



# Interreg



UNION EUROPÉENNE  
UNIONE EUROPEA



La cooperazione al cuore del Mediterraneo  
La coopération au coeur de la Méditerranée



## MARITTIMO-IT FR-MARITIME

Fonds européen de développement régional  
Fondo Europeo di Sviluppo Regionale



# LIGURIA Green&Blue

Promotion of the territory for the competitiveness of Green&Blue  
Tourism businesses in the cross-border area.

*Promotion du territoire pour la compétitivité des PME  
du tourisme Vert et Bleu dans la région transfrontalière.*

# INDEX

03 [INTRODUCTION](#)

04 [HOW TO USE THIS HANDBOOK](#)

05 [ICONS - KEY](#)

06 [TIMELESS EXPERIENCES](#)

07 [why Liguria?](#)

08 [highlights](#)

09 [rural and experiential Liguria](#)

10 [how to get to Liguria](#)

11 [EXPERIENCES - SHEETS](#)

140 [BUSINESSES INDEX – PROVINCES OF IMPERIA E SAVONA](#)

141 [BUSINESSES INDEX – PROVINCES OF GENOVA LA SPEZIA](#)

142 [GEOLOCALIZATION](#)

143 [EXPRESSION OF INTEREST](#)

144 [LINKS](#)

145 [PARTNERS](#)

146 [CREDITS](#)



“ This handbook is one of the outputs of the Terragir 3 European project, developed within the framework of the Italy-France Maritime programme: an important project for territorial development, it aims to promote unique experiences that can be lived in our region.

Through TerrAgir3 we have created a synergy among institutions, businesses and operators who promote our territory. During the last two years, this € 276,000 investment has allowed us to create a network of businesses whose offer meets the needs & wants of tourists who want to experience the true identity and uniqueness of Liguria.

We would like to promote a new storytelling of our region, taking into account the riches of off-the-beaten-tracks areas, while focusing our attention on the hospitality provided by agriturismi, educational farms and fish farms. This handbook is a sort of tasting of what Italian and foreign guests can find in Liguria, enjoying authentic experiences, exploring our traditions and roots, visiting farms, old mills, tasting PDO Riviera Ligure EVO, tasting our wines and typical products, harvesting the produce that they will be served with at the table “.

**Alessandro Piana**

Vice President of Regione Liguria  
Regional Assessore for Agriculture,  
Hunting and Fishing, Development of  
Inland Areas, Parks, Marketing  
and Territorial Promotion

# How to use this handbook

This handbook contains a **selection of the tourism experiences** provided by the *aziende agricole* which joined the TerrAgir3 project in Liguria. These experiences are presented through reader-friendly fact-sheets

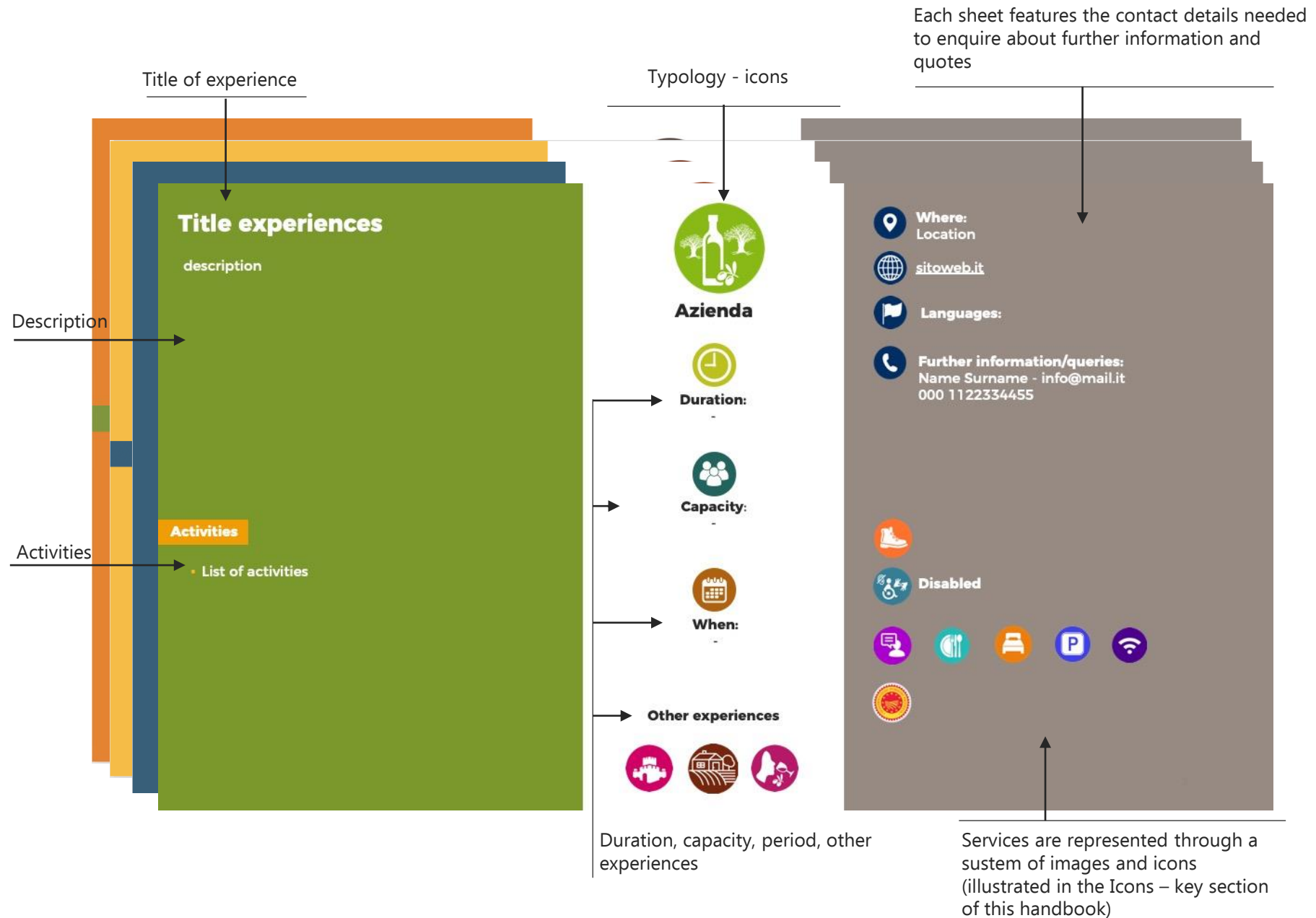
The **experiences** are grouped geographically (each province features a different colour):

- Green: Imperia
- Blue: Genova
- Yellow: Savona
- Orange: La Spezia

Each **sheet** features a range of information:

See **template to the right**

Disclaimer: the data in this book have been provided by the businesses



Experiences



The secrets of the vegetable garden



The secrets of the vineyard



The secrets of the olive tree grove



Get to know aromatic herbs



Cooking labs



Pesto classes



The world of baking



Cooking Demo



Guided tasting



Lunch/dine and learn



Ittiturismo (all about fish)



DOP



IGP



Organic farming



Hand on workshop



Kids activities



Activities outdoor



Cultural activities



Wellness



Accessibility of experience



Farm visits



Bees/Honey

ICONS LEGEND

Services



Tourist guide



Restaurant



Food intolerances friendly menu



Vegetarian and/or vegan



Accommodation



Swimming pool



Parking facilities



Shuttle service



Wifi



Sportswear recommended