

# Project Funding

ADRION 5 SENSES is funded by the ADRION Transnational Cooperation Programme 2014-2020, which main goal is to act as a policy driver and governance innovator, fostering European integration among Partner States, taking advantage of their rich natural, cultural and human resources, as well as enhancing economic, social and territorial cohesion in the Adriatic and Ionian region.

Total Project Budget: € 1.437.967,09  
 ERDF: € 803.833,14  
 IPA II: € 417.681,50  
 Partners' Contribution: € 216.452,45



## ADRION 5 SENSES



Region of Epirus - Lead Partner



Development Agency of Evia SA



SIPRO Development Agency - Ferrara



Zadar County Development Agency  
 ZADRA NOVA



RDA of Northern Primorska Ltd.  
 Nova Gorica



Sarajevo Economic Region  
 Development Agency







Regional Agency for Economic Development  
 of Sumadija and Pomoravlje



Albanian Development Fund



National Tourism Organisation  
 of Montenegro

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## ADRION 5 SENSES



*Sight*



*Hearing*



*Taste*



*Touch*



*Smell*

*Sensory branding for ADRION Tourism*

## Creating the ADRION Brand Name

ADRION 5 SENSES aims to **build and promote the ADRION brand name** in tourism by indulging all five senses of tourists. The project promotes a sustainable tourism model, based on innovative, high-quality tourism products and services.

ADRION 5 SENSES is **holistically approaching the five senses** - sight - hearing - smell - taste - touch - and aims to introduce sensory marketing techniques, strategies and tools in the ADRION region, to boost the performance of ADRION destination.

ADRION 5 SENSES **sustainably valorises the natural & cultural heritage** of the ADRION region in order to achieve visitors' satisfaction and destination loyalty. At the same time ADRION 5 SENSES builds on the common characteristics of the Adriatic-Ionian area, but also on the unique offering of each region.

## Main Activities

**ADRION 5 SENSES Network:** Bringing together regional and local authorities, regional and national development agencies, government bodies, tourism professionals and tourism stakeholders.

**Joint Strategy and Action Plan:** Involving local and regional stakeholders and creating a strategic vision for ADRION tourism.

**ADRION BRAND NAME:** ADRION destination is promoted as a unified, culture & nature rich destination for tourists of all seasons.

**Training:** Tourism professionals and tourism stakeholders participate in training workshops and study visits to boost the ADRION Brand Name and design new experiences for visitors.

## Tools

- **Multilingual Web Platform** for the ADRION destination with a digital Map of Sensations to promote attraction spots based on their sensory and emotional features.
- **9 Virtual and Physical Exhibition Centres**, operated by the project partners, showcasing the ADRION sensory experience.
- **Road Map** for replication of the ADRION 5 SENSES methodology

