

NAME AND TYPE OF PROMOTIONAL ACTIVITY II Semester 2022	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Advertorial on Recommend Magazine June-December 2022	Advertorial: Printed and digital advertorial in trade magazine: TOT. Impressions: 437,000 Total readers: 132.000 Members online+print: 50,050	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Photos	USA & Mexico
Virtuoso Network, August 2022	Participation to the Virtuoso Travel Week – face to face + virtual: 300+ appointments August 2022 Las Vegas	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Advertorial on Veranda (Where Exceptional Taste Exists) Magazine June-July 2022 - 2 articles	Advertorial: Printed and digital advertorial, Videos and Images, in trade magazine: Audience online: 751,351 Added-Value Social: ++1MM followers Added-Value digital gallery: ++ 462.000 unique visitors/Month	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Photos	USA & Mexico

Advertorial on Sports Illustrated Magazine August 2022	Advertorial: Printed and digital advertorial on Active Travel: 1 leaderboard for Desktop/Mobile/Tablet. 1 banner, Reach: 26.667 page views	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Photos	USA & Mexico
Advertorial on Punto d'Incontro Mexico. Duration 6 months	Advertorial: digital advertorial, the only bilingual Italian information portal present in Mexico. The news and interviews are published on the Web and some social networks (Twitter, Facebook, YouTube, Instagram, Patreon), as well as being republished and broadcast by Rai1, Rai Italia, Rai Radio1, Radio inBlu, Canal 13	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Photos	USA & Mexico
Travel Shop Operadora, July Dec 2022	Co-marketing with the Travel Shop Operadora, starting for 1 year. Carried out 2 webinars, in November 2022 printed ad on Invertour Magazine Reach: 10,000 printed copies. Advertising on Travel Shop Web Page - impressions 12.276. Developed Infographics, videos, Impressions 36.,983. Digital Advertising   Mundo Joven   Newsletter: Direct consumers recipients: 53,776 Open rate: 19% Clicks: 2,936 . 4 Travel Shop Database emails: Travel Agents recipients: 19, 972, Open rate: 27% , Clicks: 418. 12. Promotional Banner: impressions 23,047. Direct incentives given to the top sellers via direct comission: 90 USD each as follows: 1. MUNDO JOVEN ROMA NORTE 2. MUNDO JOVEN SATELITE 3. VIAJES PALACIO PUEBLA 4. MUNDO JOVEN SUC. ALTAVISTA 5. CSI TRAVEL 6. BTRAVELATINO 7. MUNDO JOVEN SUC. VERACRUZ 8. Mi Destino Perfecto 9. VIAJES BELLMONDO 10. Airy de Jesús Dalavi Solis 11. VIAJES MAZZOCCO SA DE CV 12. VIAJES INTERMEX PERISUR	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images, PDF	USA & Mexico
Sales Calls Ars Hotel September 19th NY	ENIT Organized 3 sales calls for Ars Hotel to meet with NY Advisors and introduce the structure	Sales calls		USA & Mexico
Umbria Press Trip July 18-23	Press trip in the Umbria Region with 3 Media . Theme, Luxury Wellness, Nature	Educationals		USA & Mexico

Emilia Romagna September 7th NY and Sales Call Modena Tour	Presentation of Bologna, Modena   Tasting nby a Regional Chef   Business Opportunity, And A Chance To Win A Trip To Italy! At The Institute of Culinary Education, 225 Liberty Street, 3rd floor	Event & Presentations	RSVP's, Invite	USA & Mexico
ILTM of the Americas September 2022 Playa del Carmen MX followed by PR event	<p>The Italian National Tourist Board participated at the ILTM workshop 2022 together with 20 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 also Organized a welcome cocktail reception on Sept 19th at the Rosewood Mayakoba Hotel .</p> <p>The format of the event/cocktail includes a presentation with an institutional speech and greeting from ENIT. The promotional event will be aimed at around 50 participants including Italian suppliers, their top clients and advisors and media.</p>	ILTM north America 2022, Event & Presentations	Images, Participants, Invite	USA & Mexico
Travel hashtag September 28	Tour Operators, Advisors and The press joined us at the Michelangelo on Wednesday September 28th, 11:30 am for a networking lunch with Italian Partners to learn the must-see places and attractions in Italy in 2023; followed by a conference " Italy Beyond the usual tourist spots". To attend, please RSVP to: <a href="mailto:hello@travel-hashtag.com">hello@travel-hashtag.com</a>	Event & Presentations	RSVP's, Press release, Invite	USA & Mexico
Buy Tuscany 1-2 Oct 2022	Workshop in Livorno (Italy) with 5 Agents attending from USA that specialize in Wedding Mice & Luxury/Wine Resort	Borsa & Post educational in Etruscan Coast	Program,	USA & Mexico
Italia Virtual Luxury Workshop 25-26 October 2022	The Italia Luxury Workshop by ENIT USA powered by Journeys is taking place from the 25-26 October. This event will be an exclusive opportunity for travel buyers from the USA, Canada & Mexico to connect with exceptional Italian luxury exhibitors. As per the Connections Way you will be able to connect with delegates during one-to-one meetings as well as our Italian group experiences and educational sessions. There'll be up to 150 luxury Italian suppliers in attendance who will take you to discover some of the most splendid properties and hidden gems of Il Bel Paese. An invaluable opportunity to enrich your cognizance of one of the most loved destinations of all times: an opportunity that you will certainly not want to miss! experiences from 3 Italian regions: puglia, basilicata, Tuscany	Virtual Luxury Workshop Italia	Invite	USA & Mexico
IMEX Oct 10-13	ENIT attended the MICE trade show held at the Mandalay Bay in Las Vegas with a booth and 25 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 2022	images, Participants	USA & Mexico

Signature Network, Annual Conference Las Vegas November 2022-	Participation of two delegates at the National Conference in Las Vegas November 8-11, 2022, with 1:1 meetings, conferences, networking and Destination Workshops, 2022 on the final day of the Conference;	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .	images, Participants	USA & Mexico
USTOA Del 8-10 Dec Austin TX	The Italian National Tourist Board USA attended USTOA 2022 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 Italy". USTOA President and CEO Terry Dale kicked off the annual conference addressing the importance of tourism. Participation includes: Appointments 1:1 during the 3 days and Participation in sessions, conference/ networking	Events & Presentations	images, Participants	USA & Mexico
Basilicata Fam and press trip Roots-in Nov. 16-22, 2022	Press trip in the Basilicata Region with 8 Tour operators from north and South America ( Canada, USA, Brazil, Argentina). Theme: Root Travel - return Tourism. 3 days of visiting the rural areas of Matera, followed by an all day seminar and conference on Heritage travel, and in conclusion a networking B2B Tradeshow with local suppliers and international Demand	Educational	Images, program	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 Age/Dink Millennials Special Interest		USA & Mexico
Liguria Orange county and Los Angeles 3rd November 2022	Lunch/Presentation at Il Fornaio with 10 Advisors and the Region of Liguria, then event in Los Angeles for the viewing of the short cut "My Eyes"	Event & Presentations	RSVP's, Invite, Images	USA & Mexico

World week of Italian Cuisine NY Nov 14 - 20-2022	On the occasion of the SCIM – Week of Italian Cuisine in the World ed. 2022 from 14 to 20 November ENIT USA, as part of the initiatives that see meetings with 7 pizza makers on italia.it + the social channels of italia.it.	Networking Events & Presentations		USA & Mexico
World week of Italian Cuisine 14 - 20 November 2022	In Miami, The Region of Friuli Venezia Giulia with the support of the IACCW, promotes the Region with a Food and Wine tasting event at a local restaurant for Tour Operators and press of the Area of South Florida.	Networking Events & Presentations	Invite, Participants	USA & Mexico
World week of Italian Cuisine 10 November 2022	In San Jose, the Region of Emilia Romagna organizes a food and Wine tasting event at Eataly Silicon Valley for Tour operators, Press, and Travel Agents.	Networking Events & Presentations	Invite, Participants	USA & Mexico
Arena of Verona Presentation on 2023 catalog Nov 10 followed by concert	ENIT organized, with IIC NY, a Cocktail Reception & presentation of the 2023 season of the Arena of Verona Opera Festival, on Wednesday November 9th at 3:30 pm @ the Italian Cultural Institute, 686 Park Avenue NY. (On Nov. 10th Arena foundation will also present a concert @ Carnegie Hall with acclaimed soloists eagerly expected @ the Festival)	Event & Presentations	RSVP's, Press release, Invite	USA & Mexico
OOH Campaign Times Square and Taxi : 25 September - October 2022 and 15 - 28 October for christmas time	Campaign to promote Destination Italy, aimed at consumers - commuters, US citizens and tourists - who pass through Times Square in New York every day. No. 1 video 15 sec. projected on No. 1 big screen on Broadway between 45th Street and 46th Street in the heart of Times Square. 10 passes/hour for 24 hours a day fo. No. 1 video on the roofs of 2000 between taxis / Uber and Lyft. impressions: 4,7 milioni and subway Metro pubblicitaria Subway Shuttle Grand Central Station – Time Square 6-cars train Fully Wrapped	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico

<p>OOH Campaign at jfk Terminal 4 October 2022</p>	<p>Campaign to promote Destination Italy, aimed at consumers - commuters, US citizens and tourists. 24 Million passenger transit through JFK every day. No. 1 video 10 sec. projected on No. 3 big screen on terminal 4, escalator, concourse A &amp; B impressions for the 2 week campaign is 2,694,50</p>	<p>B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest</p>	<p>Screen shot</p>	<p>USA &amp; Mexico</p>
<p>OOH Campaign at LAX Terminal 2022</p>	<p>Campaign to promote Destination Italy, aimed at consumers - commuters, US citizens and tourists. T1, T2, T4, T5, T6, T7 &amp; Tom Bradley</p>	<p>B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest</p>	<p>Screen shot</p>	<p>USA &amp; Mexico</p>
<p>AFAR Magazine Campaign Jan-Nov 2022</p>	<p>Regional Food &amp; Wine, "Lke di Como - N. 1 Advertorial with focuson: 1. Alto Lago; 2. lago di Lugano; 3. Triangolo Lariano; 4. Brianza N. 1 dedicated email Journeys N. Email Wanderlust "</p>	<p>Digital Marketing Leisure Affluent Family Golden Age Millennials Special Interest Campaign</p>	<p>Screen shots</p>	<p>USA &amp; Mexico</p>
<p>Filmtwist Productions LLC Display Campaign Dec</p>	<p>2 month display campaign to generate visibility</p>	<p>Digital Marketing Leisure Affluent Family Golden Age Millennials Special Interest Campaign</p>	<p>Screen shot</p>	<p>USA &amp; Mexico</p>

# Intoxicating Italy — Spotlight on Venice & South Tyrol

By **Native Content** - July 1, 2022



*Destination wedding fun in South Tyrol. (photo credit: Silvia Falcomer Photography)*



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Company - Virtuoso Travel Week Las Vegas August 2022	Contact
522 Travel Group, an independent affiliate of Gifted Travel Network	Roseann Coyle
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An independent affiliate of Avenue Two Travel	Cannon Spotswood
An independent affiliate of Avenue Two Travel	Marcie Kotler CTC, DS, LCS
An independent affiliate of Brownell Travel	Kiersten Murnane
An independent affiliate of Brownell Travel	Jessica White
An independent affiliate of Brownell Travel	Milissa Davis CTA
An independent affiliate of CADENCE	Lisa Buros-Hutchins
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An independent affiliate of Coastline Travel Advisors	Don Davis
An independent affiliate of Cruises Etc. Travel LLC	Cyndi Worgan
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An independent affiliate of Gifted Travel Network	Cindy Dykman CTC
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An independent affiliate of Montecito Village Travel	Adrienne Resek
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An independent affiliate of Protravel International - New York	Elaine Pesky
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An independent affiliate of Sanborn's Travel Service	Leah Brake
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As Travel Pro LLC, an independent affiliate of Travel Experts, Inc.	Alexis Sherry
Avant Travel Agency, Inc. (1516)	Emily Baldwin CTA
Bee Kalt Travel Service, Inc. (150)	Renee Weiss CTC
Blackhawk Vacations, an independent affiliate of Coastline Travel Advisors	Phyl Andersen CTA, ECC
Boost Journeys (2740)	Teresa Chope
Boost Journeys (2740)	Allison D'Ambrosio
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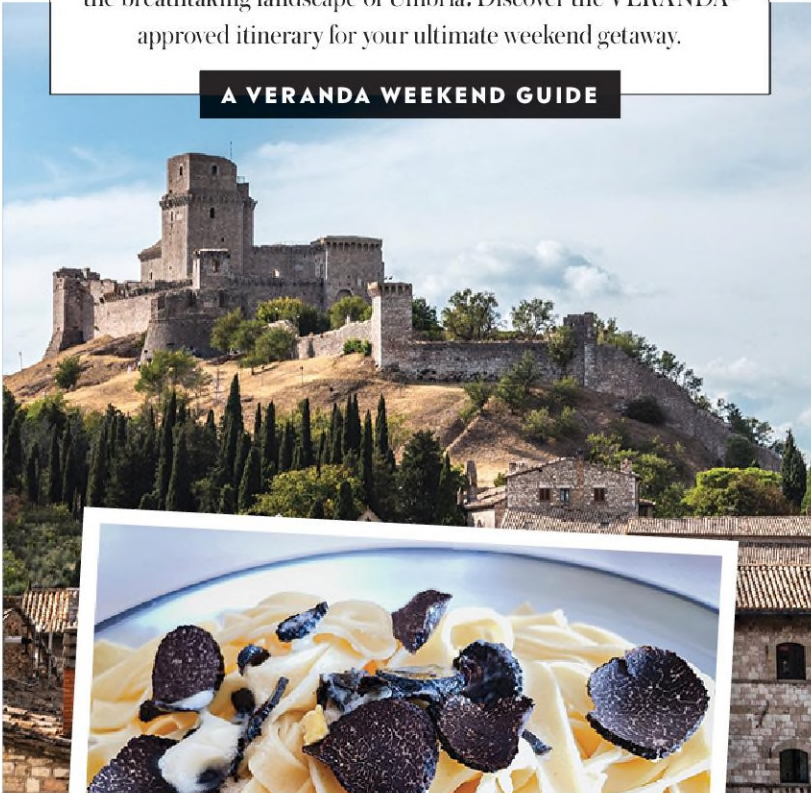
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## TASTE THE REGION

Umbria is known for local delicacies like salami, olive oil and truffles. As you explore the frequented towns of Perugia, Assisi and Gubbio, you cannot go wrong with the deliciously rustic fare of this region. For an immersive day of cuisine, book a truffle tour in the ancestral village of Pettino. After climbing the hills and valleys alongside expert truffle-hunting dogs, close out the day with flavorful pasta, farmer's wine and, of course, espresso!

**Book a Tour with [Wild Foods Italy](http://WildFoodsItaly.com) at [UmbrianCulture.com](http://UmbrianCulture.com).**



### GIUDITTA BROZZETTI WEAVING WORKSHOP AT SAN FRANCESCO DELLE DONNE

Set in the ancient and picturesque setting of the San Francesco delle Donne church, fourth-generation weaver Marta Cucchia creates traditional Umbrian textiles by hand. Visitors may participate in her weaving workshops and purchase exquisite decor pieces featuring the textiles.

## Bring Umbrian Design Home

Centuries of tradition surround the ceramics in Umbria, with four towns standing out for their history and international renown: Deruta, Gualdo Tadino, Gubbio and Orvieto.



### MATERIA CERAMICA

Located in the heart of Perugia's historic center is the ceramic workshop of Master Craftsman Maria Antonietta Taticchi. Each unique piece showcases carefully painted depictions of Perugia's countryside.

### MORETTI-CASELLI WORKSHOP MUSEUM

Where light, color and design converge through art—a family of artists has been making stained-glass windows for five generations. Take a stroll through history with a guided visit through the museum.



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## SCULPTING THE SKYLINE

Continued from page 120

architecture,” he says, “what you’d call somewhere between neoclassical and Art Deco.”

Harris emphasizes that, as with the great prewar apartment houses, the design was dictated by the floor plans. “There are quite a few different apartment configurations that interlock almost like a Chinese puzzle,” he says. That complexity is reflected in the building’s varied fenestration and massing, which achieves a kind of balanced asymmetry, a characteristic common to the work of Stern, Pennoyer, and others that adds character to the silhouette and an appealing sense of idiosyncrasy. It can be seen in Sofield’s latest New York residential development project as well, the 30-story Beckford Tower and 19-story Beckford House, a pair of complementary buildings that stand a block apart on Second Avenue, at 80th and 81st streets.

“One of the things I love about old apartment buildings is how people over the years have screwed them up,” says Sofield, a self-described modernist by temperament and historicist by training. “Some rich person said, ‘Damn it, I want a bigger window,’ and they put in a bigger window—creating all these what for an architect would be considered mistakes. In both buildings, I kind of built in intentional idiosyncrasies, which I think makes them feel more authentic.”

The façades of both the house and the tower mix gray brick and limestone with buff brownstone, all hand laid in subtly asymmetrical patterns with varying color and texture, while window styles and dimensions shift with an unpredictable elegance. For Sofield, who is well-known for designing boutiques for luxury brands like Tom Ford, Gucci, and Bottega Veneta, distinctiveness and craftsmanship and channeling “emotional experiences” are paramount. He believes any revival of classically informed architecture is foremost a response to “the erosion of the character of neighborhoods,” resulting, in part, from “developers who saw an opportunity to throw something up quickly and with very little thought to craft.”

**U**LTIMATELY THE DISCUSSION around architects looking to the past has everything to do with a renewed emphasis on quality, refinement, and thoughtfulness, as well as creating a connection to history and place. “Architecture is really emotional—we want



people to react emotionally to what we do,” says Lagrange, who is based in Chicago. He recounts the story of a woman who approached him at a party to tell him she makes a point each morning of walking by his building 65 East Goethe, featuring a mansard roof and other Parisian-inspired neoclassical details. “It’s amazing,” he says. “Just walking by the building makes her feel good because of the detail, the ironwork, the doors, the finishes.”

Lagrange’s current projects include an 18-story high-rise in Dallas called One Turtle Creek and a 34-story limestone-and-granite tower in Chicago’s Gold Coast neighborhood that will recall, he says, the preeminent Art Deco-era apartment buildings on Astor Street. Having worked on plenty of glass buildings over the years, Lagrange notes that buildings with masonry walls and punched windows can provide a greater sense of domesticity. “When you go home, you want to be sheltered, in a cocoon almost,” he says. “In a glass tower, it can be a little scary or uncomfortable at the edge and you lose privacy. To me I want a wall, to contain the room and to have artwork and lighting.”

It’s a sentiment echoed by other architects, including Harris, who says he has seen among his clients “a desire that an apartment be, if not refuge, at least an escape in some way.” Peter Lyden, president of the Institute of Classical Architecture & Art, sees a COVID-19 connection. “I think the pandemic has pushed some people into wanting to live like where their grandparents did. I know that sounds kind of funny, but they want familiar surroundings, private and really cozy rooms. It’s going back to this beautiful, gracious kind of living.”

Could the pendulum of taste in the urban real estate market be swinging toward more traditionally inspired architecture, at

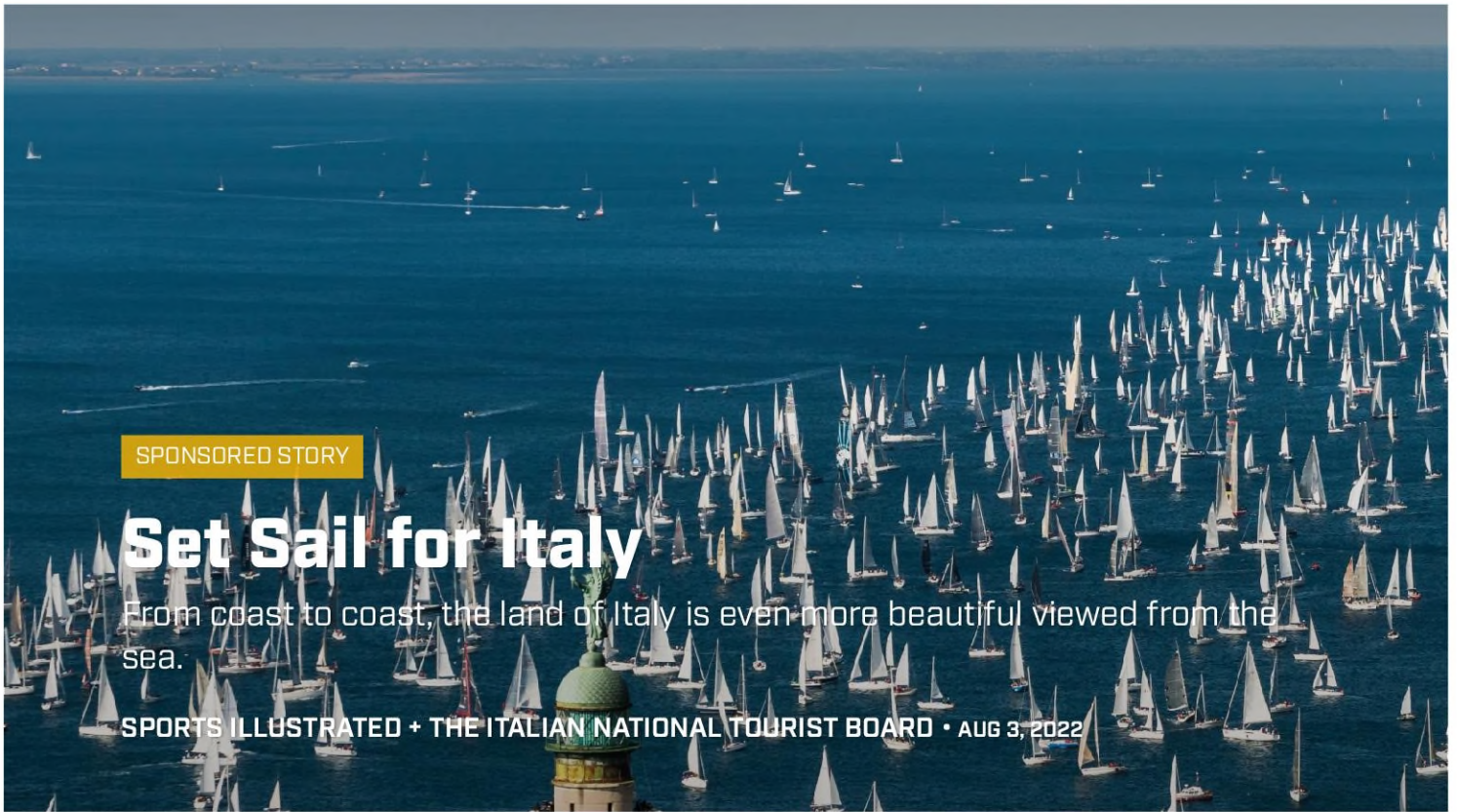
## MILANESE EXPRESSION

Nearing completion is Steven Harris’s 20-story apartment house at **109 East 79th Street**, inspired, in part, by Italy’s Villa Necchi Campiglio and conveying a “stripped classicism” that bridges Art Deco and neoclassicism.

least at the top end? It’s interesting to note the classical design elements in a number of high-profile new apartment buildings that no one is going to mistake as anything but contemporary. Take SHoP Architects’ 1,428-foot, dramatically tapering 111 West 57th Street—heralded as the world’s skinniest skyscraper—which rises out of historic Steinway Hall with two of its four sides clad in alternating bands of undulating cream-colored terra-cotta tiles and graceful bronze scrollwork, nodding to an earlier era of New York architecture.

Some 20 blocks away, in the NoMad neighborhood, CetraRuddy’s 45-story Rose Hill tower has a glass façade ornamented with chevron-patterned metal ribbons and a shaped crown that echoes Art Deco landmarks like Rockefeller Center. In the Financial District David Adjaye’s 66-story 130 William adopts as its primary motif one of classical architecture’s most fundamental forms, featuring arched windows in gridded rows across its walls of dark textured concrete. And in Boston, Höweler + Yoon designed the 20-story 212 Stuart Street with a façade of glass and fluted precast panels of varying sizes arranged in a rhythmic pattern of variation and repetition.

None of this is rote classicism, of course, though there are connecting threads in the references and design language. It’s really about the aspiration to create something of quality that is distinctive—not entirely new but worthy of standing alongside the historic precedents that serve as inspiration. ♦



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## Set Sail for Italy

From coast to coast, the land of Italy is even more beautiful viewed from the sea.

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From the ancient viaducts to the Venetian canals, water is woven into the past and present of Italy. The early Romans took to the seas over 2,300 years ago, assembling a mighty fleet to traverse the seas and expand their empire. That same seafaring legacy inspired centuries of oceanic exploration and shaped the world as we know it.

Today, the Italian peninsula boasts over 4,700 miles of breathtaking coastline surrounded by the magnificent Mediterranean Sea, making it a paradise for bathers and beachgoers. And while the land itself looks to be dipping its toes into the water, visitors should dive in with both feet and

explore the “boot” by boat. Head to [italia.it](https://italia.it) to plan your trip, then leave the maps and compass at home and set sail for Italy’s most captivating coastal experiences.

## Friuli Venezia Giulia

Nestled in the far northeast of Italy, Friuli Venezia Giulia stretches 80 miles along the Adriatic coast from the Veneto region to the Slovenian border. Sailing is the sport of choice for both residents and visitors alike, with dozens of docks and marinas to serve as mooring spots for small sailboats up to mega yachts.

The region’s diverse landscape and consistent winds make for exciting and challenging sailing—and not just by boat. Thanks to the shallow waters and dedicated local sports authorities, Friuli Venezia Giulia is a haven for windsurfing, kitesurfing, and kayaking as well, with year-round equipment rentals and customizable lessons for children and adults looking to get their feet wet for the first time. Skilled wind sports enthusiasts can sail with the locals at three of the most popular local spots: Grado, Marina Julia, and Lignano Sabbiadoro.

## Beauty and the Beach

After sailing the seas, swap wind for wilderness with a leisurely tour of the region’s exquisite coastline. Friuli Venezia Giulia is a perfect place for canoeing and stand-up paddleboarding, and offers calm coves and high-quality instructors for those unfamiliar with these simple to learn and fully sustainable sports. Safe and suitable for everyone, canoeing and paddleboarding allow visitors to explore the natural beauty of the area without impacting the environment.

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BY DAMON CARR · AUG 5, 2022

LFC TRANSFER ROOM

## Courmayeur: storia, sci ed escursioni sul tetto dell'Europa

[Conoscere l'Italia](#) | Agosto 1, 2022 | [Nessun commento](#)



**Ore 18.47** – Citata, tra gli altri, con il nome di *Curia majori* tra il 1233 e il 1381 e *Corte Maggiore* nel 1620, la località italiana di Courmayeur –sul cui territorio comunale si trova la montagna più alta d'Europa, il Monte Bianco– fu legata inizialmente al turismo termale nel XVII secolo, grazie alle sue quattro fonti di acqua sulfurea, considerata un valido rimedio per difendere l'organismo da stimoli infiammatori esterni.

Verso la seconda metà del XVIII secolo ebbero inizio le esplorazioni e gli studi delle caratteristiche del massiccio, alla ricerca di una via per raggiungerne la vetta. Dopo la prima ascensione compiuta l'8 agosto 1786 dallo scienziato svizzero Horace-Bénédict de Saussure, che gli valse il riconoscimento come fondatore dell'alpinismo, Courmayeur divenne una delle capitali mondiali della scalata e fu sede della prima compagnia di guide alpine d'Italia.

Oggi è una località turistica di fama internazionale, nota per la bellezza del paesaggio e l'ospitalità dei suoi abitanti.

D'inverno, sciare a Courmayeur è uno dei maggiori piaceri per

gli amanti dello sci: la cittadina in Valle d'Aosta è uno dei siti più eleganti d'Europa e ha piste emozionanti che scendono proprio dal Monte Bianco. Il New York Times l'ha inserita nella sua lista delle mete da vedere almeno una volta nella vita.

Il villaggio –a un'ora e mezza di macchina da Torino e due ore e mezza da Milano– si trova a 1224 metri di altitudine, ha un clima piacevole –non troppo freddo in inverno, frizzante in estate– ed è molto vicino al traforo del Monte Bianco, il secondo tunnel autostradale più lungo d'Italia (11,611 km), che collega il Bel Paese alla Francia.

Al di là dei negozi e ristoranti di classe, il comprensorio sciistico di Courmayeur vanta 33 piste, per un totale di 100 km, che offrono l'impagabile sensazione di sciare sul Monte Bianco, in panorami stellari. Tra i 20 impianti presenti nel comune –6 funivie, 2 telecabine, 8 seggiovie, 3 *skilift* e un *tapis roulant*– spicca la funivia panoramica SkyWay, un'esperienza da non perdere che permette di raggiungere il punto più vicino alla vetta più alta d'Europa, partendo da 1.300 metri per arrivare ai 3.466 metri di Punta Helbronner.

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Si scia soprattutto dalla stazione di Arp (2755 metri) in giù, scendendo dal Col Chécrouit fino alle basi delle funivie.

Prevalgono le piste azzurre e rosse, adatte a tutti, ma le 5 nere sono piuttosto impegnative. Chi pratica scialpinismo e freeride può divertirsi: da Arp partono 2 tracciati (Val Veny e Arpette), mentre un altro ha origine dai 3466 metri di Punta Helbronner e si biforca sopra Pavillon per arrivare alla base di Skyway. Un percorso davvero notevole.

D'estate, i numerosi sentieri attorno al villaggio offrono panorami incredibili e la possibilità di camminare nella bellissima natura della Valle D'Aosta.

La Valdigne, in cui è situato Courmayeur, si biforca, proseguendo verso il confine francese, nella Val Veny e nella Val Ferret: la prima stretta e sovrastata dall'imponente Monte Bianco, la seconda più dolce e aperta. La Val Sapin, invece, è un'affascinante valle minore che si apre a due passi dal centro del paese, parallelamente alla Val Ferret. Nonostante la reciproca vicinanza geografica, questi territori hanno caratteristiche piuttosto differenti fra loro dal punto di vista morfologico e per questo offrono una grande varietà di itinerari escursionistici per tutti i gusti.



Courmayeur

L'offerta di percorsi per il trekking a Courmayeur spazia infatti dalle passeggiate in fondovalle per tutta la famiglia, magari con un buon pranzo in uno dei tanti rifugi della zona, fino alle avventure sui sentieri attrezzati e la conquista dei bivacchi d'alta quota. Non mancano gli itinerari per il ciclismo in fuoristrada, alcuni di loro riservati a chi può contare su un ottimo allenamento ed abilità di guida avanzate.

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## Emilia Romagna: tierra de motores

Conoscere l'Italia | junio 30, 2022 | 5 comentarios



**09:37 hrs.** - Emilia-Romagna es una de las regiones más ricas de Italia, en cuarto lugar después de Trentino-Alto Adige, Lombardía y Valle d'Aosta, según datos de 2015 expresados en términos de poder adquisitivo por habitante. El Parmigiano Reggiano, la salsa a la boloñesa, el jamón de Parma, el salami Felino, la mortadela de Bologna, el culatello de Zibello, las piadinas de Romagna y el vino Lambrusco se encuentran entre los íconos gastronómicos más famosos de Italia, todos provenientes de este territorio.

Pero quien dice Emilia Romagna, también dice tierra de motores. El entusiasta que visita el Bel Paese tiene la certeza absoluta de encontrar aquí la respuesta adecuada a sus pasiones. De Piacenza a Rimini, a lo largo de un "parque" de tierra alrededor de la Vía Emilia, se concentran los fabricantes de automóviles y motores más sofisticados y modernos del mundo.

Lamborghini, Maserati, Ducati y Pagani: en sólo 300 km residen los secretos de los famosos bólidos de la alta velocidad, celosamente guardados por las empresas que han marcado la historia de este sector industrial a nivel internacional, combinando la tradición del saber hacer artesanal italiano con potencia y calidad.

Pero, sobre todo, fue aquí donde nació y creció una leyenda que se ha convertido en uno de los mayores emblemas del Made in Italy: la marca Ferrari. En esta magnífica región para los amantes de los motores se encuentran, además del Salón del Automóvil, el autódromo de Ímola y el nuevo autódromo de Marzaglia, otros dos lugares de culto para los aficionados: el Museo Ferrari y el Museo Casa Enzo Ferrari.

### Museo Ferrari de Maranello

Verdadero guardián del mito, el Museo Ferrari de Maranello es visitado cada año por más de 200 mil aficionados de todo el mundo. Su exposición se renueva constantemente y se caracteriza por una variada oferta capaz de satisfacer tanto al conocedor de coches históricos como al amante de las carreras de autos. Seguramente, entre las áreas más sugerentes, se encuentra aquella en la que se exhiben alrededor de 40 modelos, elegidos en rotación, entre los más prestigiosos, provenientes tanto de museos como de coleccionistas privados, que muestran la evolución del estilo y del diseño de Ferrari.

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Museo Ferrari de Maranello

Entre las muchas salas de exhibición, vale la pena mencionar aquellas dedicadas a la Fórmula Uno, que ha dado muchas satisfacciones a los amantes del Cavallino. Comenzando por el Salón de las Victorias que celebra el éxito de la Escudería, pasando por la exposición de los monoplazas Campeones del Mundo entre 1999 a 2008, los 110 trofeos y los cascos originales de los 9 Pilotos Campeones del Mundo, como Villeneuve, Berger, Mansell y Prost. Aquí se pueden admirar una gran cantidad de objetos pertenecientes a estos deportistas: entre ellos, cascos, guantes, trajes y zapatos.

También hay una reconstrucción real del área de pits de Fórmula Uno de Ferrari que contiene las partes desmontadas del monoplaza de la temporada anterior, así como el *muretto*: el centro de control de carreras y el puesto avanzado de telemetría. Una exhibición imperdible para aquellos que quieren probar la experiencia del borde de la pista.

Pero las sorpresas no terminan aquí, de hecho en la zona *sound box* es posible escuchar los sonidos de los motores de algunos de los principales coches de Fórmula 1 y Gran Turismo en pista y carretera, mientras que en otra sala del museo se pueden admirar algunos de los motores de 8 y 10 cilindros más recientes montados en los monoplazas de la Escudería Campioni del Mondo de 1999 a 2008. Finalmente, es obligada la visita a la reconstrucción de la primera oficina de Enzo Ferrari en Módena, donde en 1929 comenzó el legendario mito rojo del Cavallino.

#### Museo Casa Enzo Ferrari

Otro museo importante está dedicado al creador de la marca Ferrari: el Museo Casa Enzo Ferrari en Módena. Este complejo museístico nace de la restauración de vivienda en la que nació Enzo Ferrari en 1898. Tanto la estructura como el taller han permanecido intactos, pero es ciertamente sorprendente la construcción de un nuevo edificio con un diseño futurista que vuelve a proponer el "cofre" de un Ferrari en aluminio amarillo, el color simbólico de la ciudad de Módena y sobre todo el color elegido por Enzo Ferrari como fondo del Cavallino.

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Museo Casa Enzo Ferrari

Los protagonistas de la exposición son coches provenientes de colecciones y museos, símbolo de las grandes marcas italianas. Los autos están rodeados de vitrinas curvilíneas en las que se puede consultar una rica documentación histórica, objetos, recuerdos diversos y aportaciones audiovisuales inéditas.

En el museo dedicado a Enzo Ferrari no podía faltar en una gran exposición enfocada en la vida de este piloto y constructor que afirmaba: «Si puedes soñarlo, puedes hacerlo».



Objetos, fotos y documentos recuerdan su historia, a través del automovilismo deportivo, los lugares, las carreras, los hombres que lo rodearon: desde el Circuito de Módena hasta el *Aerodromo* y la Mille Miglia, Scaglietti, Fantuzzi, Stanguellini, Maserati, Pagani, De Tomaso y el Alfa Romeo. En la casa donde nació, en cambio, con un recorrido multimedia permanente, se recorren los hechos más destacados de su vida. Lugares únicos que no hacen más que fortalecer aún más la identidad del Motor Valley de Emilia Romaña, que con el tiempo ya ha adquirido importancia y dimensión internacional.

Para más información sobre la Motor Valley en Emilia Romaña, es posible consultar el sitio web específico de ENIT - Agencia Nacional de Turismo [www.italia.it](http://www.italia.it).



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## 5 comentarios acerca de “Emilia Romagna: terra dei motori”



Gian on julio 2, 2022

Bell'articolo, nella mappa però mancherebbe la Dallara

[Responder](#)



Ernesto on julio 5, 2022

Esatto. Manca tutta la Val Ceno, che è importante anche per i materiali compositi.

[Responder](#)



Ioretta on julio 7, 2022



## I caffè storici di Venezia, Firenze e Roma

[Conoscere l'Italia](#) | Maggio 31, 2022 | [Nessun commento](#)



**Ore 08.07** – La storia del caffè è caratterizzata nei suoi inizi da decenni di tradizioni orali, tuttavia non è chiaro dove fu coltivato per la prima volta e non esistono prove dirette del suo consumo prima del XV secolo.

L'albero di Coffea, la specie nativa non domesticata, è originario della provincia di Kefa, da cui trae il nome, situata nel Sudovest dell'Etiopia, attorno a Gimma.

La leggenda più diffusa narra che un pastore della zona notò l'effetto tonificante di quest'arbusto sul proprio gregge di capre dopo essersi nutrite di foglie e bacche della pianta.

La coltivazione si diffuse presto nella vicina penisola arabica, dove la sua popolarità beneficiò del divieto islamico nei confronti delle bevande alcoliche. La sostanza prese il nome di *K'hawah*, che significa "rinvigorente" e il suo consumo si diffuse poi nel Levante e in Persia all'inizio del XVI secolo. L'infusione giunse in Europa nella seconda metà del XVI secolo attraverso le rotte commerciali del Mediterraneo.

L'arrivo in Italia fu attraverso Venezia. Proprio in questa città lagunare, infatti, grazie alla sua posizione e ai suoi rapporti commerciali con il mondo orientale, nacque la tradizione dei caffè, diffusasi poi nel resto della penisola.

La notizia della prima *botega da caffè* in Piazza San Marco si ha già alla fine del XVII secolo e alla "Bottega del caffè" dedicherà una delle sue più importanti creazioni —composta nel 1736— il maestro del teatro veneziano Carlo Goldoni.

Nel corso del XVIII secolo si verifica una vera esplosione del fenomeno, con la nascita di numerosi locali. Tra questi uno dei più noti e antichi è senza dubbio il caffè Florian, ancora oggi simbolo della città. Un percorso fra i più conosciuti caffè storici veneziani inizia proprio da qui, esattamente sotto i portici delle Procuratie Nuove in Piazza San Marco.

### Il Caffè Florian

Il [Caffè Florian](#) fu fondato nel 1720 e inaugurato con il nome di *Alla Venezia Trionfante*. Da subito, questo elegante edificio si caratterizzò per i suoi prodotti esclusivi e per le frequentazioni: qui si incontravano infatti nobiluomini, politici, intellettuali e dongiovanni, protagonisti dei propri tempi, come il già citato Goldoni, Giacomo Casanova e, più recentemente, Gabriele d'Annunzio.

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## Umbria e tartufi: tre ristoranti per gli amanti del re della tavola

[Conoscere l'Italia](#) | Settembre 15, 2022 | [Nessun commento](#)



**Ore 10.35** – Ogni persona prova sensazioni diverse quando assaggia il tartufo, ed è proprio questo che lo rende un cibo così speciale. Si dice che sia umami, un gusto che va oltre quello che siamo abituati a qualificare: salato, dolce, amaro e acido.

Il Tartufo Nero Pregiato (*Tuber Melanosporum Vittadini*) è la qualità prevalente presente in Umbria, nell'Italia centrale, l'unica Regione non situata ai confini politici o marittimi del Bel Paese.

Conosciuto come tartufo di Norcia e Spoleto, questo fungo – che cresce vicino alle radici degli alberi – è diffuso nei comuni di Cascia, Preci, Monteleone di Spoleto, Poggiodomo, Scheggino, Sant'Anatolia di Narco, Vallo di Nera, Cerreto di Spoleto, Sellano, Campello sul Clitunno, Castel Ritaldi, Giano dell'Umbria e Stroncone. Lo si trova in tutti i territori che fiancheggiano il corso del fiume Nera e, nella provincia di Perugia, principalmente sul monte Subasio.

Si sviluppa nei terreni calcarei e argillosi, vivendo in simbiosi con piante come la quercia, il leccio, il faggio e il castagno e

le sue sfumature d'aroma e di sapore sono influenzate, a volte in modo significativo, dalle piante con cui vive in simbiosi e dalle particolarità del terreno.

Le dimensioni del Tartufo Nero Pregiato umbro variano da quelle di una noce alle misure di una mela: rotondeggiante, spesso irregolare, con la superficie ruvida ma non spigolosa. Indimenticabile il suo profumo aromatico: la polpa è nero rossastra con venature sottili bianche.

Appena colto è ricoperto da un leggero strato di terra argillosa: questa terra umida ne evita l'avvizzimento, in genere viene venduto così. Il tartufo nero pregiato viene cotto, anche se sono consigliati tempi brevi, se non addirittura brevissimi, perché dia il meglio di sé. Il periodo di raccolta va dal 1° dicembre al 15 marzo.

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Quello tra Umbria e tartufi è un binomio collaudato. Presente sul territorio da almeno trenta secoli —i Romani ne furono grandi estimatori— è stato esaltato, per qualità, da Leonardo da Vinci nel suo *De honesta voluptate ac valetudine* e citato, in quanto frutto prelibato, ne *Il nome della rosa* di Umberto Eco.

Usato in passato anche per preparare elisir d'amore e miracolosi medicinali, in Umbria è l'indiscusso re della tavola e lo si trova sia nei primi piatti —in primis gli strangozzi— che nei secondi di carne o di pesce.



## Umbria, tras las huellas de los sabores

### Al Tartufo

Aperto nell'ottobre del 2015, *Al Tartufo* è il primo ristorante tra quelli del centro storico di Perugia ad essersi specializzato in menu a base di tartufo.

La sua proposta culinaria è pensata per esaltare, di volta in volta, il tartufo fresco di stagione per cui è molto varia e alterna piatti della tradizione ad altri rivisitati in chiave moderna. Il menu, inoltre, dà la possibilità di aggiungere, ad ogni portata, altro tartufo fresco affettato direttamente al tavolo e di scegliere, secondo disponibilità, il tartufo nero uncinato o il bianco.

Per iniziare, sono consigliatissimi sia la bruschetta di pane artigianale con triplo tartufo nero, sia l'uovo *poché* su fonduta di pecorino. Tra i primi è da provare il tortello "dolce & salato" al tartufo nero e il cervo in pappardella, mentre tra i secondi risalta il *black truffle burger*, così come il petto d'anatra con composta di mela aromatizzata e mela croccante.

### La Cucina di San Pietro a Pettine

*La Cucina di San Pietro a Pettine* si trova invece nel Comune di Trevi, a circa 50 km da Perugia, e prende il nome dalla chiesa romanica che sorge all'interno della Tenuta. Si tratta di un ristorante che è prima di tutto un'azienda agricola e, soprattutto, un luogo di grande fascino. Lo zio dell'attuale proprietario avviò nel 1948 un laboratorio ove conservare e produrre specialità gastronomiche a base di tartufo, come il paté di cinghiale tartufato e le uova di quaglia al tartufo bianco. All'epoca, fu considerato da molti un folle, ma fece, in realtà, la sua fortuna e quella dell'intera famiglia.

Nel menu, oltre alle ricette della chef del locale e ai tartufi che i cavafori colgono giornalmente nella Tenuta, si possono trovare anche idee frutto di collaborazioni con grandi nomi della cucina stellata, come Niko Romito, Heinz Beck e Giorgio Locatelli, soliti scegliere i tartufi di San Pietro a Pettine anche per i loro ristoranti.

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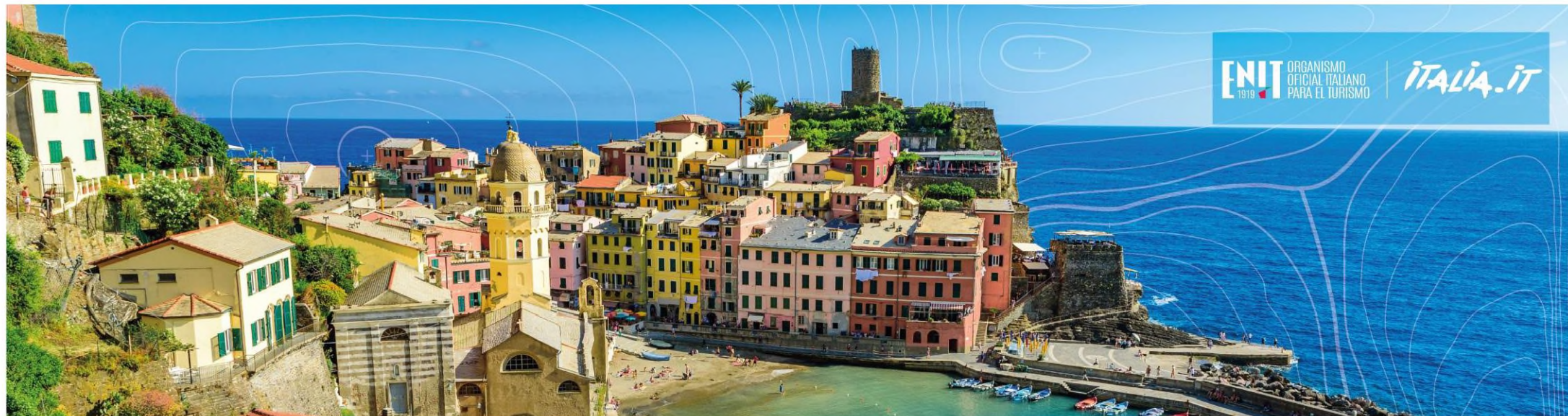
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15 de Noviembre 2022

**MIGUEL GALICIA,** Director General Operadora Travel Shop

For Biaira Saez

El mundo de las cosas se ha convertido en un mundo de cosas nuevas, nuevas ideas, nuevas formas de hacer las cosas. El mundo de las cosas se ha convertido en un mundo de cosas nuevas, nuevas ideas, nuevas formas de hacer las cosas. El mundo de las cosas se ha convertido en un mundo de cosas nuevas, nuevas ideas, nuevas formas de hacer las cosas.

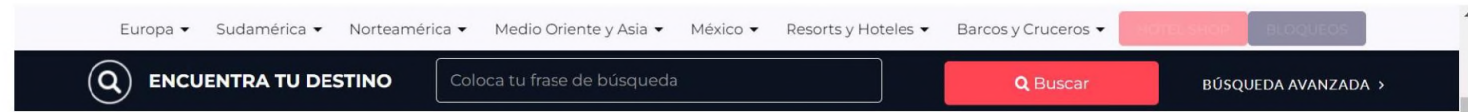
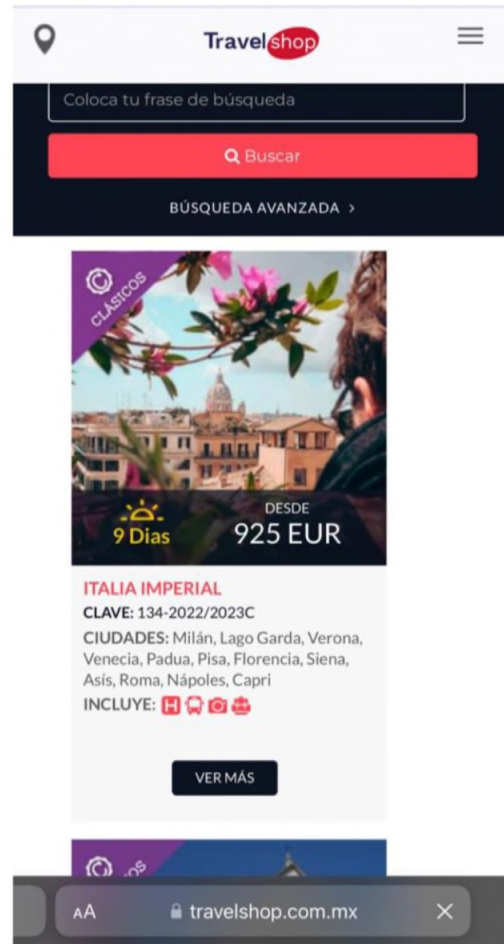
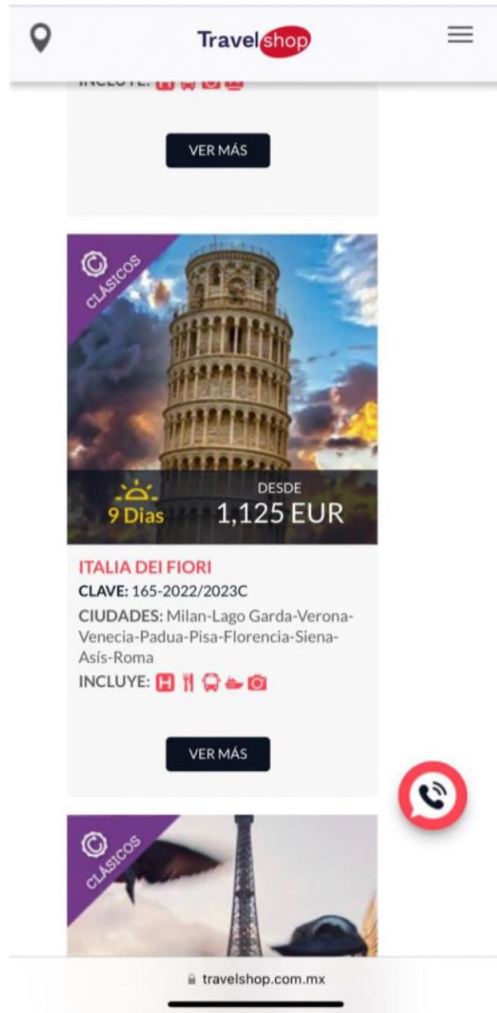
En cuanto a la República Mexicana, México es un país que siempre ha estado en constante evolución. México es un país que siempre ha estado en constante evolución. México es un país que siempre ha estado en constante evolución.

Miguel Galicia posee la licenciatura en Turismo y es egresado del IPN por cursación. Fue por casualidad, en su momento, cuando se dio a conocer la informática pero ya no encuentra lugar en el mundo de las cosas nuevas, nuevas ideas, nuevas formas de hacer las cosas.

En su vida profesional, Miguel Galicia ha trabajado en diferentes áreas, desde el marketing hasta la gestión de proyectos. Miguel Galicia ha trabajado en diferentes áreas, desde el marketing hasta la gestión de proyectos. Miguel Galicia ha trabajado en diferentes áreas, desde el marketing hasta la gestión de proyectos.

Date: November 2022  
Reach: 10,000 printed copies

# Advertising | Travel Shop Web Page



ESPECIALES TRAVEL SHOP

Impressions: 12,276 people

# Email Marketing | Travel Shop Data Base (4)

ET Especiales Travel Shop <operadora@travelshop.com.mx> Jorge Valdez  
 Descubre los encantos de Italia  
 Si hay problemas con el modo en que se muestra este mensaje, haga clic aquí para verlo en un explorador web.

ET Especiales Travel Shop <operadora@travelshop.com.mx> Jorge Valdez  
 Descubre los encantos de Italia  
 Si hay problemas con el modo en que se muestra este mensaje, haga clic aquí para verlo en un explorador web.



- ROMA LA CIUDAD ETERNA**  
 Llegadas: martes de mar a oct 2023  
 Hospedaje: Turista con desayuno  
 Roma con traslado entre las legas y visita de ciudad de día completo  
 410 USD + tarifa aérea
- FANTASÍA ITALIANA**  
 Llegadas: martes de mar a oct 2023, fechas específicas  
 Hospedaje: Primera con desayuno, 2 almuerzos y 2 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Píada, Venecia, Región Simbolo de los Vinos- Toscana (Montepulciano)  
 1470 USD + tarifa aérea
- LO MEJOR DE ITALIA Y LA TOSCANA**  
 Llegadas: domingo de abr a oct 2023 fechas específicas  
 Hospedaje: Primera con desayuno, 4 almuerzos y 3 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Píada, Venecia, Región Simbolo de los Vinos- Toscana, Roma, Nápoles, Pompeya, Sorrento, Capri  
 2820 USD + tarifa aérea
- MILAN Y LAGO DE COMO**  
 Llegadas: martes de mar a oct 2023  
 Hospedaje: Primera con desayuno  
 visita de ciudad de medio día y excursión día completo a Lago de Como y Bellagio  
 560 USD + tarifa aérea
- ENCANTOS DEL SUR ITALIANO**  
 Llegadas: sáb de abril 2023 a marzo 2024  
 fechas específicas  
 Roma, Amalfi, Sorrento, Capri, Pompeya, Salerno, Positano, Paestum, Nápoles  
 1560 USD + tarifa aérea
- ITALIA, LAGOS DEL NORTE Y TOSCANA**  
 Llegadas: miércoles a marzo 2023 fechas específicas  
 Hospedaje: Primera con desayuno y 4 cenas  
 Roma, Como, Lago de Como, Lago Maggiore, Milán, Lago de Garda, Venecia, Florencia, Cinque Terre, Pisa, Florencia, Siena, Chianti, Asís, Roma  
 3290 USD + tarifa aérea

Condiciones: Precio por persona con base habitación. Doble en USD. No incluye boleto aéreo. Los precios publicados son con base a la fecha de llegada y categoría más económica del programa. Tarifas sujetas a cambio y a disponibilidad sin previo aviso. Aplican suplementos en temporada alta y por eventos, ferias, días festivos. Consulta siempre completo en nuestro página web con un agente en operación de 2 semanas.



- ROMA LA CIUDAD ETERNA**  
 Llegadas: diarias de mar a oct 2023  
 Hospedaje: Turista con desayuno  
 Roma con traslado entre las legas y visita de ciudad de día completo  
 410 USD + tarifa aérea
- FANTASÍA ITALIANA**  
 Llegadas: dom de mar a oct 2023, fechas específicas  
 Hospedaje: Primera con desayuno, 2 almuerzos y 2 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Píada, Venecia, Región Simbolo de los Vinos- Toscana (Montepulciano)  
 1470 USD + tarifa aérea
- LO MEJOR DE ITALIA Y LA TOSCANA**  
 Llegadas: domingo de abr a oct 2023 fechas específicas  
 Hospedaje: Primera con desayuno, 4 almuerzos y 5 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Píada, Venecia, Región Simbolo de los Vinos- Toscana, Roma, Nápoles, Pompeya, Sorrento, Capri  
 2820 USD + tarifa aérea
- MILAN Y LAGO DE COMO**  
 Llegadas: diarias de mar a oct 2023  
 Hospedaje: Primera con desayuno  
 visita de ciudad de medio día y excursión día completo a Lago de Como y Bellagio  
 560 USD + tarifa aérea
- ENCANTOS DEL SUR ITALIANO**  
 Llegadas: sáb de abril 2023 a marzo 2024, fechas específicas  
 Hospedaje: Primera con desayuno y 4 cenas  
 Roma, Amalfi, Sorrento, Capri, Pompeya, Salerno, Positano, Paestum, Nápoles  
 1560 USD + tarifa aérea
- ITALIA, LAGOS DEL NORTE Y TOSCANA**  
 Llegadas: miércoles a marzo 2023, fechas específicas  
 Hospedaje: Primera con desayuno y 10 cenas  
 Roma, Como, Lago de Como, Lago Maggiore, Milán, Lago de Garda, Venecia, Florencia, Cinque Terre, Pisa, Florencia, Siena, Chianti, Asís, Roma  
 3290 USD + tarifa aérea

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MONTERREY (81) 4162 3587    AZUL MEXICOTECNICA (55) 6276 2243    GUADALAJARA (33) 4160 1736    NUEVA MEXICALY RECIBE NUESTRAS PROMOCIONES (55) 2217 8872    **Travelshop** www.travelshop.com.mx

Condiciones: Precio por persona con base habitación. Doble en USD. No incluye boleto aéreo. Los precios publicados son con base a la fecha de llegada y categoría más económica del programa. Tarifas sujetas a cambio y a disponibilidad sin previo aviso. Aplican suplementos en temporada alta y por eventos, ferias, días festivos. Consulta siempre completo en nuestro página web con un agente en operación de 2 semanas.

Da clic y descarga para tus redes



Travel Agents recipients: 19, 972  
 Open rate: 27%  
 Clicks: 418

# Digital Advertising | Mundo Joven | Newsletter

Direct consumers recipients: 53,776  
 Open rate: 19%  
 Clicks: 2,936

**SELECCIÓN Especial**

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**4D | ROMA LA CIUDAD ETERNA**

Llegadas: diarias de mar a oct 2023  
 Hospedaje: Turista con desayunos  
 Roma con traslados apto htl apto y visita de ciudad de día completo

410 USD + tarifa aérea

**4D | MILAN Y LAGO DE COMO**

Llegadas: diarias de mar a oct 2023  
 Hospedaje: Primera con desayunos  
 visita de ciudad de medio día y excursión día completo a Lago de Como y Bellagio

560 USD + tarifa aérea

**8D | FANTASÍA ITALIANA**

Llegadas: dom de mar a oct 2023, fechas específicas  
 Hospedaje: Primera con desayunos, 2 almuerzos y 2 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Pádua, Venecia, Región Símbolo de los Vinos- Toscana (Montepulciano)

1470 USD + tarifa aérea

**8D | ENCANTOS DEL SUR ITALIANO**

Llegadas: sáb de abril 2023 a marzo 2024, fechas específicas  
 Hospedaje: Primera con desayunos y 4 cenas  
 Roma, Amalfi, Sorrento, Capri, Pompeya, Salerno, Pertosa Grutas, Paestum, Nápoles

1560 USD + tarifa aérea

**12D | LO MEJOR DE ITALIA Y LA TOSCANA**

Llegadas: domingo de abr a oct 2023 fechas específicas  
 Hospedaje: Primera con desayunos, 4 almuerzos y 5 cenas  
 Roma, Asís, Siena, Florencia, Bolonia, Pádua, Venecia, Región Símbolo de los Vinos, Toscana, Roma, Nápoles, Pompeya, Sorrento, Capri

2820 USD + tarifa aérea

**12D | ITALIA, LAGOS DEL NORTE Y TOSCANA**

Llegadas: miér. a marzo 2023, fechas específicas  
 Hospedaje: Primera con desayunos y 10 cenas  
 Roma, Como, Lago de Como, Lago Maggiore, Milán, Lago de Garda, Venecia, Florencia, Cinque Terre, Pisa, Florencia, Siena, Chianti, Asís, Roma

3290 USD + tarifa aérea

**mundo joven**

YOU ARE INVITED TO

taste & discover  
Emilia-Romagna:

# Food, Opera & Fast Cars made in Italy!

September 7th 2022 | 10:30am

@ The Institute of Culinary Education  
225 Liberty Street - Third Floor - New York City

PRESENTATION | TASTING | BUSINESS OPPORTUNITY  
... AND A CHANCE TO WIN A TRIP TO ITALY!

R.S.V.P.



Bologna&Modena



modenatur  
incoming tour operator & DMC



GI Gruppo Italiano









**Marketplace in Livorno, 29<sup>th</sup> September**

**Famtrip 30<sup>th</sup> September – 2<sup>nd</sup> October 2022**

**Dear Buyer,**

**Toscana Promozione Turistica** is glad to invite you to the 14<sup>th</sup> edition of the marketplace **BUY Tuscany**, which will be held in Livorno on September 29<sup>th</sup> and followed by post-tours till 2<sup>nd</sup> of October 2022.

You will have the opportunity of experiencing the wonderful Tuscan region and meeting local suppliers of the following clusters:

- 1) **Wedding/Mice**
- 2) **Luxury/Wine Resort**
- 3) **Leisure** (sun and sea - relax and wellness - country and flavor - art, cities and towns - active and outdoor)

Please, take note that, the BtoB meetings will be scheduled by a personal agenda.

### **Program**

#### **28<sup>th</sup>September**

Arrival in Livorno railway station, Florence or Pisa airport or railway station, and transfer to the Hotel in Livorno;

At 16:30 pm: famtrip of Livorno (almost 10 different programs will be soon available)

At 19:45 pm: Welcome dinner in Livorno

#### **29<sup>th</sup>September**

8:30 transfer to the Marketplace location

From 9:00 am to 18:00 pm BtoB marketplace with approximately 110 local suppliers with a personal meeting agenda (almost 30 appointments);

12:45 am – 14.15 pm light lunch;

25 - 26 OCTOBER 2022

# ITALIA Travel Exchange VIRTUAL WORKSHOP

Calling senior Luxury and Leisure  
buyers from USA, Mexico and  
Canada to meet digitally with 100  
of *The Best Italian Suppliers*



**ITALIA.IT**





portugal

Greetings FROM LONDON UNITED KINGDOM

Ovation

Ovation Italy

Bassani

SINAHOTELS

Grid of text on a white wall, likely a list of exhibitors or products.

ITALIA.IT





ITALIA.IT

let's meet here

EMILANO  
Eventi & Servizi


emi  
Eventi & Servizi

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# AFAR

# kaptio

Powered by  salesforce

Enabling ambitious multi-day travel brands to achieve sustainable growth.

MAKE AN  
IMPACT WITH  
TRAVELERS

### Why Kaptio?

- Easily create products that inspire travelers
- Personalize itineraries and get quotes
- Deliver experiences with fewer employees

Delivering Continuous Value for Customers for

Audley

Trailbookers

Go!breaks

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# FAR

FAR.COM

WINTER 2023

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# Where to Go in 2023

THE  
PLACES  
ISSUE

- Graz, AUSTRIA
- Sharjah, UNITED ARAB EMIRATES
- Bangkok, THAILAND
- Brescia & Bergamo, ITALY
- Cambutal, PANAMA
- The Great Lakes, UNITED STATES
- Tasmania, AUSTRALIA
- Prince Edward Island, CANADA
- Salvador, BRAZIL
- Transylvania, ROMANIA
- Ruaha National Park, TANZANIA
- Baltimore, UNITED STATES



**PLUS!**  
Roxane Gay  
travels to  
Antarctica  
p.104

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**Roots-IN Borsa Internazionale del Turismo delle Origini**  
**Roots Tourism International Exchange**  
21 November 2022 in Matera-  
Basilicata-ITALY

Name of the Company: .....

Country: .....

Address: .....

Postcode/Town: .....

Tel. & E-mail: .....

Website: .....

Name of the Participant (as in the passport): .....

No. of Passport: .....

Title/position: .....

Departure Airport: .....

Food Intolerances: .....

**Company Interests**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Hotel                       | <input type="checkbox"/> Incoming Tour Operator | <input type="checkbox"/> Villas/Historic Residences |
| <input type="checkbox"/> Agriturismo/Albergo Diffuso | <input type="checkbox"/> Residence / Apartments | <input type="checkbox"/> Incoming Travel Agency     |
| <input type="checkbox"/> Holiday Village             | <input type="checkbox"/> Transportation Carrier | <input type="checkbox"/> Local Tourist Board        |
| <input type="checkbox"/> Villages                    | <input type="checkbox"/> Other                  |   |

**Special programs**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Beach holidays  | <input type="checkbox"/> Art Cities            | <input type="checkbox"/> Folklore         |
| <input type="checkbox"/> Food and Wine   | <input type="checkbox"/> Religious Tours       | <input type="checkbox"/> Lakes            |
| <input type="checkbox"/> Spas            | <input type="checkbox"/> Nature Holidays       | <input type="checkbox"/> Language Courses |
| <input type="checkbox"/> Mountains       | <input type="checkbox"/> Senior citizen travel |   |
| <input type="checkbox"/> Active Holidays | <input type="checkbox"/> Art /Culture          |   |
| <input type="checkbox"/> Cooking Courses | <input type="checkbox"/> Other: _____          |   |



**Clientele**

- Individuals
- Groups
- Companies
- Other

**Period of activity**

- Yearly
- Seasonal

**Company information**

Turnover: .....

Number of employees: .....

Foundation year: .....

Overall number of customers: .....

Number of tourists sent to Italy per year OR Number of travels to Italy sold per year: .....

Type of customers (e.g. Bus operators, TO for groups, travel agencies, individuals): .....

.....

Type of customer segment (premium – high – average): .....

Which social media channels do you use for your business? .....

Are you interested in a PRE-TOUR in Basilicata\* (17-20 November 2022)\*? YES NO

Will you come directly to Matera for the Exchange (20-21 November 2022)? YES NO

Date and Signature: .....

\*The scheduled program is detached

[Send application form to : [buyer@roots-in.com](mailto:buyer@roots-in.com)

# Contiki USA + Italia National Tourist Board

Contiki Travel Ambassador Program Partnership 2020



# The Young Achiever... Our Gen Z Audience



## KEY CHARACTERISTICS –

Our high-achieving student traveler.

### DISCOVERY

- 80% feel excited and energized by new things, they're new to adulthood and building confidence as they find themselves

### ACTIVE & INVOLVED

- 67% are actively involved on campus (e.g., Athletics, Greek life, etc.)

### CLOSE TO FRIENDS & FAMILY

- 65% are happiest when they are with others

**INSTAGRAM:** @caroline.leaf

Student @ University of Georgia / Zeta Tau Alpha Sorority

#ContikiAmbassador

# 11.03.2022 Introducing Liguria

7.00 pm

APERITIF WITH TYPICAL  
LIGURIAN AND ITALIAN FOOD

INTRODUCTION:  
LIGURIA AS A BUSINESS,  
TOURISM AND FILMING  
DESTINATION

NETWORKING TIME

8.00 pm  
for anyone interested

PREVIEW:  
**MY EYES**  
A FILM BY  
TOMMASO ACQUARONE  
FOR CONSIDERATION  
BEST LIVE ACTION FILM

LOCATION  
STUDIO BEVERLY HILLS  
407 NORTH MAPLE DRIVE GROUND FLOOR  
BEVERLY HILLS CA 90210







Dear ,

The Italy-America Chamber of Commerce Southeast is glad to invite you as special guest to attend our “Business Networking Aperitivo & Presentation Dinner” in occasion of the “Friuli Venezia Giulia Week in Miami” ([www.iaccse.com/fvg/](http://www.iaccse.com/fvg/)), an inspiring journey among the flavors and traditions of the Friuli-Venezia Giulia Region, organized in partnership with PromoTurismoFVG and ENIT (The Italian National Tourist Board).

The event will take place on Tuesday, October 25<sup>th</sup>, 2022, at Doma Wynwood (35 NE 26th street, Miami, FL, 33137), from 6:30pm to 8:30pm. To register, Click on the invitation or <https://www.eventbrite.com/e/friuli-venezia-giulia-week-dinner-at-doma-tickets-385726677877> (space is limited).

**Tue, Oct 25<sup>th</sup>**  
**6:30<sub>pm</sub>**  
-  
**8:30<sub>pm</sub>**

IO SONO  
FRIULI  
VENEZIA  
GIULIA

ITALY + AMERICA  
CHAMBER OF COMMERCE  
SOUTHEAST

**FVG**

**FRIULI VENEZIA GIULIA WEEK**  
MIAMI 2022

**BUSINESS NETWORKING  
APERITIVO & PRESENTATION  
DINNER** Trade only event

**@ DŌMA WYNWOOD**  
**35 NE 26th Street, Miami, FL 33137**

The Night at a glance:  
• Presentation of Friuli-Venezia Giulia tourist destinations and food & wine tours  
• Fine dining menu created with authentic Friulan products including Prosciutto San Daniele PDO and Montasio Cheese PDO.  
• Wine pairing featuring exceptional wines from Friuli-Venezia Giulia

Complimentary invitation  
personal and non transferrable  
NO RSVP at the door

**REGISTER HERE**

VISIT THE OFFICIAL EVENT PAGE  
[iaccse.com/fvg](http://iaccse.com/fvg)

UNDER THE AUSPICES OF:  
Consulate General of Italy  
Miami

IO SONO FRIULI VENEZIA GIULIA

MONTASIO  
PROSCIUTTO SAN DANIELE

tergeste d.o.p.

SD  
PROSCIUTTO SAN DANIELE

FVG

ITALIA.IT

Please RSVP by October 14th

*This invitation is non-transferable.*

[Unsubscribe {recipient's email}](#)

Contact - Silicon Valley ER	Company	Guest
Emma Krasov	Food Writer	Yuri Krasov, photographer
Maria DiGeronimo	European Pacific Gateways Travel Inc	( + 1 guest)
Cindy Tacci	The Travelsmiths	Sergio Tacci + Cynthia Peterson
Tania Padilla	VIAJANDO CON TANIA	(+ 1 guest)
Melissa James	Valerie Wilson Travel	
jalpa shah	Clouds and Sea	

100<sup>th</sup> Arena  
di Verona  
Opera  
Festival



Fondazione  
ARENA DI VERONA



# 100 times the first time

---

**A tribute concert  
for the Centennial edition  
of the Arena Opera Festival**

Presented by Fondazione Arena di Verona

---

**November 10th 2022, 7:30 pm  
Zankel Hall at Carnegie Hall**

---

**arena.it**



---

## Cast

Soprano  
**Monica Conesa**

Mezzo-soprano  
**Olesya Petrova**

Tenor  
**Brian Jagde**  
is appearing courtesy of the Metropolitan Opera

Baritone  
**Luca Salsi**  
is appearing courtesy of the Metropolitan Opera

Bass-baritone  
**Christian Van Horn**  
is appearing courtesy of the Metropolitan Opera

Piano  
**Federico Brunello**







# 42 St - Grand Central

42 St Shuttle  
To Times Square  
except late nights

12 Midn  
To 5:40am  
take 7





Taiwan  
ALISHAN FOREST RAILWAY

Taiwan

42 St - Grand Central

TAIWAN  
BEST OF ASIA

#Taiwanstrain

Do not hold doors

Best Fashion at the Streets  
The World  
DHAM RD. • BROOKLYN, N.Y.



4  
↙

Please wait here.  
Practice social distancing  
and have ID, and boarding  
pass ready for the TSA Officer

EXIT

EMERGENCY  
EXIT ONLY

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

ENIT ITALIAN NATIONAL TOURIST BOARD  
1919

OVER 100 YEARS  
OF PASSION FOR ITALY

JCDecaux

4

Please wait here.  
Practice social distancing and have ID, and boarding pass ready for the TSA officer.

EXIT

EMERGENCY  
EXIT ONLY

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SOUTHWEST AIRLINES

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SOUTHWEST AIRLINES

SOUTHWEST AIRLINES

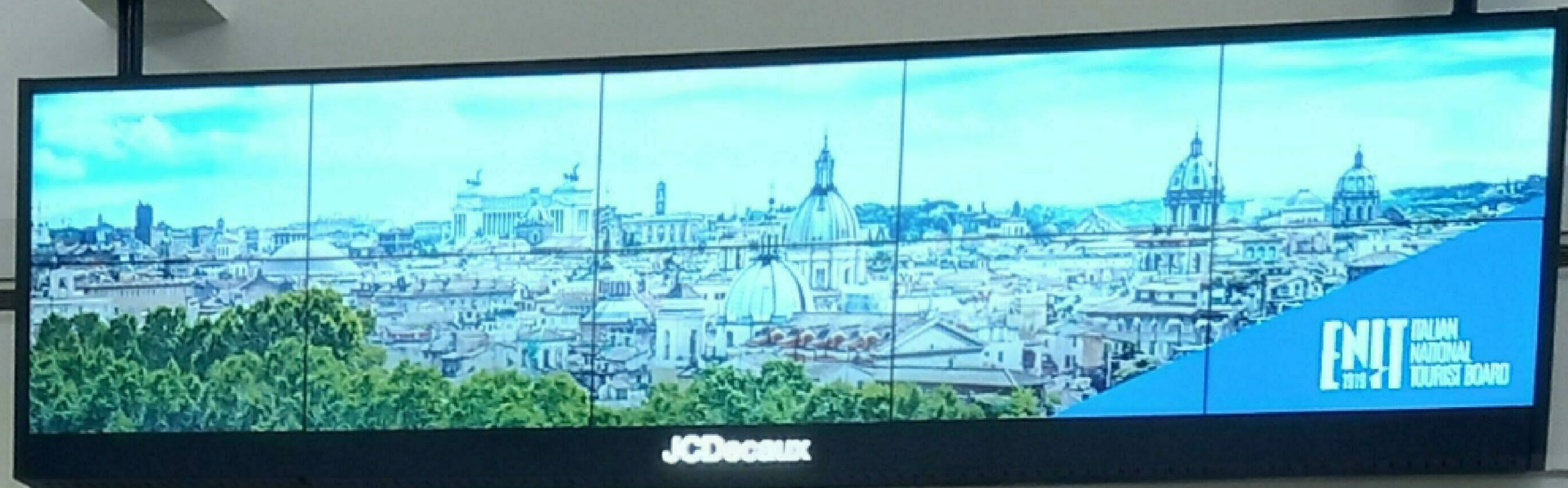
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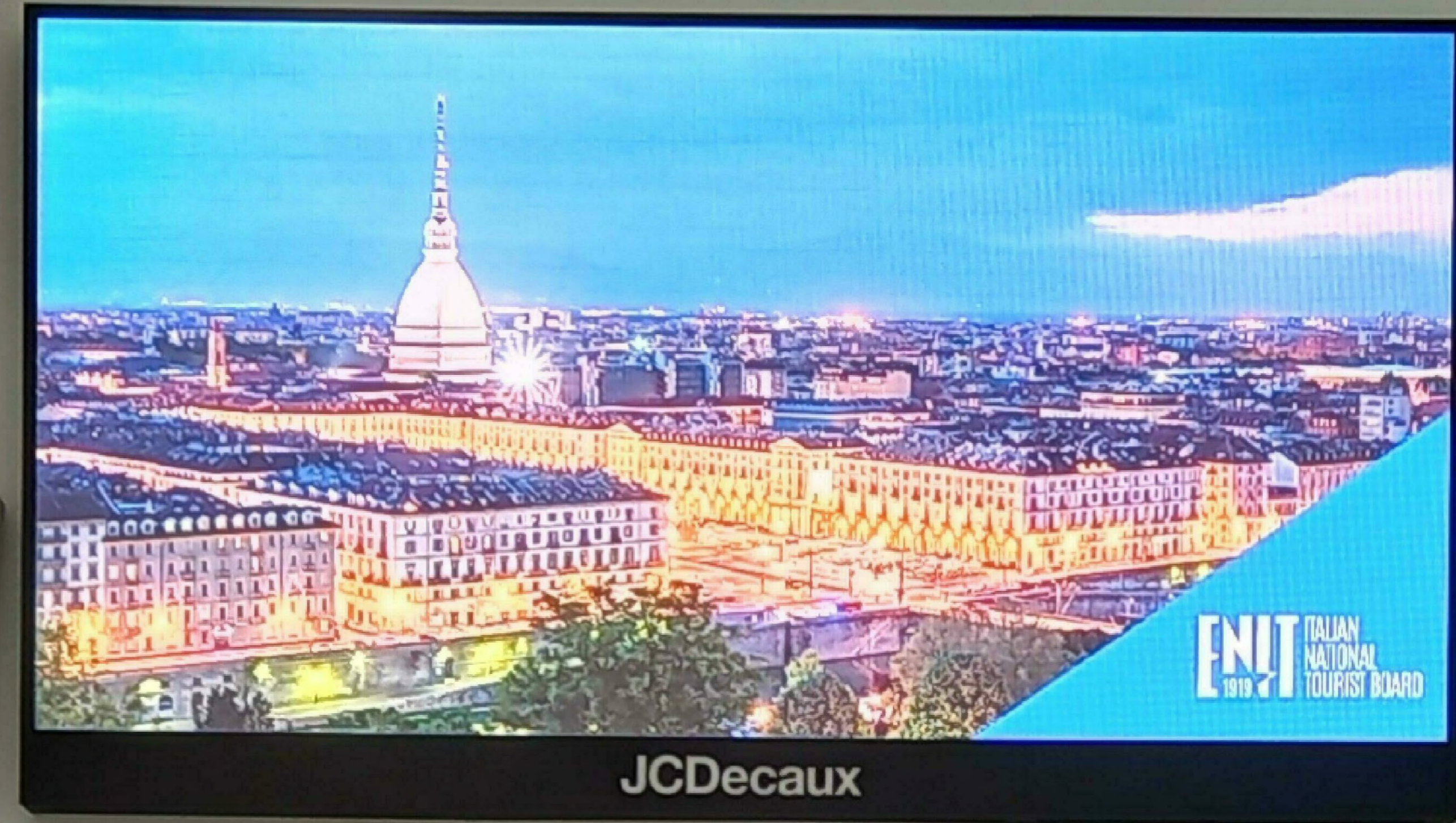
SOUTHWEST AIRLINES

DUTY FREE DFS



B GRILL





SOUTHWEST AIRLINES

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Programmezionisedlestere - x Deadlines-Italy Tourism + AFAR x LogOut x emailafar.com/public/3268728 x +

emailafar.com/public/32687228

Homepage Alfresco » Login Media Opportuniti... Virtuoso Events >... Ministero Turismo... Chrome Web Brow... Consumer Price Ind... Bureau of Labor St... All Bookmarks

# AFAR Journeys

Your AFAR recommended itinerary to make trip planning easier.



A view of the "Mio Lago" from the Trentino mountains // Courtesy of Andrea Senni, Italy Tourism

## How to Let the Lake Como Region Delight All Your Senses

Type here to search

54°F 8:04 AM 11/1/2023

Programmezionisedlestere x Deadlines-Italy Tourism + AFAR x LogOut x emailafar.com/public/3268728 x emailafar.com/public/3277663 x +


emailafar.com/public/3277663

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[View Online](#)

# AFAR WANDERLUST

Sponsored by Italy Tourism



## Taste the Local Flavors of Lake Como, From Shore to Mountain

Type here to search

54°F 8:04 AM 11/1/2023

Outlook

**Master Video for Social Media | DMAnc.org Masterclass**

Master Video Production for Social Media | Live Online Masterclass | Nov 28, Dec 5, 12 & 15

This message contains graphics. If you

Delete Flag Dismiss



# TURISMO DELLE RADICI ARGENTINA

Matera - Novembre 2022

ENIT





**ROOTS in**  
Borsa Internazionale  
Turismo delle Origini

Il primo evento  
internazionale di settore  
dedicato al turismo di ritorno  
nella terra d'origine

14-15 novembre 2022

presso UNAHOTEL

ROOTS in  
STAFF