

# Interreg



EUROPEAN UNION

## ADRION

## ADRIATIC-IONIAN

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

### ADRION 5 SENSES



# ADRION 5 SENSES

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

The project suggests a holistic approach to sight, hearing, smell, taste and touch to develop effective branding strategies and boost the performance of ADRION destination. The overall objective is to build and promote the ADRION brand name in tourism by indulging all five senses.

[www.adrioninterreg.eu](http://www.adrioninterreg.eu)

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|--------------------------------|--------------|
| Project budget in EUR          | 1.437.076,09 |
| ERDF and IPA II funding in EUR | 1.221.514,64 |
| Project duration               | 24           |

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