

Explore Romagna

Heritage, gastronomy & nature

Pre-Task III by Team Belgium



PROFILE TYPICAL TRAVELLER

Couples

Age : 45-65

Living in Belgium

Advanced in career or retired

Hobbies & interests:

Gastronomy, different cultures, wine, cycling & outdoor activities

On holiday, in search for:

Slow tourism, exclusive experience, nature, gastronomy, relaxation



Our concept

- Road trip through Romagna
- Combining nature, villages, food, traditions & cycling
- Possibility to combine with city trip Bologna or Rimini
- 9-day trip → slow tourism
- Accommodation → Agriturismo
- Perfect for all seasons

Itinerary

- Day 1: Bologna/Rimini - Brisighella
- Day 2: (A) Brisighella
- Day 3: (B) Bertinoro
- Day 4: (C) San Leo
- Day 5: (D) Pennabilli
- Day 6: (E) Bagno di Romagna
- Day 7: (F) Foreste Casentinesi
- Day 8: (G) Premilcuore
- Day 9: Premilcuore – Brisighella – Bologna/Rimini





Brisighella

- Festival of lights (March)
- Le Feste Medievali (May-June)
- Three Hills
 - La Rocca Manfrediana
 - La Torre dell'Orologio
 - Il Santuario del Monticino
- Terme di Brisighella
- Stay → Agriturismo Ca Di Mezzo



Bertinoro

- Visit vineyards → Wine tasting
- Festival of Hospitality (September)
- Balcony of Romagna





San Leo

- Forte di San Leo
- Torre Civica
- Cycling routes
- San Leo festival (July-August)
- Stay → Palazzo Serre



Pennabilli

- Pennabilli festival (June)
- Prugnolo Mushroom festival (May)
- Cattedrale di San Leone
- Cooking workshop with locals (e.g., Cesarine)
<https://cesarine.com/en>



Bagno di Romagna

- Thermal baths
- UNESCO World Heritage
- Chiesa di Sant'Eufemia
- Stay → Agriturismo
Terrazza Sul Parco





Foreste Casentinesi National Park

- UNESCO World Heritage
- Trekking, cycling, kayaking & horseback riding
- Cascata dell'Acquacheta
- Lago di Ridracoli
- Stay → Agriturismo Pian di Rocchi



Premilcuore

- La grotta urlante
- La Cascata della Sega
- Hiking routes



Promotion strategy

- Working with Italy travel specialist → to promote the region & the itinerary
- Social media marketing
 - Posts (photos & videos) of the region on Facebook, Instagram
 - Adverts on Instagram, Youtube
 - Articles online travel magazines i.e., Travel360 , TravMagazine...
- Promotion on travel fare → ‘Vakantiesalon Brussels’
<https://www.vakantiesalon.eu/>
- Romagna posters by bus stations, train stations
- Feature on Flemish television programs → ‘Down the Road’, ‘Reizen Waes’, ...
- Promotion road trip on visitromagna.it

Sources

- Accommodation:
 - <https://palazzoserre.it/it/>
 - <http://www.terrazzasulparco.it/>
 - <https://piandirocchi.com/>
 - <https://www.cadimezzo.it/>
- Bike tours:
 - <https://d2fg1aan4gy9m1.cloudfront.net/romagna/images/files/VIA%20ROMAGNA%20LOW.pdf>
 - <https://www.romagnabike.com/en/routes/mtb-in-the-foreste-casentinesi-park>
 - <https://www.romagnabike.com/en/routes/san-leo-and-the-fortress>
- Other:
 - <https://borghipiubelliditalia.it/borgo/san-leo/>
 - https://d2fg1aan4gy9m1.cloudfront.net/romagna/images/3207/AW_3724%20MAPPA_ROMAGNA_420X594mm_I_15-7-2022%20LOW.pdf
 - <https://d2fg1aan4gy9m1.cloudfront.net/romagna/images/files/VIA%20ROMAGNA%20LOW.pdf>
 - <https://www.visitromagna.it/en/itineraries/faenza-lands>
 - <https://www.viedidante.it/en/citta/brisighella/>
 - <https://www.toscana.info/arezzo/provincia/bagno-di-romagna/>
 - <https://www.brisighella.org/en/next-events/>
 - <https://www.e-borghi.com/en/village/Forli%20Cesena/524/bertinoro>
 - <https://www.parcforestecasentinesi.it/en/living-the-park/moving/electric-boat>
 - <https://www.parcforestecasentinesi.it/en>
 - <https://www.cappellacciamerenda.it/2021/09/30/cosa-vedere-a-premilcuore/>
 - <https://www.travelemiliaromagna.it/en/pennabilli-village/>
 - <https://www.pennabilliturismo.it/evento/sagra-del-fungo-prugnolo-miratoio-2022-xxxv-edizione>