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**VI newsletter**

Dear readers,

We are proud to present the fifth newsletter of the ADRIATIC ROUTE project!

This newsletter will keep you updated on the project progress of the last months, on the events organised within the Adriatic Route Project and on the results achieved so far.

In particular, we inform you that a Project Steering Committee was held the 6<sup>th</sup> and the 7<sup>th</sup> of July, at the EXPO gate located at the arrival terminal of “Raffaello Sanzio” Aiport in Ancona. The aim of the meeting was to discuss the progress of the project and the technical features of the Web Gis Platform, about which a demo was shown.

Each edition of the newsletter will focus on thematic tourism activities and events organised by one specific project partner. This month is the time to know more about thematic tourism initiatives in Le Marche.

Have a nice reading!

**Adriatic Route project in a nutshell**

- The **Adriatic Route for Thematic Tourism** project has been financed in the framework of IPA Adriatic CBC Programme 2007/2013 – Measure 3.3 Communication Networks
- The **total budget** is equal to euro **1.784.484,22**
- Adriatic Route project started in **October 2012** and will end in **September 2015**
- **Five Countries** are involved for a total of **6 Project Partner**

For more details, have a look at our project web site [www.adriatic-route.com](http://www.adriatic-route.com) and follow our Social Profile on Facebook [Adriatic Route Project](#) and Twitter [@AdriaticRoute](#) !





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### Thematic Tourism in Le Marche



Overlooking the Adriatic Sea in the centre of Italy, le Marche is a land to discover for its variety of landscape, its natural and artistic beauties, enclosed in a little less than 10,000 square kilometers. Featuring the mountains of the Appennine chain, with gently slope towards the sea along parallel valleys, the region is set apart by its rare beauty and noteworthy figures such as Giacomo Leopardi, Raphael, Giovan Battista Pergolesi, Gioachino Rossini, Gaspere Spontini, Father Matteo Ricci and Frederick II, all of whom were born here.

From the Appennine chain to the Adriatic coast, rolling down through the gently hill landscape, touristic offer of Le Marche reflect a territory well know for the quality of life and environment.

Le Marche is a land where it is possible to enjoy real pleasures that can make the holiday a long lasting memory: it is possible to choose to go to the seaside, up to the mountains or live the *Marche lifestyle* moving from a village to another.

From 2014 the touristic offer in Le Marche includes six touristic products/clusters and each of them is characterised by a specific theme that can meet a number of different holiday ideas and represent at best “Le Marche Destination” and its excellences.



**The Marche Region in Blue** - The Marche offers 180 kilometres of coastline, 26 seaside resorts facing the Adriatic Sea defined by beautiful beaches, picturesque bays, 9 marinas and 17 Blue Flag beaches, that certify the water quality and further services.



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**Cities of art. The genius of Marche** – Land of transit for painters, sculptors, architects who left a great historical inheritance, Le Marche has one the richest cultural heritage, among Italian regions. The region boasts some 500 piazzas, more than 1,000 important monuments, 37 forts, 106 castles, 15 fortresses and 170 towers, not to mention the thousands of churches, 200 of which are Romanesque, the 96 abbeys, 183 sanctuaries, 72 historical theatres, 400 museums and 315 libraries.



**Rolling hills and ancient villages** – Le Marche is a land of many small villages scattered throughout the territory. These villages are enchanting oases of history and culture, where time seems to have come to a standstill, surrendering to a pleasantly slow and human pace, where the only perceivable rhythm is the inexorable change in the daytime hours or seasons.

**Parks and active nature** – The Marche Region boasts an area just waiting to be explored: hills and parks, even along the coastline, and peaks of the Apennines. Harmony distinguishes the cultivated landscape, marked by rows of great trees, by woods and hills that gently flow dotted here and there with age old villages. Some 90,000 hectares of the Marche is covered by parks and protected areas, much to the delight of nature lovers! A web of well marked nature trails invites hikers, extreme sports lovers, horseback riders, cycling tourism lovers, to get to know the area even better.



**Spirituality and Meditation** – Loreto is famous as seat of the Basilica of the Holy House, one of the oldest and most important Marian pilgrimage sites of all Catholicism. Moreover the region is characterised by an heritage of great humanity and spirituality. The Marche boasts some one hundred abbeys and monasteries, often set quite close to one another. The Apennine of the Marche has always been an ideal destination for the holy hermits, who found refuge here in the many hermitage and stone grottoes.



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**Made in Marche. The products of the earth and of man** – The region boasts an incredible variety of local products, fine wines and traditional recipes: thanks to the particular lay of the land, flavours of Adriatic fish, wholesome dishes from hills and mountains can satisfy even the most demanding palate. Moreover Le Marche is a land of manufacturing and handmade traditions, famous all over the world. Many of the most famous Made in Italy products are crafted right here in Le Marche.



### The Adriatic Route project and

### the development of Thematic Tourism in The Marche Region

Thanks to the European project "Adriatic Route for Thematic Tourism", Marche Region has strengthened and developed two themes with strong appeal on the international market, one is Religious tourism and the other is Cycling tourism.

With regards to the first one, the Marche Region organized, from the 3<sup>rd</sup> to 5<sup>th</sup> of October 2014, three intense working days to enhance the priceless heritage of faith, art and history associated with the holy places, of which the total area of the Marche is dotted: sanctuaries, abbeys, hermitages, monasteries and churches, surrounded by pristine nature and located along pilgrimage routes that flowed to the Basilica of Loreto from Assisi, Rome and other regions of Europe.





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The initiative, organized by the Marche Region in collaboration with the Marche Episcopal Conference, ISTAO Business School and the Association “Via Lauretana”, has been characterized by a rich program intended to illustrate, in a lively and stimulating way, the projects launched by the Region for the development of the strategic sector of religious tourism. In particular, the initiative was an opportunity to present the Strategic Plan and Operational for the development and promotion of thematic tourism produced by the Marche Region, as well as a training opportunity for professionals in the tourism sector, coming from the public and private sectors.

Cycling tourism is a leading sector in the strategy of the Marche Region and it is considered a fundamental sector for increasing tourism flows in a hypercompetitive market. In particular, thanks to the project Adriatic Route, the Marche Region will produce a guide on cycling tourism in the Marche translated in English and German, a guide to be spread and disseminated during national and international fairs specialized on cycling.

Discover here (link to <http://en.turismo.marche.it/>) cycling tourism routes available in Le Marche!

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