



Cantata2 facts:

Countries participating Wales, Portugal, France, Ireland, Spain

Funding 2.2 million Euros

EU funding intervention rate European Regional Development Fund 65%

Lead partner  Denbighshire County Council

Duration Three years, 2009-2012

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Project website:

www.cantata.eu.com



Cantata2 is an EU funded project led by Denbighshire County Council, helping to bring lesser known destinations to the attention of visitors both near and far. The five partner regions are similar geographically and face the same problems and opportunities in the field of tourism.

All are trying to compete with well known nearby tourist destinations and have an opportunity through Cantata2 to strengthen their offer and appeal in a sustainable way.

Technically speaking...

Developing trails and tourism products and embracing the latest technology to capture the attention of visitors is the current focus. Most importantly, businesses are being helped to create products and tools that work for them.

The project was officially launched in October 2009 and further information about the project and its partner regions can be found on the project website.



Cantata2 updates from partner regions

Denbighshire, Wales - first social media 'hub' for tourism businesses is live, improving communication between towns across the County. E-marketing and social media workshops



have taken off and groups of businesses are creating **electronic turn-books** of their local favourite places – an interactive alternative to the traditional website. See book 1 live at specialplacesindenbighshire.co.uk

Shannon, Ireland - Small accommodation providers are being helped to better compete with the growing number of 'chain' hotels in the region. Three business networks have been established, website reviews undertaken and specialised e-commerce training provided. Creation of trails, **visitor itineraries** and e-marketing products are now in progress.

Galicia, Spain - **Gastronomy trails** are being developed across Galicia that link quality food producers of honey, cheese, chestnuts and poultry and provide visitors with access to the 'real' food

Image courtesy of Javier Teniente



produced and eaten in the area.

This will also help visitors explore lesser known rural areas and experience the local culture first hand.

Poher, Brittany - 'Keywords' was a method developed in Cantata1. Local people suggested words to describe a local feature or place that was special to them. With research, local guide books were developed for visitors and locals alike (encouraging the 'explore near your door' idea). These proved hugely popular and Cantata2 is now focused on creating a multi-lingual, high-tech **tourism website** for the area with content from the books.

Realising its natural strengths and emerging tourism markets, **Montemor-O-Velho, Portugal** is developing a brand and creating **cultural events** to draw attention to the town. River-side regeneration and extension of the old rowing course have resulted in attracting the first European Rowing Championships ever held in the region which Cantata will help promote.