

CastelBrando is proud to announce that our project idea **Turismo in Villa** has been selected under the Open Call for Expression of Interest for Voucher 2 scheme, available for tourism SMEs and launched by **Longarone Fiere Dolomiti**, under the **DIGITOUR project (Grant Agreement number 101038133)**, funded by the EU **COSME Programme**. Our Company is the lead partner of the partnership formed by four Italian companies: **San Liberale Srl; Villa Premoli di Spagnolo Enrico Aldo; Società del Monte Grande di Francesco Papafava e fratelli S.N.C.; Veniceland S.r.l.** The project will be implemented in cooperation with the digital provider **Time2Marketing Srl**.

The project **Turismo in Villa** started in February 2023, and will continue until the end of December 2023.

With the overall goal of valorising the cultural heritage of the Veneto Region through tourism and of promoting new forms of sustainable tourism pivoted around the regional excellences, the **Turismo in Villa** aims to:

- 1) Make the heritage of the Venetian Villas digitally available for tourists and visitors, through the use of VR technology
- 2) Promote the Venetian Villas as a tourism product that represents the Veneto Region, in close relationship with the regional territory and in line with the concept of slow and sustainable tourism, beyond the traditional routes of mass tourism.

Venetian Villas represent a widespread cultural heritage of unique value; promoting tourism in the villas therefore contributes to valorise the regional territory with its excellences as a whole, promoting slow and sustainable tourism practices throughout the year. The project involves four Venetian Villas and foresees the creation of digital contents to promote the heritage of the villas and make it accessible to tourists and visitors.

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