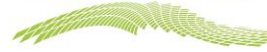




Sensory branding for ADRION Tourism



ADRION 5 SENSES



ADRION 5 SENSES

Building the ADRION Brand Name in Tourism: Indulging all Five Senses

3rd ADRION ANNUAL EVENT & 2nd CAPITALISATION EVENT



Project Objective

ADRION 5 SENSES aims to build and promote the ADRION brand name in tourism by indulging all five senses of tourists.

Project Scope

ADRION 5 SENSES is holistically approaching the five senses - sight - hearing - smell - taste - touch - and aims to introduce sensory marketing techniques, strategies and tools in the ADRION region, to boost the performance of ADRION destination.

Expected Results:



Enhanced and differentiated ADRION tourism product through



Improved visibility of the ADRION tourism product sensations



Increased knowledge of partners and stakeholders in tourism strategy and marketing

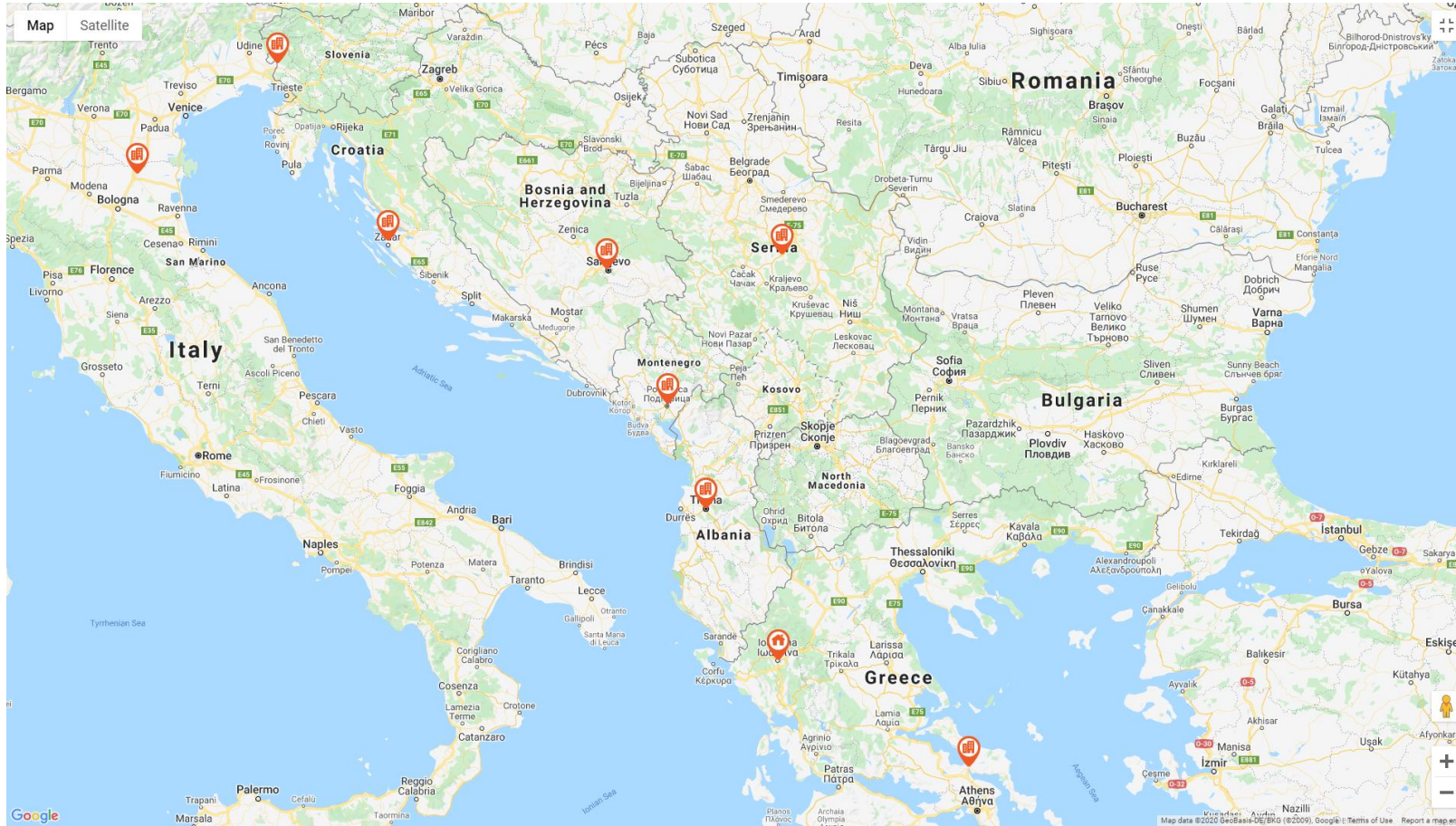


Raised stakeholder awareness and improved attitude in destinations marketing and branding



Raised public awareness on ADRION destination

The Partnership



-  **Region of Epirus - Lead Partner**
-  **Development Agency of Evia SA**
-  **SIPRO Development Agency - Ferrara**
-  **Zadar County Development Agency
ZADRA NOVA**
-  **RDA of Northern Primorska Ltd.
Nova Gorica**
-  **Sarajevo Economic Region
Development Agency**
-  **Regional Agency for Economic Development
of Sumadija and Pomoravlje**
-  **Albanian Development Fund**
-  **National Tourism Organisation
of Montenegro**

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**ADRION
5 SENSES**

DESTINATION FOR ALL 5 SENSES
A Brand created by ADRION 5 SENSES project:



Explore the Map of Sensations
Discover the ADRION 5 SENSES Brand
Join the Transnational Network

www.adrion5senses.eu



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Lets take a quick tour:

<https://www.adrion5senses.eu>

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European Regional Development Fund - Instrument for Pre-Accession II Fund

ADRION 5 SENSES



European Regional Development Fund - Instrument for Pre-Accession II Fund



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HELLENIC REPUBLIC
REGION of EPIRUS

Project Technical Experts



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