



CHARM

Immersive Experiences in European Charming Villages



10 European Pilot Villages selected for the transnational CHARM route

Each pilot village will benefit from i) The **expertise** of the CHARM project partners in tourism product development and governance, ii) Participating to the **workshops** and **trainings** to apply the common CHARM methodology iii) Developing **new products** for national and international markets, iv) Receiving new **visual content** creation, storytelling, and supporting services v) Applying **new technologies** such as Virtual Reality in their tourism products and vi) being part of a **cross-selling platform** to market Europe as an integral destination for rural and cultural tourism.

Country/Region	Pilot Villages
Finland	Mathildedal + Oravi
Germany	Friedrichstadt + Seiffen
Italy	Borgo della Cunuziria
Portugal	Monsaraz + Sortelha
Spain/Catalonia	Taüll + Rupit
Belgium	Burg - Reuland

IN THIS ISSUE

10 EUROPEAN PILOT VILLAGES SELECTED

STEERING COMMITTEE MEETING IN FINLAND

LOCAL NETWORKING & TRAINING SESSIONS

CHARM BRIDGE EVENT POSTPONED



2nd Steering Committee meeting in Finland

The second Steering Committee meeting was held in Tampere and Sastamala (Finland) on 2nd & 3rd of October 2019. It was the chance for partners to discuss the progress of the CHARM project and work on the Charming Villages strategy, present the **Market Intelligence Study** and define the innovative solutions from CCIs including the **first prototype of the web portal**.

Local networking & trainings

Each pilot village will participate in a **capacity building - training session**, being delivered by professionals on experiential tourism product development, in order to define and build a common vision and identity for the European Charming villages. Out from these training sessions, the pilots aim to create a total of **70 new tourism products** and engage more than **110 Small and Medium Enterprises (SMEs)** across the 6 CHARM countries.



NEW DATE: 10 JUNE

Dying of success: towards new models of tourism

Technological solutions aimed at breaking up concentrations of tourists and promoting off-season tourism

CHARM Bridge Event postponed

Due to the dramatic pandemic of COVID-19, all public events have been cancelled in Catalonia as in the rest of Europe. Therefore the CHARM bridge event that should have been held in the frame of the Forum TurisTIC of Barcelona at the end of March will be postponed in June (hoping the situation will get better)...



Co-funded by the COSME programme of the European Union

<https://www.charmingvillages.eu>

The content of this newsletter represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.