



REGIONE BASILICATA

Regional Agency for Territorial Promotion - Basilicata

SPACE4SUSTAINABLE
TOURISM: NEEDS OF
REGIONS



APT BASILICATA

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Summary



Map



Needs



Suggestions



APT BASILICATA



REGIONE BASILICATA

Our small world

131 municipalities in 10k sq. km

530k inhabitants

2 cities (Potenza 65k; Matera 60k)

81% less than 5.000 inh.

24% less than 1.000 inh.



Tourism assets

Culture and creativity

Diversity

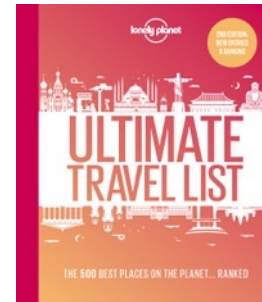
History and traditions

Environment and parks

Sea (90% blue flags in 2022)

Mountains

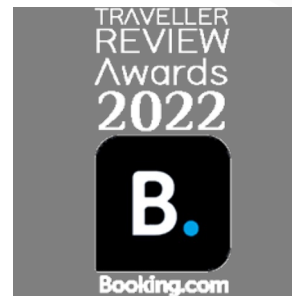
Quality



VOGUE



Forbes



Tourism statistics

		2021	2022	Var. Num.	Var. %
Accommodation facilities		1.488	1.518	+ 30	2,02%
Beds		42.111	43.285	+ 1.174	2,79%
ARRIVALS					
	Foreigners	61.117	154.925	+ 93.808	153,49%
	Italians	502.510	590.424	+ 87.914	17,49%
	TOTAL	563.627	745.349	+ 181.722	32,24%
OVERNIGHT STAYS					
	Foreigners	125.590	318.508	+ 192.918	153,61%
	Italians	1.669.567	1.900.682	+ 231.115	13,84%
	TOTAL	1.795.157	2.219.190	+ 424.033	23,62%
Average stay		3,19	2,98	-0,21	



Some needs (*broad area vs low-level of demand*)

- Services for mobility (satellite-driven apps, ...);
- Improvement of connectivity in mountaineous (and coastal) areas, and in particular occasions;
- Data mining (monitoring flows, behaviours, ...);
- Maps availability (for tourists, hikers, bikers etc.);
- Safety systems for random outdoor experiences (e. g. first rescue);
- Services for powerboat activities;
- ...





Scarica l'APP gratuita

BASILICATA FREE TO MOVE

LIBERI DI MUOVERSI



**Some
suggestions**



(Lucania: *the land of the light*)

**Some
suggestions**

Astroarcheology (*heritage,
places, ...*)

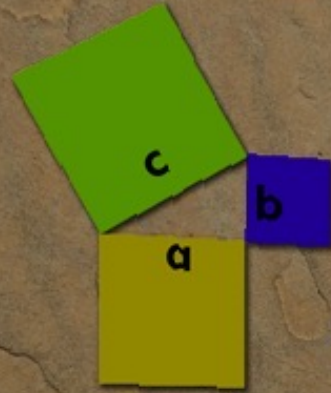
Astrotourism (*people, facilities,
events, ...*)



Gamification and metaverse



THANK YOU
FOR YOUR
ATTENTION



$$a^2 + b^2 = c^2$$

Pythagorean Theorem

The sum of the areas of the two squares on the legs (a and b) equals the area of the square on the hypotenuse (c).