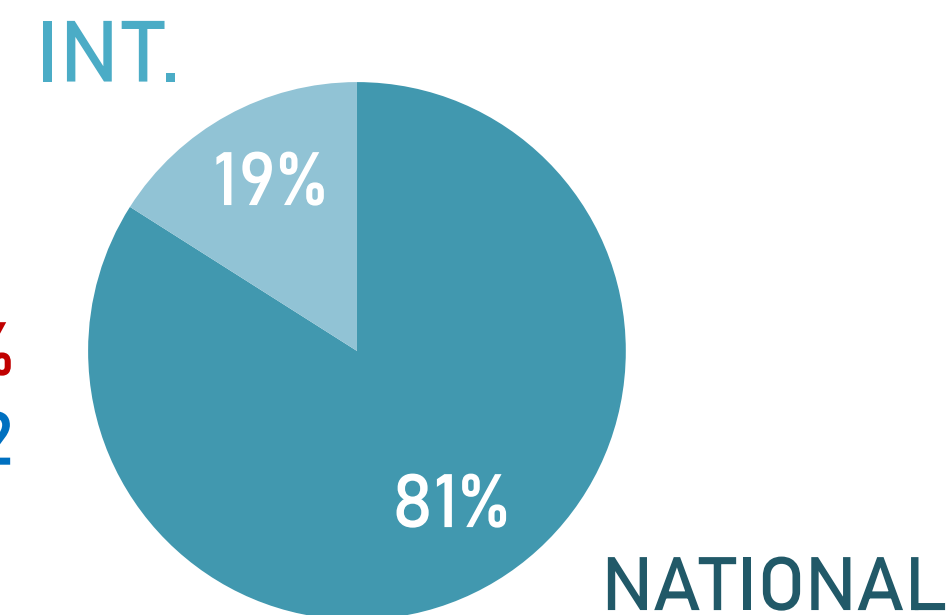
Variation: 4%  
Compared to 2022



## PRESENCES - N. OF NIGHTS SPENT IN TOURIST ACCOMMODATION



Variation: 4%  
Compared to 2022



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## POLICIES AND PRACTICES FOR THE GROWTH OF THE TOURISM SECTOR

### MARCHE REGION – TOURISM SECTOR



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