

# ITALY PUGLIA

FREEDOM  M  

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*Travel*

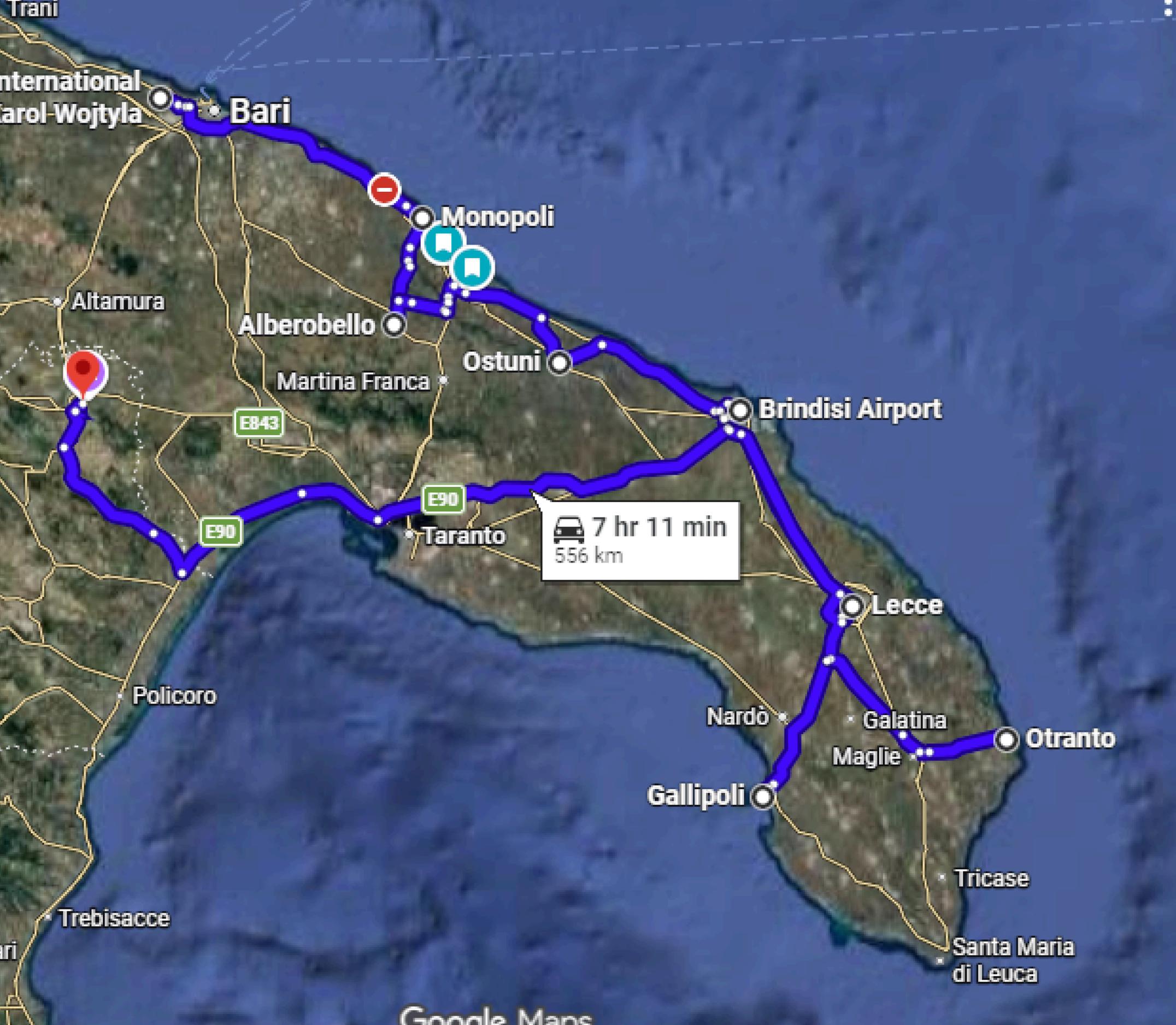




PUGLIA

Authentic Italy | Coast, Culture &  
Cuisine

Key sell: Direct flights from Dublin to  
Bari & Brindisi



International  
Carol Wojtyła

Bari

Monopoli

Alberobello

Ostuni

Brindisi Airport

Taranto

Lecce

Nardò

Galatina

Otranto

Maglie

Gallipoli

Tricase

Santa Maria  
di Leuca

7 hr 11 min  
556 km

EB43

E90

E90

# WHY PUGLIA?

- Direct flights from Dublin ✈️
- Still authentic (less crowded than Amalfi/Tuscany)
- Beautiful beaches + culture + food
- Excellent value for Italy
- Easy multi-centre touring
- "Old Italy, without the crowds."

# GETTING THERE

## Airports:

- Bari (BRI): Best for north & central Puglia Ryanair Wednesday & Sunday
- Brindisi (BDS): Best for south & Salento coast

Ryanair Monday Thursday & Saturday

Aerlingus Tuesday & Saturday

## Transfer Distances

*From Bari Airport:*

Bari city: 20 mins

Polignano a Mare: 45 mins

Monopoli: 50 mins

Alberobello: 1 hr

Matera: 1 hr 15 mins

Ostuni: 1 hr 30 mins

*From Brindisi Airport:*

Ostuni: 40 mins

Lecce: 45 mins

Gallipoli: 1 hr 15 mins

Otranto: 1 hr 15 mins

# BARI: GATEWAY CITY

*What it's like:*

- Lively port city
- Historic old town (Bari Vecchia)
- Great food scene

*Best for:*

- Short city stay
  - Arrival or departure night
  - Clients wanting local atmosphere
- Ideal stay: 1–2 nights



# POLIGNANO A MARE

*Iconic coastal town*

*Known for:*

- Dramatic cliff beach
- Crystal-clear water
- Instagram-famous views

*Best for:*

- Couples
- Short coastal stays
- Adding wow-factor

Ideal stay: 2–3 nights



# MONOPOLI

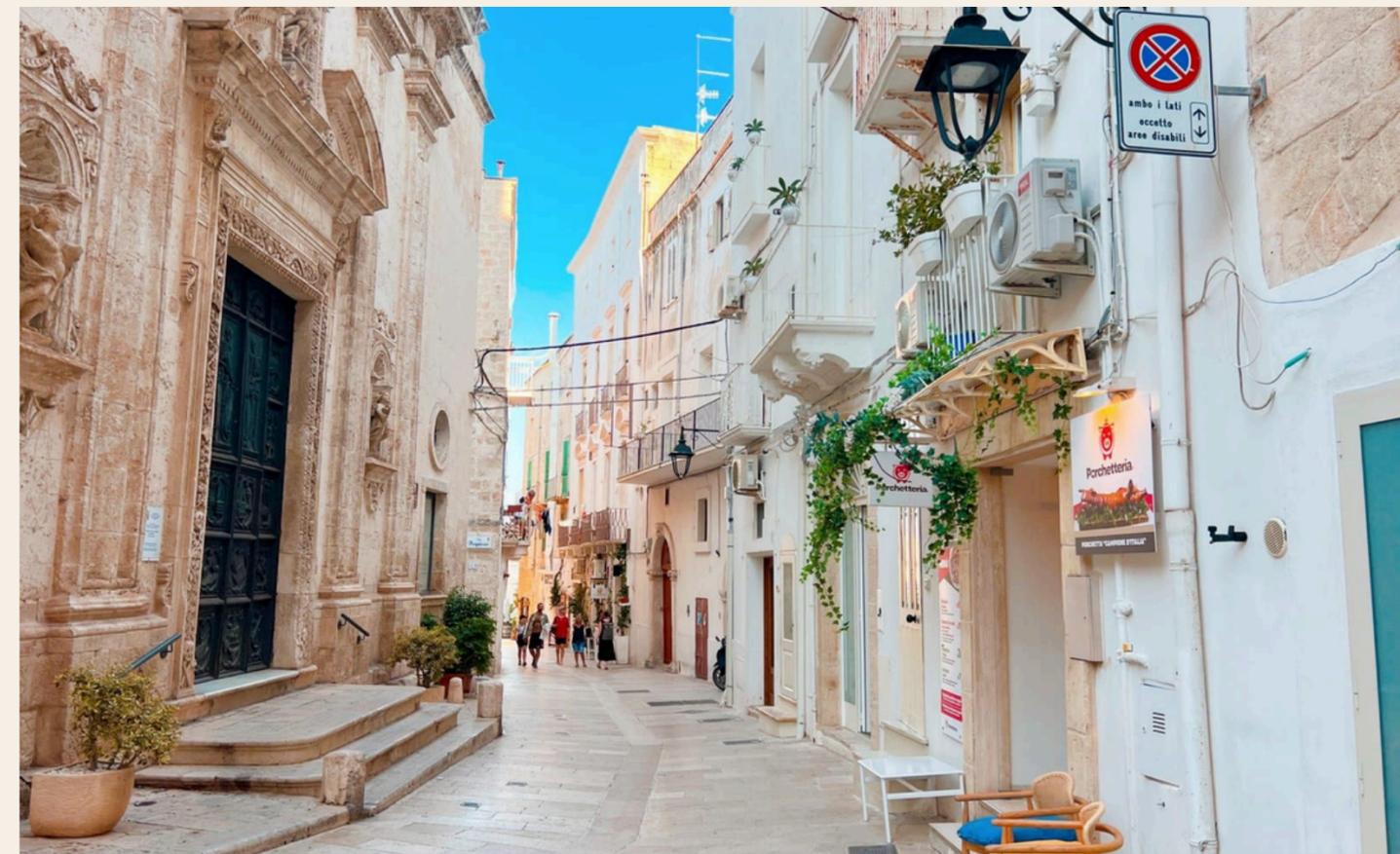
*Relaxed & authentic seaside base*

*What clients love:*

- Pretty old town
- Small beaches & coves
- Great restaurants

*Best for:*

- Longer stays
- Easy base to explore
- Slower pace travellers



# ALBEROBELLO

## UNESCO Trulli houses

*Why it's special:*

- Unique cone-roofed trulli
- Fairytale feel
- Half-day visit or overnight

*Best for:*

- First-time visitors
- Photography lovers



# OSTUNI (THE WHITE CITY)

*Hilltop beauty near the coast*

*What it offers:*

- Whitewashed old town
- Panoramic views
- Close to beaches

*Best for:*

- Couples
- Boutique hotels & masserias



# OTRANTO

*Pretty, historic & relaxed*

*Whats to love:*

- Old town charm
- Clear water
- Easy-going vibe

*Best for:*

- Couples
- Slower coastal stays



# LECCE

*The Florence of the South*

*Known for:*

- Baroque architecture
- Elegant streets & piazzas
- Great shopping & dining

*Best for:*

- Culture lovers
- City + beach combinations



# GALLIPOLI

*Beachy & lively*

*Highlights:*

- Sandy beaches
- Historic island old town
- Summer nightlife

*Best for:*

- Younger travellers
- Beach-focused trips



# MATERA

*UNESCO cave city*

*Why include it:*

- One of Italy's most unique cities
- Incredible history & atmosphere

*Best as:*

- 1-2 night add-on from Bari



# PUGLIA BEACHES: WHAT TO EXPLAIN

## **North & Central:**

- Coves, cliffs, pebbles

## **South (Salento):**

- Long sandy beaches
- Caribbean-like water



# *Easy Multi-Centre Compos*

- BARI → POLIGNANO → MONOPOLI → ALBEROBELLO
- BRINDISI → OSTUNI → LECCE → GALLIPOLI
- BARI → MATERA → MONOPOLI

ALL ROUTES UNDER 1.5 HOURS DRIVING

# GREAT FOR....

**Couples:** Polignano, Ostuni, Otranto

**Families:** Monopoli, Gallipoli

**Culture lovers:** Lecce, Matera, Bari Relaxed

**Luxury:** Masserias near Ostuni

**THANK YOU**