

Comune di Forlì



Project BRAND-UE

Municipality of Forlì

Forlì, December 4th, 2018

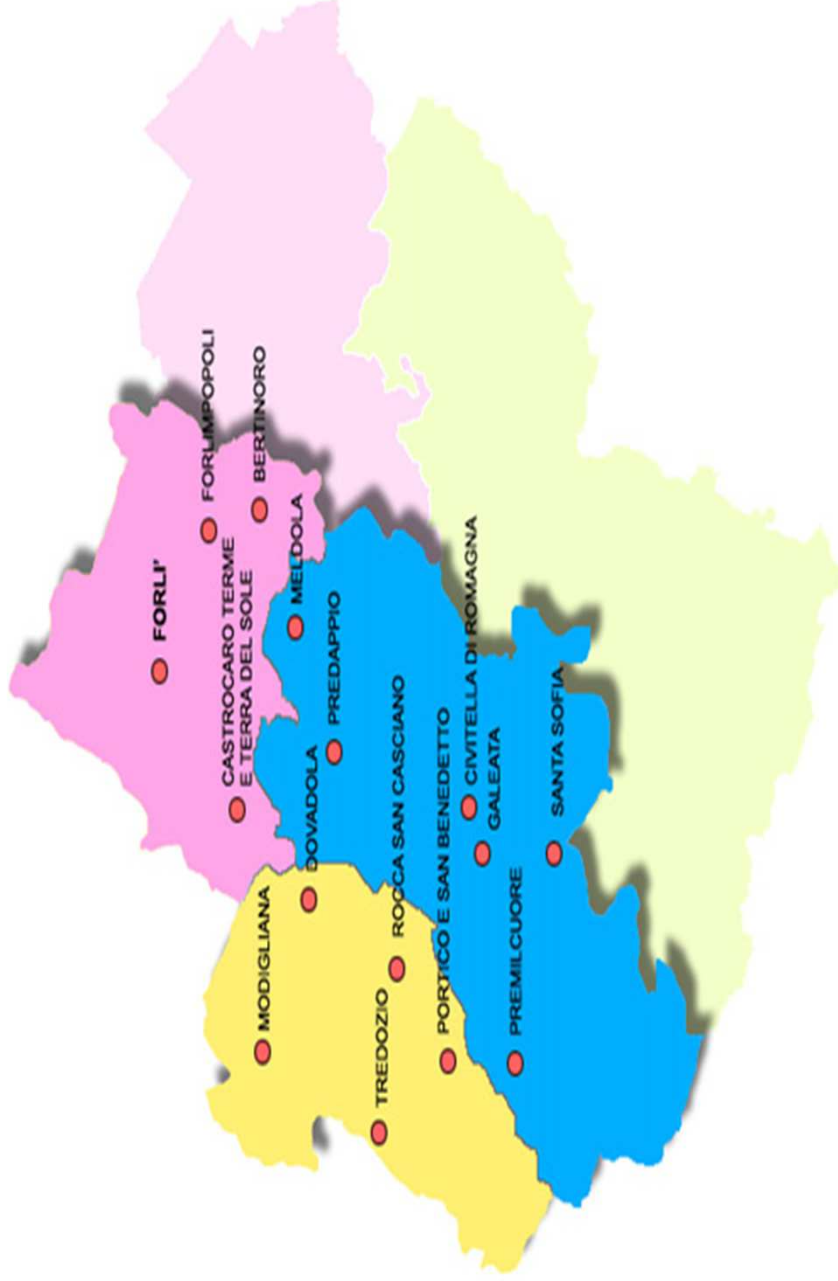
Comune di Forlì



The town of Forlì is situated in the north of Italy, in the Emilia-Romagna Region and with its about 118.000 inhabitants is the Lead Municipality of the Consurtium of Municipalities named “Romagna Forlivese” which joins 15 municipalities



Comune di Forlì





Objective:

“... the local tourism strategy will be focused on the definition of a tourism brand project for the city, which will be followed by a new planning and implementation of tourism communication and promotion through a site, a specific app and paper materials ..”

*(Municipality of Forlì – General Development Plan 2015-2019
ob 04.4.02)*



Strengths of the territory

Cultural tourist product

(San Domenico Museum complex, San Giacomo church and Romagnoli building Verzocchi Collection)

Food and wine tourism

Medioeval villages

Adriatic coast



Since 2015 the Municipality of Forlì has connected its marketing and tourist promotion to the development and promotion of suitable tourism packages

In the last three years the Municipality has supported the local subjects which have the mission to enhance the tourist incoming

This support comes through specific fundings

Comune di Forlì




The Municipality of Forlì is in charge of the tourist institutional web site for all the municipalities of the Consortium which is a work in progress

http://www.turismoforlivese.it/servizi/notizie/notizie_homepage.aspx

Forlì has signed in 2016 Memorandum of Understanding, which lasts 5 years, for the promotion of the territory together with the Cassa dei Risparmi di Forlì Foundation, the Municipality of Cesena and some of the Municipalities of the Consortium, under the brand:

“Terra del Buon Vivere”

<http://terradelbuonvivere.it/it/>

 **Vogliamo migliorare:**
Compila il
questionario sul sito

channels

- **Travel**
 - Getting here
 - Getting around
 - Maps
- **Discover the area**
 - Tourist locations
 - Art and culture
 - Nature and environment
 - Routes and tours
 - People, history, traditions
- **Hotels and restaurants**
 - Where to stay
 - Where to eat
- **Events**
 - Events and initiatives
 - Handicrafts and Shopping
- **Flavours**
 - Food and wine factories
 - Typical products
 - Traditional recipes
- **Enjoy and relax**
 - Spas and health
 - Leisure time
 - Sports
- **Services and Fair Districts**
 - Trade fairs and conventions
 - Tourist services
 - Useful services

localities

- Bertinoro
- Castrocaro Terme e Terra del Sole
- Civitella di Romagna
- Dovadola
- Forlì
- Forlimpopoli



Viaggio, Racconto, Memoria

From Saturday 22nd September to Sunday 6th January 2019, the San Domenico Museums host a new important photographic exhibition **Viaggio, Racconto, Memoria** which contains about 200 works in black and white by Ferdinando Scianna, a great Sicilian photographer.



Alla scoperta dell'Ex Collegio Aeronautico

The Municipality of Forlì has activated an agreement with the educational institutes present in the building of the Ex Collegio of Aeronautics, in order to guarantee access and visit to the mosaics of the Canevari flight and to the hall of globes.



Romagna Visit Card 2018

With the start of the tourist season, the 2018 edition of the Romagna Visit Card is back, the card that puts on the web the offer of the entire territory of Romagna, proposing Romagna as a unique destination. The pass for free or discount access to over 130 tourist sites, museums and attractions in the Romagna region.



Wolfamily. Escursione e wolf howling per le famiglie

Saturday, December 15th, Parco delle Foreste Casentinesi, from 3.00 pm, Wolf Family, excursion and wolf howling for families and children!



Festa di Santa Lucia

In Forlì, on the day of Saint Lucia, **December 13**, celebrating with sweets, crunchy nougat and above all, which gives you the beautiful girls in the day traditionally devoted to them.



Stagione di Prosa 2018/2019 al Teatro Andrea Dragoni

Starting from October 30th 2018, the new season of Prosa at the Dragoni Theater in Meldola with a rich program of proposals!

absolutely not to miss

topics



Mostra fotografica Ferdinando Scianna



Palazzo Romagnoli Works of Art from the 19th Century



Ottocento L'arte dell'Italia tra Hayez e Segantini



ATRIUM European Cultural Route



Religious hospitality in Forlì



Archeology in the Surroundings of Forlì



Eating in a castle



Forlì, a city to discover

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ART DECO
Gli anni ruggenti in Italia

ART DECO
Gli anni ruggenti in Italia

Museo San Donato
11.000 mq. di superficie
11.000 mq. di superficie







CROCIERE DI MASSE

CROCIERA MEDITERRANEA OCCIDENTALE 1928

CROCIERA MEDITERRANEA ORIENTALE 1929

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Forlì is part of the ATRIUM Association “Architecture of
Totalitarian Regimes in Europe’s Urban Memory”

European cultural route, certified by the Council of Europe
in April 2014

The route aims to develop cultural tourism around the
architectural and urban heritage of totalitarian regimes of
the twentieth century

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These are some of the activities implemented by the
Municipality in order to enhance tourism

They have brought to a steady growth of arrivals and
overnight stays

At the moment

120.000 arrivals and 220.000 overnight stays



What about BRAND-EU?

The Municipality is working hard in order to make up a
local marketing strategy, but:

Are we moving in the right way?

What are the other municipalities doing?

How can we evaluate our efforts?

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Thank you!