

PRESS RELEASE

The Charm Project comes almost to a close with the success of its Final Conference

After 2 years of implementation, the project CHARM, led by the Catalan Tourist Board and co-financed by the COSME programme of the EU, closes with the organisation of an online final conference with more than 180 registered participants from all over Europe.

Yesterday, the final conference of the project was held online under the motto “*Charming villages: Boosting the European rural destinations*”. The aim of this final conference was to share CHARM results at the final moment of the project. Presenting the Charming Villages European Network as the solution for tourism in a world post-COVID-19, away from mass tourism. The focus was on the need to promote diverse and rich destinations to move the flow of tourists away from hyper-popular central destinations using Information and Communication Technologies (ICT).

This event organised by NECSTouR counted with interventions of the CHARM project partners, experts in tourism, as well as guest speakers specialised in rural and digital tourism from **Visit Greenland** (Filip Gielda), **Visit South Limburg** (Anya Niewierra), **Regione Liguria** (Elena Magni), **Asio-Data** (Tom Ojala) and the **Digital Tourism Think Tank** (Nicholas Hall). The aim of the gathering was to share the results of this initiative and present the project as one of the possible solutions for the tourism activity within the post-COVID-19 world.

[Information about the conference \(presentations, video\) can be found here.](#)

The CHARM objectives match with both the tourism strategic and marketing plans of Catalonia – the region holding NECSTouR’s presidency - which coincide with regional priorities and the European strategy of the network. CHARM has contributed to the diversification of tourism offer, the development of the local economy (namely through the creation of jobs and support to Small and Medium Enterprises), mitigating seasonality, promote decentralisation of tourism zones, while contributing to a better territorial cohesion.

Final days of the CHARM project

Even though the CHARM project ends, the network of villages created is committed to grow and pursue efforts to promote these European villages and add some new ones. Regions wishing to sponsor their villages to enter the second phase of CHARM still have time [to express their interest through letters collected by NECSTouR.](#)



Co-funded by the COSME programme
of the European Union

The team of the Charming Villages will be connected to the online edition of **ITB Berlin** (March 9 to 12). The goal is to promote the European Network to DMCs and DMOs alike.

More information on the CHARM project is available at www.charmingvillages.eu

THE CHARM PROJECT

“**CHARM: Immersive experiences in European Charming Villages**” is a project co-financed by the COSME Programme of the European Commission. The project started on March 15th, 2019 and will finish on March 14th, 2021. During these two years, the project was piloted by the **Catalan Tourism Board** with 6 partners: **Turismo Vivencial** (TUVI), Tradições d’Outroira (**TDO PORTGALL**), **Institut für Tourismus und Bäderforschung in Nordeuropa gmbh** (NIT), **Tour Guide Fox** (TGF), **Software Engineering Italia - SWING:IT** (SE IT) and Network of European Regions for a Sustainable and Competitive Tourism (**NECSTouR**).

CHARM aims at boosting tourism flows towards rural areas having low tourism density, through the creation of innovative, responsible, and sustainable tourism products, while preserving and promoting their historical and traditional heritage, their architecture, and landscapes through innovative experiences. The incorporation of technologies from the cultural and creative industries, such as augmented reality, will add value to the tourism product by creating immersive experiences for visitors.