



# CHARM

*Immersive Experiences in European Charming Villages*



## Products & video to start selling Charming Villages

After the end of EU funding 2 months ago, the consortium partners are working on the preparation of the **European Charming Villages touristic experiences** to start commercializing them when the pandemic situation allows to travel again.

Have a look to the [CHARM website Experiences Catalogue](#) to get to know better the 75 amazing experiences and products we developed. You will find from 1 day activities to products with 1 or 2 nights accomodation with thematics from Authenticity, Culture or Local Food to Speciality, and Nature.

We also introduce you a [new video that presents the 10 Charming Villages altogether](#). We invite you to share it in your social media channels using these hashtags: #COSME\_EU #charmingvillages #EUcharmingvillages #CHARMvillages @EuropeanCommission @EU.Growth Remember that all the videos of the villages are available on the [CHARM YouTube channel](#). We believe that it is the best way to get to know the villages and their residents, who are their best ambassadors. We are sure they will inspire you to plan your trip when the pandemic situation improves.

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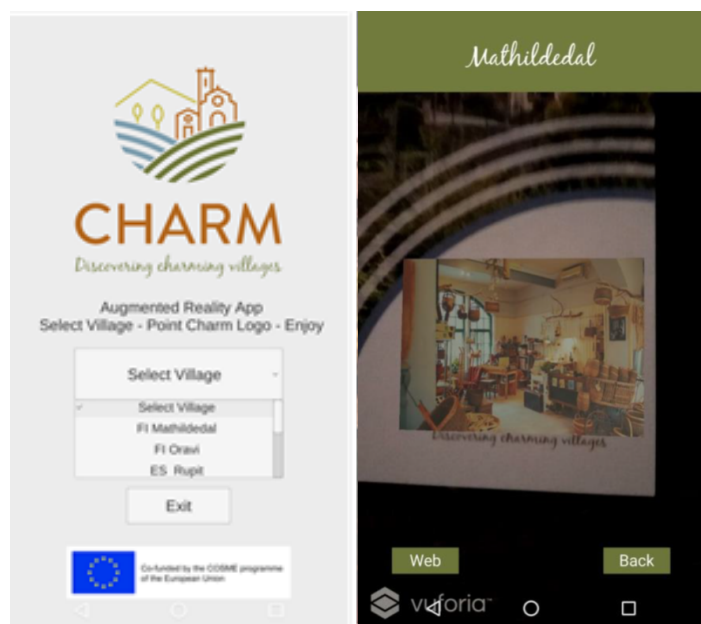
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**PROMOTING CHARMING  
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## Charming Villages APP & VR

The **CHARM AR App**([download it here](#)) is targeted to promote CHARM brand and the participating villages. The Augmented Reality technology will help travellers to obtain information of the location.

The **CHARM VR App** ([see the video](#)) offers visitors the possibility to explore in advance and in an immersive way a selection of attractive elements of a designated village. The Palazzo Trao-Ventimiglia from the Italian village Cunziria was selected for the proof-of-concept. Thanks to Virtual Reality, we can discover like in a guided tour, the architectural and cultural aspects of the façade, the entrance, the internal courtyard of the palace and the whole exhibition about Verga's photography.

## Promoting Charming Villages in Fitur Madrid 2021

We are glad to inform you that during these days we will be promoting the Charming Villages in the first face-to-face event we attend, taking place at [FITUR Madrid](#). We have an agenda of appointments with travel agents and tour operators participating to this fair and we count with a dedicated area under the Catalan Tourist Board stand.

This will be the third time where the Charming Villages have been promoted under the framework of an international fair, the previous ones were the **World Travel Market 2020** and the **ITB Berlin 2021**, which both happened to be virtual. Charming Villages were explained to more than 140 travel agents and media representatives.



## Improving the network

Some upcoming events are being organized for the next months. The first one will be on the **7th of June**, and will count with the participation of all the villages tourist offices representatives of the CHARM consortium partners and pilot villages to discuss about future plans and have a networking time.

If you are a village or region representative, we invite you to join us by sending an email to [info@charmingeurope.eu](mailto:info@charmingeurope.eu)

<https://www.charmingvillages.eu>