

| NAME AND TYPE OF PROMOTIONAL ACTIVITY I | Description | Event Type, (Areas & type of Strategic Marketing) | Doc | Country |
|---|--|--|-----|--------------|
| SITE | Membership Renewal, and Webinar to the members with the participation of our Director | B2B event Comarketing Mice Leisure Affluent Family Golden | | USA & Mexico |
| Journeys Platform | Services Purchased, for servises related to the Italia Luxury Worhsdop | B2B event Comarketing Mice Leisure Affluent Family Golden | | USA & Mexico |
| IGLTA Membership Silver Global Partership Renewal | Annual corporate membership fee with IGLTA: right to use the IGLTA logo; logo on the IGLTA website; acquisition of IGLTA news releases and research; opportunity to create a promotional offer aimed at consumers through the site; opportunities to participate in consumer-facing marketing initiatives with promotions or via online; eBlasts towards buyers and consumers; banner on the site for 4 weeks; participation of ENIT delegates in the opening and closing ceremonies of the Convention; branding opportunities; participation in the marketplace with buyers/suppliers meetings; distribution of promotional material to participants during the days of the convention. Tourism promotion of the Italy destination aimed at the sector in the North American market, also on the occasion of the 2022 Global Annual Convention in Milan. ENIT Membership Renewal. Meeting | Events & Presentations | | USA & Mexico |
| MPI | Professionals International (MPI) is the largest MICE association in the world. Membership in MPI guarantees access to the database of members, as well as statistics and research on the MICE market, essential for offering support to Italian MICE operators and for drafting briefings and presentations. It also offers automatic membership of all local chapters, for example, Southern and Northern California, New York and the Tri-State area and subsequent participation in | B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest | | USA & Mexico |

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|--|--|--|---|--------------|
| ATTA adventure Adventure Travel Trade Association | Renewal of ENIT membership in ATTA for a period of 12 months ATTA - Adventure Travel Trade Association is the leading global network of active tourism leaders. The Network is made up of more than 30,000 associates – guides, travel advisors, TOs, tourism boards, DMOs and travel media and 11 000 | B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest | | USA & Mexico |
| BMT 17-21 March 2022 | Workshop in Lazio (Italy) with 12 Tour Operators From USA and Mexico | Borsa & Post educational | Program | USA & Mexico |
| Signature Network, March 2022- | Event for the launch of the new Uniworld Boutique River Cruises cruise on the supership La Venezia (March 20-27). | B2B Workshop Comarketing Mice Leisure Affluent Family Golden | Images, Invite, Participants | USA & Mexico |
| ITA Event NEW York, April 2022 | ENIT collaborates with ITA Airways for the organization of 1 event in New York (April 27) on the occasion of the inaugural nonstop flight Fiumicino-JFK-Fiumicino) for the official presentation of the new national airline and of the Destination Italy. The event will be attended by TOs, ADVs, the media, opinion makers and Italian and US | B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest . Educational | Invite | USA |
| Signature Network, May - June 2022- Regional Tradeshows | ENIT protagonist of 4 Regional Workshops which will take place in Newark, NJ (25/05), Fort Lauderdale, FL, (02/06), Los Angeles, CA (09/06) and Chicago (16/06) - expected | B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials | Images, participants | USA & Mexico |
| SMU International New York - Northstar Meeting group - March 2022 | 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 participation to The workshop | Events & Presentation | Images, participants | USA & Mexico |
| Travel Leaders Network, April 2022 | Forum and Edge in April Denver meeting Luxury Agents and Leisure agents of the Network | B2B Workshop Comarketing Mice Leisure Affluent Family Golden | Images | USA & Mexico |
| Evening with the Minister of Tourism Massimo Garavaglia NY May 5th | On the occasion of the visit of the Italian Minister for Tourism, Massimo Garavaglia the Italian National Tourist Board invited T.O. press, to a meeting on | Event & Presentations | RSVP's advisors and Press, Invite | USA & Mexico |
| Communication Agency from May to October 2022 | Receiving support from a communication Agency starting in May | Marketing Intelligence Leisure Affluent Family Golden Age/Dink Millennials Special | | USA & Mexico |

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|---|---|---|---------------|-------------------------|
| <p>Signature Network, Jan Dec 2022-</p> | <p>Co-marketing with the Signature Network, starting for 1 year. Creation and promotion of an exclusive Microsite accessible from the 1100 sites managed by the owners of the member agencies – page promoted by sending links to the entire Signature database; ULTIMATE EXPERIENCES ONLINE Highly motivating interactive live content, images and videos. N. 4 Webinars intended for the Travel Advisors network for the promotion of the Destination, with the possibility of linking to a dedicated landing page, for the duration of one year. B2B emails have a High Open Rate, an average of 30% rate; Target up to 350,000 consumers, ages: 35-85 and</p> | <p>B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .</p> | <p>Images</p> | <p>USA & Mexico</p> |
| <p>Virtuoso Network, Jan Dec 2022</p> | <p>Co-marketing with the Virtuoso Network, starting for 1 year Distribution N. 1 themed multi-supplier email: 70,000 consumers + advisors Custom B2C Email Distribution - US: 60,000 Households Custom B2C Email Distribution-MX: 10,000 households Distribution No. 1 digital publication on VIRTUOSO.COM/12 months: estimated 1 million consumers Distribution No. 1 ad on Virtuoso.com: consumers and TAs worldwide 1 million+ Distribution N. 5 ads on Virtuoso.com-B2B dashboard worldwide: 20.000+ Travel pop-up: promotion for ENIT and 12 Italian partners and 60 US advisors. 3 b2b webinars: 1.500+ TA Interactive web15: 500+ TA mini presentation to 100 top advisors</p> | <p>B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest</p> | <p>Images</p> | <p>USA & Mexico</p> |

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|--|---|---|--------|--------------|
| Travel Leadsers Network, Jan Dec 2022 | Co-marketing with the Travel Leaders Network, starting for 1 year Travel Leaders Group-TLG is the largest travel agent association in North America, with approximately 6,800 agencies and over 47,000 agents. The network of agencies - leisure and business - includes Tauck, Backroads, Picasso, Nexio Travel Group, Globus, Auto Europe, Europe Express, Abercrombie & Kent. These agencies represent over 34% of the total Travel Agencies in the USA and Canada and record annual sales of approximately US\$17 billion, with a consumer base of 9 million. | B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest | Images | USA & Mexico |
| Contiki Co-marketing 2022 Ambassador program | Comarketing with Contiki for a trip in Italy with 8 influencers. All fotos and videos collected will be displayed on the influencers social media | B2B Workshop Comarketing Mice Leisure Affluent Family Golden | | USA & Mexico |

HOSTED BUYERS PRELIMINARY PROGRAM

NAPLES 17th March/21st March 2022

Thursday March 17th

- Arrival in Naples and transfer to Hotel
- Accommodation in the reserved rooms
- 20:00** Welcome dinner
- 20.30 Eventually cold dinner at your hotel (depending on flight times)

Friday March 18th

- 07,45** Breakfast in hotel
- 08.30** Transfer to Mostra d'Oltremare fair ground to take part at **BMT Workshop**
- 09.30** Beginning of Workshop BMT with Italian suppliers
(Buyer is sitting at his table - free meeting - no appointments)
- 13.00** Lunch Break
- 14.30** Restart of Workshop
- 17.30** End of Workshop and transfer to the Hotel
- 19.30** Transfer for a typical Neapolitan dinner
- 23.00** Transfer to Hotel and overnight stay

Saturday March 19th

OPERATORS PARTICIPATING TO POST-EVENT TOUR ARE REQUESTED TO CHECK OUT

- 07.30** Wake up
- 08,00** **Put your luggage on the bus for post educational tour in Campania or Basilicata**
- 08.15** Breakfast
- 08:30** Transfer to Mostra d'Oltremare for a visit guided tour in the pavillons of BMT and time for free appointment with the Italian exhibitors
- 13:30** Typical lunch at the fair
- 15:00** Departure to the EDUCATIONAL TOUR IN CAMPANIA OR BASILICATA until Monday March 21st
- 19:00** Accommodation in the reserved rooms
- 20:00** Welcome dinner and overnight stay

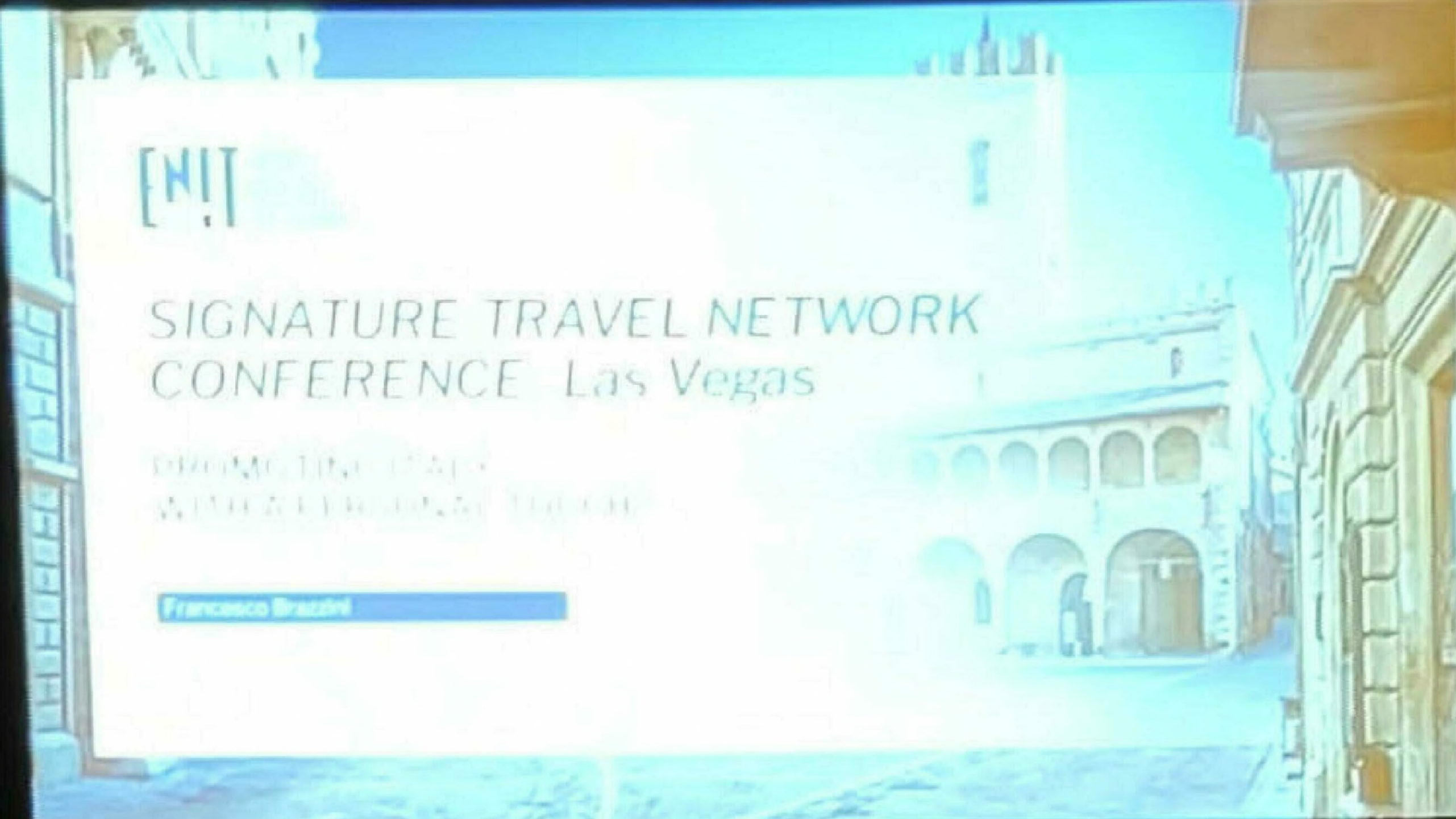
Monday March 21st

Breakfast in hotel and transfer to Capodichino's Naples International Airport
End of the services.









ENI

SIGNATURE TRAVEL NETWORK
CONFERENCE Las Vegas

PRIME TIME START
WITH A TRIP TO ITALY

Francesco Bredini



Sales Excellence Awards – Top 10 Nominees

Jonathan Alder, TravelStore
Susan Entringer, Bon Voyage Travel
Valerie Freeman, Blue Ribbon Cruise & Travel
Samantha Lang, House of Travel
Meredith Rothhouse, Edgewood Travel
Judy Ruppert, Avenues of the World
Shay Shull, Mix & Match Mama (OASIS Travel Network)
Christine Smith, Global Escapes
Kristen Smith, Accent on Travel
Wendy Taylor, Preferred of Peoples

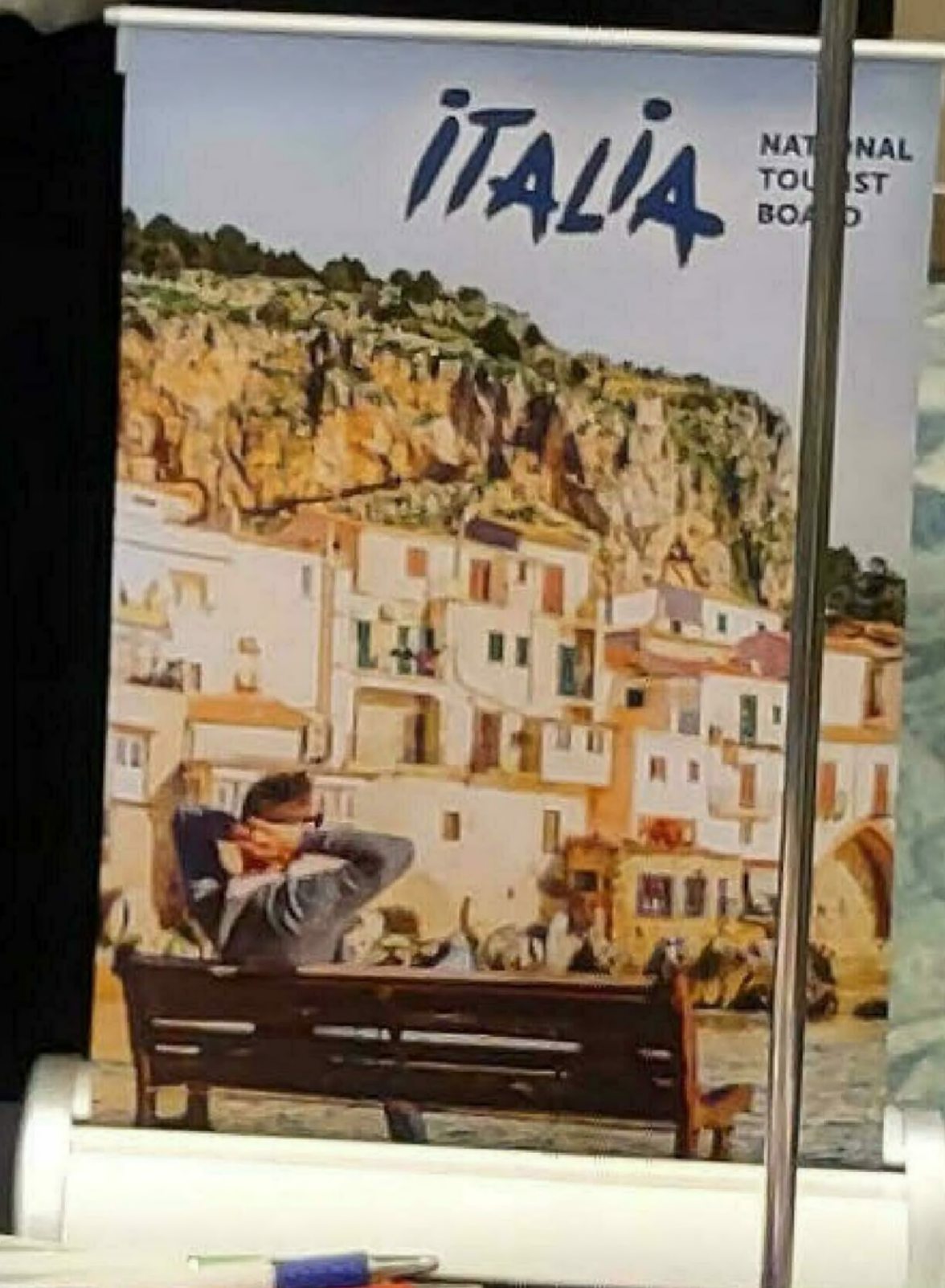








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ITALIA
NATIONAL TOURIST BOARD

ITALIA
NATIONAL TOURIST BOARD

ROMA
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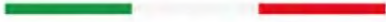
Pleasant
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Consulate General of Italy
New York



On the occasion of the visit of the Italian Minister for Tourism,

Massimo Garavaglia

the Consul General of Italy in New York, Fabrizio Di Michele

has the pleasure to invite you to a meeting

on Thursday, May 5 at 5:30 pm

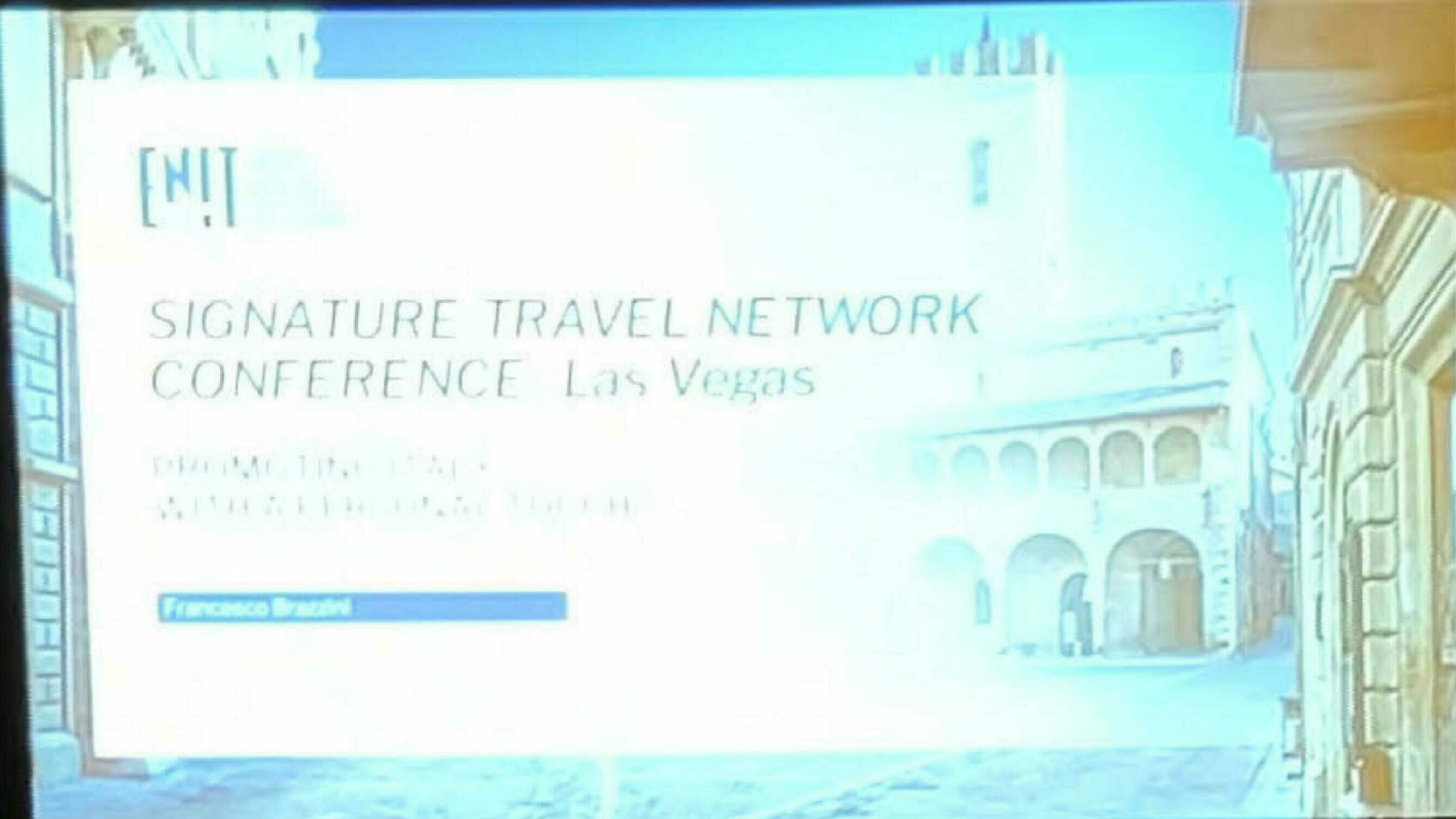
Consulate General of Italy
690 Park Avenue, New York

*RSVP: cg.newyork@esteri.it
by Friday, April 29*

COVID protocol: Please be informed that you will need to present proof of COVID vaccination or a negative result of either a molecular or an antigen test taken in the previous 24 hours.







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SIGNATURE TRAVEL NETWORK
CONFERENCE Las Vegas

PRIME TIME START
WITH A TRIP TO ITALY

Francesco Bredini



Sales Excellence Awards – Top 10 Nominees

Jonathan Alder, TravelStore
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Shay Shull, Mix & Match Mama (OASIS Travel Network)
Christine Smith, Global Escapes
Kristen Smith, Accent on Travel
Wendy Taylor, Preferred of Peoples





Produced by Virtuoso with the Italian National Tourist Board

June 16, 2022

City Guides



Venice sunsets are made for romance.

Italian National Tourist Board

Venice and Rome know a thing or two about romance – these rooftop restaurants, secret gardens, and luxe hotels are perfect for commemorating milestone moments.

Italy's timeless beauty and classic glamour have solidified its reputation as one of the world's most romantic places. There's a fairy-tale scene around every corner: terraces overlooking church spires and domed rooftops, secluded gardens tucked behind monuments, and rooftop tables for two beneath the stars. Live your own Italian love story, set in the streets of [Rome](#) and [Venice](#).

Roman Romance

Rome makes it easy to fall in love, from the Trevi Fountain’s sparkling waters to Piazza Navona’s baroque splendor – but its popular sights can draw their fair share of crowds. Snap some quick pictures in Rome’s city center before escaping south to find a quiet moment beside Piazza Mattei’s Turtle Fountain. When day fades to night, steal a kiss on the Ponte Sisto bridge under the glow of Saint Peter’s dome. Rome’s cozy corners and open-air terraces set the stage for saying “I do” or toasting fond memories of a lifetime spent together.



See the skyline from a Roman hillside.
Italian National Tourist Board

The best way to travel.

Incredible travel experiences, curated for you by the pros. It's easy to connect



Find a quiet corner in Venice with someone you love.

Italian National Tourist Board

In Love with Venice

It's possible to find romantic moments within Italy's tourist-favorite Floating City – if you know where (and when) to look. Stroll through Saint Mark's Square at dawn (before the crowds arrive), gaze at the Grand Canal from beneath an arch on the Rialto Bridge, or share a scoop of [gelato](#) from a perch on the Accademia Bridge. As evening falls, walk along the Fondamenta delle Zattere dock, which overlooks emerald waters that stretch to neighboring Giudecca Island.

Stroll through Venice's secret gardens

Venice may be famous for its waterways, but secluded green spaces are the city's hidden stars. Flowers and orchards surround sculpture-lined walkways behind seventeenth-century Palazzo Soranzo Cappello (book a guided tour for access). These gardens inspired literary works by Henry James and Gabriele d'Annunzio.



Sip espresso in Empire style at the Museo Correr's café.
Italian National Tourist Board

Start with coffee, finish with cocktails

Need a sightseeing coffee break? Fortunately, Venice's collection of cafés – housed in everything from art museums to columned monuments – is vast. The interiors at the Museo Correr's cafe reflect Austrian Empress Sissi's style, who used to stay here when visiting Venice. Just steps away, baristas at the [Royal Gardens Coffee House Pavilion](#) pour shots of espresso in a restored nineteenth-century neoclassical building.

Let your mood decide where you dine: rooftop or waterfront, chic or cozy. Intimate meals are the specialty of Michelin-starred Oro at [Cipriani](#), a Belmond Hotel on Giudecca – the venue only has five highly coveted tables. (Bonus points for visiting the nearby private gardens where Casanova once wooed his lovers.) Back in Venice, Riva Lounge bartenders mix canalside cocktails at the swanky [Gritti Palace](#), a Luxury Collection Hotel, while Terrazza restaurant at [Hotel Danieli](#) serves



We Believe
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2022
VIRTUOSO
TRAVEL WEEK

ITALY VACATIONS



Booking Period: Today -

Travel Period: Today - 12/31/2022

Vacation Code: Italy

12/31/2022

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.

Select A Travel Expert To Help You Book Your Trip



Mary Dancy

EUROPEAN VACATION EXPERT



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.
- **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.

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1 Reviews

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- **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.

To plan your Italian getaway, contact one of our experienced travel experts today.



Dear Guest,

ITA Airways has the pleasure of inviting you to a cocktail reception reserved for our best Partners, on Wednesday April 27th at 6PM.

Glasshouse Chelsea
545 W 25th Street, Floor 21
New York, NY 10001
6 PM to 10 PM

RSVP
By April 20, 2022
Email: eventius@ita-airways.com

In collaboration with



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Northern Italy's HIDDEN TREASURES

Emilia Romagna, Trentino, and Veneto are the regions attracting travelers who want to go where the locals go.



There are no bad places to visit in Italy, but there's more to the country than tours of the Tuscan countryside and drives along the Amalfi Coast. Insiders are booking tickets to the country's northern end—specifically Emilia Romagna, Trentino, and Veneto—where they can indulge in all the hallmarks of Italy (think culture, cuisine, and more) at a slower pace and without the tourist crush.

The Ponte di Tiberio in Rimini, Emilia Romagna

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TOURIST BOARD

Scan the code
to learn more
about northern
Italy and all of
its treasures



The Great OUTDOORS

Nature lovers, this one's for you. If flora, fauna, and river landscapes are your thing, you can't do better than **PO DELTA PARK**. UNESCO agrees. The UN organization has designated Po Delta Park as both a World Heritage Site and a MAB Biosphere Reserve.

It may come as a surprise to learn that a region celebrated for its cuisine and culture is also home to Europe's second-largest wetlands. That's what makes Po Delta Park such a hidden gem. More than 400 animal species and almost 1,000 plant types live among its lagoons and salt pans, which can be explored on foot, by bike or boat, or on horseback. Bird-watchers in particular will be thrilled to keep an eye out for the nearly 300 avian species that have flocked to the area (including a permanent colony of pink flamingos). podelta.eu

Need a place to stay? Po Delta Park includes **COMACCHIO**, known for the canals that have earned it the moniker "Little Venice." The colorful buildings and uncrowded streets of the town, which rises from the middle of the lagoon it was named for, play host to quiet cafés and leisurely strolls. visitcomacchio.it



Comacchio



The Fellini Museum at Castel Sismondo

Double Feature

For those needing a break from Renaissance masterpieces, this pair of museums scratches a contemporary itch.

Rimini's favorite son, renowned filmmaker Federico Fellini was born in this ancient Roman city situated on the Adriatic riviera in 1920. The recently opened **Fellini Museum** celebrates the Italian director's legacy over three locations in the center of Rimini: Castel Sismondo, a 15th-century castle; Palazzo del Fulgor, an 18th-century building; and Piazza Malatesta, a large urban park. An immersive, participatory exhibit combining clips of Fellini films with original set designs, costumes, photos, and notebooks awaits visitors to the Castel Sismondo. A three-minute walk

away, the Palazzo houses the Fulgor cinema, memorialized in Fellini's *Amarcord*. In between lies the Piazza, which combines areas for art installations and performances with spots for reflection and rest. felinimuseum.it/en



Casa Museo Luciano Pavarotti

About two hours northwest of the Fellini Museum, you'll find **Casa Museo Luciano Pavarotti** in Modena, the famed tenor's birthplace and also where he spent his final years. Filled with awards, costumes, and other memorabilia, Pavarotti's home turned museum immerses guests in the life and times of one of opera's all-time greats. casamuseolucianopavarotti.it/en

RIMINI: THOMAS ZADORNIG/GETTY IMAGES; COMACCHIO: MASSIMO PUGGETTI IMAGES; MODENA: FRANCESCO RICCARDO IACOMINO/GETTY IMAGES; FELLINI MUSEUM: DANIELE PIRAS; CASA MUSEO LUCIANO PAVAROTTI: GIANLUCA CAMPORESI; CASA MUSEO LUCIANO PAVAROTTI: GIANLUCA CAMPORESI; VALLE DI CEMBRIA, TRENTINO: MATHIAS GARTNER; CORTINA D'AMPEZZO: FEDERICO CORVI.

North STAR

Venice gets all the glory, but to experience *la dolce vita* on ice, head two hours north to **CORTINA D'AMPEZZO** ("Cortina" to insiders), tucked into the Belluno Dolomites. While its downhill and cross-country runs

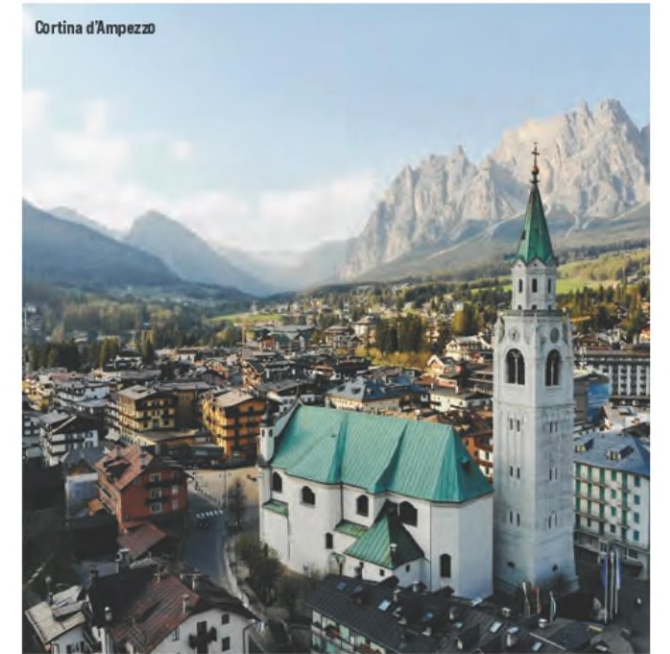
are second to none, Cortina's après-ski scene is what has drawn society types since the mountain hamlet hosted Italy's first Winter Olympics in 1956. (An honor it will repeat 70 years later: Along with Milan, Cortina is the site of the 2026 Winter Olympics and Paralympics.) With its mix of traditional and haute cuisine, a shopping street—Corso Italia—to rival

Milan's famed Via Montenapoleone, and a packed roster of cultural activities, it's no wonder Cortina received James Bond's seal of approval and featured heavily in the debonair spy's 12th outing, *For Your Eyes Only*. dolomiti.org/en/cortina

Closer to the Grand Canal, the **VILLA PISANI NATIONAL MUSEUM** sits 20 minutes outside of Venice, in Stra. Situated along the Riviera del Brenta, Villa Pisani boasts innumerable art treasures among its 144 rooms, the centerpiece of which—the ballroom—features *The Glory of the Pisani Family*, a fresco by Giambattista Tiepolo, 18th-century Italy's greatest painter, on its ceiling. villapisani.beniculturali.it



Villa Pisani National Museum



Cortina d'Ampezzo

TRENTINO

Choose Your Own ADVENTURE

Locals flock to Trentino for its majestic mountain views, plentiful outdoor activities, and top-notch food and drink. For those willing to put in the legwork, it's possible to hit all three at once.

SIP, CYCLE, SAVOR

One of the best ways to explore this region centered in the Italian Alps is by bike. The Giro del Vino 50 is a 31-mile self-guided bike trail winding through the Piana Rotaliana Königsberg wine-producing area along the Adige River. While the trail's two rings can be completed in a day (and are both described as "undemanding"), there are more than 50 wineries along the route, all of which can be booked for guided tours and tastings. For that reason, many cyclists plan to spend more than 24 hours in the "kingdom of Trentino wine" and arrange a stay in one of the villages on the trail—all the better to sample the local cuisine. girodelvino50.it

TREK BACK IN TIME

History buffs with a few days available may choose to retrace the steps of Saint Vigilius, bishop of Trento from AD 380 to 405. The Cammino di San Vili starts at Piazza Duomo in Trento where the cathedral holds the remains of the martyred bishop. From there, the walk winds through ancient villages, along cart tracks, and past notable chapels, before entering the Valle dei Laghi and heading toward the Brenta Dolomites. The entire trek is about 62 miles and has two levels of difficulty: low and flat or high and inclined. You can complete it in a week or choose to tackle a section over four days. camminosanvili.it

For more adventure ideas, check out VISITTRENTINO.INFO

PACK YOUR BAGS

Even the non-foodie can't leave Emilia Romagna without stocking up on a few of the region's delicacies. You bought some EVOO DOP on your Italian vacation? That's table stakes. Emilia Romagna is the birthplace of some of the most popular provisions of the modern age, making this an unparalleled opportunity to shop from the source. And if nothing else, you're going to need a thank-you gift for that neighbor who fed the dog while you were away.



For Parmigiano Reggiano GO TO REGGIO EMILIA

While you'll be able to find the iconic cheese throughout Emilia Romagna, Reggio Emilia is also home to the main office of the Parmigiano Reggiano Consortium, the governing body that ensures any wheel stamped with the dotted words "Parmigiano-Reggiano" is the real deal. parmigianoreggiano.com



For Balsamic Vinegar GO TO MODENA

At Balsamico Village, operated by vinegar producer De Nigris, guests can explore the entire production process from grape to bottle in the area where balsamic vinegar has been made for nearly 1,000 years. Enjoy a tasting to discover why a bottle of the genuine article can cost upward of \$200. denigris1889.com/en



For Prosciutto di Parma GO TO PARMA

The city that gives this thinly sliced, cured ham its name has also been designated a Creative City of Gastronomy by UNESCO. Schedule a tour at one of the *prosciuttifici* in the area to see how Prosciutto di Parma is made and be the boss at the next charcuterie board. parmacrown.com



For Tortellini GO TO BOLOGNA

Of the various foods Bologna is famous for (think ragù and mortadella sausage), one of the most cherished culinary delights is this small ring-shaped pasta stuffed with cheese, meat, or both. And while Bologna's meat sauce has become a go-to topper for pasta of all sorts, the traditional way to prepare tortellini is in brodo.