

**EUSAIR countries**

Italy, Slovenia, Croatia, Bosnia and Herzegovina, Albania, Montenegro, Greece, San Marino, Serbia, North Macedonia



Culture defines a country and makes it unique. Its art, traditions, cuisine, cities, landscapes are the best guides to discover a country. This is what cultural tourism is all about.

There were almost 86 million visitors to museums in AIR countries in 2019. The share of Italy is 64%, followed by Greece with 23% of total number of visitors to museums in AIR. In 2020, there was only 24% of all visits to museums realized in the previous year.

**73** UNESCO sites

**10** EUSAIR countries

**86** million visitors to museums in AIR countries in 2019

**GENERAL OBJECTIVE**

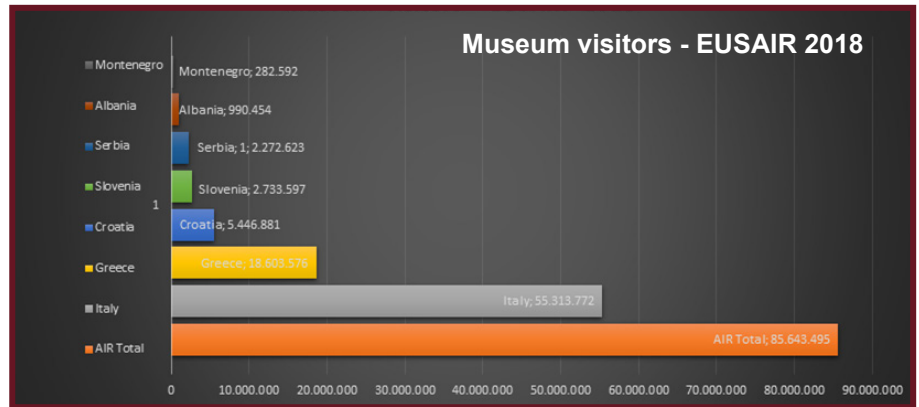
To collect information on profile, attitudes and consumption of visitors to cultural attractions and events in Adriatic-Ionian Region in order to enhance the existing system of tourism statistics on cultural tourism and to facilitate informed decision making in relation to sustainable and responsible management of the overall cultural tourism product in Adriatic-Ionian Region.

**HOW?**

By developing a feasible methodology for data collection on cultural tourism demand based on examples of best practices from EUSAIR countries in order to develop more successful cultural tourism product.

**WHY?**

To expand the tourist season all-year round by supporting the development of special interest tourism.



**RESULTS & OUTCOMES**

- ➔ Profile of visitors to cultural attractions and events in AIR
- ➔ Visitors' attitude towards cultural attractions and events
- ➔ Insights into visitors' behavior and satisfaction with cultural tourism offer in AIR
- ➔ Increased quality of the cultural tourism product
- ➔ Assessment of the economic impact of cultural tourism in AIR
- ➔ Development of adequate cultural tourism strategies based on relevant up-to-date information on demand

