



CHARM

Immersive Experiences in European Charming Villages



The European Project CHARM comes to an end, but the network will go on!

After two years of implementation, the “**CHARM: Immersive experiences in European Charming Villages**” project, co-funded by the COSME programme of the European Union, has come to an end with the development of a European Network composed by 10 villages from 6 different countries.

CHARM has contributed to the diversification of tourism offer, the development of the local economy (mainly through the creation of jobs and support to SMEs), mitigating seasonality, promote decentralisation of tourism zones, while contributing to a better territorial cohesion. The project has also contributed to boosting the competitiveness of European tourism and promoting the image of Europe as a global tourist destination of excellence.

CHARM is now an **opportunity for others Europeans villages to join the network** in order to promote the historical and traditional heritage of rural areas, as well as its architecture and landscape by creating innovative experiences thanks to the CCIs engagement.

IN THIS ISSUE

END OF THE EUROPEAN PROJECT CHARM

CHARM FEATURED OUTPUTS

HOW TO JOIN THE CHARM NETWORK?



Featured outputs



76 news authentic experiences designed and created (more than 50 activities and more than 20 tourist products of 1 to 2 nights)



21 audio-visuals material of the pilots villages based on testimonials from village ambassadors, available on the [CHARM YouTube channel](#). **A glance of all 10 charming villages in Europe can be enjoy in this video!**



Trainings sessions with villages in the creation of tourism products & local stakeholders involved



Used of CCI technologies ([Augmented Reality App](#), [Virtual Reality App](#) and the [Webpage platform promoting CHARM villages](#))



Innovative destination promotional tools ([Guide for promotional practices of destinations](#) and [Sales Guide \(interactive presentation\)](#)) in 3 languages (EN, GE, FR)



Development of a sound promotional, branding, and cross-selling strategy

How to join the CHARM network?

The business model of the CHARM translational network will live through the commercialization of those products and the promotion tools (freely available for the villages). The second phase of CHARM is, of course, **expansion!**



New regions wishing to promote their villages to enter the life of CHARM, develop their own products and their own promotion tools with the help of the experts of our partnership should contact us, [sending a letter of interest to NECSTouR](#).



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<https://www.charmingvillages.eu>

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Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board



TRAVEL 4
EXPERIENCES



NECSTouR
European Regions for
Competitive and Sustainable Tourism