

Experiences and services in Puglia to enrich your itineraries.

CulturalHub is the structured, go-to operator for experiential tourism. We offer travel agencies, tour operators and DMCs curated experiences, exclusive access, on-the-ground services, dedicated rates and a single point of contact for every request.

The advantages of choosing CulturalHub

ACCESS

Special openings and reserved after-hours access to some of the venues managed directly by our network.

AUTHENTICITY

We know directly the places, the people and the realities we work with.

FLEXIBILITY

Flexible solutions for individuals, small and large groups, schools, incentives and MICE events.

RELIABILITY

A single point of contact from the first request to confirmation: you always have a direct line to our team.



CulturalHub selects and organises experiences, visits and services for travel agencies, tour operators and tourism professionals. We work directly in the territories where we operate and manage, exclusively, some of the main cultural sites in Lecce, Bari, Bitonto and, in Sicily, Catania. This direct presence lets us offer not only a wide selection of experiences, but also special openings, after-hours access and reserved formulas rarely available through traditional channels.

We work every day with tour operators, travel agencies, DMCs, travel designers, MICE planners and incentive houses, providing guides and professionals in several languages. We have physical touristic centres in the two most important hubs: Lecce and Bari.

Solutions for every type of trip

From individuals to groups, from school trips to MICE events: different services, one single point of contact on the ground.

LEISURE

INDIVIDUALS AND SMALL GROUPS

Add ready-made experiences to your itineraries, with verified availability and fast confirmation.

- Guided visits and day tours
- Food & Wine experiences
- Craft workshops
- Bike tours and bike rental
- Boat tours and boat rental
- Entry to churches, museums and cultural sites

GROUPS & MICE

EVENTS, INCENTIVES, TEAM BUILDING

We coordinate experiences, venues and logistics with one contact dedicated to the whole organisation.

- Conference spaces in cultural venues
- Meeting rooms in historic buildings
- Customisable group experiences
- Team building and on-the-ground activities

EDUCATION

SCHOOL TRIPS AND EDUCATIONAL EXPERIENCES

Build guided visits, themed routes and tailor-made workshops for classes and school groups with us.

- Guided visits for schools
- Craft workshops and hands-on activities
- Themed routes through art, history and the territory

TRANSFER

TRANSFERS AND MOBILITY ON THE GROUND

Complete the itinerary with transfer and chauffeur services for individuals and groups.

- Airport and port transfers
- Chauffeur service for individuals and small groups
- Combined transfers with experiences and tours

AVAILABLE CATEGORIES

A flexible offer to add to your itineraries

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Guided visits, day tours, Food & Wine experiences, craft workshops, bike tours and bike rental, boat tours and boat rental, entry to churches, museums and cultural sites.

Our most requested experiences



Notte a Santa Croce

Location Lecce

Duration 1.5 hours

Participants min. 1 - max. 20

An exclusive evening light and sound show at the Basilica di Santa Croce, outside normal opening hours.



Sapori di Casa

Location Gravina in Puglia

Duration 2 hours

Participants min. 6 - max. 10

A Puglia cooking class using produce from the farm, followed by lunch among the olive trees.



Vite tra i Filari

Location Locorotondo - Valle d'Itria

Duration 3 hours

Participants min. 1 - max. 30

A guided tasting of local wines among the vineyards of Valle d'Itria, with the trulli in the background.



Cartapesta LAB

Location Lecce

Duration 2 hours

Participants min. 1 - max. 20

A workshop with a master craftsman from Lecce: from technique to making a piece to take home.



Bari Mediterraneo Tour

Location Bari

Duration 2 hours

Participants min. 1 - max. 20

The Cathedral, the Exultet Museum and San Michele, with access to crypts and spaces not included in regular routes.



Bari Sea Tours

Location Bari - Adriatic Coast

Duration 1.5 hours

Participants min. 1 - max. 11 (private)

A boat tour along the Bari waterfront, from Teatro Margherita to the Basilica di San Nicola, with an aperitivo on board.

Experiences across Puglia

Bari, Lecce, Alberobello, Ostuni, Monopoli, Polignano, Cisternino, Bitonto, Manduria, Altamura, Brindisi, Torre Guaceto, Gallipoli, Otranto, Castro, Leuca, Torre dell'Orso, Roca, Porto Cesareo, Torre Lapillo, Santa Caterina and... Matera.



Over 50 experiences spanning culture, food & wine, craftsmanship, outdoor and local territory.

Scan the QR code to request the full catalogue

You have an itinerary. We help make it unique.

Whether you're looking for an experience for a FIT traveller, exclusive access for a group, or a complete solution for an event, our team starts from your needs to find the best fit.



Request our Travel Trade rates or tell us about your next project.

Partner with us

Become a CulturalHub partner: tell us about your agency or your programme.

sales@culturalhub.it

+39 340 0012085 ·

[WhatsApp](#)

Book now for 2027

Lock in dates and availability for next season with our booking team.

booking@culturalhub.it

+39 329 2697374

Contact us

Discover all our experiences and services on our dedicated travel trade page.

traveltrade.culturalhub.it

Online: culturalhub.it

Touristic Center: [Lecce](#) · [Bari](#)

CulturalHub is: "Culture To Live"

EXPLORE EXCLUSIVE EXPERIENCE

Our commitment is to turn culture into an experience to live.