NAME AND TYPE OF PROMOTIONAL ACTIVITY II semester 2021	Description	Event Type, (Areas & type of Strategic Marketing)	Doc
Co-marketing with TO for Millenials for 2020/21, December 2020-November 2021	Co-marketing with TO for Millenials. Actions for youth tourism promotion and Ambassador program	B2B Workshop Comarketing Mice Leisure Affluent Millennials Special Interest	posts
Travel Leaders Group, December 2020-November 2021	Co-marketing with the Travel Leaders Group, starting in December 2020 for 1 year	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	program
Virtuoso Network, December 2020-November 2021	Co-marketing with theVirtuoso Network, starting in December 2020 for 1 year	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	program
Signature Network, December 2020-November 2021	Co-marketing with the Signature Network, starting in December 2020 for 1 year	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	program
Communication Agency starting from the end of November for one year, November 2020-October 2021	Receiving support from a communication Agency starting from the end of November for one year	Marketing Intelligence Leisure Affluent Family Golden Age/Dink Millennials Special Interest Mice Association Mice Corporate	
Influencers campaign With agency Open influencer – November 2020-October 2021	influencers campaign with agency Open influencer – the first phase of the campaign was launched in November and will last a year. Starting February, it will also include the social part and will end with a trip to Italy for 2 top influencers , 8 post + 14 stories Reach: 24.360 Impressions: 319.966, Second phase of the campaign suspended during the closing months. It takes place in parallel with the social media campaign	B2C Marketing Operativo: Lusso/Active/Slow Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Posts

Advertorial on Conde Nast Traveler: sept 2021 (PUBBLIREDAZIONALE ONLINE sept	Advertorial su Conde Nast Traveler : An Expert's Guide to Discovering Italy's Most Unexpected Experiences - featuring Palermo, Milan, Rome,venice, Genoa, Firenze, Bologna e Matera - Broadcast also on GQ, Vanity Fair e Vogue, Impressions 2.424.302 – Printing 3.300.000	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Posts
Comarketing OTS July 2021	July 22 Virtual webinar with 70 advisorsd from Mexico City July 23 a virtual Webinar with 40 advisors from Puebla, Veracruz, Campeche, Yucatan, Quintana Roo.	Live and Virtual Event & Presentations	post, participants
Italia Travel Academy July/Oct 2021	Extend your knowledge and expertise on Italy by enrolling in Travel to Italy Academy Travel to Italy Academy, is the online training course created and managed by the Italian Government Tourist Board USA & Mex to provide travel advisors with the best knowledge on the Italian destinations. The Italian Government Tourist Board, brings a virtual Italy to each participant footstep, aiming to enrich its own expertise and build the confidence necessary to recommend clients the most suitable Italian vacation. Participants will receive an Italy Specialist Certificate upon successful completion of the program	Virtual Event & Presentations	Post, Invite
World week of Italian Cuisine Nov 2021	The Italian Consulate, ENIT and IIC organized networking event on the occasion of the World week of the Italian Cuisine, in collaboration with the Consulates General of Boston and Los Angeles, and with the contribution of the Lake Como	Networking Events & Presentations	post

BOSTON October 10	Organization of a press conference in Boston, on the occasion of the Boston Marathon, for the promotion of active sports tourism. In collaboration with MINTUR. 22 Tour Operators and AdVs from the Virtuoso and Signature circuit in the Boston area and 4 journalists (The Boston Globe and The Washongton Post) attended	Events & Presentations	post, participants
USTOA Del 8-10 Dec San Diego	The Italian National Tourist Board USA presented Italy 2022 at the 2021 USTOA Annual Conference & Marketplace, a travel industry event in the United States that brings together the most important American tour operators, service providers, destinations from all over the world. Authentic experience in culturally rich, less known destinations, food & wines, luxury itineraries and an upcoming year of cultural events to commemorate, participate and experience are the "what's new in Italy in 2022". USTOA President and CEO Terry Dale kicked off the annual conference addressing the importance of tourism	Events & Presentations	images, participants, invite
ILTM of the Americas September 2021 Playa del Carmen	The Italian National Tourist Board participated at the ILTM Virtual workshop 2020 together with 10 Italian Coexhibitors: . More than 500 Luxury Advisor attended from North to Central to South America. We contacted over 100 Agents. ENIT was one of the major sponson with an entire page dedicaed to Italy . ENIT Organized a welcome cocktail reception on Sept 19th at the Rosewood Mayakoba Hotel	ILTM north America 2021, Event & Presentations	attendees, cocktail invitation, posts

IMEX NOV 8-11	ENIT attended the MICE trade show held at the Mandalay Bay in Las Vegas with a booth and 8 coexhibitors. The event is America's worldwide exhibition for incentive travel, meetings and events. Every year more than 3000 hosted buyers will meet us and our co-exhibitors at our booth	IMEX 2021	Images, participants
Signature Event and workshop NOV 8-12	ENIT attended the Signature Travel week, a 5 day event in Las Vegas at the Sands where we met (on a b2b basis) over 200 Travel Agents belonging to the network. On Nov 12 ENIT organized a presentation with ove 170 advisors atternding, followed by a Sponsored lunch for all the 1400 agents belonging to the Signature Network.	Signature 2021, Events & Presentations and Sponsored lunch	posts, participants, Posts
ITTV, Festival 30 October, Closing party Nov 2nd	On Oct. 30th ENIT atternded the Italian TV Festiial held in San Pedro California with a booth giving away gadgets and brochures. Then on Nov 2nd the closing party held at Eataly Los Angeles	B2C Marketing Operativo: Lusso/Active/Slow Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Posts, Invitations
New York Taste of Tennis event August 26 and Tennis Tournament San Diego on October 1st	ENIT Sponsored the men's professional tennis Tournament Quarterfinals, held at the Barnes Tennis Center in San Diego on Friday October 1st. The Italian National Tourist board gave giving away tickets toLocal Tour Operators. Then the cocktail event " Taste of Tennis" held in New York on August 26th	B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	post, invitation
ATTA adventure elevate 16-18 nov seidona AZ	ENIT attended the Adventure Travel Trade association event in Sedona AZ . The event was specializing in Active vacation for Travel Agents and Touri Operators.	B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	images

IACCW 25 Agosto Cooking class Eataly (calabria)	Masterclass and presentation of Calabria and its gastronomic excellences in collaboration with the LA Chamber of Commerce. 15 Media attended the master class, and over 200 guests attending the closing event featuring souther Italy delicacies	B2C Marketing Operativo: Lusso/Active/Slow Leisure Affluent Family Golden Age/Dink Millennials Special Interest	posts
MICE Webinar Love & Romance in Italy Sept 14th @ 12 pm	ENIT Organized, Together with the Convention Bureau Italia, a MICE webinar. Over 100 incentive agents attended.	Virtual Event & Presentations	Invite
WEBINAR Signature July 6th, RETURN TO AN UNDISCOVERED ITALY	A Webinars on Italy by ENIT to the Signature agents. Over 140 advisors attended	Virtual Event & Presentations	Participants
SMU International New York - Northstar Meeting group - August 2021	Event with the top international hotels, CVBs, DMCs, and venues in pre-scheduled one-on-one appointments and unique experiential networking events. Two productive days of pre-scheduled meetings with key international suppliers Insightful educational presentations from inspiring speakers Opening reception, great meals, and numerous networking opportunities with other elite buyers	Events & Presentations	Flyer , appointments
TVL Edge Oct 13-15 Orlando Florida	"EDGE 2021 an in-person event. TLN Annual Conference, Florida" where ENIT met more that 300 Travel Leaders Advisors. ENIT attended with a booth and distributed brochures and gadgets	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	participants, posts
Luxury Forum Orlando Florida oct 10	"Luxury Forum 2021 Florida Includes matched, 1:1 appointments with qualified travel advisors who book luxury product and have luxury clientele"	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	participants
In person and Virtual Virtuoso Travel Week Las Vegas	ENIT attended the Virtuoso Travel week, a 5 day event in Las Vegas at the bellagio on August 11-15 where ENIT met (on a b2b basis) 300 Travel Agents belonging to the network. The event was also held on-line (virtual) where around 200 advisors were contacted via videochat	B2B Virtual event, Events & Presentations	posts, participants, Appointment Schedule

Buy Tuscany 19/23 Oct 2021	Workshop in Lucca (Italy) with 5 Agents attending from USA that specialize in Wedding Mice & Luxury/Wine Resort	Borsa & Post educational in Etruscan Coast	Invite, Program
Buy Lazio 4-7 Oct	Workshop in Lazio (Italy) with 4 Agents attending from the USA	Borsa & Post educational	Invite, Program, participants
IGLTA ATLanta sept 8- 11	The 37th Annual Global Convention IGLTA 2021 Atlanta. 650 attendees, 49 countries - The Italian National Tourist Board, Silver Sponsor, also organized the closing reception on Sept 11th for all the participants. Milano will host IGLTA 2022	Events & Presentations	Posts, invite
Site Night(Within IMEX) Dec. 8th Las Vegas	MICE networking event organized by SITE on December 8th	Events & Presentations	Invite, images
Rendezvous (MPI) at IMEX (Drais)	ENIT attended the MPI evening networking event at Drai's, called "Rendezvous America"	Events & Presentations	Invite, images
OOH Campaign September 2021	Advertising campaign on the occasion of the creation of the "station domination" advertising campaign at the airport of Cancun, MX on the occasion of ILTM North America.	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images
OOH Campaign June December 2021	Advertising campaign at the Las Vegas strip for the promotion of the Destination at the IMEX America and Signature Annual conference in Las Vegas, Advertising campaign at the Las Vegas Airport for the promotion of the Destination at the IMEX America and Signature Annual conference in Las Vegas.	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images
OOH Campaign July, August 2021	OOH relaunch campaign at NEWARK, JFK and Atlanta, lax Dallas airports	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	post, Images
OOH Campaign Nov Dec 2021	OOH campaign at the airport in Miami on the occasion of Art Basel	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	post

OOH Campaign Nov Dec 2021	OOH campaign at San Diego airport on the occasion of USTOA Annual Conference Marketplace	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	post
LGBTQ+ ONLINE Advertorial June Dec 2021	Sponsorship and collaboration portal Queer Vadis - LGTBQ + Sponsorship of the English issue of Q Magazine entirely dedicated to Italy (digital + paper format for distribution during the IGLTA Global Convention)	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	portal, images
Gelato Festival / July and December Sponsorship	Sponsorship with the Gelato Festival. USA final and world final of the Gelato contest on 2 dates	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	images
ONLINE Advertorial on Golf august	digital advertorial on Sports Illustrated magazine for the promotion of the destination with focus on Active tourism and Sport, targetngi Active Vacation and Millennials	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	portal, images
Insider Magazine ONLINE july december	Advertorial (digital version) on the Insider Travel Report (ITR) magazine for the promotion of the Cities of Art, through the Italian portal, accessible to all travel advisors	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	posts, website
CAMPAGNA OOH june dec	Advertising campaign at the McCarran airport in Las Vegas, on the occasion of IMEX and on behalf of the Municipality of Milan	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images. post
The Global Traveler Awards 26 august	Participation/NETWORKING at the Global Traveler Awards. ENIT present to celebrate and collect award (Washington D.C.)	Events & Presentations	Posts
Ryder cup in person event in Wisconsin October 2021	Participation of the 43rd edition of the Ryder Cup in Wisconsin. ENIT present with a a booth distributing brochures and gadgets	Events & Presentations	post
Networking event with the PIEDMONT Region - October 2021	Collaboration with Langhe and Roero for the organization of a New York Based event on the occasion of Barolo Auction	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	post

Uniworld sponsorship for Virtuoso advisors August 2021	**Top Cruise event with Uniworld for Virtuoso advisors**	**B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest**	**Post**
Paolo Martinoglio Silicon Beach Digital Agency campaign Dec 2021	**Organized Advertising on our Facebook Portal by sb digital agency**	**Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest**	**POSTS**

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BOLOGNA AND ITS PORTICOES: NEWLY DESIGNATED UNESCO WORLD HERITAGE SITE

Bologna, the capital of Emilia-Romagna, is a charming medieval city famous for its ancient University, its outstanding culinary tradition and its lively atmosphere. Located in the north central part of Italy, Bologna can be reached in under 2.5 hours via high speed train from Milan, Venice, Rome, Florence and Cinque Terra.

Bologna is very proud to have been recognized this summer as featuring the designation of the city's famous porticoes as a UNESCO World Heritage Site.

Porticoes in Bologna have always been an important architectural feature of its urban fabric: they were built in the Middle Age to expand the upper floors of palaces and in 1288, an edict from the municipality established that porticoes had to be a permanent characteristic of all buildings, including newly built ones.

This is how they became a the symbol of the city. Today Bologna counts more than 38 miles of arcades and porticoes!

Social and communal values have always been an important element of the porticoes. A place for gathering, a shelter from rain in the winter and heat in the summer, a relaxing location for outdoor tables. They are an open-air symbol of Bologna's hospitality to resident and tourist alike.

Visitors will find all kind of porticoes, from the wooden ones dating back to the 13th century to richly decorated arcades and modern architecture porticoes. One renowned example is the Portico del Treno in the neighborhood of Barca, where a long arcade is a distinguished part of a popular housing building.

Bologna even counts a record within the record: the portico of San Luca is the longest in the world. 3 miles of arcades created as a devotional walk to reach the magnificent Sanctuary of San Luca, on the top of a hill protecting the city.

Located in the north central part of Italy, Bologna can be easily reached in under 2.5 hours via high speed train from Milan, Venice, Rome, Florence and Cinque Terra. A stay of at least three days is recommended for those visitors wanting the immersive Bolognese experience.

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GO PASTA

Jogging around Bologna was the perfect way for food lover Kayleigh Rattle to get her bearings — and plan her meals

IMAGES: GETTY; AWL IMAGES

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I have to admit, when I used to think about Italy, running was not the first thing that sprang to mind. Rather, any thought of this glorious, food-filled country would find my mouth beginning to salivate, my stomach starting to rumble and my palate anticipating the welcome arrival of local specialities — because the food is every bit as wonderful as it's made out to be.

That said, in recent years, while I still undoubtedly think of the country's food first, there's an additional aspect I tend to take into consideration when planning my trip: running. From helping me to find my bearings to counterbalancing the copious pasta consumption, I've found running to be the ideal way to discover Italian cities — and helpful for planning what to eat, too.

So, it made perfect sense that, on my fifth trip to Bologna, I'd get to know the city that little bit better by simply putting one foot in front of the other. Bologna may not be the first city in the world people think of when they think of running — its marathon doesn't have the global appeal of, say, London's or New York's, nor does the city boast the runner-friendly canal paths of Italian counterparts such as Milan or Florence. And yet, as Italy's seventh-most-populous city, and the capital of Italy's Emilia-Romagnia region, there's plenty of ground to cover — not least due to the city's many porticoes.

These covered walkways, collectively a UNESCO World Heritage Site, cover over 24 miles in and around Bologna (falling just shy of a marathon circuit in their own right). With some dating back to the

Above, clockwise: *Bologna district; piadina wraps with chicken buffalo mozzarella; tagliatelle with ragù alla bolognese; homemade tortellini in broth; mortadella Ciabatta*
Previous pages: *Filled ravioli; view across Bologna, taking in San Domenico Basilica and Asinelli Tower*

IMAGES: AWL IMAGES; STOCKFOOD; ALAMY

// 4 TO TRY

1 The best street food dish: Piadina
This thin flatbread is typically eaten as a sandwich and can be found at grab-and-go counters and cafes around Bologna. Typical fillings include prosciutto, tomatoes, arugula and soft cheeses such as squacquerone.

2 The traditional dish: Ragù
The sauce that launched a million and one dishes of spaghetti bolognese, traditional ragù sauce dates back to 15th-century Bologna and is typically made from slow-cooking meat along with vegetables and herbs. It's a very different proposition to the red sauce found in jars.

3 The must-try pasta dish: Tortellini en brodo
According to legend, the shape of this fresh, filled pasta is said to have been inspired by Venus's naval. Popular fillings include Parma ham and parmesan, both delicacies of the Emilia-Romagnia region.

4 The I-can't-stop-thinking-about-it dish: Mortadella
Light pink, oval in shape and delicately spiced, melt-in-the-mouth mortadella is the name given to a large, heat-cured sausage made from pork that originates from Bologna. Look out for it across the city. >>

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11th century, and close to the University of Bologna, the oldest university in the world, the walkways are one of Bologna's top attractions and house everything from shops to restaurants, and connect all manner of people day-to-day from one part of Bologna to the other. Exploring the porticoes is a sightseeing expedition in itself, as they vary in age and stature, from wooden porticoes that date back to the 13th century to impressive, high-vaulted ones such as the Portico dei Bastardini.

While the porticoes may offer the perfect running route — and history tour — of Bologna, that's not to say this form of exploration is applicable all hours of the day. You have to choose your time wisely, as I discovered, before the city fires up with the daily hustle and bustle of workers, shoppers, students and tourists. Early morning is best, which is why I opted to run at 7:45 a.m on my last visit there.

In terms of bearings, it's helpful to think of Bologna as a bicycle wheel. At its heart is the expansive Piazza Maggiore and the connected Piazza del Nettuno — a fantastic starting point for exploring Bologna, whether by running or walking. From here, all manner of roads spike off, with the center contained by its ring roads, and a number of *portas* (gates) dating back to the 13th and 14th centuries. My early morning jaunt finds me running down a small number of these roads, past bakeries and cafes opening their shutters and restaurants setting up for the day, heading south, until I find Via Saragozza, and the beginning of longest portico in the world, the Portico di San Luca.

While its expanse was what lured me to run along it, I wasn't prepared for the gradient. Measuring 2.4 miles and stretching up almost 1,000ft above Bologna (it's visible as you descend into Bologna Guglielmo Marconi Airport, this portico features 666 arches and a whole host of steps — it certainly justifies any plans for future lunches you may have. But it was worth the effort, not least for the breathtaking views from the Madonna di San Luca basilica church, which it takes you to.

Perhaps it was serendipity, perhaps it was my hungry stomach, but on my retreat back down from San Luca towards Porta Saragozza, I happened to notice Trattoria Casa Mia, a small, bright and convivial trattoria serving local and regional specialities such as sumptuous pillows of sage pasta. I booked myself in for a post-run lunch the next day, without realizing I was visiting during truffle season. My plate was adorned with such liberal shavings of this edible mushroom gold, that it felt like I'd unwittingly won some sort of running trophy. If you choose to run up to San Luca, I urge you to congratulate yourself with liberal helpings of truffles, too.

My route back to Bologna's historic center also found me meandering through Giardini Margherita, a lovely park complete with a fountain-filled lake and dedicated jogging paths. It was on the way back from there that I encountered what would become one of my favorite restaurants, Da Silvio. I looked at the menu and booked myself a table for that very evening.

For close to 30 years now, owner Silvio and his team have greeted guests as if they're old friends — and filled their plates with gargantuan portions of supremely-well-cooked Italian food. As it happens, the restaurant is as welcoming as the owner himself; all wooden furnishings, photo-clad walls, draping flags and homey tablecloths. It feels like a place you'd want to spend time in – which is exactly what you'll do as you work your way through its fantastic fare. As I found out, there's no point ordering from the menu either, as the entrées begin arriving at the table as fast as you can say >>

TOP RESTAURANTS

Ristorante I Portici
The only restaurant in Bologna with a Michelin star, which it's held since 2012. The restaurant is set within a former theatre and is filled with art nouveau frescos. Order à la carte, or choose between a five- or seven-course tasting menu.

Bio's Kitchen
With its high ceilings, natural light and hanging plants, this 100% organic buffet — where food is priced by weight — offers a modern approach to dining with sustainability at its core.

Mercato delle Erbe
This food market on Via Ugo Bassi is filled with stands offering everything from deli meats to pizza. Look out for Polpette e Crescentine, which specializes in meatballs, cured meats and doughy flatbread pillows filled with local cheese, and Sfarinà Piadina's freshly-made piadine.

Oltre
Beyond the sticker-covered entrance is a modern Italian restaurant serving up Bolognese specialities with a contemporary twist. Recommended are regional wines such as Lambrusco. Also don't miss the Bolognese veal cutlet.

Pasta Fresca Naldi
When it comes to authentic Bolognese pasta, it doesn't get better than this revered takeaway establishment on the buzzing Via del Pratello. While there are a handful of bar stools inside, the queue is usually long, especially at lunch. The tortellini al pasticcio (pasta filled with fresh cream and pork) is a must-try.

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Clockwise from left: *Porticoes; truffle pasta with broccoli; cheese shop Antica Formaggeria Bernadi, next to the Mercato Delle Erbe covered food market*

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Bologna Skyline from Terrazza Mattuiani
Left: *Crème caramel with raspberries*

// ESSENTIALS

When to go: While there's never a bad time to visit Bologna, July and August can be very hot. To take advantage of truffle season, book between October and December.
Currency: $1 = 0.8 euros
Language: Italian, although English is commonly used and understood.
Getting around: Bologna is extremely well-connected. Bologna Centrale is one of Italy's greatest rail hubs, with Florence, Ravenna and Verona all accessible. Buses run regularly and taxis are easily accessible.

'I'd like the tortellini, please.' From first courses of mozzarella, mortadella and hand-crafted pasta to second courses of perfectly-seasoned meats and vegetables, this is a tour de force of traditional Bolognese cuisine. And that's not all. My reward for my morning's run was dessert upon dessert being placed at my table, from plates of trifle and tiramisu to bowls of wobbling crème caramel bathing in sauce. Would I be running again tomorrow? The proof would most certainly be in the pudding.

Aside from uncovering a love for early-morning running, and the serendipity of stumbling across delicious places to eat while doing so, I also learned a valuable life lesson during one of my visits to Bologna. Not far from the city's famous Two Towers, I found myself passing a welcoming trattoria on the way back from my morning run, tables neatly perched in the midday sun, napkins flapping in the wind. It was the menu of the day, featuring a fresh catch, that had lured me over. I was preoccupied with a melee of work deadlines and relationship strife, things that have no matter or consequence now. I'd barely noticed the waiter politely placing the lunch I'd ordered in front of me. A whole, steaming fish — sea turbot, from a nearby fishing town — sumptuous, white flesh waiting to glide easily off the bone, not being given the attention it so rightly deserved. "Bad day? Eat your fish, and think about it tomorrow," I heard him say, as he caught my eye and smiled. He was, of course, right — for the fish was delicious, and the work and relationship were certainly not worth ruminating about, or ruining the enjoyment of such sublime seafood for.

As well as also helping you to concentrate on the moment, running boasts all manner of other benefits for the mind and body. It helps you to venture off the beaten track, away from the more obvious hotspots, and to uncover hidden gems that, if you're anything like me, you'll cherish for years to come. Now, that's certainly worth putting some running shoes on for. ◻

CALL US To book your trip to Bologna, contact our travel agency.

IMAGES: GETTY; AWL IMAGES. MAP ILLUSTRATION: JOHN PLUMER

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Destination Campaign Review

Partnership Review: Dec. 2020 – Dec. 2021

TRAVEL LEADERS NETWORK™

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PROOF OF PERFOMANCE

TRAVEL LEADERS NETWORK™

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Italy National Tourist Board

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- Mexican Caribbean
- New Zealand
- Portugal
- Puerto Rico

Contact Information:

Phone/Fax: See below

E-mail: See below

Address: 686 Park Ave. - 3rd Floor, New York, NY 10065

Websites:
For TAs: https://www.italiantourism.com/
For Consumers: www.italia.it/en/home.html

Destination Overview:

For discerning travelers who are driven by a passion to live their best lives, only Italy will do. Ever-surprising proof of this promise is found in our celebrated cities, inventive food and wines, iconic historical sites, contemporary cultural experiences, active adventures, and above all, the authentic, immersive engagement with the Italian people.

The Italian National Tourism Board is here to help you better understand everything Italy has to offer, including product updates, latest news from the cities and regions, training, and more. Please contact us with any needs or questions!

Specialist Training Program:

Extend your knowledge and expertise and receive an "Italy Specialist" certificate by completing this course.

Get Started

Quick Links

- Agent Profiler
- Search Promos
- CruisePRO
- Cruise Space Sailings
- COVID-19
- pinSIGHT
- TLN Training Library
- Engagement Order Site
- The Hotel Daily - Hotel Microsite
- Corporate Booking Tool Service Request
- VAX Vacation Access
- Advisories, Alerts and Talking Points

Manage Quick Links

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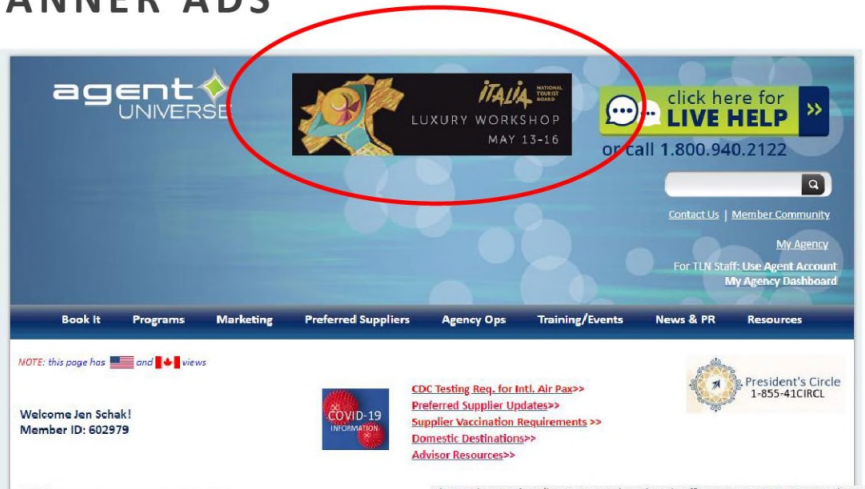
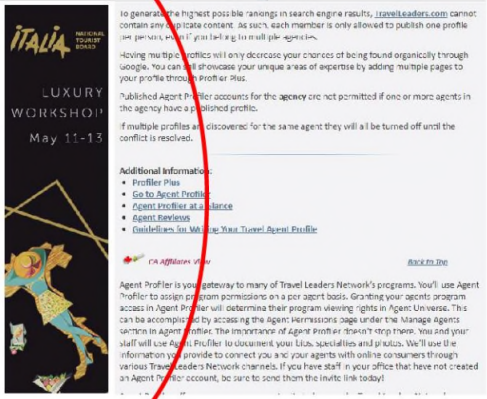
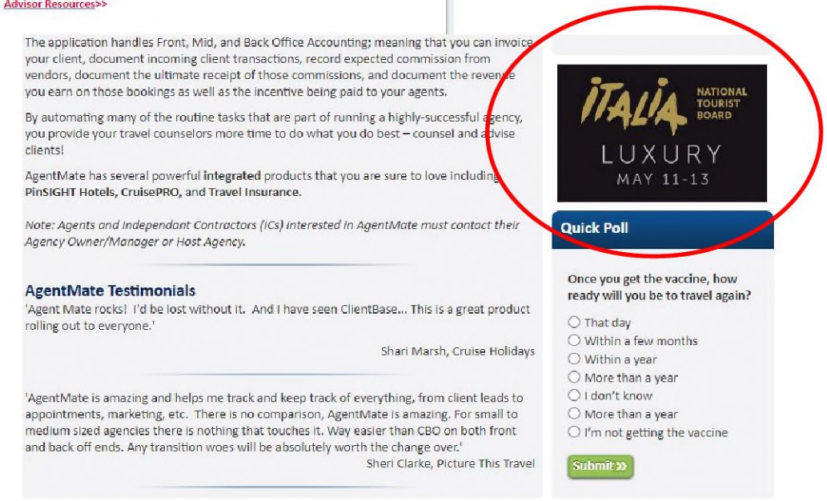
Travel Type:
Destination

AGENT UNIVERSE BANNER ADS

Date: April 23 – May 13, 2021
Impressions:







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We are thrilled to announce the

Italia Luxury Workshop by ENIT USA

May 11-13

The Italian National Tourist Board invites you to participate in the Italia Luxury Workshop, taking place virtually May 11-13, 2021. This event provides you the opportunity to connect with you over 150 of Italy's top luxury suppliers, including unique properties and hidden gems, through a series of virtual one-to-one appointments.

An invaluable opportunity to enrich your knowledge of one of the most loved destinations of all times that you will not want to miss, along with group experiences and an educational session. Register via this link or by clicking the image.

We look forward to seeing you!

For any questions, please write to tradedept@enit.it

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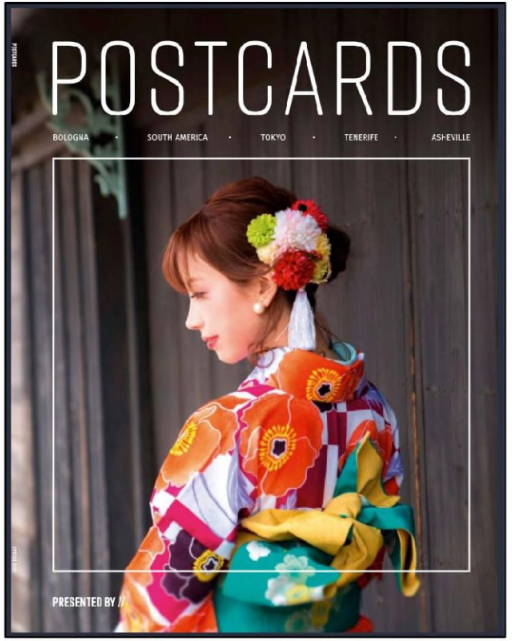

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GO PASTA

Jogging around Bologna was the perfect way for food lover Kayleigh Rattle to get her bearings — and plan her meals

IMAGES: GETTY; ARI MAGGI

40 // POSTCARDS

SPRING 2021 // 41

I have to admit: when I used to think about Italy, running was not the first thing that sprang to mind. Rather, my thoughts of this glorious, food-filled country would find my mouth beginning to salivate, my stomach starting to rumble and my palate anticipating the welcome arrival of local specialities — because the food is every bit as wonderful as its made out to be.

That said, in recent years, while I still undoubtedly think of the country's food first, there's an additional aspect I tend to take into consideration when planning my trip: running. From helping me to find my bearings to counterbalancing the copious pasta consumption, I've found running to be the ideal way to discover Italian cities — and helpful for planning what to eat, too.

So, it made perfect sense that, on my fifth trip to Bologna, I'd get to know the city that little bit better by simply putting one foot in front of the other. Bologna may not be the first city in the world people think of when they think of running — its marathon doesn't have the global appeal of, say, London's or New York's, nor does the city boast the runner-friendly canal paths of Italian counterparts such as Milan or Florence. And yet, as Italy's seventh-most-populous city, and the capital of Italy's Emilia-Romagna region, there's plenty of ground to cover — not least due to the city's many porticoes.

These covered walkways, collectively a UNESCO World Heritage Site, cover over 24 miles in and around Bologna (falling just shy of a marathon circuit in their own right). With some dating back to the

Above, clockwise: *Bologna skyline; piadina wraps with chicken katsu; mozzarella tagliatelle with ragù alla bolognese; homemade tortellini in broth; mortadella Ciabatta*

Previous pages: *Filled ravioli; view across Bologna, taking in San Domenico Basilica and Asinelli Tower*

IMAGES: ARI MAGGI; STUDIO ELLATT

© // POSTCARDS

// BOLOGNA

// 4 TO TRY

1 The best street food dish: Piadina

This thin flatbread is typically eaten as a sandwich and can be found at grab-and-go counters and cafés around Bologna. Typical fillings include prosciutto, tomatoes, arugula and soft cheeses such as squacquerone.

2 The traditional dish: Ragù

The sauce that launched a million and one dishes of spaghetti bolognese, traditional ragù sauce dates back to 18th-century Bologna and is typically made from slow-cooking meat along with vegetables and herbs. It's a very different proposition to the red sauce found in jars.

3 The must-try pasta dish: Tortellini en brodo

According to legend, the shape of this fresh, filled pasta is said to have been inspired by Venus's navel. Popular fillings include Parma ham and parmesan, both delicacies of the Emilia-Romagna region.

4 The I-can't-stop-thinking-about-it dish: Mortadella

Light pink, oval in shape and delicately spiced, melt-in-the-mouth mortadella is the name given to a large, heat-cured sausage made from pork that originates from Bologna. Look out for it across the city. >>

SPRING 2021 // 13

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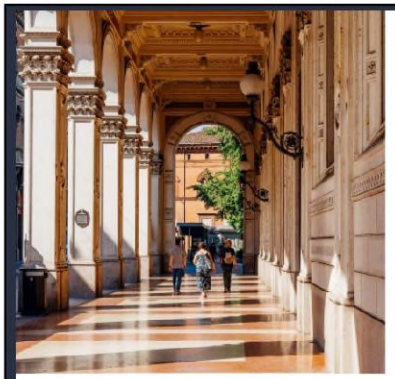


11th century, and close to the University of Bologna, the oldest university in the world, the walkways are one of Bologna's top attractions and house everything from shops to restaurants, and connect all manner of people day-to-day from one part of Bologna to the other. Exploring the porticoes is a sightseeing expedition in itself, as they vary in age and stature, from wooden porticoes that date back to the 15th century to impressive high-vaulted ones such as the Portico del Pastarino.

While the porticoes may offer the perfect running route — and history tour — of Bologna, that's not to say this form of exploration is applicable all hours of the day. You have to choose your time wisely, as I discovered, before the city fires up with the early hustle and bustle of workers, shoppers, students and tourists. Early morning is best, which is why I opted to run at 7:45 a.m. on my last visit there.

In terms of beginnings, it's helpful to think of Bologna as a bicycle wheel. At its heart is the expansive Piazza Maggiore and the connected Piazza del Nettuno — a fantastic starting point for exploring Bologna, whether by running or walking. From here, all manner of roads spike off, with the center contained by its ring roads, and a number of portas (gates) dating back to the 13th and 14th centuries. My early morning jaunt finds me running down a small number of these roads, past bakeries and cafes opening their shutters and restaurants setting up for the day, heading south, until I find Via Saragozza, and the beginning of largest portico in the world, the Portico di San Luca.

While its expanse was what lured me to run along it, I wasn't prepared for the gradient. Measuring 2.4 miles and stretching up almost 1,000 ft above Bologna (it's visible as you descend into Bologna Guglielmo Marconi Airport, this portico features 666 arches and a whole host of steps — it certainly justifies any plans for future lunches you may have. But it was worth the effort, not least for the breathtaking views from the Madonna di San Luca Basilica church, which it takes you to.

Perhaps it was serendipity, perhaps it was my hungry stomach, but on my retreat

TOP RESTAURANTS

Ristorante I Portici
The only restaurant in Bologna with a Michelin star, which it's held since 2012. The restaurant is set within a former theater and refilled with art nouveau frescos. Order alacarte, or choose between a five- or seven-course tasting menu.

Bios Kitchen
With its high ceilings, natural light and hanging plants, this 100% organic buffet — where food is priced by weight — offers a modern approach to dining with sustainability at its core.

Mercato delle Erbe
This food market on Via Ugo Bassi is filled with stands offering everything from del mestiere pizza, lookout for Ristorante Gnocchetine, which specializes in meatballs, cured meats and roughly flatbread pillows filled with local cheese, and Slurmà Piadinas freshly-made piadine.

Oltre
Beyond the slicker-covered entrance is a modern Italian restaurant serving up Bolognese specialities with a contemporary twist. Recommended are regional wines such as Lambrusco. Also don't miss the Bolognese veal cutlet.

Pasta Fresca Naldi
When it comes to authentic Bolognese pasta, it doesn't get better than this revered takeaway establishment on the buzzing Via de Pastrello. While there are a handful of bar stools inside, the queue is usually long, especially at lunch. The tortellini al pesticcio (pasta filled with fresh cream and pork) is a must-try.

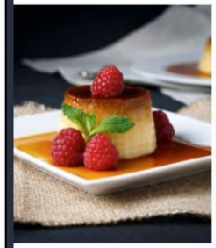
IMAGES: TOP, IMAGE SETTY ACIMAGES

***Clockwise from left:** Porticoes; truffle pasta with broccoli; cheese shop Antica Formaggeria Bernardi, next to the Mercato Delle Erbe covered food market.*

back down from San Luca towards Porta Saragozza, I happened to notice Trattoria Casa Mia, a small, bright and convivial trattoria serving local and regional specialities such as scrumptious pillows of sage pasta. I booked myself in for a post-run lunch the next day, without realizing I was visiting during truffle season. My plate was adorned with such liberal slivvings of this edible mushroom gold, that it felt like I'd unwittingly won some sort of running trophy. If you choose to run up to San Luca, I urge you to congratulate yourself with liberal helpings of truffles, too.

My route back to Bologna's historic center also found me meandering through Giardini Margherita, a lovely park complete with a fountain-filled lake and dedicated jogging paths. It was on the way back from there that I encountered what would become one of my favorite restaurants, Da Silvio. I booked at the mean and booked myself a table for that very evening.

For close to 30 years now, owner Silvio and his team have greeted guests as if they're old friends — and filled their plates with gargantuan portions of supremely-well-cooked Italian food. As it happens, the restaurant is as welcoming as the owner himself; all wooden furnishings, photo-clad walls, draping flags and homey tablecloths. It feels like a place you'd want to spend time in — which is exactly what you'll do as you work your way through its fantastic fare. As I found out, there's no point ordering from the menu either, as the entrées begin arriving at the table as fast as you can say >>



Bologna Skyline from Terrazza Metauro
Left: Crème caramel with raspberries

// ESSENTIALS

When to go: While there's never a bad time to visit Bologna, July and August can be very hot. To take advantage of truffle season, book between October and December.
Currency: $1=0.8 euro
Language: Italian, although English is commonly used and understood.
Getting around: Bologna is extremely well connected. Bologna Centrale is one of Italy's greatest rail hubs, with Florence, Ravenna and Venice all accessible. Buses run regularly and taxis are easily accessible.

I'd like the tortellini, please. From first courses of mozzarella, mortadella and hand-crafted pasta to second courses of perfectly-seasoned meats and vegetables, this is a tour de force of traditional Bolognese cuisine. And that's not all. My reward for my morning's run was dessert upon dessert being placed at my table, from plates of trifle and tiramisu to bowls of wobbling crème caramel bathing in sauce. Would I be running again tomorrow? The proof would most certainly be in the pudding.

Aside from uncovering a love for early-morning running, and the serendipity of stumbling across delicious places to eat while doing so, I also learned a valuable life lesson during one of my visits to Bologna. Not far from the city's famous Two Towers, I found myself passing a welcoming trattoria on the way back from my morning run, tables neatly perched in the midday sun, napkins flapping in the wind. It was the menu of the day, featuring a fresh catch, that had lured me over. I was preoccupied with a niggle of work deadlines and relationship strife, things that have no matter or consequence now. I'd barely noticed the waiter politely placing the lunch I'd ordered in front of me. A whole, steaming fish — sea turbot, from a nearby fishing town — sumptuous, white flesh waiting to glide easily off the bone, not being given the attention it so rightly deserved. "Bad day? Eat your fish, and think about it tomorrow," I heard him say, as he caught my eye and smiled. He was, of course, right — for the fish was delicious, and the work and relationship were certainly not worth ruminating about, or ruining the enjoyment of such sublime seafood for.

As well as also helping you to concentrate on the moment, running boasts all manner of other benefits for the mind and body. It helps you to venture off the beaten track, away from the more obvious hotspots, and to unover hidden gems that, if you're anything like me, you'll cherish for years to come. Now, that's certainly worth putting some running shoes on for. ◻

CALL US To book your trip to Bologna, contact our travel agency.

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Discover Italy

With the richest artistic heritage in the world, jaw-dropping coastlines of the Mediterranean, bustling metropolitan cities filled with UNESCO World Heritage Sites, the world's greatest gastronomic experiences, rolling hills and plentiful vineyards, Italy is the perfect vacation destination for families of all sizes, couples celebrating honeymoons and anniversaries, and groups of adventure-loving friends.

Italy's iconic cities—Rome, Venice, Florence and Milan—deserve your attention, for they are bastions of history and culture. But a visit here would not be complete without discovering the secrets hidden in the country's thousand villages, where you can truly embrace its traditions and way of life.

Authentic Italy Experiences

- **Escape to Gardens of Bomarzo**, commonly called the Park of Monsters, a 16th-century garden with a collection of bizarre and fascinating sculptures.
- **Step into history across Naples**—ancient Pompeii, Paestum and Herculaneum should be on everyone list.

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Authentic Italy Experiences

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- **Step into history across Naples**—ancient Pompeii, Paestum and Herculaneum should be on everyone list.
- **Visit the country's 54 incredible UNESCO World Heritage Sites**, from the staggering Colosseum in Rome to the historic town center of San Gimignano and the stunning Dolomite Mountains.
- **Explore the spectacular ruins of Segesta** in Palermo, with its Roman theater, the attractive village of Cefalù and the breathtaking view from Erice.

- **Sink your fork into Tiramisu** in the town it was invented in, historic Treviso.
- **Soak up the country's incomparable art:** study the statue of David, gaze up at the impressive Sistine Chapel, revel in the statues of Rome or view the Last Supper in Milan.
- **Grab your camera and watch the sunrise** over the sloping hills and stacked buildings of the Amalfi Coast, one of the most photographed areas of the entire country.
- **Walk along the Venetian canals** and marvel in the pastel-hued buildings, the historic palaces and the bustling piazzas. Sit and watch the tourists and locals pass or do some window shopping in the city's famed boutiques.

- **Burn off all the pasta with a bike tour of Tuscany.** Weave around the many hills, vineyards and waterfalls of this famous region in Italy. Make sure to stop for a glass of vino or a photo op!
- **Escape to the island of Capri**, home to celebrity sightings, wildflower bushes, picturesque coasts and seaside cafes.

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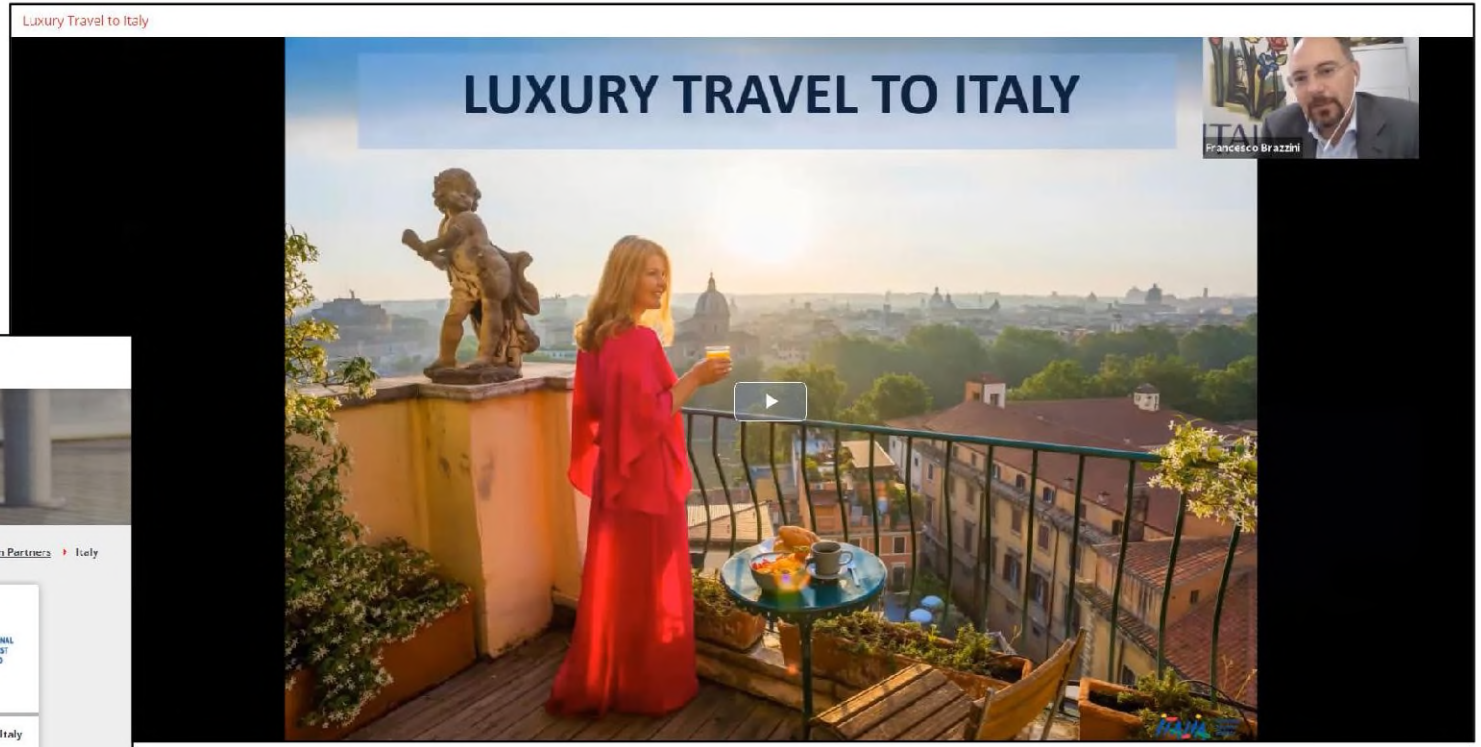

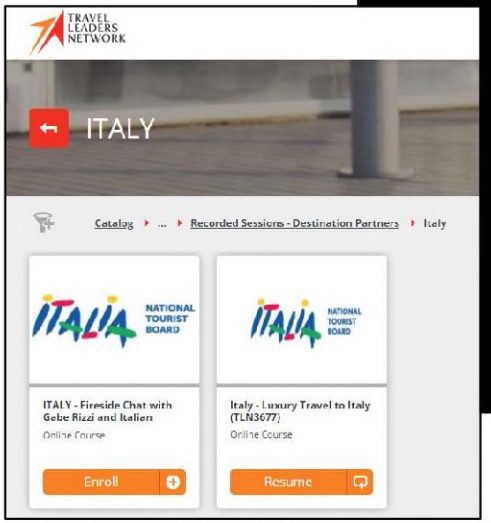

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Interview with TLN Executive

Date: June 7, 2021

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- Live Attendees: 240
- Recording has been viewed: 300+

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TRAVEL LEADERS NETWORK

A Message from Travel Leaders Network President

ROGER E. BLOCK, CTC

June 2, 2021

Dear Associate,

In this week's message, I will be covering the following topics:

- Green Shoots of Hope: Panel Recommends End of Canadian Hotel Quarantine
- Italy Fireside Chat
- Insight Vacation Offers
- ASTA's Summer Travel Survey
- An Inspiring Success Story From A Fellow Advisor

ITALY FIRESIDE CHAT

On Monday, June 7 at 11:00 a.m. EST, Internova Travel Group's (Travel Leaders Network's parent company) President Gabe Rizzi is hosting a Fireside Chat with Maria-Elena Rossi of the Italian National Tourist Board.

As I mentioned in a recent message, the world watched while Italy fell victim to the early days on COVID-19. So many of you have traveled all over Italy and sent your clients on many amazing trips there, and I know that you were worried about Italy and its tourism future. Things are looking up and Italy is looking forward to welcoming the world again. I highly recommend you listen to Gabe and Maria-Elena's talk to learn more about what the Italian National Tourist Board has in store.

Register Here!

Interview with TLN Executive

Continued from Previous

From: Amanda Moffett
Sent: Wednesday, June 9, 2021 9:58 AM
To: Amanda Moffett <amoffett@travelleaders.com>
Subject: Italy Fireside Chat Follow Up and Recording

Thank you for registering for our Exclusive Fireside Chat with Gabe Rizzi, Internova and Maria-Elena Rossi, Italian National Tourist Board.

We hope you found the session informative and engaging and that you're ready to start booking your clients trips to Italy. Per the conversation, I have included a few resources and pieces of information for your future use and reference:

1. Details on Italy's latest entry and testing requirements
2. The Travel Academy program Maria-Elena referenced
3. For further questions on Italy or details on anything discussed, you may reach out to Francesco Brazzini, Marketing Manager - Italian National Tourist Board (francesco.brazzini@enit.it). Francesco is based in NYC.
4. List of Festivals and Cultural Events around Italy
5. Italian Journeys is an Italian DMC offering Luxury Bespoke services, and they are ready to assist with all of your clients' needs and itineraries. Italian Journeys is part of the Internova group and further details on their services and contact information are attached.

Finally, if you missed the live session and would like to view it. You may view the recording here.

If you have any questions or need anything further at all, please let me know.

Thanks again for your interest and support of our destination partners!

Amanda Moffett | Destination Marketing | Travel Leaders
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VISIT ITALY WEB RADIO IS BORN

Visit Italy Web Radio, the first international radio that focuses on the promotion and relaunch of tourism in Italy. Created and managed by ENIT, the Italian National Tourism Agency. Daily tourist programs in 23 different languages from around the world with unique insights and well-known personalities at a national and international level.
This year, it was the official web radio for the Giro D'Italia – Giro E 2021 that took place May 8-30, 2021.

ENIT, the Italian National Tourist Board, with 27 offices around the world, announces the birth of "*Visit Italy Web Radio*", the first international web radio for the promotion and relaunch of Italian tourism through musical entertainment.

Visit Italy Web Radio, the sound of Italy in the world, designed to inform audiences in Italy and abroad about our country. Featured are enriching musical pieces through special programming in various categories and genres which allows the audience to savour and discover the peninsula through the musical interpretations of foreign artists with a tie to Italy, opera in music, the best musicians of the Italian jazz and swing scene, the magnificent 1930s, '40s and '50s as well as Italian dance music.

Ad hoc programs will be offered covering national and international tourism trends, on art, culture, food and wine, active tourism, sustainability, folklore with a view that restores the perception of Italy on a global scale. Web Radio can be found and streamed online at Italia.it, Italy's official website, on ENIT's official website Enit.it, on the Mac App Store, Google Play, Huawei App Gallery as well as Amazon Alexa and Google Home.

It launched in style as the official web radio of the Giro E at the Giro D'Italia 2021 from May 8-30, 2021. "Due to its itinerant nature, explains the President of ENIT Giorgio Palmucci, cycling is the sport that unlike any other, manages to portray the beauties of the territories, reaching the homes and hearts of people, and it especially pleases foreigners as 61 percent of the cyclists who travel through Italy come from abroad".

"It is a dream come true to be able to realize Visit Italy Web Radio, explains Giovanni Bastianelli, Director of ENIT and creator of the project, the main purpose is to convey the knowledge of Italy through a widespread and lovable tool like radio, a timeless instrument that has the ability to always reinvent itself. Radio reaches everyone and everywhere and is able to make a difference. It allows you to close your eyes and dream of being in any place and experience any emotion, much like tourism ".

- Stream online on Italia.it and enit.it
- On the IOS App
- On the Huawei App
- On the Android App

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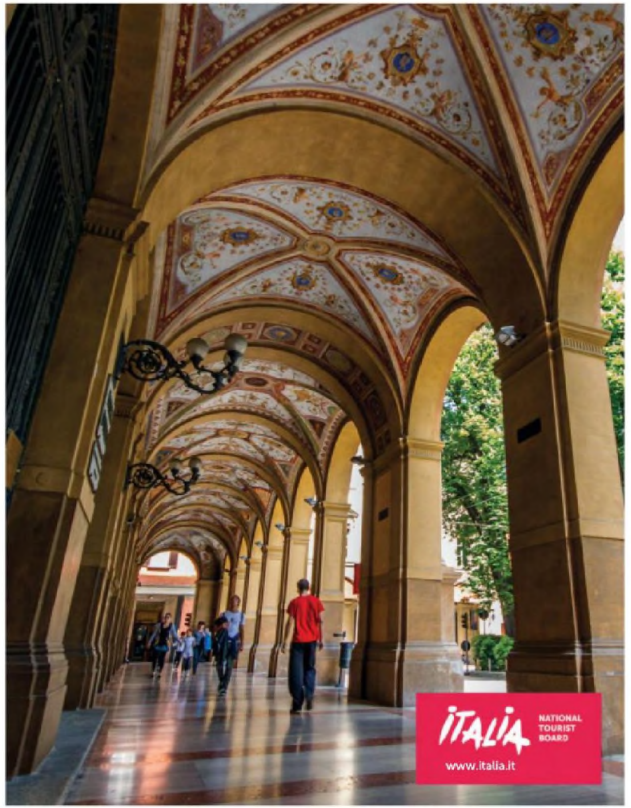

BOLOGNA AND ITS PORTICOES: NEWLY DESIGNATED UNESCO WORLD HERITAGE SITE

Bologna, the capital of Emilia-Romagna, is a charming medieval city famous for its ancient University, its outstanding culinary tradition and its lively atmosphere. Located in the north central part of Italy, Bologna can be reached in under 2.5 hours via high speed train from Milan, Venice, Rome, Florence and Cinque Terra.

Bologna is very proud to have been recognized this summer as featuring the designation of the city's famous porticoes as a UNESCO World Heritage Site.

Porticoes in Bologna have always been an important architectural feature of its urban fabric: they were built in the Middle Age to expand the upper floors of palaces and in 1288, an edict from the municipality established that porticoes had to be a permanent characteristic of all buildings, including newly built ones.

This is how they became a the symbol of the city. Today Bologna counts more than 38 miles of arcades and porticoes!

Social and communal values have always been an important element of the porticoes. A place for gathering, a shelter from rain in the winter and heat in the summer, a relaxing location for outdoor tables. They are an open-air symbol of Bologna's hospitality to resident and tourist alike.

Visitors will find all kind of porticoes, from the wooden ones dating back to the 13th century to richly decorated arcades and modern architecture porticoes. One renowned example is the Portico del Treno in the neighborhood of Barca, where a long arcade is a distinguished part of a popular housing building.

Bologna even counts a record within the record: the portico of San Luca is the longest in the world. 3 miles of arcades created as a devotional walk to reach the magnificent Sanctuary of San Luca, on the top of a hill protecting the city.

Located in the north central part of Italy, Bologna can be easily reached in under 2.5 hours via high speed train from Milan, Venice, Rome, Florence and Cinque Terra. A stay of at least three days is recommended for those visitors wanting the immersive Bolognese experience.

TRAVEL LEADERS NETWORK

Received by NSD/FARA Registration Unit 01/31/2025 12:44:38 PM

B2B Individual Supplier Email

Date: Sep. 7, 2021
Distribution:
Results:

- Open Rate:
- CTOR:

Seed - Discover Italy's Three New UNESCO World Heritage Sites

TL Travel Leaders Network <mail@tln.messages2.com>
To Amanda Moffett

Reply | Reply All | Forward | ···
Tue 9/7/2021 9:00 AM

ITALY'S NEW UNESCO SITES

Three more Italian sites have been added to the UNESCO World Heritage List, bringing the total for Italy to 58, the most of any country in the world. The new sites are Padua's 14th-century frescoes, Bologna's historical porticoes and the Tuscan spa town of Montecatini Terme.

The entire fresco complex of Padua, called Urbs Picta, which includes the celebrated Scrovegni's Chapel painted by Giotto, now accompanies the town's Botanical Garden, giving Padua a total of two UNESCO sites.

Bologna's network of over 38 miles of porticoes is an unmistakable trademark of the city, which also has the longest portico in the world leading up to the Sanctuary of the Madonna of San Luca on a steep hill overlooking the city. Bologna's porticoes represent a symbol of urban sustainable living, where there is a perfect integration of secular, religious and residential spaces regardless of social status.

Montecatini Terme and its spas have been included in the "Great Spas of Europe" UNESCO multinational site, which includes 11 towns from seven different European countries. This is the ultimate recognition to one of Italy's historical spa destinations.

Montecatini Terme and its spas have been included in the "Great Spas of Europe" UNESCO multinational site, which includes 11 towns from seven different European countries. This is the ultimate recognition to one of Italy's historical spa destinations.

YOUR CLIENTS WILL LOVE THEM ALL!
Click below to learn more.

Padova's Fresco
Bologna's Porticoes
Montecatini
All of Italy's UNESCO Sites

Travel Leaders Network Support Services
SupportServices@TravelLeaders.com
800-940-2122

TRAVEL LEADERS N

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Consumer Blog Content

ITALY ARTICLES

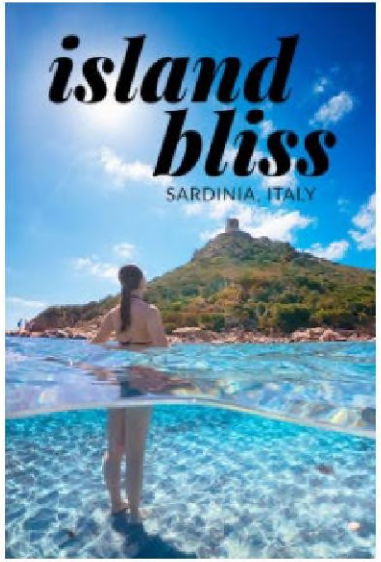
Found 8 Stories

We sat down with Italian travel specialist Dino T. to discuss Italy's lesser-known regions, day trip ideas from major cities, the...Read More

Jun 16, 2021

One of the big decisions of planning travel is where to go. But when you go is just as important. Luckily,...Read More

May 28, 2021



Do you want to live to over 100 years old? Take a note from Sardinia, the Southern Italian island that boasts...Read More

May 28, 2021

Picture Italy in your mind and you're bound to conjure stunning scenery—rolling vineyards, hillside homes, crystal-clear beaches and of course, immaculate...Read More

May 28, 2021

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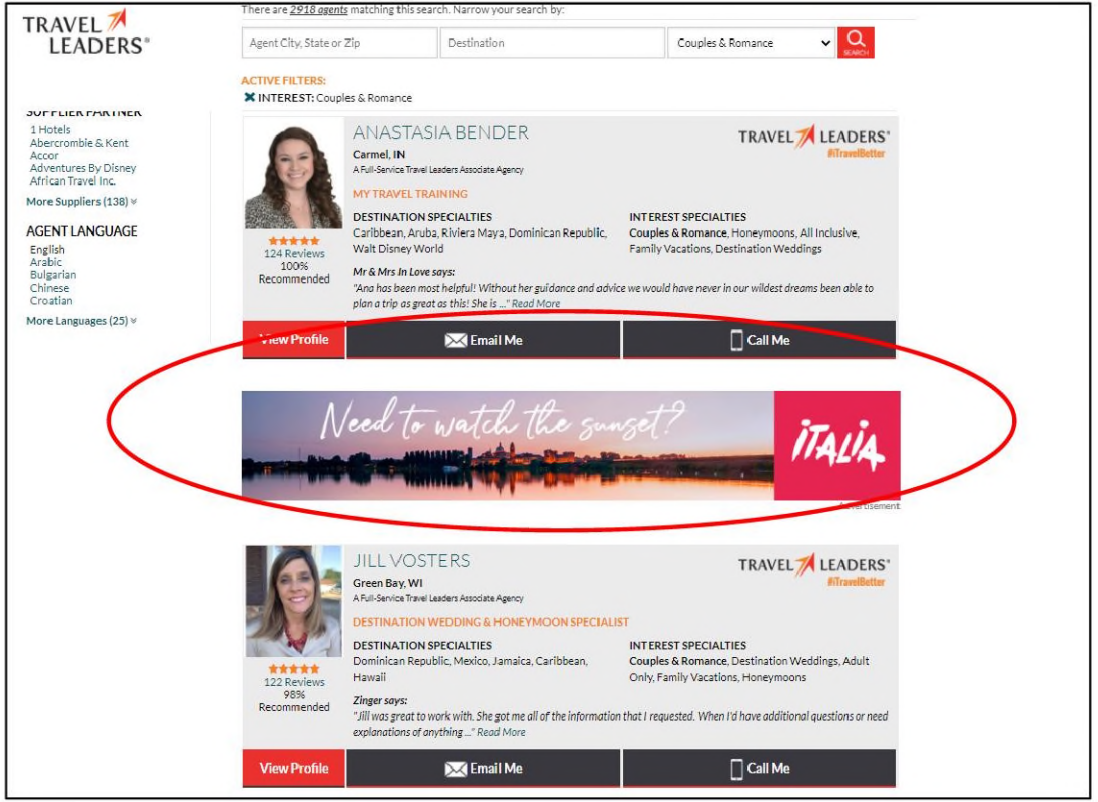
Agent Profiler Display Ads, 3-Month Display

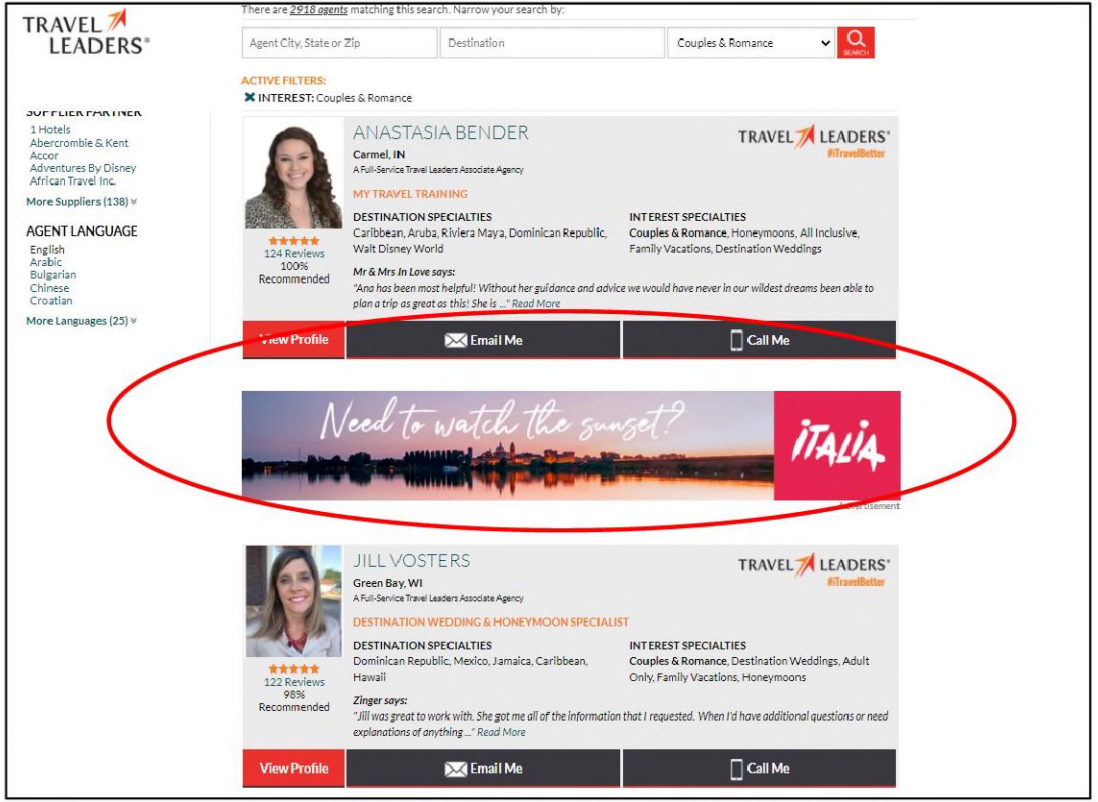
Search Terms:
"Couples and Romance"



TRAVEL LEADERS NETWORK

Agent Profiler Display Ads, 3-Month Display

Search Terms:
"Couples and Romance"



TRAVEL LEADERS NETWORK

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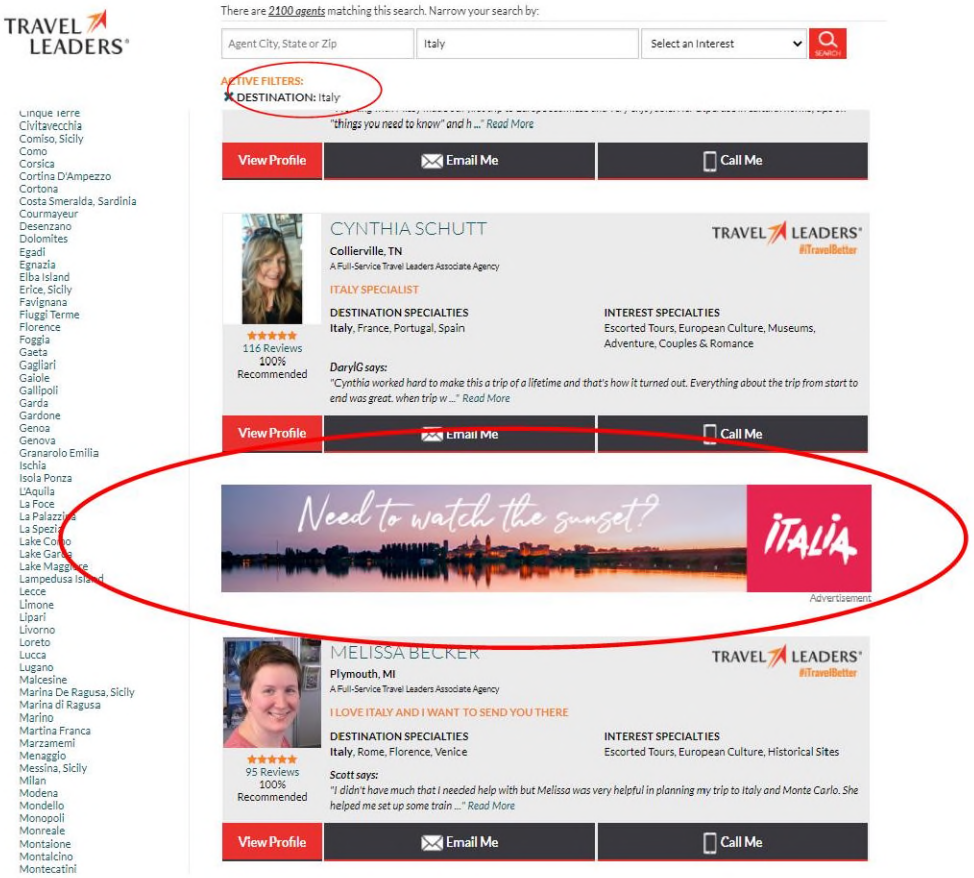
Agent Profiler Display Ads, 3-Month Display

Search Terms:
"Italy"

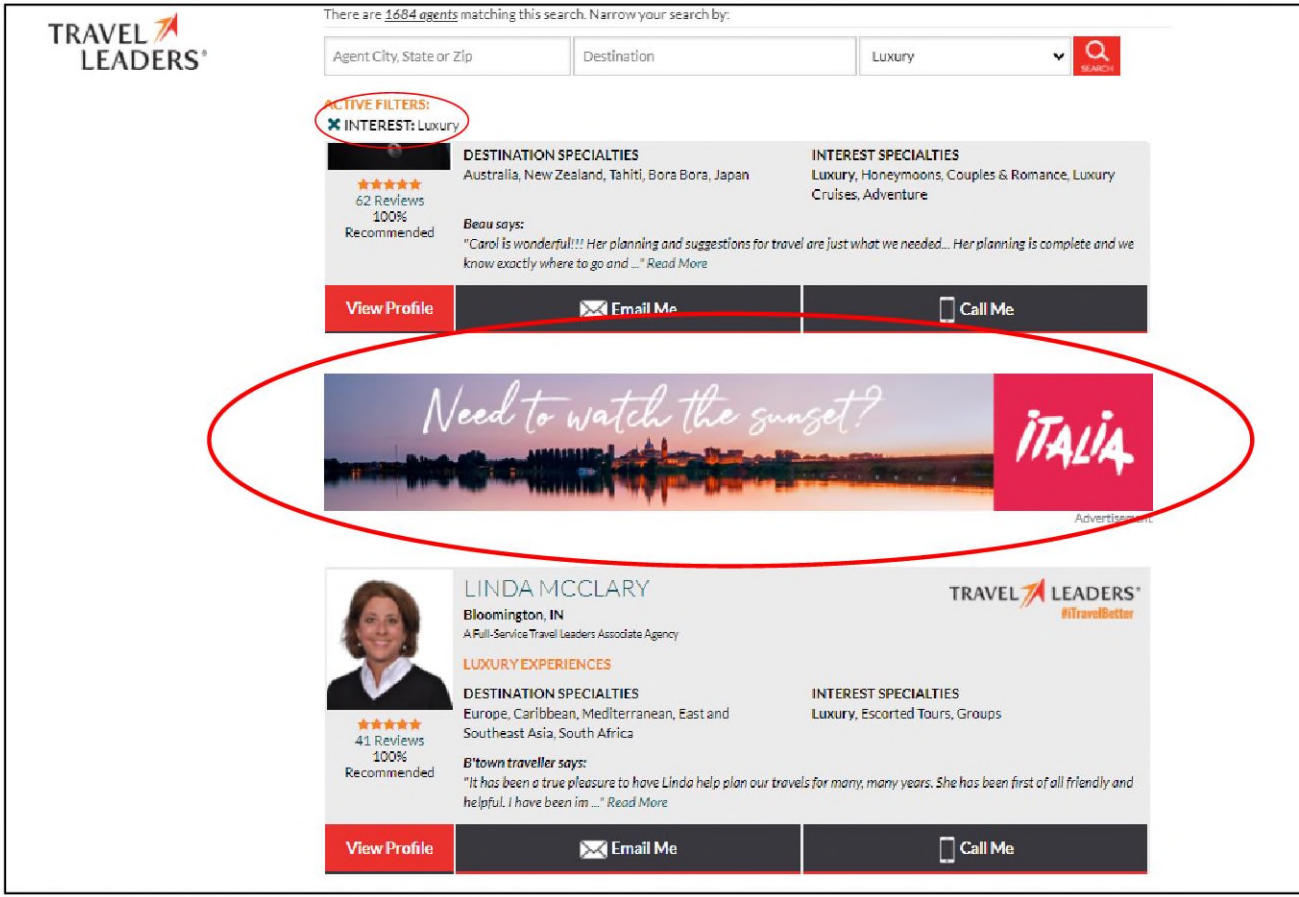


TRAVEL LEADERS NETWORK

Received by NSD/FARA Registration Unit 01/31/2025 12:44:38 PM

Agent Profiler Display Ads, 3-Month Display

Search Terms:
"Luxury"



TRAVEL LEADERS NETWORK

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REMAINING ACTIVITY

- Weekly Email Updates, 26-Week package
- Agent Universe Banner Ad, 6-Month Display
- B2B Email, October
- Navigator, 1-Page Ad, October
- Webinar, November
- Navigator, 1-Page Ad, November
- Agent Profiler Display Ads, 3-Month Display
- Online Acquisition Campaign

EDGE 2021 @Universal Orlando, FL
October 17-21, 2021

TRAVEL LEADERS NETWORK™

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Navigator –

Date: June 24, 2021
Distribution:

Seed - Italy is open - show your clients the way with SELECT

TL Travel Leaders Network <mail@tln.messages2.com>
To Amanda Moffett

Reply | Reply All | Forward | ...
Wed 6/23/2021 4:01 PM

If there are problems with how this message is displayed, click here to view it in a web browser.

WARNING: This email originated from outside of the company. Do not click links or open attachments unless you recognize the sender and are expecting the message.

You're receiving this email as a seed contact. Some contents may not display or behave properly.
If you are unable to see the message below, click here to view

SELECT

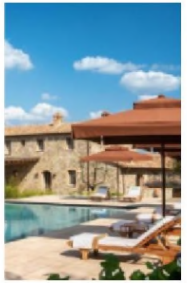
SELECT

At long last, Italy is opening its borders – show your clients the way with SELECT.

LEARN MORE

It's finally time - Italy is reopening its borders! Get your clients ready to experience a trip of a lifetime. Sunny, seaside retreats perched atop the Capri coast, world-class gourmet meals, and relaxation galore - just a few of the things available through SELECT's Italy offerings. Plus, some properties have enhanced commission of 15% letting you earn more while providing your clients with their dream vacation.

VIEW OFFERS



ROSEWOOD CASTIGLION DEL BOSCO

STAY 7, PAY 5 NIGHTS + 15% COMMISSION

CAPRI PALACE JUMEIRAH

10% OFF THE STAY

HOTEL BRUNELLESCHI

SUITE OFFERS & GOURMET EXPERIENCES

TRAVEL LEADERS NETWORK

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Italian National Tourist Board's

2021 Immersion Summary Report

Summary of Immersion

Italy's 2021 Immersion was designed to expand advisors' knowledge with a focus on helping advisors increase sales of your product. **A total of 214 advisors participated in the 2021 Immersion program.**

Program Deliverables

Live Webinar Series: 3 webinars were delivered as part of the 2021 Immersion curriculum and recordings were made available in the Virtuoso Travel Academy.

	Date	Webinar Topic	Participation
Webinar 1	Thursday, April 29th at 11:00am PDT	*Exclusive accommodations, dining and shopping throughout Italy.*	141 registered 88 attended live
Webinar 2	Tuesday, May 18th at 10:00am PDT	*Exclusive excursions, culinary experiences, ultimate sport and adventurous activities that Italy has to offer.*	112 registered 67 attended live
Webinar 3	Tuesday, May 25th at 10:00am PDT	*Wellness, exclusive island escapes and off-season adventures in Italy!*	99 registered 46 attended live

Advisor + Client Webinar: For the advisors who participated in your Immersion program, we invited them to participate in an exclusive session with their clients. There were **66 participants** registered for your live webinar on Zoom. We recommend following up with them to send them any collateral that may be useful.

Communication

The 2021 Immersion program was promoted to the advisors by multiple modes of communication:

- **Weekly Training Newsletter**: This is our primary communication vehicle, which is sent to the entire Virtuoso network. This communication highlights new and upcoming webinars, web15s and other Professional Development and training offerings.
- **Exclusive Immersion Page**: Virtuoso Advisors can find all details regarding your Immersion on an exclusive page in the Virtuoso Travel Academy. This page provides a quick reference for advisors who are looking for information about the program, and how they can get involved throughout the year.
- **Exclusive Immersion handouts**: For each live webinar, we create a handout for advisors to download, which includes: presenter(s) contact details and links to the partner's Immersion page, specialist program (if applicable), new training and more.
- **B2B Emails**: We promoted your Advisor + Client webinar with targeted B2B emails designed by our marketing team. We sent the first email prior to your webinar. We also sent a second one following your webinar, reminding them to reach out and to thank them for joining.

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VIRTUOSO TRAVEL POP-UP: ITALY
SPONSOR SUMMARY

PARTICIPANTS

- 10 Virtuoso Preferred Partners
- 59 Advisors from US/Mexico

MARKETING INCLUSIONS + METRICS

- B2B Multi-Partner Email
  - Distribution: All advisors in US, CAN, LAC (10K+)
  - Open Rate: 55%
- B2C Multi-Partner Email
  - Distribution: All advisors participating in pop-up, sent in client-ready format for distribution
  - Open Rate: 138%
- Banner Ad on B2C Email
- Dashboard Ad on Virtuoso.com (4 week run)
- *Plus* 14 new Italy experiences added to Virtuoso Wanderlist – a **8%** increase going from 177 to 191 total experiences

**The industry average open rate is 17%. The high open rate for the B2C email indicates that this email was sent to several clients and opened by several recipients more than once.*

LIVE EVENT DETAILS

- Participant List
- Focus Group Findings
- Homepage on Virtuoso Events (will remain live throughout year for additional exposure)

SURVEY RESULTS

- **100%** of attendees agreed that the pop-up met its primary objective to accelerate product knowledge in Italy.
- **9.3** – Overall rating of participation experience
- **9.3** – Overall rating of opening session, sponsor section and focus group polling
- **8.9** – Overall rating of member/partner breakout appointments

SURVEY COMMENTS

- *"Thank you so much for putting this together! I found it very helpful and look forward to joining more pop-ups in the future."*
- *"I thought the pop up was very well organized and planned. I enjoyed it and learned about new destination opportunities for my clients."*
- *"Great suppliers and Francesco is fantastic."*
- *"Love the popup events, well organized, quick update and great opportunity to make or renew connections."*

Thank you for your sponsorship and continued support of the Virtuoso network!

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ITALY DESTINATION PROFILE

SIGNET

Search all Signature conte

Welcome Christine Alestra - Sign

Italian National Tourist Board (SIG ID: 5539)

| General | Destinations | News/Training Tools | Contacts | Extranet Users | Documents | Agency Notes | Tourism Board Supplier Listing | Edit | No Pending Changes | D

ITALIA
ITALIAN NATIONAL TOURIST BOARD

COVID-19 Policies	Regular covid-19 updates can be found here
Health & Safety Standards	Find the latest: here
Address	686 Park Avenue 3rd Floor New York, New York 10065 USA
Phone	(212) 245-5095
Consumer Website	http://www.italia.it
Agent Website	http://www.italiantourism.com
Email	newyork@enit.it; losangeles@enit.it
Access to Image Library	Images and video can be requested from Cosmo Frasca, please email: cosmo.frasca@enit.it
Destination	Italy

Each preferred destination receives a profile on SigNet, Signature's go-to intranet site for our travel advisors. Profiles detail resources, destination information, and contacts at the tourism board to be accessed by our professional travel advisors.

SIGNATURE TRAVEL NETWORK

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AUGUST 31st Spotlight in Headlines Email to Signature Advisors

TOURISM BOARD NEWS

ITALIA NATIONAL TOURIST BOARD

Italy has announced that vaccinated U.S. visitors now have to be tested prior to arrival, non-vaccinated travelers must self quarantine for 5 days in addition to testing. Italy travel protocols updated **effective August 29th**: Italy.

100% PURE NEW ZEALAND

Join Tourism New Zealand's newest virtual FAM series plus hear more from our **Destination of the Month** on selling New Zealand.

EXPO 2020 DUBAI UAE

Take advantage of professionally designed marketing assets to help you promote Expo 2020 Dubai to your clients. Expo 2020 Dubai.

MORE TOURISM BOARD NEWS

Value added exposure: Reach: 7941 advisors. Open rate: 35%

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ITALY NEWS SPOTLIGHTS IN B2B EMAILS

| General | Destinations | News/Training Tools | Contacts | Extranet Users | Documents | Agency Notes | T
Listing | Edit | No Pending Changes | Delete

ArticleTitle - Start Date Add A News Article ?

Italy Travel Protocols Updated Effective Aug 29, 2021 - 08/31/21

Return to an Undiscovered Italy - 07/06/21

Recorded: July 6, 2021 (46 minutes)

Italy is open to US Travelers - 06/22/21

See protocols here

Visit Italy web radio launches! - 05/26/21

Download the web player to enjoy podcasts, tourism updates, travel talk shows, Italian music and more!

Articles live under the Italy SigNet News tab

SIGNATURE TRAVEL NETWORK

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ITALY WEBINAR, JULY 6

SIGNATURE TRAVEL NETWORK

SALES CONNECTIONS

Dear Signature Advisor:

Don't miss our virtual session with the Italian Tourism Board!

RETURN TO AN UNDISCOVERED ITALY

Tuesday, July 6, 2021 10am PT | 12pm CT | 1pm ET

Duration: 25 minutes

REGISTER →

Italy has re-opened and is welcoming travelers back to their beaches, mountains, world heritage sites and cities of art. Now is the perfect time to explore hidden landscapes tucked into hills, vineyards that blanket the countryside, and authentic Italian cuisine from less explored regions of Italy. There are also new and exciting discoveries to be made in the classic cities of Florence, Venice and Rome. Francesco will share the latest news and updates as you and your clients prepare for your trip to Italy.

ITALIA NATIONAL TOURIST BOARD

Featured Partner & their Presenter:
- Italian National Tourist Board: Francesco Brazzini, Marketing Manager, North America

144 advisors listened live.
66 listened to recording
Total reach: 210

You may click here to view a recording of the event.

List of attendees and viewers sent under separate cover.

SIGNATURE TRAVEL NETWORK

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SIGNATURE NATIONAL CONFERENCE Nov 9-12, 2021

ENIT Exposure included:

- 30-minute workshop
- Dedicated Double Booth for Appointments during Tradeshow
- 10-minute Speaking Spot at Closing Lunch to 1150 advisors

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PRE CONFERENCE EXPOSURE

Conference Website: Agenda

inspire SIGNATURE TRAVEL NETWORK

Already Registered?

AGENDA

TUESDAY, NOVEMBER 9, 2021 | WEDNESDAY, NOVEMBER 10, 2021 | THURSDAY, NOVEMBER 11, 2021 | FRIDAY, NOVEMBER 12, 2021

DAY 4 AGENDA

Friday, November 12, 2021

7:30 AM

REGISTRATION & INFORMATION DESK (MEMBERS)

7:30AM-2:00PM (DELFINO, LANDO, MARCELLO FOYER – LEVEL 4)

8:00 AM

CONTINENTAL BREAKFAST (MEMBERS)

8:00AM-9:00AM (ZENO 4601 – LEVEL 4)

10:30 AM

WORKSHOPS (MEMBERS)

10:30AM-11:00AM (DELFINO, LANDO, MARCELLO BREAKOUTS – LEVEL 4)

- Allianz
- Backroads
- Delta Vacations
- Fiji
- Globus family of brands
- Italy
- Trafalgar & Brendan Vacations

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PRE CONFERENCE EXPOSURE

Conference Website: Workshop Description & Lunch Sponsorship

Italy: Welcome Back

Presenter: Francesco Brazzini, Marketing Manager US & Mexico

Friday, November 12: 10:30am-11:00am

Location: Delfino 4102 (Level 4)

Italy has re-opened and is welcoming travelers back to their world heritage sites, great art cities, culture, food, and breathtaking landscapes. Now more than ever is the perfect time to explore new itineraries and destinations, to embrace one-of-a-kind experiences that only Italy can deliver. The representative from the Italian National Tourist Board will share the latest news and updates as you and your clients prepare for your trip to Italy.

12:00 PM

LUNCH WITH GRAND AND ULTIMATE PRIZE DRAWINGS (MEMBERS)

12:00PM-1:00PM (PALAZZO BALLROOM I-P – LEVEL 5)

Winners of Ultimate and Grand Prizes will be announced during lunch. Travel advisors must be present to win Ultimate Prizes. Owners are not eligible.

SPONSORED BY: Italian National Tourist Board

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PRE CONFERENCE EXPOSURE

Conference Website: Sponsorship Page

SIGNATURE TRAVEL NETWORK

Summary Agenda APPT/Trade Show Hotel & Travel Info Sponsors Exhibitor Information
Travel Prizes Health & Safety Info: COVID-19 Protocols Planning Guide/FAQ Contact Us

inspire SIGNATURE TRAVEL NETWORK

Already Registered?

THANK YOU TO OUR SPONSORS

Celebrity X Cruises SAIL BEYOND

ITALIA

NCL NORWEGIAN CRUISE LINE

OCEANIA CRUISES Your World. Your Way.

Regent SEVEN SEAS CRUISES AN UNRIVALED EXPERIENCE

SILVERSEA

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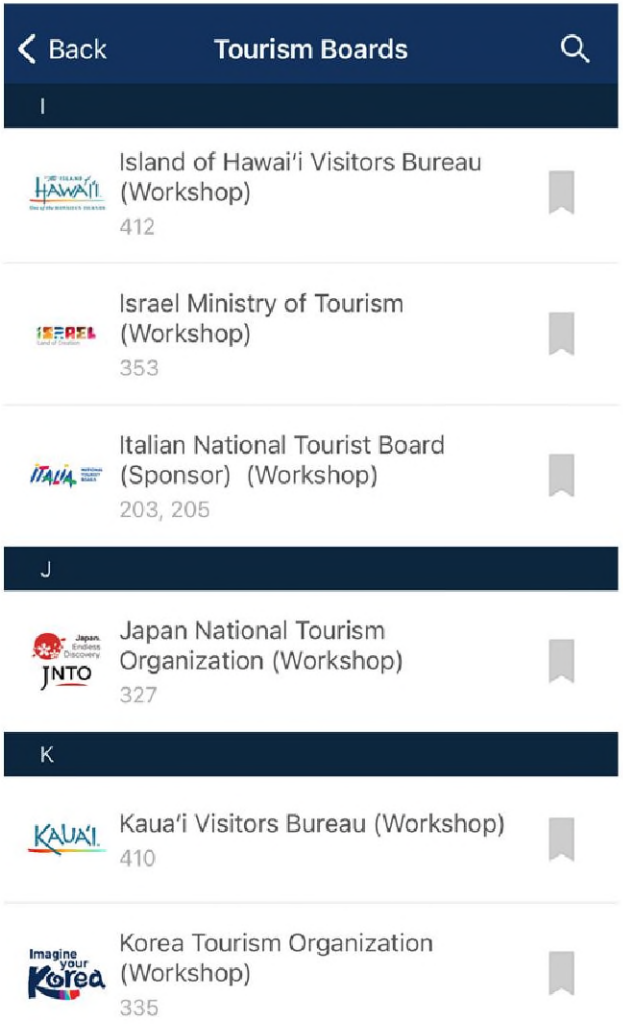
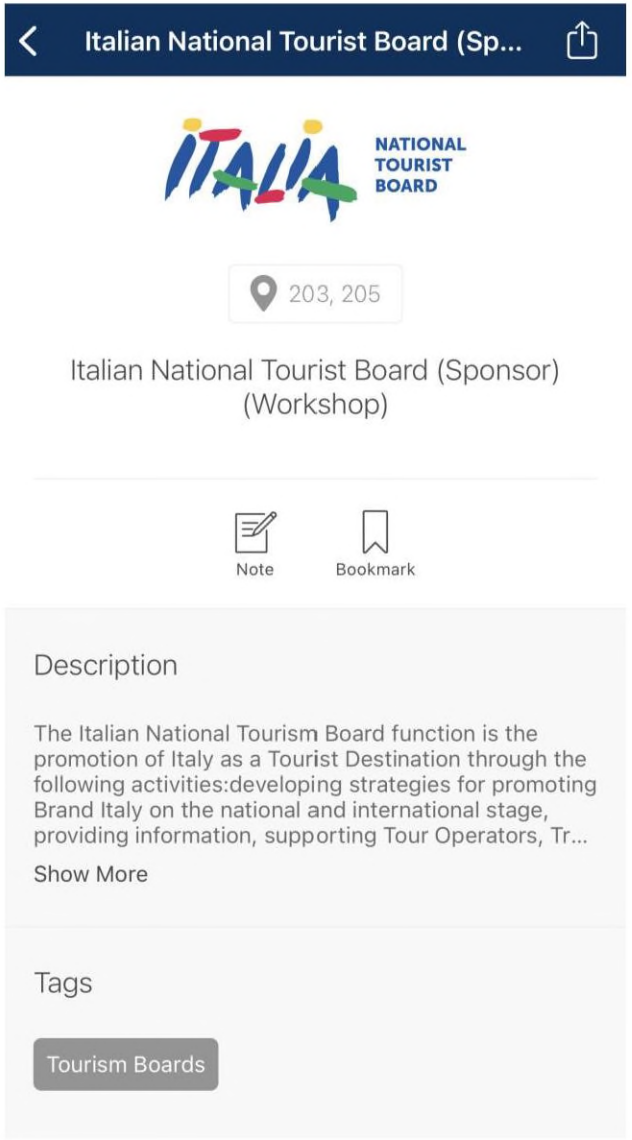
CONFERENCE EXPOSURE

Conference APP: Sponsorship Page





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CONFERENCE EXPOSURE

Italy Workshop. Nov 12th at 10:30am

142 Attendees participated. Registration list sent

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CONFERENCE EXPOSURE

Appointments & Trade Show, Nov 10 – 11

36 Appointment slots with up to 6 advisors at each appointment. Contacts can be downloaded from CrowdCompass APP. Excel sheet also provided.

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CONFERENCE EXPOSURE

Closing Luncheon Photos

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Need to be there?

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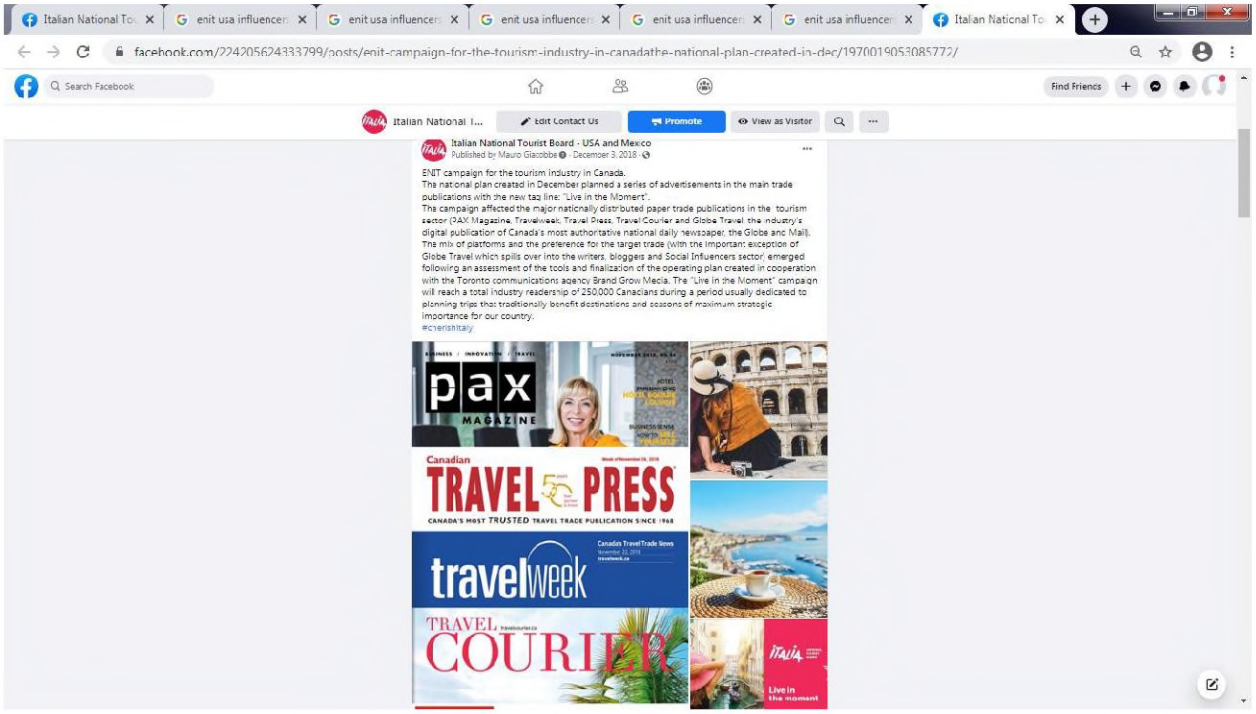
ENTER THE GIVEAWAY



Italian National Tourist Board · USA and Mexico
Published by Mauro Giacobbe · December 3, 2018 ·

ENIT campaign for the tourism industry in Canada.
The national plan created in December planned a series of advertisements in the main trade publications with the new tag line: "Live in the Moment".
The campaign affected the major nationally distributed paper trade publications in the tourism sector (PAX Magazine, Travelweek, Travel Press, Travel Courier and Globe Travel, the industry's digital publication of Canada's most authoritative national daily newspaper, the Globe and Mail).
The mix of platforms and the preference for the target trade (with the important exception of Globe Travel which spills over into the writers, bloggers and Social Influencers sector) emerged following an assessment of the tools and finalization of the operating plan created in cooperation with the Toronto communications agency Brand Grow Media. The "Live in the Moment" campaign will reach a total industry readership of 250,000 Canadians during a period usually dedicated to planning trips that traditionally benefit destinations and seasons of maximum strategic importance for our country.
#cherishitaly

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Facebook | ENIT USA - Chat

facebook.com/photo.php?fbid=231567499014226&set=pb.100064829315761.-2207520000..&type=3

Condé Nast Traveller

INSPIRATION DESTINATIONS PLACES TO STAY STYLE & CULTURE FOOD & DRINK

Getty Images

6. Italy. Score 92.98

Explore the best places to visit in Italy.

Italian National Tourist Board - USA and Mexico

Published by Marzia Bortolin · October 5, 2021

Italy among the Best 20 Countries in the world
Condé Nast Traveler
Readers' Choice Awards 2021

Edit

7

Like Comment Share

Write a comment...

Type here to search

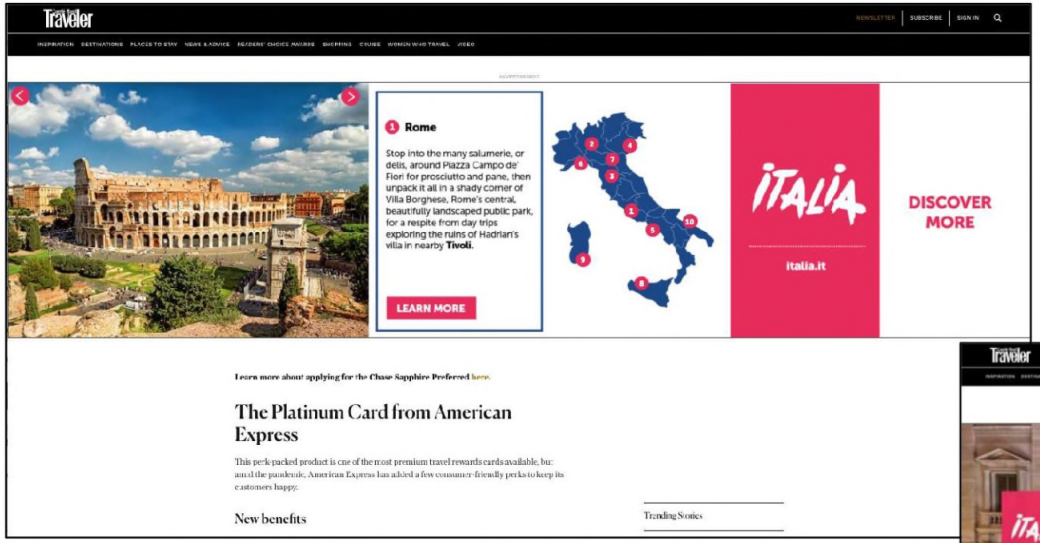
57°F Sunny 9:01 AM 1/11/2022

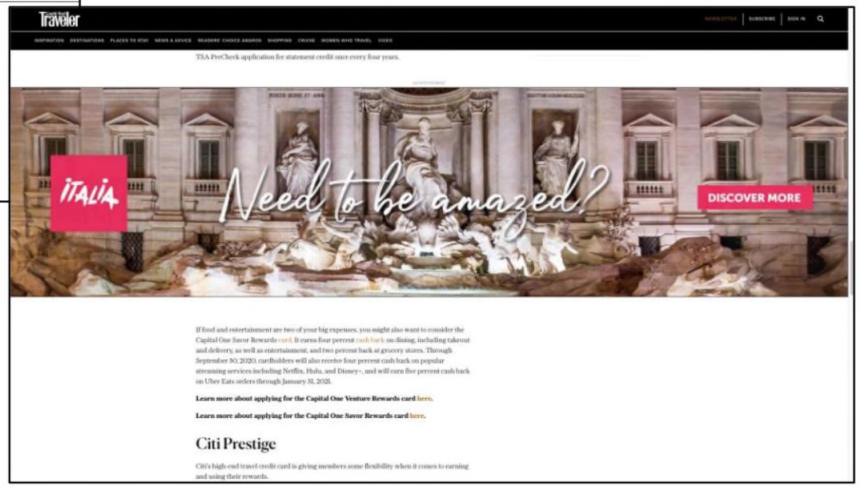
CONDÉ NAST

Italia National Tourist Board

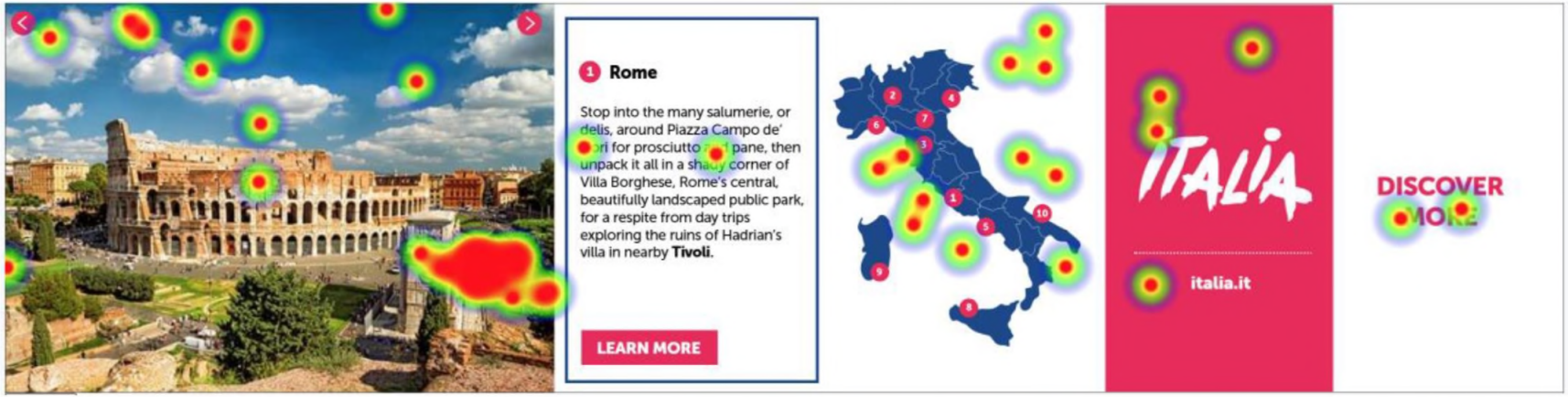
10/1/2021-10/17/2021

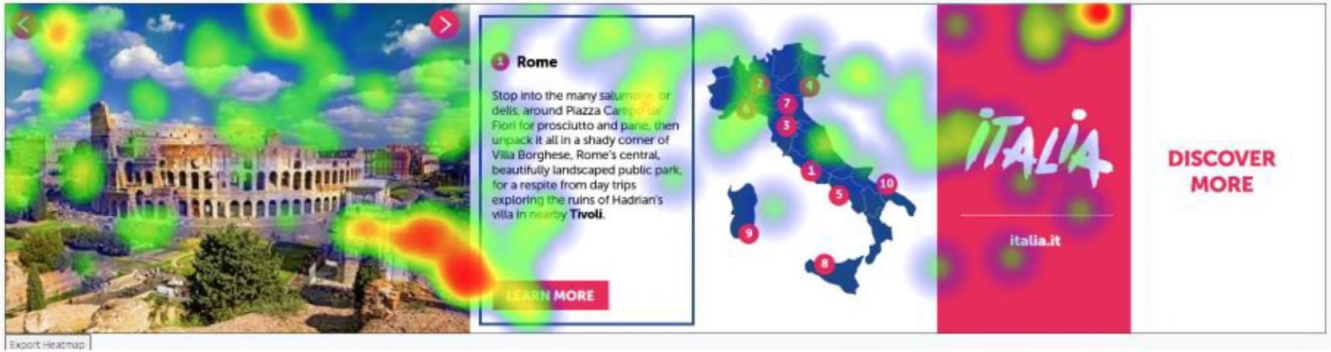
High-Impact Rotational Media Package Powered by Spire Turnkey Inclusive of 1x Custom High-Impact Cartography Unit





High-Impact Rotational Media Package Powered by Spire Turnkey Inclusive of 1x Custom High-Impact Cartography Unit Heat Map





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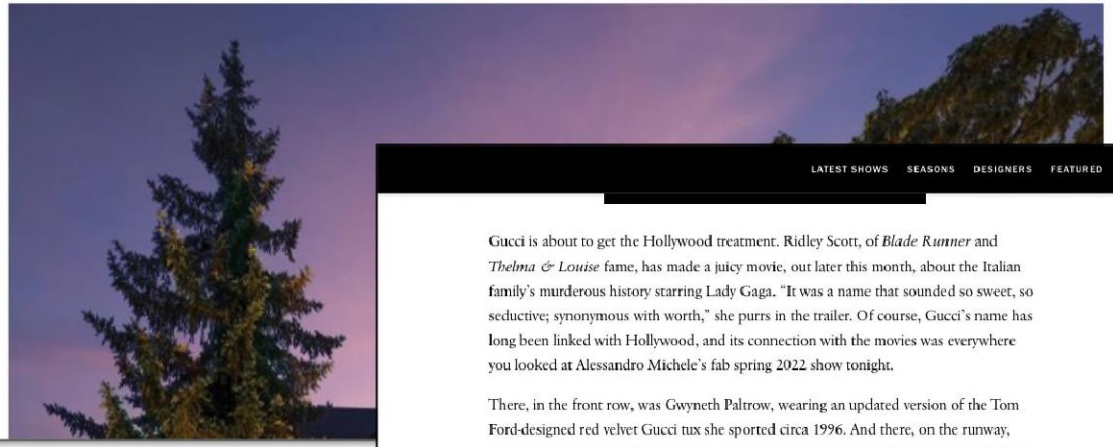

Gucci is about to get the Hollywood treatment. Ridley Scott, of *Blade Runner* and *Thelma & Louise* fame, has made a juicy movie, out later this month, about the Italian family's murderous history starring Lady Gaga. "It was a name that sounded so sweet, so seductive; synonymous with worth," she purrs in the trailer. Of course, Gucci's name has long been linked with Hollywood, and its connection with the movies was everywhere you looked at Alessandro Michele's fab spring 2022 show tonight.

There, in the front row, was Gwyneth Paltrow, wearing an updated version of the Tom Ford-designed red velvet Gucci tux she sported circa 1996. And there, on the runway, were a dozen celebrity "friends of Gucci," including Macaulay Culkin, Miranda July, Jodie Turner-Smith, and Jared Leto, who has his own starring role in Scott's film. The backdrop was the iconic Chinese Theater and Hollywood Boulevard itself—"that temple of the gods," Michele called it.

Michele credits his mother, a movie buff and an assistant in a production company, with encouraging his love of old Hollywood. But equally this collection was about contemporary Los Angeles, a place the designer first visited at the age of 27 and that he has much affection for. "LA is not a fashion city, but it's so fashionable," he said backstage before the show. "Sometimes they are not appropriate, but in being not appropriate they are so precise. Maybe it belongs to my way of looking at fashion—it's personal."

When it was finally time to return to in-person shows after two seasons of the virtual experiences that lockdowns required, Los Angeles seemed the obvious choice. Seven

Need to be amazed?

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Renee Kemps

PLACES TO STAY

The Best Hotels in UNESCO World Heritage Sites, From Versailles to Machu Picchu

With early-morning access and private tours, these accommodations provide intimate experiences of heritage sites.

BY JULIA ESKINS
October 27, 2021

Exploring a historical site without the crowds used to require waking up early. There's another more convenient option, though: waking up at the right address. Hotels in and around UNESCO-designated sites are increasingly getting creative with their guest experiences and granting travelers exclusive access to each landmark's highlights, just steps from their front doors.

Hands-on workshops and after-hours tours are underpinned by a growing interest in interacting with nature and culture in a more immersive way. As the impacts of overtourism, climate change, and development continue to threaten UNESCO World Heritage Sites, these hotels are contributing to conservation efforts, while also encouraging a slower and more thoughtful style of travel.

Below are some of our favorite hotels located in UNESCO World Heritage sites—plus, the unique experiences they offer.

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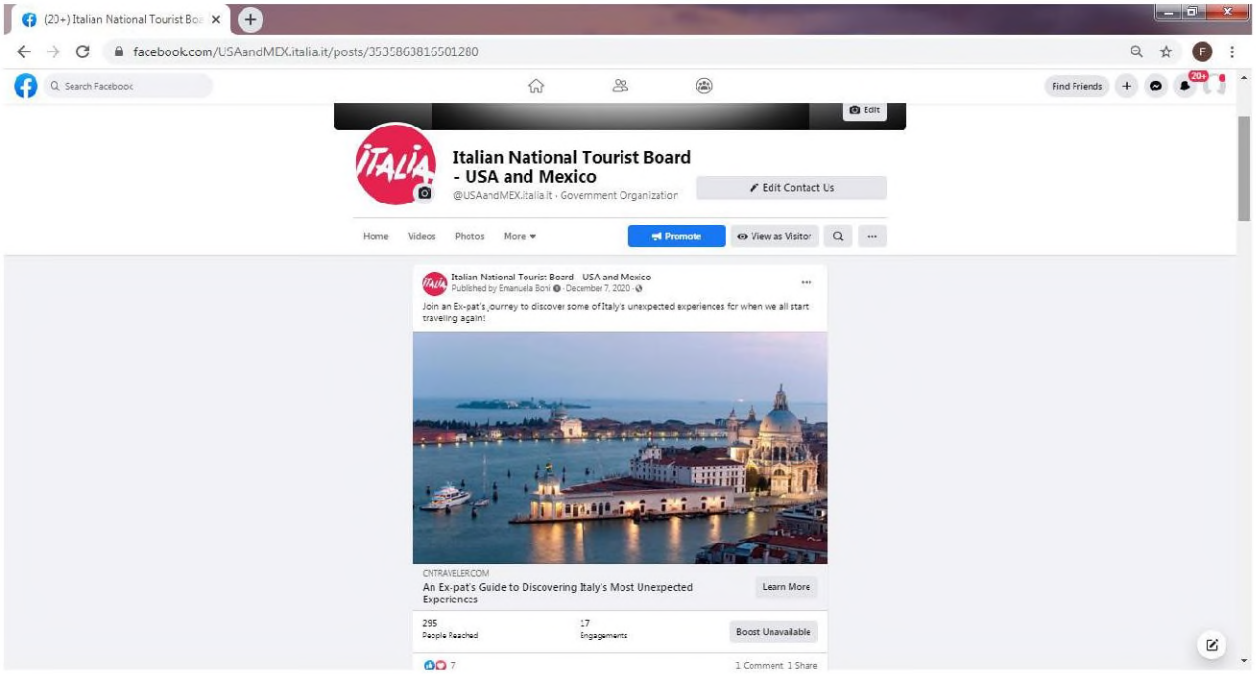
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Published by Emanuela Boni · December 7, 2020 ·
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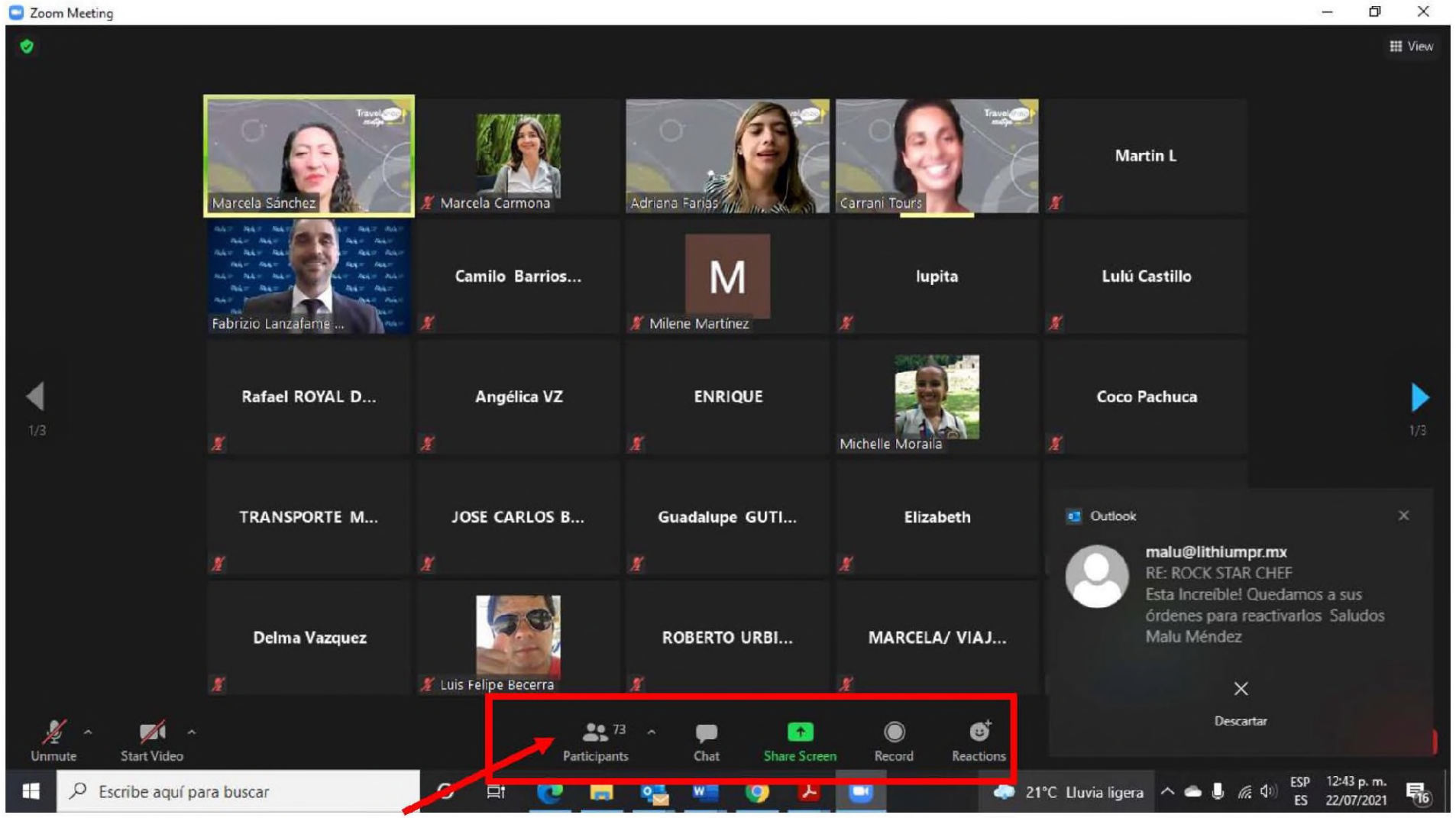

70 travel agents joined this webinar from Mexico City and surrounding areas

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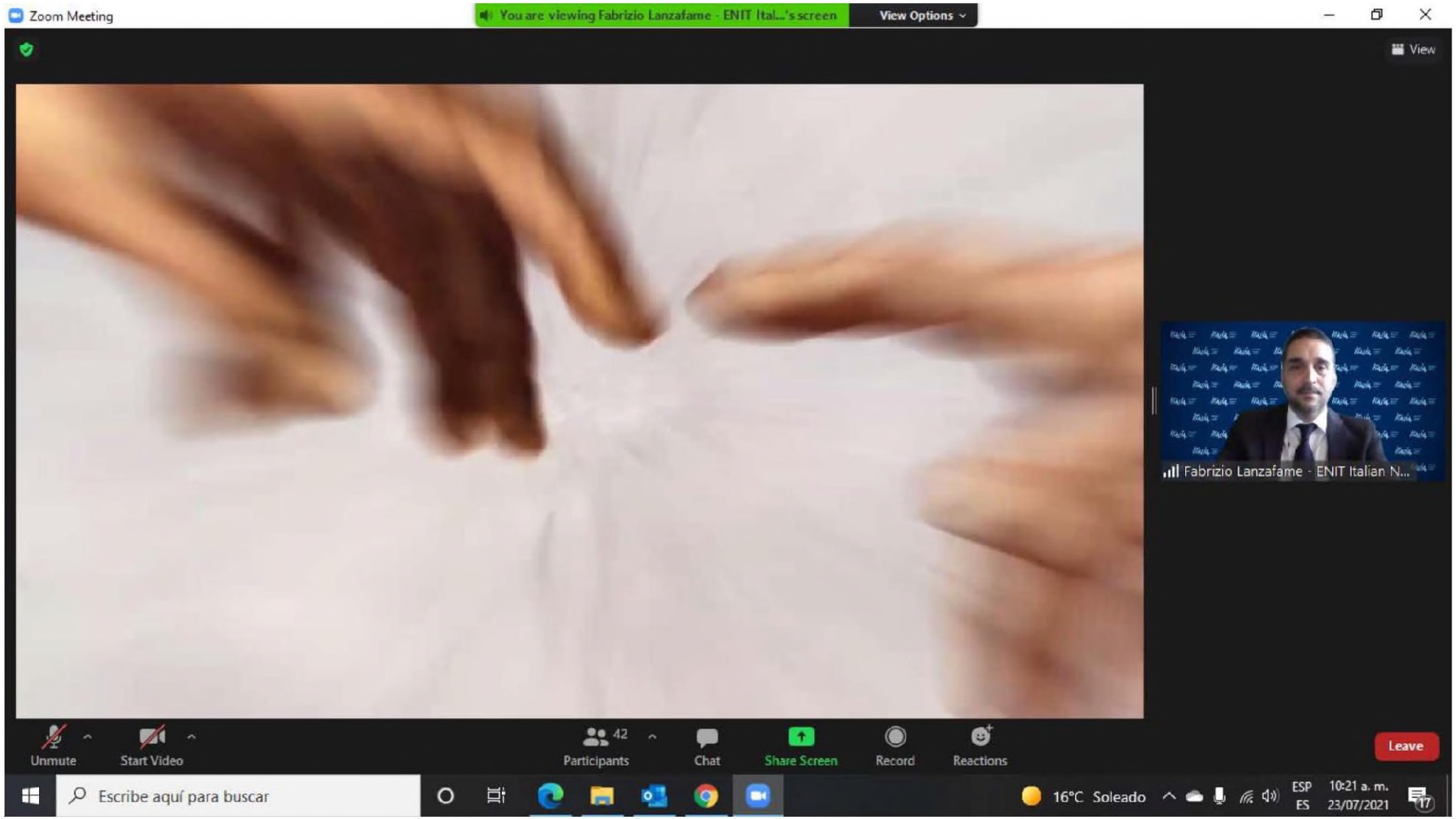

40 travel agents joined this webinar from the southeast area of the country (Puebla, Veracruz, Campeche, Yucatan, Quintana Roo)

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November 6, 2021 ·

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November 15, 2021 ·

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More details will be shared with registered attendees before the event.

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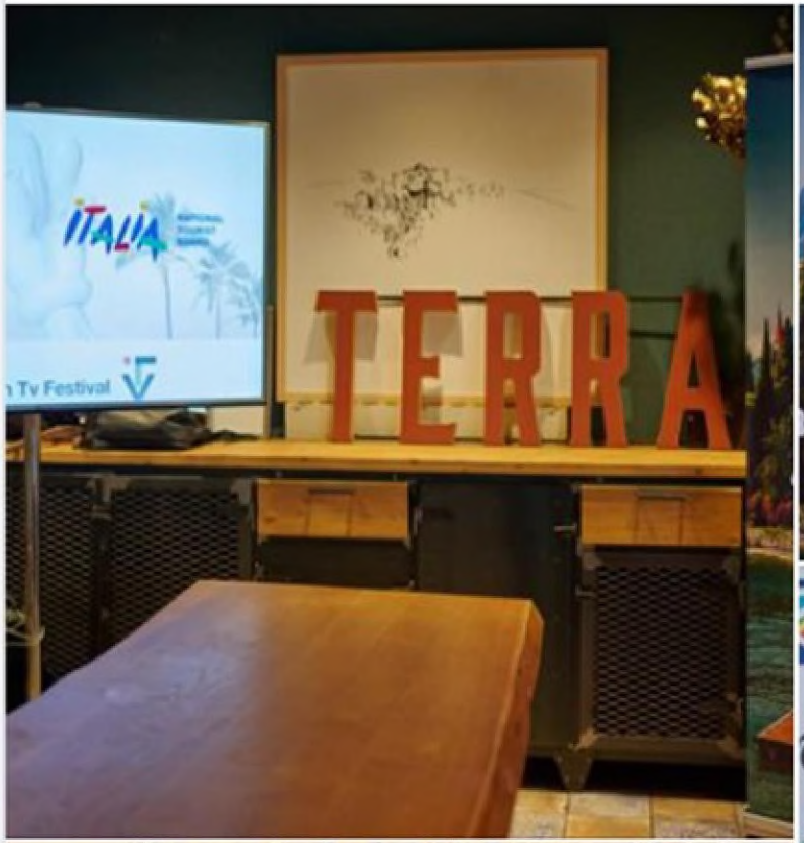
Published by Emanuela Boni · November 4, 2021 ·

The Italian National Tourist Board is proud to have partnered with ITTV Festival since the 2019 edition to promote Italy as a tourist and filming destination on a collaboration that this year started at the Venice Film Festival and culminated in the 3-day event in LA that showcased the best that Italy has to offer, including as the perfect set for movies and TV productions.

Congratulations to Good Girls Planet - Valentina Martelli, Francesca Scorcucchi and Cristina Scognamil... See more



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Italian National Tourist Board - USA and Mexico
Published by Emanuela Boni · August 17, 2021 ·

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August 17, 2021 ·

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Italian National Tourist Board - USA and Mexico
Published by Emanuela Boni · August 6, 2021 ·

We're heading to Virtuoso Travel Week 2021 in Las Vegas. Excited to connect with top Virtuoso Travel Advisors. Are you going? #VirtuosoTravel

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Italian National Tourist Board - USA and Mexico
Published by Later · July 16, 2021 ·

During this week dedicated to Venice, we couldn't miss the opportunity to suggest you an historical and unconventional guide to the city written by Tiziano Scarpa: "Venice is a Fish". 🐟 📘

Venice really is like a fish, as Venetian novelist Tiziano Scarpa says: on a map it looks like "a vast sole stretched out against the deep". And, he adds, "it could set off on its travels at any time". This is not a conventional history or guide to Venice. In style it is more Calvino than ... See more

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Published by Fabrizio Lanzafame · September 9, 2021 ·

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Published by Fabrizio Lanzafame
September 8, 2021

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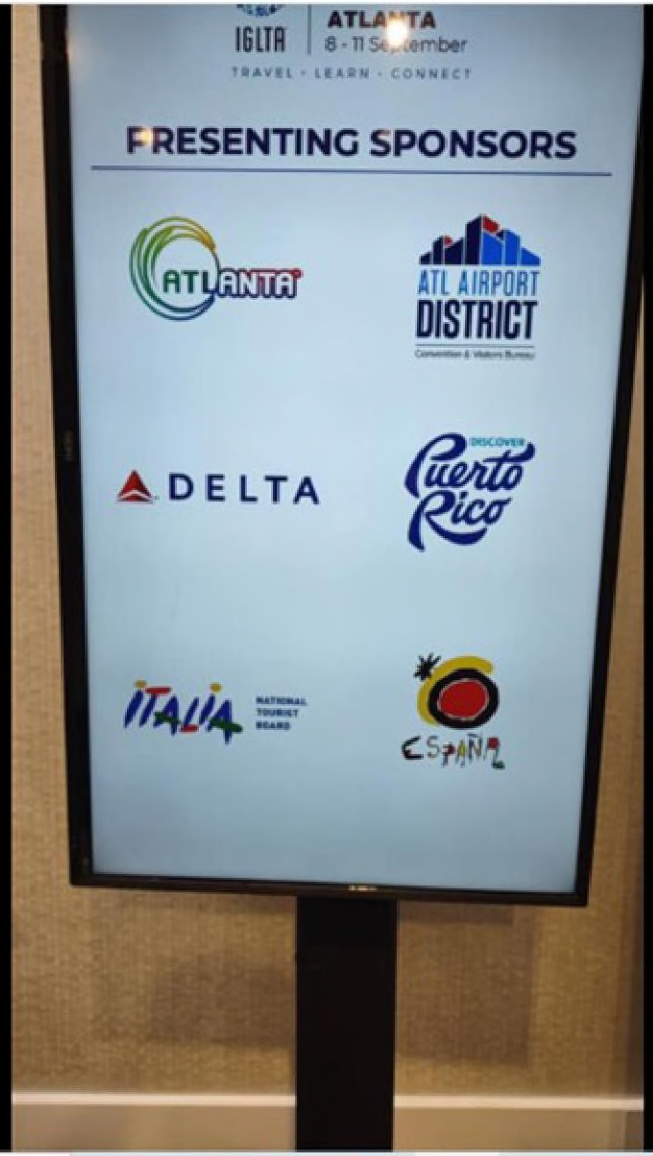

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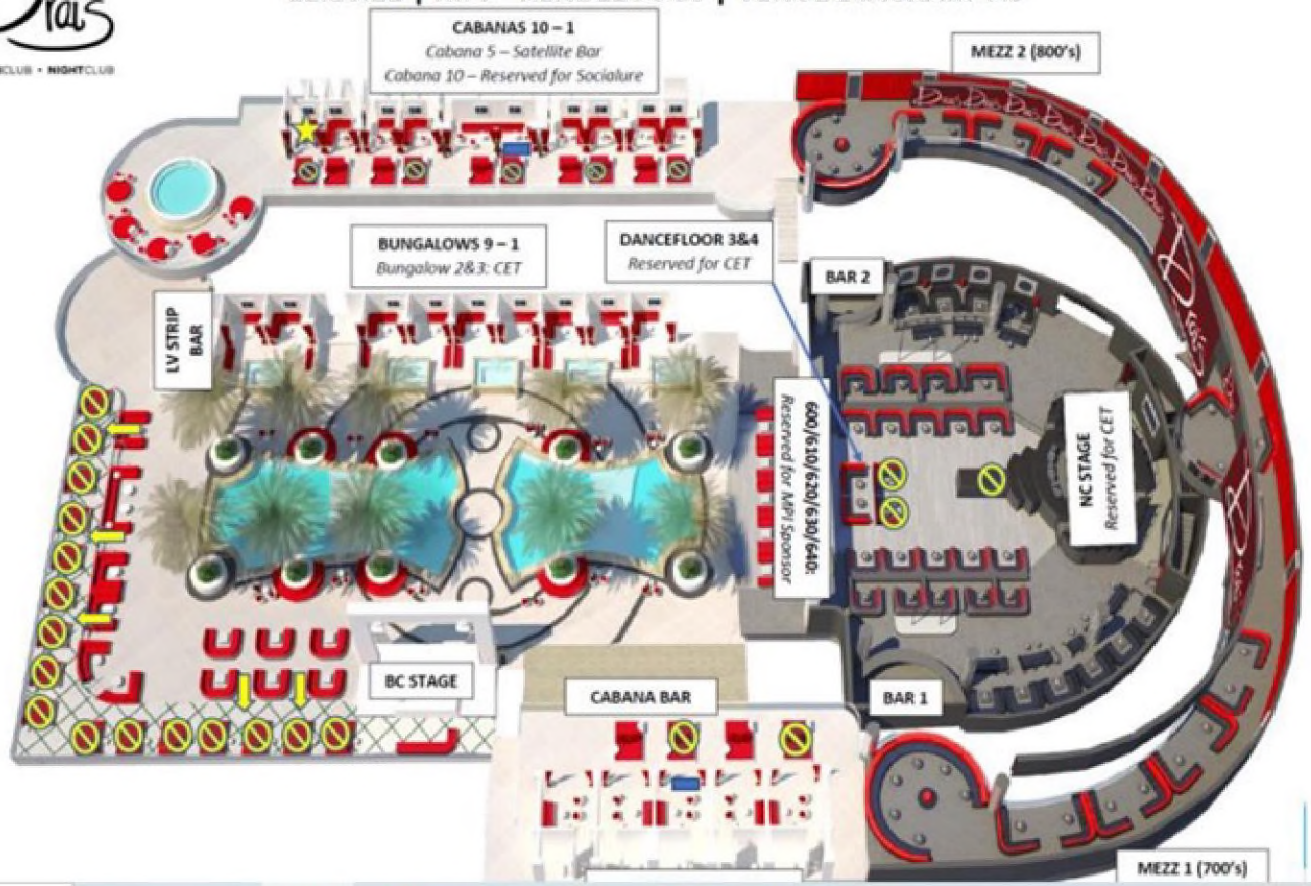

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Attending: fabrizio lanzafame
Number in Party: 1
Time: 7:30 pm
Date: Monday, 8 November, 2021
Location: Resorts World
Address: 3000 South Las Vegas Boulevard, Las Vegas, Nevada, 89109, USA

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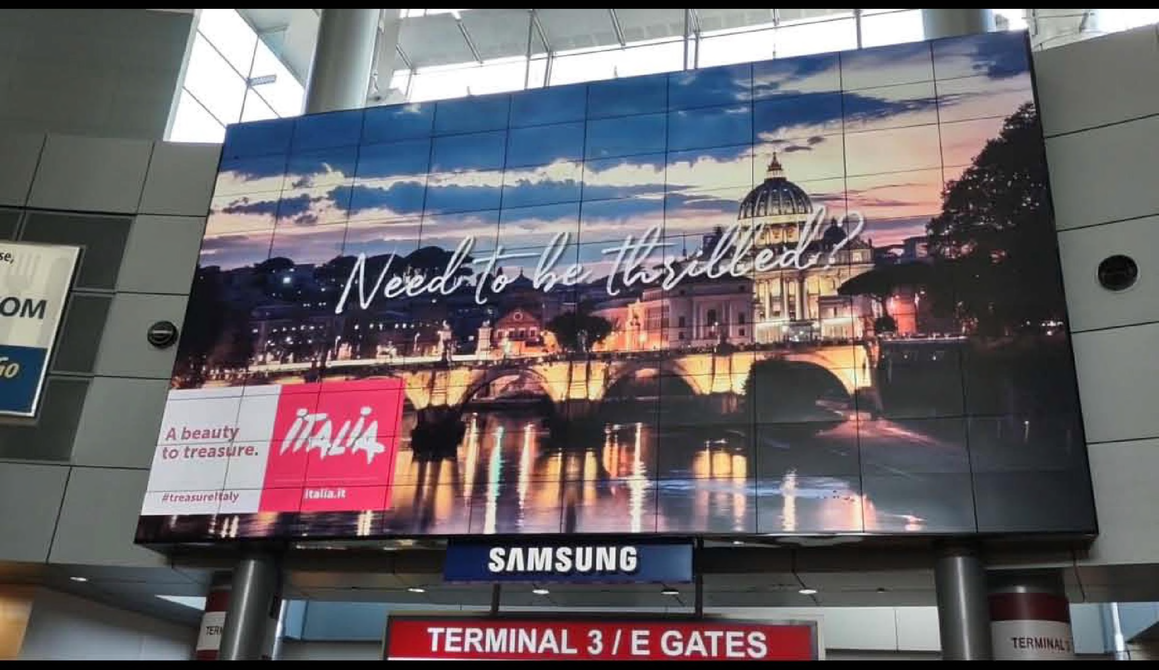
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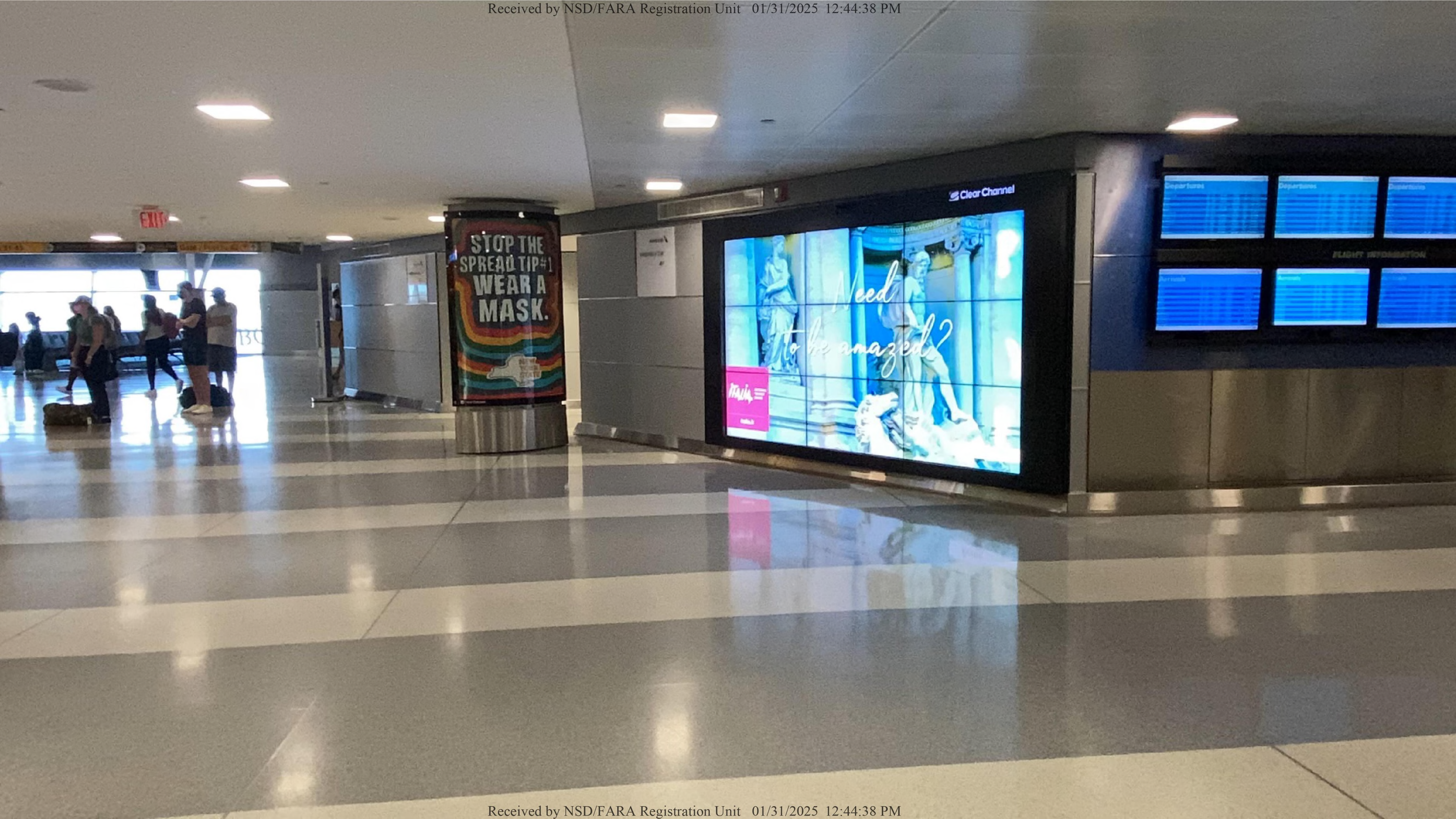

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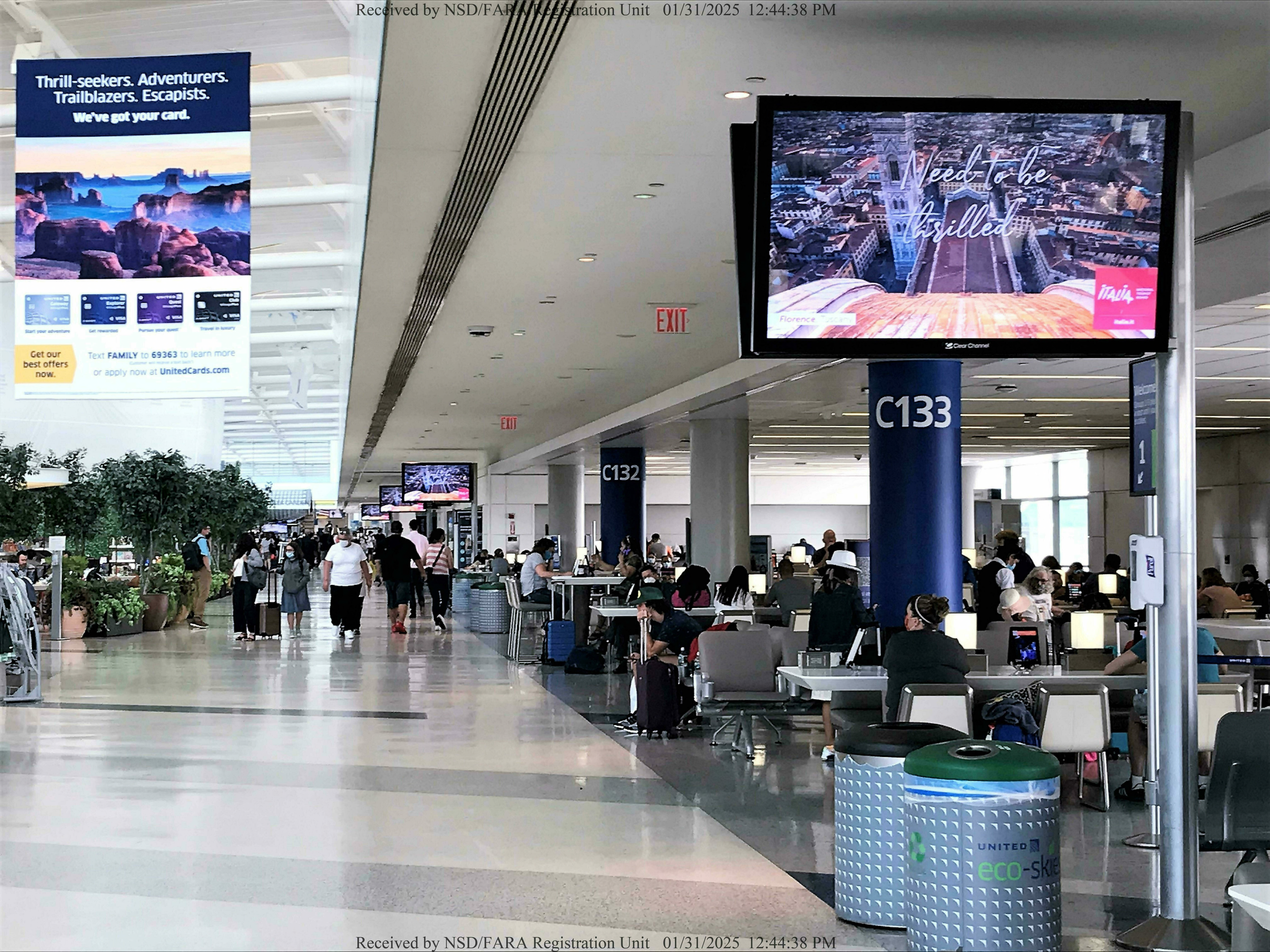

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Quiiky Magazine

Miss Fabiani

THE OTHER SIDE OF ITALY

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GRAN TOUR
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FASHION
Palazzo Pitti between History and Fashion

ART
Italian Beauty

INCLUSION
Welcoming LGBTQ+ travelers to Italy

In collaboration with

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THE PERFECT CHAOS

A SPECIAL EDITION DEDICATED TO ENIT ITALIAN NATIONAL TOURIST BOARD

Italy reopens to tourism. The images from ENIT that follow these words are exciting for us. We thank ENIT for this relaunch issue. The country is filled with art, smiles and flowers, small houses perched between sea and mountains wrapped for too long in a silence that does not suit us.

The concept of Western tourism was born in Italy before it was even conceived in the rest of the world. Its position, so perfectly set on the Mediterranean, has made it the cradle and landing place of many civilizations. Ours is a people of navigators who brought the world home, and now welcome the world to its shores.

People have always come here for the "Grand Tour" to educate themselves about beauty, art and humanity. Those who have been able to do so have subsequently invested in art and culture, from the great families of the Renaissance to the industrialists of today.

In Italy, taste, food and beauty permeate the culture of everyday life so that even those who think they have no knowledge are able to give lessons on aesthetic perfection, simply because they pass by some masterpieces every day as they are out walking. An Italian absorbs perfect chromatic combinations, dresses with the dignity of an innate style, and knows the value of true craftsmanship, or of a dish of pasta flawlessly cooked and served. This intangible culture has made us all pause for a moment, especially in cities of art, to enjoy the beauty around us with a sense of wonder and joy.

At first, passing in front of the Trevi Fountain, empty, with no coins scattered, or in San Marco, gloomy, the cafes without pianos and violins to accompany the boisterous pigeons, seemed like two beautiful gifts. Rome to the Romans, Venice to the Venetians. Then the nefarious veil of time framed these silences. The sun, the sea opened up new horizons, we discovered that emptiness does not suit Italy, and that while silence has its value, so does being together. So come back, this solitude does not suit the perfect chaos that defines us.

Andrea Cosimi

Special Thanks

NATIONAL TOURIST BOARD

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THE GRAND TOUR

by Simona Sacrifizzi

Rome

In the 1700s upper class young men across Europe would celebrate their coming of age with the Grand Tour. The Grand Tour, a term first used by Richard Lassels in 1670 in his tourist guidebook ante litteram "The Voyage of Italy", would take place over the course of several months, typically during the summer. Participants of this educational rite of passage traveled around several of the major European cities, often supervised by a cicerone, a guide well versed in history and art. They were exposed to new artistic, social, political, and cultural ideas. In a time before cameras this was often the only chance these young men would have to see the famous works of art and historical classical landmarks they would have only previously been able to read about.

As the birthplace of the Renaissance, Italy featured heavily in the itineraries of these young men. Rome, already a popular destination for pilgrims, and Venice in particular were considered essential for any proper Grand Tour. Florence, with its many museums, was another popular destination. Genoa was favored for its mild climate, stunning architecture, beautiful gardens and prime location on the Mediterranean. The historic capitals of the Kingdom of the two Sicilies were also very popular: Naples, which quickly became another Grand Tour staple following the following the archeological finds in Pompeii, Stabia and Ercolano; and Palermo.

By the 1800s the Grand Tour experience was so celebrated and desired that it became popular for even women to embark on the journey, though it was still a tradition out of reach to all but the upper classes. Some participants were so taken during their travels they would extend their stays in Italy indefinitely. These travelers created lively cultural salons which in turn attracted the attention and the interest of a burgeoning travelers' community, primarily German and British tourists, and a growing group of nouveau riche Americans.

A number of writers, philosophers and poets flourished on the Grand Tour. Charles Dickens' guidebook "Pictures from Italy" contributed to the increase in artists and intellectuals traveling to the Bel Paese in an important way. Luminaries like Thomas Hardy, Elizabeth Barrett Browning, Henry James, Nathaniel Hawthorne, Edith Wharton, Henry David Thoreau, Ralph Waldo Emerson, the abolitionist minister Theodore Parker, and the heiress art collector Isabella Stewart Gardner all called Florence, Venice, Rome, Genoa, Naples or Palermo home for extended periods. They brought new life to these cities through cultural salons, literary events and art exhibitions. The American sculptor Hiram Powers decided to open an

Florence

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Venice

Palermo

art workshop in Florence, where he dedicated himself to neoclassical works and satisfied visitors' constant requests for busts and portraits, all eager to immortalize their memory of the journey of a lifetime in a unique way.

The Grand Tour was a tradition that continued nonstop well into the 1900s, until the continent opened up to mass tourism… but in a good sense. As the custom reserved almost exclusively for the upper class died away a new breed of traveler grew in its place. The second half of the 20th century brought more graduate students, female students, artists, writers and young creative people from all over the world, all coming to Italy looking for those same experiences and emotions that motivated their predecessors.

While many dynamics have fundamentally changed over the past 300 years, today's Grand Tour continues to offer inspirations and opportunity for personal growth and education in an environment that is ever more open and stimulating to the traveler, thanks in great part to the continuous intercultural exchanges generated by travel.

The growth of "experiential tourism" really follows in the traditions of yesteryear's Grand tour and highlights an important part of what today's travelers desire. In addition to the art, history and the iconic locations of a country with such a vast cultural treasure, interest is growing in traveling to more unusual destinations – off the beaten path – that allow a deeper experience of the many diverse aspects of Italy's culture and traditions. This includes longer stays in ancient villages or agriturismos, providing the opportunity to live more as a local. Another trend is the growth in specialized tours, ranging from religious and historical to tours specialized in opera, wine, and even artigianale products.

Today, with the boom in remote work brought on in no small part by last year's global pandemic, we have arrived at the latest iteration of the Grand Tour, digital nomadism. The arrival of remarkable young people from all over the world, contributing even more diverse and interesting perspectives to these traditional Grand Tour destinations. Times may have changed but the desire to grow and experience the world that first motivated the "young lords" of the 17th century lives on in this new breed of travelers as they set off on their very own version of the Grand Tour.

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LGBTQ+ Life in Italy

Venice

VENICE

Called the 'Serenissima' for its splendor during the 18th century, Venice is the Italian city with the longest history of inclusion and tolerance. Venice has always been a beacon for merchants and travelers, and is a diverse and vibrant city unlike any other. LGBTQ+ tourists will find a warm welcome throughout the city of canals, and can enjoy unique experiences, such as the six-month long La Biennale Di Venezia, featuring art, architecture, cinema, dance, music and theater. If you need a break from the crowds, one can also escape to the Lido for a classic Veneto beach experience, or take a short train ride to enjoy an evening in Padova with its lively gay nightlife.

MILAN

This economic powerhouse is famous for fashion and business, but it is also the most gay-friendly city in Italy. The large LGBTQ+ population comes out in force every year for Italy's biggest Pride event, and the city is a center of Italy's gay-rights movement. The Porta Venezia area has the biggest concentration of gay bars and clubs, but one will find a friendly welcome in most all neighborhoods in the city. Milan will host the International Gay and Lesbian Travel Association's International Convention in October, 2022

Milan

PALERMO

Sicily's capital is a welcoming city for LGBTQ+ travelers, and the city's Pride Celebration is the most well-attended in Sicily. It hosts the Sicilia Queer Film Fest in June, and the city has a very active chapter of ARCIGAY, the Italian LGBTQ+ rights organization. There are many gay bars in town which organize parties and themed events designed to welcome and entertain the LGBTQ+ community.

Palermo

TAORMINA

Considered the 'Pearl of Sicily', Taormina was a frequent stop on the Grand Tour, and a favorite destination for the scions of noble families from northern Europe. Among these, Willhelm Van Gloeden stood out as an influential photographer and arts patron. He moved to Taormina permanently and helped turn it into a major destination for gay bohemians from all over Europe. The town's iconic Roman amphitheater is a must-see, with its awe-inspiring backdrop of Mt. Etna, and Taormina's main avenue is perfect for a leisurely afternoon *passeggiata*.

Taormina

Rome

ROME

Rome, the eternal city, has thriving LGBTQ+ community with most queer bars and nightclubs to be found on the Colosseum end of Via di San Giovanni. The city is tolerant of same-sex couples despite being the home of the catholic church, and it offers nearly endless sightseeing, cultural and gastronomic delights. In summer evenings, the LGBTQ+ crowd decamps to nearby Eur for its annual Gay Village celebrations, which include concerts and events from June to September. For an LGBTQ-friendly beach experience, try nearby Settimo Cielo or Capocotta, both located on the Ostia seafront.

Florence

FLORENCE

The capital of the Renaissance, Florence experienced alternating phases of prejudice and tolerance towards homosexuality over the ages, but today is a very welcoming city for all LGBTQ+ travelers. The home of some of history's most famous gay luminaries, such as Michelangelo, Botticelli Leonardo de Vinci and Machiavelli, Florence is still a destination and home for many queer Italians and expats. The LGBTQ+ nightlife is growing, with quite a few lively venues in the city center.

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TICKET TO RIDE
ITALY'S HISTORIC TRAINS

by Robert Peaslee

Frequent visitors to Italy know that the country's train network offers the best option for travel from town center to town center, while enjoying a comfortable and scenic ride. It is economical, practical and fun to experience Italy by train.

But Italy's relationship with its trains is much more profound. Since the early 1900s the train has played a fundamental role in the daily life of Italians, by covering previously insurmountable distances people could live in one place but still maintain close relationships to their paese by visiting and seeing family frequently.

Fortunately the historical legacy of trains in Italy is being actively preserved and documented so future travelers can experience historic train journeys and learn about their role in Italian industrialization and how they continue to drive Italy's economy forward, and also enjoy the ride! The Italian Railway Foundation (Fondazione Ferrovie dello Stato Italiane) looks after and manages the Italian State Railways' vast collection. It oversees a fleet of 400 pieces of historic rolling stock, the national railway archives and library, as well as the Pietrarsa (Naples) and the Campo Marzio (Trieste) Railway Museums. The Foundation's great popularity since its founding in 2013 has largely been driven by the sense of mystique that vintage trains and classic railway journeys evoke in our collective imaginations.

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Classic Trains and Historic Journeys

© Alessio Cecconi

Archives and Research

CLASSIC TRAINS AND HISTORIC JOURNEYS

Today train enthusiasts can also travel on some of the FS Foundation's classic Italian steam locomotives, railcars and coaches, all from different historical periods. A journey on board a 1930s Centoporte carriage or a 1950s Corbellini is a unique experience, providing the traveler an opportunity to be immersed in a not too-distant past when trains were synonymous with progress, and were the driving force behind Italy's economic and social transformation.

It is now possible to take classic train rides all over Italy thanks to the Italian National Railway Foundation. For example, from Milan one can take the Lario Express from Milan to Como, or the Sebino Express from Milan to Paratico, traveling along the banks of Lake Sebino, or perhaps the Laveno Express, which winds along the edge of Lake Maggiore on its journey from Milan to Laveno Mombello.

ARCHIVES AND RESEARCH

The Fondazione also makes its archives accessible to the public through an impressive portal hosting over 150 years of Italian railway history, including 13,000 drawings, 60,000 photographs,150 newsreels and 400 timetables have been restored and digitalized.

HIRING YOUR OWN TRAIN

If you are feeling inspired, it is possible to charter a historic train for your next event in Italy. Imagine a private party on a train with just your guests, enjoying the landscape and some excellent Italian aperitivos…now that would be a memorable journey!

For more information, please www.fondazionefs.it.

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Hiring Your Own Train

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Versace SS/21 Backstage

FLORENCE

PALAZZO PITTI BETWEEN HISTORY AND FASHION

by Valentino Odorico

Florence is rich in history and culture, but fashion also has a fundamental role in the DNA of the city. In fact, the Tuscan capital is home to one of the most important international fashion events in the world: Pitti Immagine Uomo.

Palazzo Pitti, an imposing Renaissance building in the heart of the city, is just a few steps from Ponte Vecchio. Its core dates back to 1458, when it was the residence of the banker Luca Pitti. The palace was purchased in 1549 by the Medici family and became the residence of the Grand Dukes of Tuscany and then, in 1737 it became linked to the Habsburg-Lorraine family.

The Palazzo houses the Galleria Palatina, an important gallery with masterpieces by Titian and Raphael. It is also the location of the bedroom of Giovan Gastone De' Medici (1672 - 1737), famous for his homosexuality and who is said to be the cause of the extinction of the Medici dynasty. An anecdote reported in various texts tells that, after dividing his state among the great powers, Giovan Gastone De' Medici spent final his years in Palazzo Pitti amidst a series of homoerotic excesses.

The Palazzo has been the protagonist of events and fashion shows designed for the nobility and rich bourgeoisie for centuries. However, starting from 1952 the Palazzo became a contemporary reference point for Italian fashion when Giovanni Battista Giorgini organized the first modern fashion show in Palazzo Pitti's evocative Sala Bianca. Nine haute couture houses and sixteen sartorial and leisure fashion houses participated. Among the great Italian names at that historic show was the master of design Emilio Pucci. The show was a huge success, and gained transatlantic acclaim from the many Americans who attended the event. Florence became the emblem of Italian art and innovation in fashion, and an icon worthy of the style and craftsmanship that embodies Made in Italy. The Sala Bianca was the perfect setting to restore the beauty and luxury that had been missing in fashion since before the war, and Palazzo Pitti quickly became a global destination for fashion with a touch of unparalleled luxury.

Over the years, efforts have been made to further expand this very strong connection between the palace and fashion. In 1983, under the direction of Kristen Aschengreen Piacenti, the Gallery of Costumes was founded. The collection includes more than 6000 creations including accessories, theatrical and cinematographic costumes and antique clothes,

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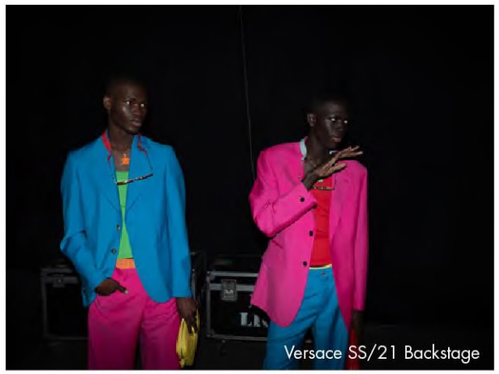
the museum's rarities are the funeral clothes of Grand Duke Cosimo I de' Medici, his wife Eleonora di Toledo and their son Garzia. The museum carries out any needed restorations in its own workshops, and employs a staff of professionals who maintain the collection. Considering the immense number of items in the Palace, the exhibits and collections rotate periodically at least every two years, within an itinerary that unfolds chronologically and thematically. This is in addition to the periodic



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THE RECOVERY REQUIRES CLEAR THINKING THE ROAD MAP OF

GIORGIO PALMUCCI

PRESIDENT OF ENIT

by Letizia Strambi

Giorgio Palmucci

Giorgio Palmucci represented the best of Italy, back in the day, when he was "only" a tourism entrepreneur. A person of extraordinary humility, with great attention to others, he seemed to be devoted to satisfying everyone, therefore perfect in the complex position of the President of ENIT, ready to promote and represent our country to the world. An innate elegance and a natural politeness accompanied by a perennial smile make Palmucci a true icon of the Italian that is known abroad. To these qualities he adds an unquestionable desire to work and passion in his profession, and while hampered by the difficulties of the pandemic period, he did not give up.

ENIT Madrid - FITUR fair LGBTQ+ area

The last time we met, we were in front of an audience of travel professionals presenting at the IGLTA Convention. What has changed in this long period of pandemic crisis, and where does ENIT begin its efforts at recovery?

Awareness has changed: we have a new way of doing tourism both from a B2B and B2C point of view. On the one hand there is a search for security, for wide spaces in which to be socially distanced, and on the other there is a greater desire to seek each other out and to share.

Everything that has happened has influenced daily life, and the way we think about travel, both in the choice of destination and in the way we reach it and experience it.

Before one of the most important variables was price, now safety is in first place. We decide "how" to go on vacation in order not to risk a negative experience at the exact moment in which we want to detach ourselves from daily stress. All this calls into question the way tourism operators work, as they are also struggling to come to terms with the measures put in place by various governments that have an enormous impact on hospitality.

Italy has been viewed abroad, in this period, in different ways. At first, we seemed to be the only country at risk of Covid, but then our candor and transparency from the very first moment, while the virus was circulating everywhere, was rewarded. Italy distinguished itself by taking the most stringent measures. Fortunately, now the feedback on the country speaks for itself: 85% of international travelers considered Italy a safe place in the latest survey.

Since the second wave of measures have been approved, and with ongoing vaccination campaigns worldwide, Italy has remained in the thoughts and plans of international travelers, and remains a top destination researched on social media and search engines.

So I think we can, from now on, recover quickly.

ENIT Madrid - FITUR fair LGBTQ+ area

People continue to dream of Italy, of our priceless cultural and natural heritage, but safety, which was already a basic element in the demand for the LGBTQ+ traveler, now plays a primary role. What are you doing with ENIT to demonstrate this to the world? Can we show that we are secure in a distinctive way compared to other countries?

In communication, we need to make sure that the concept of safety does not become an obsession, in the sense that we need to give certainty about the measures taken, but uniting them with the narration of our unique landscape and outstanding food and wine. Certainly, in all countries there is the theme of hospitality, but Italians are incomparable masters and our smiles, our way of doing things can be seen even under the masks, in our eyes, and in our gestures.

Pre-Covid tourism attraction planning focused on luxury, events, slow tourism, and a different Italy to discover, all of which converge in LGBTQ+ tourism, a trendsetter for up-and-coming destinations. Some of these elements have been given a new importance at this time, such as slow tourism, and tourism linked to less crowded destinations. Will this and other aspects be highlighted in next year's LGBTQ+ offerings?

We will not have the problems of over-tourism, as we had them before 2020. Decentralized tourism has definitely gained importance, but in order to restart the flow of tourists we must also involve the most popular destinations that are essential to get to know the Italy that is undisclosed and enjoyable at any time of the year. We must return to the 441 million visitors of 2019 and consider it a starting point for further growth in which outdoor tourism and other Italian attractions can be experienced to a greater extent. Suffice it to say that 60% of our 55 UNESCO Sites are in municipalities with less than 5,000 inhabitants. In a small town like Tivoli, near Rome, there are two. This trend is affecting every kind of tourist target, and I believe it can also be appreciated by the LGBTQ+ community, which has proven to be an important trendsetter on many occasions.

Once you were appointed president of ENIT you immediately started promoting Italy around the world, in person, like no one before you, then you were faced with

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ENIT @London Pride

[Andrea Comi]/[Moment] via Getty Images

the "perfect storm", how did you manage it and how do you think you will shape the future of ENIT?

In the first lockdown period we had to revise our entire 2020 plan. Immediately, we got active with smartworking. Everything was rethought digitally. We picked up where the virus left off, continuing to tell the story of Italy around the world. We have kept our attention focused on the destinations, companies, operators and associations. We shared even more, to help each other understand what was happening and to evolve with regard to the tragedy, moving within the boundaries of what was possible. Beyond the drama of the situation, it was an opportunity to review the tourism horizon from new perspectives and reflect on a new future. I believe we are coming out of it stronger and with a renewed focus.

Our social habits have changed and Italians, known for their way of being expressive, smiling and elegant, how will they be able to compete in a world that has lost its embraces and is now accustomed to living in tracksuits and wearing a mask?

We trust and, indeed, we are certain that they are only hibernating hugs and that we will return to be together with a greater spirit of expressiveness than before. And the Italians, as well as the rest of the world, will demonstrate that they do not want or know how to give up this way of life.

The advantage of this crisis is that it is global and has not hit just one area of the world. The disadvantage is that the reaction to the crisis will be measured by investments in vaccinations, and openings of travel corridors. In Europe, is Italy at the same point as other countries, or not?

The importance of tourism in our country leads us to accelerate projects that focus on the principles of sustainability, accessibility and innovation that have become imperative today. I am optimistic and I believe that what has happened will lead both operators and institutions to establish a new road map in this direction.

You became President of ENIT by popular demand, with undisputed support from all political parties and all the associations. In your opinion, in a country where the debate is so heated and confrontational, why does everyone like Giorgio Palmucci, what makes you so reliable? Can you be passionate and remain above partisanship?

I have been working in tourism for thirty years, I have always liked to travel and fortunately I have been able to do this, which was my main aspiration since I was a little boy.

Traveling has led me to gain many experiences that I have made available to everyone, along with my constant passion, which is indispensable when one is at the service of the association, to be able to lend a hand and to listen. When I was asked to be President, I accepted, knowing what the difficulties would be, and I greatly appreciated the consideration and trust that was given to me. I hope it was well placed. I believe that passion and teamwork are always the tools that allow us to look to the future even in the most difficult times.

Maria Elena Rossi

MARIA ELENA ROSSI

THE WOMAN BEHIND WINNING NOMINATIONS

Founder of the IGLTA Convention in Italy, nothing can stop her, not even the pandemic. She chairs the Scientific Committee of the Italian Gay and Lesbian Tourism Association in a proactive and strategic manner

by Letizia Strambi

An open smile, a dynamic approach and the attitude of a true sportswoman, Maria Elena Rossi has brought a breath of positivity to ENIT, the Italian National Tourism Agency. The pragmatic approach has also provided stable support during the worst moment in the history of global tourism: the pandemic.

In this interview, the marketing director of ENIT tells us about the future of Italian tourism, whose wealth comes from its spectacular past and incredible natural beauty. However, the place everyone loves needs to welcome everyone, and Maria Elena Rossi, from the moment she took office, highlighted the need to develop an offer for specific groups, including LGBTQ+.

What strategies has ENIT put in place in this difficult period to attract such a diverse market segment as LGBTQ+?

We've worked hard to attract the IGLTA Convention, which was supposed to be held in Milan in 2020, and is now rescheduled for 2022, and it has been a great opportunity to get to the heart of the matter and get to know both the association and the businesses dedicated to this sector. We put a lot of effort into the winning candidacy, and then on our communication strategy, participating in workshops, events and Pride celebrations in major world capitals. In addition, we have worked to raise awareness among our national tourism entities of the importance of welcoming this audience. It has been an important focus over the past three years for ENIT, culminating in our participation in the Scientific Committee of the Italian Association of Gay and Lesbian Tourism, together with business associations, institutions, companies, airlines and Italian universities.

The 2022 Convention will be a crucial commitment for the future of this tourism segment in our country, but will ENIT participate in events promoting this sector if they occur prior?

We will be at the IGLTA Convention in Atlanta to take the baton for this very important event. Afterwards we have other events

[Francesco Riccardo Iacomino]/[Moment] via Getty Images

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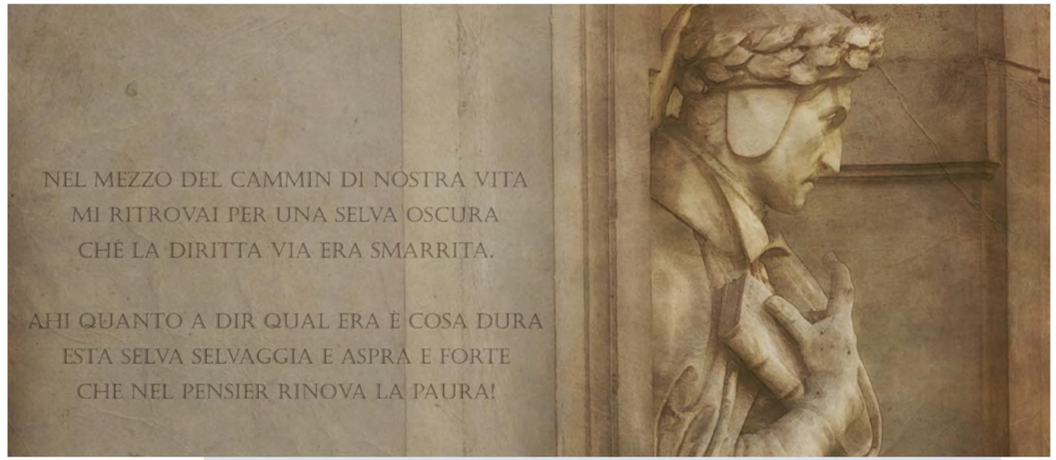
DISCOVER THE GAY SIDE of the *Divine Comedy*

by Alessio Virgili



2021 commemorates the 700th anniversary of the death of Dante Alighieri (1265-1321), the father of the Italian language. In his masterpiece poem, "The Divine Comedy", where he imagines his journey through Hell, Purgatory and Paradise, Dante elevates what he calls "Italian", a vernacular dialect, to the status of a language in its own right. Up until then the only language used in books and art works was Latin.

One day, in particular, is mentioned in reference to the Divine Comedy: March 25, 1300 when Dante imagines the beginning of his journey into the Underworld which begins "Nel mezzo del cammin di nostra vita, mi ritrovai in una selva oscura...". In the middle of the journey of life, I find myself in a dark jungle...

In his fantastic voyage, ***Dante*** meets many historical characters as well as people from his own personal life. He lived in Florence in the thirteenth century, a time when first Humanism and then the Renaissance were awakening the minds of artists and much attention was paid to man as the center of the universe. In the third round of the seventh circle of the Inferno, he encounters the "sodomites", who are subjected to the brutal punishment of having to move constantly to avoid being stuck by flaming darts raining on them. Still today, seven hundred years later, it is not clear what was Dante's mindset to lead him imagine this scene where many illustrious members of Florentine society, including his mentor Brunetto Latini, are being punished for ***homosexuality.***
He makes a distinction between these sinners in hell and those sodomites he finds in Purgatory, whose names he does not mention and who are placed together with the lustful heterosexuals as if they were less sinful somehow. In fact, at the time it was thought that the sin of sodomy could be either committed on purpose or naturally. The former would have destined for Hell, the latter for Purgatory.

Dante proves to be a man of his times, this was an era when ecclesiastic values were confronted with widespread indulgent behavior and evolving world views. It is evident that Brunetto Latini, as Dante's mentor and teacher, was to be respected for his great culture and therefore his moral sins were overcome by the esteem Dante had for his master. For the poet, there were much worse sins, such as treason. However, he shows that he is still firmly anchored in the religious morality of his time, otherwise why would Brunetto Latini be in hell at all?

Literary criticism has often dwelt on Dante's view of homosexuality: does the way he forgives Brunetto Latini mean that he shared his homosexual lifestyle?

The fact that Dante's moral judgement does not condemn homosexuality in full, while often trying to focus on the personal greatness and deeds of the people in his books rather than their more shameful actions, was not accepted well by the critics of his time. It is fascinating to reflect on his life in the 13th century, and how far we have come (or not) in society's ability to tolerate differences and embrace diversity.

OVER 100 YEARS OF PASSION FOR ITALY

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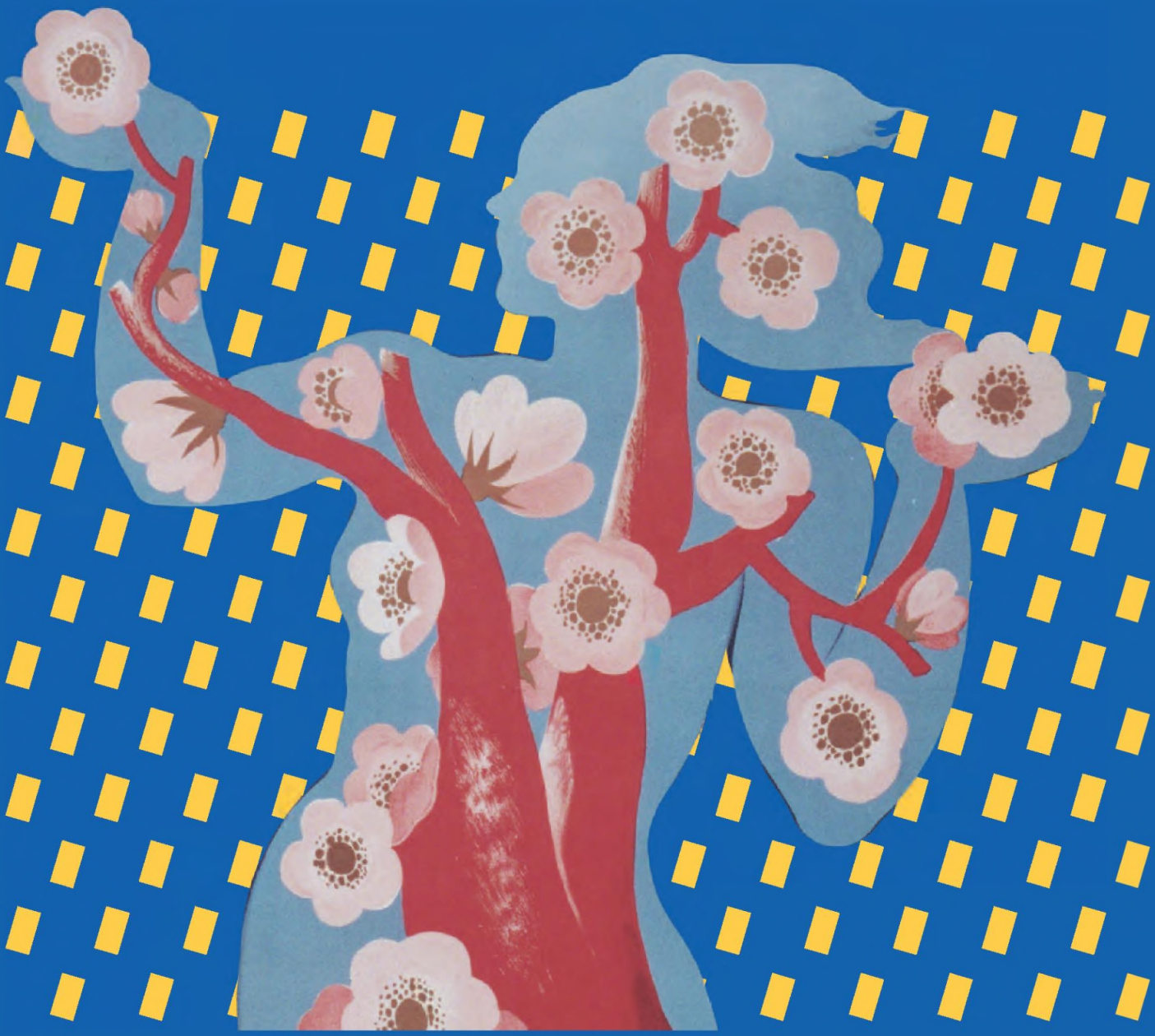

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Marco Simone Golf and Country Club has been restored to championship level by fashion designer Lavinia Biagiotti Cigna.

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WHY CHOOSE ITALY AS A MICE DESTINATION?

Bleisure Destination

In less than ten years Italy has become a tourist hot-spot and one of the European start-up capitals for bleisure travel, combining business trips with some of the most beautiful places to visit all over the world.

Italy is the perfect VENUE for INCENTIVE TRAVEL

Dreaming of experiencing authentic Italian Style

SLOW

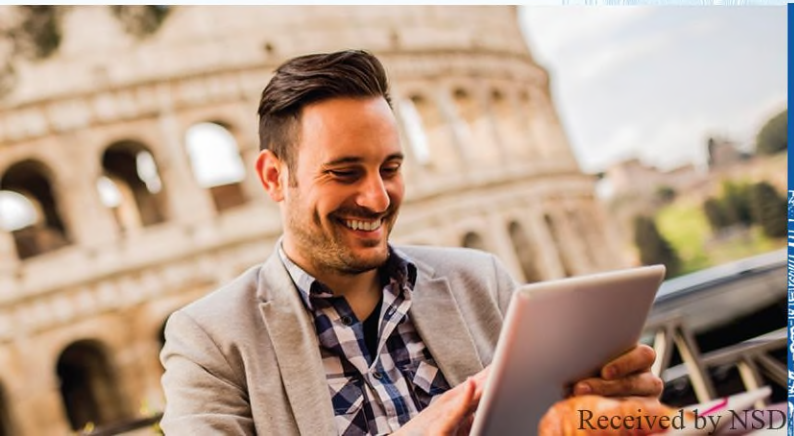
Matera – European Capital of Culture 2019, Parmigiano Reggiano cheese factory tours, Pasta, Pizza and Gelato making classes, UNESCO World Heritage Sites, Buffalo Mozzarella, Wine tasting and vineyard tours, Leonardo da Vinci's Last Supper

ACTIVE

Vespa Tours, Etna hiking and skiing, Biking on the Appian Way, High mountain trekking on the Alps and Dolomites, the Italian Motor Valley

LUXURY

Italian fashion shows, Ferrari rides, Maserati tours, Thermal Baths



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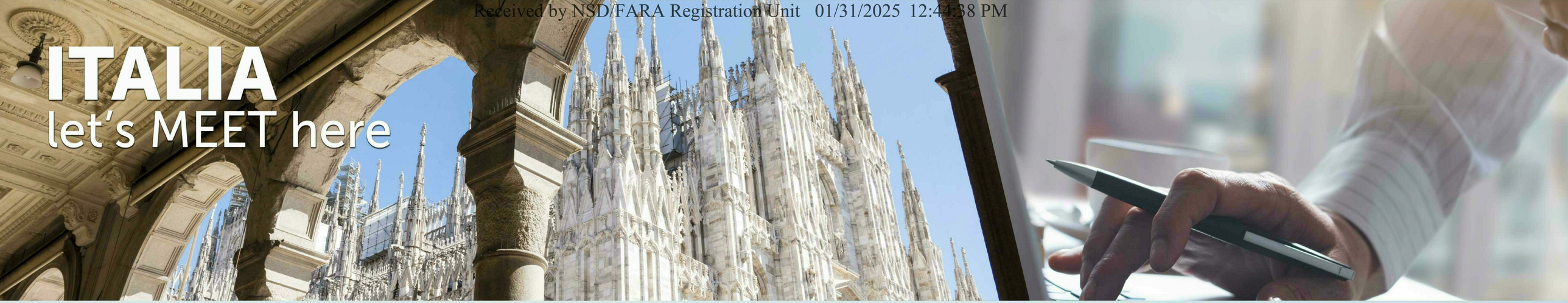

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The Italian National Tourist Board was founded in 1919 as ENIT. Today its new business structure allows resource optimization, increased efficiency in terms of expenditure and performance, and higher efficacy of its promotional actions.

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A unique combination of architecture, history, art & culture, culinary tradition, breathtaking landscapes, innovative fashion and design, nature, the Italian Lifestyle and the high number of extraordinary event venues and locations make Italy the perfect MICE destination. Ranking 5° in the World and 4° in Europe for number of meetings, Italy has over 250 PCO's, Incentive Houses and DMC's with the highest standards of service as well as thousands of conference hotels, and luxury resorts.

Easy access: with international airports in our major cities, many deep harbors welcoming cruise ships, and unequaled rail service everywhere, Italy's infrastructure is ready to welcome your event.

Local lifestyle, because each day of trade has an evening: in every region throughout Italy, you'll find unique, delicious cuisines and distinctive wines, plus centuries-old local traditions of art, music and cultural events. Experience first-hand *La Dolce Vita.*

A growing magnet for *'bleisure'*: Italy is among the leading European destinations for mixing business with travel. Over the past decade, Italy has developed a reputation for innovation from hi-tech thinking in big cities to rural corporate retreats and relaxing spas.

Unforgettable post-MICE: Italy offers 55 UNESCO Heritage Sites; famous historical buildings, legendary artistic achievements — from the prehistoric, throughout the millennia and to up-to-the-minute modern. Relax or get active with some of the loveliest natural settings anywhere: snow-capped mountains, pristine lakes, verdant hills, turquoise seas and more.

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Italy is the perfect VENUE for INCENTIVE TRAVEL. Dreaming of experiencing authentic Italian Style

SLOW	ACTIVE	LUXURY
• Parmigiano Reggiano tasting	• Vespa tours	• Italian fashion shows
• Pasta making	• Vintage Fiat 500 tours	• Ferrari rides
• Unesco sightseeing experience	• Etna hiking/ skiing	• Maserati tours
• Gelato making	• Biking on the Appia Way	• SPAs experiences
• Pizza baking	• High mountain trekking on Alps and Dolomites	
• Buffalo Mozzarella tours	• Treasure Hunting	
• Wine tasting & vineyard tours	• The Italian Motor Valley	
• Leonardo da Vinci Last Supper		

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Editorial Calendar FB @USAandMEX.italia.it

Week 26 July – 1 August

1.

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A man is entering the "Great Gallery"...

The size of this Gallery is remarkable: 15 meters in height at the center of the vault, 80 meters in length and 12 in width!

One of the peculiarities of the Great Gallery lies in the splendid light effects created by 44 tall windows and 22 "eyelets" (openings that are oval on the inside, but rectangular on the outside) on the ceiling. ✨

Do you know the name of the estate where this beautiful gallery is located?

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2.

Italian National Tourist B...
Facebook

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Are you a book lover? 📚

The festival "Capalbio Libri" starts today!

CapalbioLibri, the festival on the pleasure of reading, conceived and directed by Andrea Zagami, has been held since 2007 in the summer in Capalbio in the province of Grosseto (Tuscany). This event experiments and researches new ways to promote books and reading.

More details on its website: http://www.capalbiolibri.it/

Have you heard of this festival?

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3.

Italian National Tourist B...
Facebook

Publish on 2021/07/28 1:00 pm

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Have you ever tasted the dessert called "Bunet"? 🍮

Bunet is a Piedmontese dessert, traditionally eaten during the colder months. Similar to a crème caramel but with the addition of rum, cocoa and amaretti biscuits, this luxurious Italian dessert is sure to please anyone with a sweet tooth.

Do you want to try to cook it? Below is the recipe!

Ingredients:
CARAMEL SAUCE
2 tbsp of caster sugar
60ml of water
PUDDING
6 tbsp of caster sugar
4 medium eggs
500ml of milk
3 tbsp of unsweetened cocoa powder, sifted
30ml of rum
70g of amaretti biscuits, crumbled
TO SERVE
amaretti biscuits

Method:
1. Preheat the oven to 180°C/gas mark 4
2. To make the caramel, place the sugar and water in a small saucepan set over a medium heat. Bring to a gentle boil and allow the caramel to darken and thicken. Remove from the heat and divide the caramel between 6 pudding moulds. Set aside
3. Next, place the eggs and sugar in a large bowl and whisk until the sugar has dissolved and the eggs are pale and airy. Add the milk, cocoa, rum and crumbled amaretti, then whisk until fully combined
4. Pour the mixture into the moulds, then place the moulds in a deep tray filled with water to create a bain-

4.

Italian National Tourist B...
Facebook

Publish on 2021/07/29 11:00 am

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Celebrities enjoy "La Bella Vita"...

Discover in this article where they love to vacation in Italy! 🌞

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Week 2 – 8 August

1.

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Publish on 2021/08/02 5:00 pm

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A couple is watching a sunset in Porto Venere...

This characteristic and famous holiday destination in Liguria is the perfect example of the combination of nature and architecture: its seaside promenade frames the marina with the infinite range of colours of its narrow houses, steep stairways and narrow alleys, and the Bocche promontory where the church of San Pietro stands out (from the Early Christian Period and renovated in Gothic style).

Have you ever been there?

#treasureItaly

Getty Images

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2.

Italian National Tourist B...
Facebook

Publish on 2021/08/03 10:00 am

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Do you know the 8 best Italian songs for this summer?

Here's the playlist:
1. Fedez, Achille Lauro, Orietta Berti – Mille
2. Baby K, Boomdabash – Mohicani
3. Samuel, Francesca Michelin – Cinema
4. J-Ax – Salsa
5. Elettra Lamborghini – Pistolero
6. Maneskin – I wanna be your slave
7. Elodie – Guarana
8. Dua Lipa – Love Again

Discover these hits on VISIT ITALY WEB RADIO!

VISIT ITALY WEB RADIO is the international and institutional radio created by ENIT for the promotion of Italy in the world.

On this radio you can listen not only music, but you can also enjoy lots of contents and conversations about art, culture, traditions, events, sports, sustainability, food and wine... so you will always stay updated on the latest Italian news!

Listen it on:
Italia.it and Enit.it
iOS App
Huawei App
Android App

#treasureItaly #listen2Italia

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3.

Italian National Tourist B...
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Publish on 2021/08/04 1:00 pm

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Have you ever been in Genoa and tried its famous "green sauce"?
It's the worldwide known (and eaten) "Pesto alla Genovese"! 🍃

Pesto is thought to have two predecessors in ancient times, going back as far as the Roman age.
The introduction of basil, the main ingredient of modern pesto, occurred in more recent times and is first documented only in the mid-19th century, when gastronomist Giovanni Battista Ratto published his book "La Cuciniera Genovese" in 1863.

Pesto is traditionally prepared in a marble mortar with a wooden pestle. First, garlic and pine nuts are placed in the mortar and reduced to a cream, and then the washed and dried basil leaves are added with coarse salt and ground to a creamy consistency. Only then is a mix of Parmigiano-Reggiano and Pecorino added. To help incorporate the cheese a little extra-virgin olive oil is added. In a tight jar (or simply in an air-tight plastic container), covered by a layer of extra-virgin olive oil, pesto can last in the refrigerator up to a week, and can be frozen for later use.

Try and make it at home with our original recipe!

#treasureItaly

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4.

Italian National Tourist B...
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Publish on 2021/08/05 11:00 am

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Are you a lover of Italy and Opera? If yes, you can't miss the @FestivalPuccini!

The Puccini Festival in Torre del Lago is the only Festival in the world fully dedicated to the composer Giacomo Puccini. It takes place every summer during the months of July and August, in the very places that inspired Maestro Puccini's immortal melodies. The Festival saw its first light in 1930 and over the years has become an increasingly prestigious event which each year attracts tens of thousands of spectators from all over the world.

At the Puccini Festival, you can appreciate the great stars of opera, under the direction of some of the most important conductors, and admire the extraordinary stagings executed by famous directors of Puccini's operas such as Madama Butterfly, Turandot, La Bohème, Tosca, Manon Lescaut.
Below the amazing full program 🎼

And don't forget to listen to VISIT ITALY WEB RADIO whenever you feel the need of a little italian music!

#festivalpuccini2021 #treasureItaly #listen2Italia

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Week 9 – 15 August

1.

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Publish on 2021/08/09 10:00 am

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Post Caption

The landscape of this photo seems the setting of a fairy tale... But it's a real place!

The Alpe di Siusi on the Italian Dolomites not only offers fabulous views but it's Europe's largest high alpine pasture, an extraordinaire area for hikers, mountain bikers and mountaineers.
The Alpine meadows in the Sciliar-Catinaccio Nature Park, the oldest of South Tyrol with plenty of sights in the villages, wait to be discovered.

Castelrotto, Siusi allo Sciliar, Tires al Catinaccio and Fiè allo Sciliar are waiting for you!

#treasureItaly

by Getty Images

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2.

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Publish on 2021/08/10 3:00 pm

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Where is your favorite place to spend summer? ☀️

In Italy, you can enjoy the sun, sandy beaches, clear water, and the most delicious Italian food.

Here for you a list of 10 stunning beaches that you can visit this summer in Italy.

#treasureItaly

https://traveltomorrow.com/10-stunning-beaches-in-italy-to-visit-this-summer/

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3.

Italian National Tourist B...
Facebook

Publish on 2021/08/11 1:00 pm

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Have you heard of the "Mediterranean Diet"?

Cyprus, Croatia, Spain, Greece, Italy, Morocco and Portugal were inscribed in 2013 on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

The Mediterranean diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food. Eating together is the foundation of the cultural identity and continuity of communities throughout the Mediterranean basin. It is a moment of social exchange and communication, an affirmation and renewal of family, group or community identity. The Mediterranean diet emphasizes values of hospitality, neighbourliness, intercultural dialogue and creativity, and a way of life guided by respect for diversity. It plays a vital role in cultural spaces, festivals and celebrations, bringing together people of all ages, conditions and social classes. It includes the craftsmanship and production of traditional receptacles for the transport, preservation and consumption of food, including ceramic plates and glasses. Women play an important role in transmitting knowledge of the Mediterranean diet: they safeguard its techniques, respect seasonal rhythms and festive events, and transmit the values of the element to new generations. Markets also play a key role as spaces for cultivating and transmitting the Mediterranean diet during the daily practice of exchange, agreement and mutual respect.

Come to Italy and enjoy the Italian way of life! 🇮🇹

#treasureItaly

4.

Italian National Tourist B...
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Publish on 2021/08/12 11:00 am

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Yesterday we were in Turin, at the Great Gallery inside the magnificent estate of Venaria Reale.
Now we suggest you another place to visit in Turin: the National Museum of the Italian Risorgimento.

2021 is a special year for Italy: 160 years ago the country was unified!
To celebrate this anniversary the National Museum of the Italian Risorgimento refreshes its image with the collaboration of the IED (European Institute of Design) students. 🇮🇹

The museum is open every day (except Mondays) from 10am to 6pm. Come and visit it!

#treasureItaly

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Italian National Tourist Board - and Mexico

Published by Later · July 29, 2021 ·

Celebrities enjoy "La Bella Vita"...

Discover in this article where they love t vacation in Italy!

#treasureItaly

https://people.com/travel/celebrities-in 2021/...

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Published by Later · August 9, 2021 ·

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By *Italian National Tourist Board,* Jan 03, 2022

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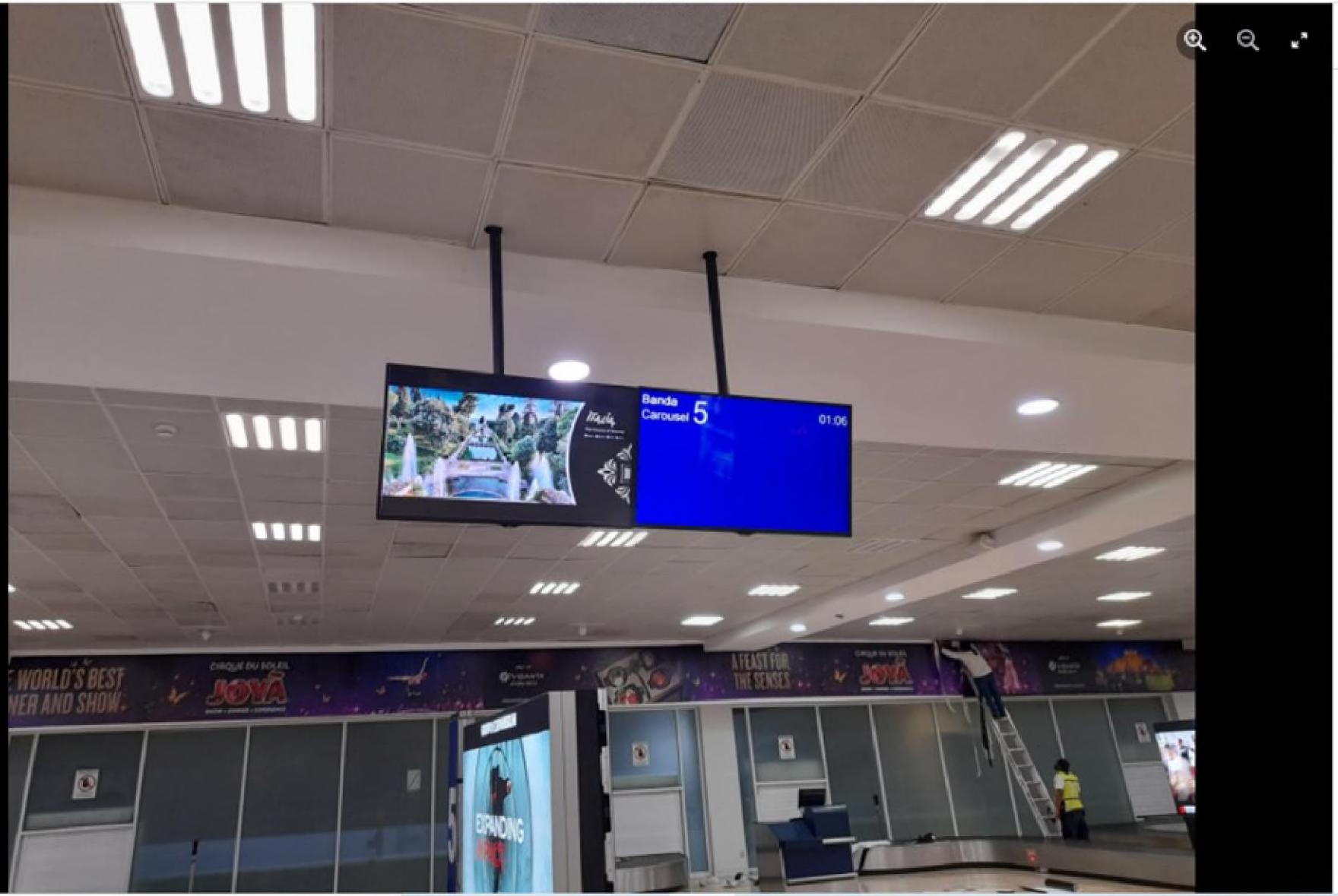

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