

PRESS RELEASE
Kick-off meeting for P.A.T.H project

New touristic routes to discover the Western Greece and Puglia
funded under the Interreg V-A Greece-Italy Programme 2014-2020

The Kick-off meeting of the cross-border cooperation project P.A.T.H, "Promoting Area Attractiveness through hiking and introducing a different touristic approach, will be held on 11 and 12 July in Patra (Premises of the Regional Union of Municipalities of Western Greece).

The **Regional Union of Municipalities of Western Greece** is the lead beneficiary of this project in cooperation with one Greek partner, the **Region of Western Greece** and three Italian partners, the **Construction Technologies Institute - National Research Council of Italy**, the **Management Body of the Regional Natural Reserves of Taranto** and the **Alta Murgia National Park**.

P.A.T.H project, financed for 863.947,63€ under Priority Axis 2 – Integrated Environmental Management of the Interreg V-A Greece-Italy Programme, aims at the development of a methodological framework for the management of differentiated Touristic Routes of the cross-border area with the valorisation of advanced technology and practices that contribute in tourism sustainability.

The project foresees the creation of thematic routes in both Greece and Italy, which will offer visitors the chance to discover wetland routes, mountain trails, historical cultural trails and paths of unique natural beauty and biodiversity. The designation of the above routes will be enhanced by the development of an integrated multimedia web-platform that will allow end users to plan their visit according to their needs, to access never before published information on routes (through storytelling associated with the points of interest), as well as to record their personal experience. The project also envisages targeted actions to mobilize and involve local communities in the development of routes, and to inform stakeholders (local authorities, environmental associations, tourism enterprises) on the valorisation of the new tourism tool that will be developed.

Regional Union of Municipalities of Western Greece
Fotini Tavla +30 2610 2700097 pedde@pedde.gr

Regione Puglia - Joint Secretariat Communication Officer
Carmela Sfregola +39 3493916007 c.sfregola@regione.puglia.it; press@greece-italy.eu

Interreg Greece-Italy

European Regional Development Fund



EUROPEAN UNION



Interreg V-A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.