The Marca Fermana Association

Marca Fermana is a non-profit Association created in 2008, which has as **its objective the welcoming nature of local tourism by promoting and increasing the awareness of the territory merits in the province of Fermo**, of the Marche Region.

Marca Fermana carries out its activities in cooperation with its **60 members**. The Association is a point of reference for all those who are involved directly and indirectly in tourism and who feel the need to partake in the system. The partnership consists of a **network of public entities such as Municipalities, the Province and the Chamber of Commerce and Educational Institutions**, plus private entities such as Trade Associations, Tourist Associations and Banks.

Since its establishment the Association has focused its activities to promoting and revaluing the territory, both through traditional **off-line communication** tools (such as the preparation and distribution of printed information material) and through the most effective and modern systems of **on-line communication** such as the web and the major social networks where its members' events and the territory's News are published.

During the January-May period Marca Fermana **participates in major Italian and foreign exhibitions** during which, it promotes the whole provincial territory. The exhibitions allow the Association to meet not only with the industry professionals, but especially with the end users: the tourists that each year choose the Fermano area as their holiday destination in the Marche, so establishing a direct contact with them, which is designed to last through time.

With the publication of the **Fermo Province's Marketing Plan, the Marca Fermana Association has been singled out as a possible DMO** (destination management organization) of the Fermano territory and therefore responsible for the **management and the marketing of the tourism destination.**

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Vice President	*Daniele Gatti*
Treasurer:	*Laura Latini*
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Opening Time: Monday-Friday 09:00-13:00/15:00-19:00
Saturday and Sunday closed