

NAME AND TYPE OF PROMOTIONAL ACTIVITY I Semester 2022	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
BMT 17-21 March 2023	Workshop in Lazio (Italy) with 10 Tour Operators From USA and Mexico	Borsa & Post educational	Program	USA & Mexico
SMU International New York - Northstar Meeting group - March 2023	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	Events & Presentation	Images, participants	USA & Mexico
OOH Campaign Atlanta Hartsfield-Jackson Int'l Airport 11-15 May 2023	IAtlanta Hartsfield-Jackson Int'l Airport campaign will take place Atlanta withLed screens inside the terminals Displaying Rome and Venice. Monthly Impressions: 20,265,113	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Signature Network, May - June 2023- Regional Tradeshows	ENIT protagonist of 3 Regional Workshops which will take place in Fort Lauderdale, FL, (June), Los Angeles, CA (June) and Chicago (May) - expected participation 150-200 associates.	B2B Workshop Comarketing Mice Leisure Affluent Family Golden	Images, participants	USA & Mexico
Travel Leaders Network, May and October	Participation at Luxury Forum and Edge in May in Nashville meeting over 200 Luxury and non Luxury Agents and Elevate in NY in october	B2B Workshop Comarketing Mice Leisure Affluent Family Golden	Images	USA & Mexico
Filmtwist Productions LLC Display Campaign Dec 2023 Jan 2024	2 month display campaign to generate visibility	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Display Campaign	Screenshots	USA & Mexico
SITE 2023	Membership Renewal, and Webinar to the members with the participation of our Director	B2B event Comarketing Mice Leisure Affluent Family Golden		USA & Mexico
ASTA 2023	Membership Renewal	B2B event Comarketing Mice Leisure Affluent Family Golden		USA & Mexico
AFAR Magazine Campaign Jan-Nov 2023	Regional Food & 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 "	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Campaign	Screenshots	USA & Mexico

<p>Nortstar Meetings- Town &amp; Country Magazine Campaign Jan-Oct 2023</p>	<p>1 guide "A Guide to Italy's Alternative Treasures" (3 pag) on:                  -VENETO: North Star                  -ER: The Great Outdoors; Double Feature;                  -Trentino: Choose your own adventure Not just Venice—but also the Venice countryside, such as: Palladian villas; (Vicenza, Padova, Verona), the fishing ports of Chioggia and Comacchio, Asolo, and much more                  Not just Florence—but also Lucca, Viareggio, Forte dei Marmi                  Not just Tuscany—but Umbria, and villages like Todi, San Gimignano, Narni</p>	<p>B2B event                  Comarketing Mice                  Leisure Affluent                  Family Golden                  Age/Dink Millennials                  Special Interest                  Campaign</p>	<p>Screenshots</p>	<p>USA &amp; Mexico</p>
<p>IGLTA Membership Silver Global Partership Renewal Jan - Dec 2023</p>	<p>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; 2 Newsletter, 1 Webinar</p>	<p>Events &amp; Presentations</p>		<p>USA &amp; Mexico</p>
<p>MPI 2023</p>	<p>Membership Renewal. Meeting 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 networking initiatives as well as numerous online training courses. Annual membership which includes the acquisition of databases</p>	<p>B2B event                  Comarketing Mice                  Leisure Affluent                  Family Golden                  Age/Dink Millennials                  Special Interest</p>		<p>USA &amp; Mexico</p>

<p>Signature Network, Comarketing Jan Dec 2023</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. 2 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 with median income above \$250,000 Possibility of organizing meetings/training with agencies; Use of the logo on all communications.</p>	<p>B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .</p>	<p>Images</p>	<p>USA &amp; Mexico</p>
<p>Virtuoso comarketing Network, Jan Dec 2023</p>	<p>"Access to DB 11.000 associats. I network: 7 milioni + N 4 Ads/announcements on leaderboard on dashboard of VIRTUOSO.COM (novembre &amp; dicembre) – 17,336 impressions, Microsite, . 2 Webinars: Webinar “Luxury Trip to Italy” (26 ottobre) – 84 partecipants INTERACTIVE WEB15 (English and Spanish) – Dec. - Virtuoso.com Catalog Carousel (Dec.) 2 immagini – 81.231 impressions VIRTUOSO CONNECT – Rome May - 100 contats "Distribution of 3 special post-cruise newsletters "Cruise News" with promotion Destination Italy: 1 million+</p>	<p>B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest</p>	<p>Images</p>	<p>USA &amp; Mexico</p>
<p>Travel Leadsers Network, Jan Dec 2023</p>	<p>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 &amp; 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. Comarketing includes: Agent Universe Page, 26 email with video, 4 email B2B , 2 Webinars, 1 email to consumers, 3 Navigator announcements,</p>	<p>B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest</p>	<p>Images</p>	<p>USA &amp; Mexico</p>

# WORKSHOP TERME, BENESSERE & VACANZA ATTIVA

## Naples, Thursday 16<sup>th</sup> March 2023

### International buyers form

FILLING THE FORM IN WITH YOUR COMPUTER IS MANDATORY

#### GENERAL INFO

Country

Company Name

Name  Surname

Male  / Female  Title (position)

Address

Town  Zip

Tel.  Fax  Mobile

E-mail  Website

You are mostly interested in the following **regions** and **localities**

#### YOU ARE MOSTLY INTERESTED IN:

<input type="checkbox"/> Thermal Resort	<input type="checkbox"/> Mountain Holidays	<input type="checkbox"/> SPA / Beauty / Fitness Center
<input type="checkbox"/> Active holiday	<input type="checkbox"/> Hotel****	<input type="checkbox"/> Hotel*****
<input type="checkbox"/> Hotel sea view	<input type="checkbox"/> Hotel with golf course	<input type="checkbox"/> Hotel with tennis/padel court
<input type="checkbox"/> Tour operator / Travel agents	<input type="checkbox"/> Holiday home, villas and flat	
<input type="checkbox"/> Trasport ( <input type="checkbox"/> Fly <input type="checkbox"/> Ferry Boat	<input type="checkbox"/> Bus/Car Rental)	<input type="checkbox"/> Restaurant / Enogastronomic Tours

#### YOUR PROGRAM INCLUDES SPECIAL ARRANGEMENT FOR:

<input type="checkbox"/> Wellness holidays	<input type="checkbox"/> Sporting holidays	<input type="checkbox"/> Cultural Tours or events
<input type="checkbox"/> Youth and school travel	<input type="checkbox"/> Congress and conference	<input type="checkbox"/> Healt and beauty farm holidays
<input type="checkbox"/> Food and wine tour	<input type="checkbox"/> Experience	<input type="checkbox"/> Events
<input type="checkbox"/> Senior Citizen Travel	<input type="checkbox"/> Other special interest groups	<input type="checkbox"/> Sea

Will you join the post event eductur from 17<sup>th</sup> to 19<sup>th</sup> March in Campania?

Yes  No

I authorise Progetta srl to use my details for all activities related to the BMT and of the partners directly involved in producing its initiatives.  
The details will be managed in accorsance with the current regulations (statute 675, 2004)

Signature



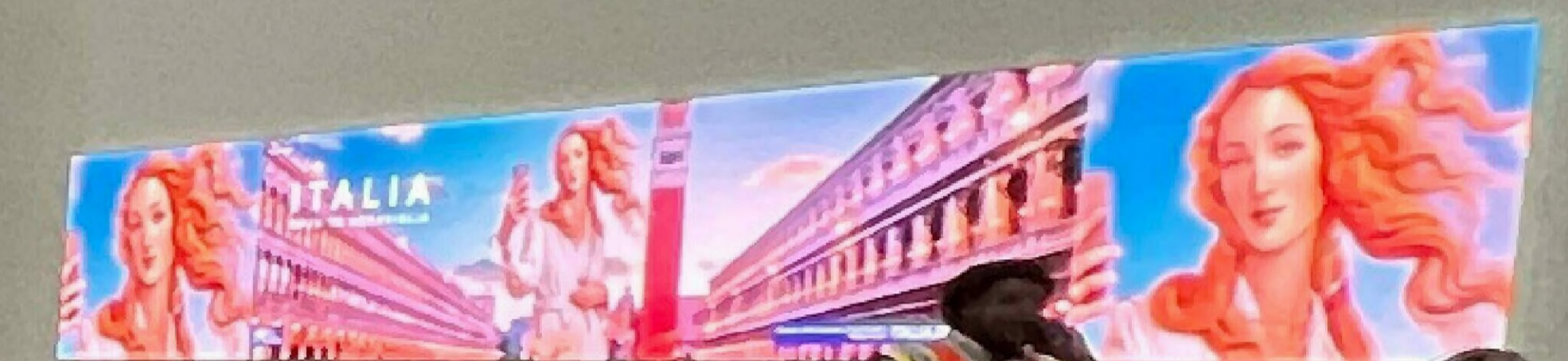
Gates A19 - A34  
Puertas de Embarque A19 - A34



South Security Checkpoint

TSA Passenger Screening Ahead

# SOUTH CHECKPOINT



Baggage Claim  
de Equipaje  
and Transportation  
de Transporte Terrestre

Concourses A,B,C,D,E,F  
Terminales A,B,C,D,E,F

Gates T5 - T21  
Puertas de Embarque T5 - T21



T5  
Seattle

DELTA









Borgo dei Conti  
Montemurro / Perugia  
Russo & Chianese

Borgo dei Conti  
Montemurro / Perugia  
Russo & Chianese

Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM









Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM



Table  
32  
Italian  
National  
Tourist Board

ISOLA DEL GARDA

# ITALIA.IT



MINISTERO  
DEL TURISMO

**ENIT** ITALIAN  
1919  NATIONAL  
TOURIST BOARD



# ITALIA.IT



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM

**MINISTERO  
DEL TURISMO**

**ENIT** ITALIAN  
1918  NATIONAL  
TOURIST BOARD



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM

# ITALIA.IT



## MINISTERO DEL TURISMO

**ENIT** ITALIAN  
1919  NATIONAL  
TOURIST BOARD



26 (3.6%)

**ITALIA**  
OPEN TO MERAVIGLIA

ITALIA.IT



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA

ENIT 1910  
ITALIAN  
NATIONAL  
TOURIST BOARD

# Spotlight on ...

From the Alps to the Mediterranean, Italy is ready to host your next conference, convention or incentive travel pro

30 (4.1%)

**Start planning here**



ADVERTISEMENT

# 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

**ENIT** ITALIAN  
1919 NATIONAL  
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](http://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](http://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.*

**R**imini'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](http://felinimuseum.it/en)



Casa Museo Luciano Pavarotti

About two hours north-west 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](http://casamuseolucianopavarotti.it/en)

RIMINI: TIMOREY ZADIORNOV/GETTY IMAGES; COMACCHIO: MASSAN PH/GETTY IMAGES; MODENA: FRANCESCO RICCARDO IACOMINO/GETTY IMAGES; FELLINI MUSEUM: DAVIDE PIRAS; CASA MUSEO LUCIANO PAVAROTTI: GIANLUCA CAMPORESI/CASA MUSEO LUCIANO PAVAROTTI; VALLE DI CEMBRA: TRENITINO; MATHÄUS 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

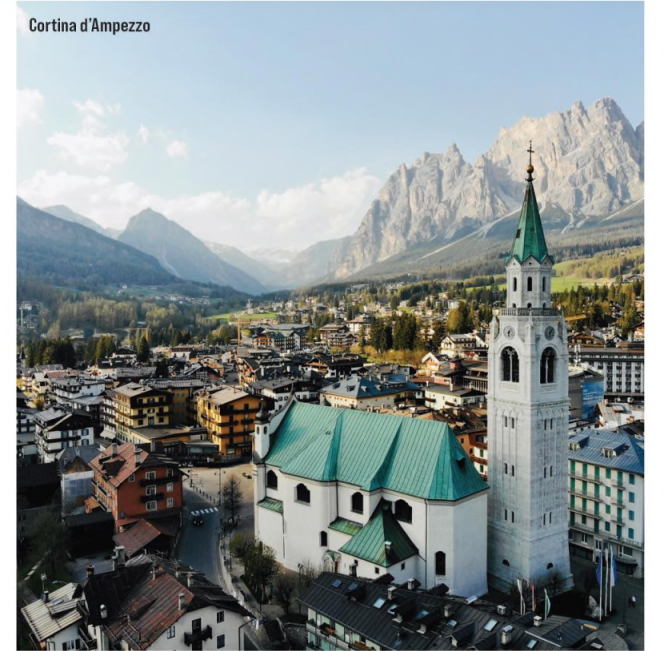
are second to none, Cortina's après-ski scene is what has drawn society types since the mountain hamlet hosted Italy's first Winter Olympics in 1956. (An honor it will repeat 70 years later: Along with Milan, Cortina is the site of the 2026 Winter Olympics and Paralympics.) With its mix of traditional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

For more adventure ideas, check out [VISITTRENTINO.INFO](http://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 EV00 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](http://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](http://denigris1889.com/en)



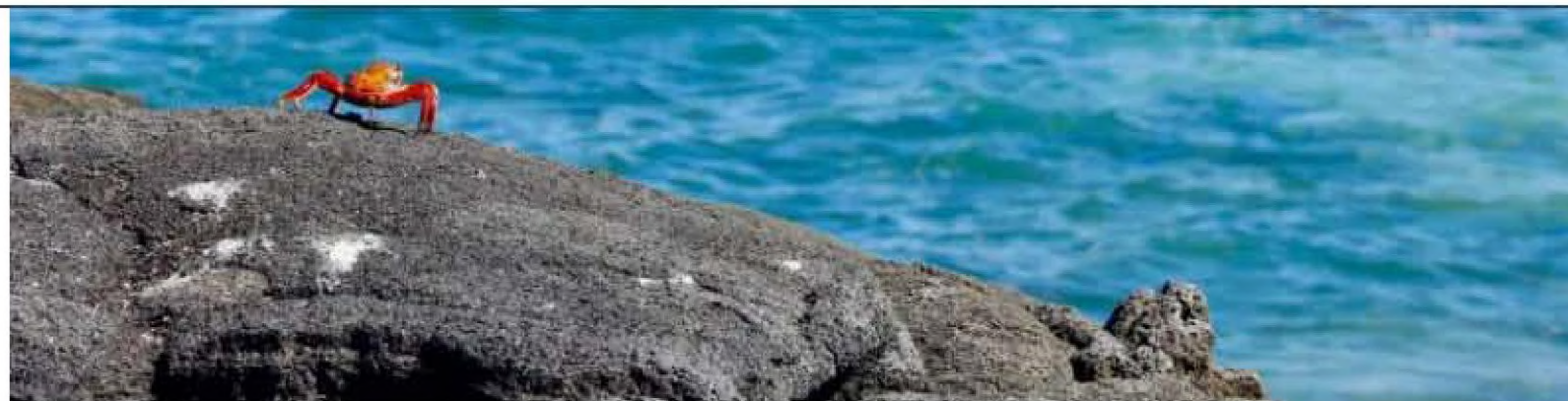
### For Prosciutto di Parma GO TO PARMA

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](http://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.



The Galápagos Islands is one of the most well known tropical destinations in the world, in part thanks to its wildlife. Photo by Bailey Berg

From Earth's finest assemblies of sugarloaf sands and jewel-toned seas to culture-rich wonderlands and wildlife havens, the **islands** along the equator are as diverse as they are exciting.

Buckle up for a journey around the globe with these 10 tropical islands to visit, which include the **Maldives**, St. Bart's, and the **Galápagos**.

## 1. Galápagos Islands

*Best for: A voyage of discovery through one of the ultimate bucket list destinations.*

Made famous by the teachings of Charles Darwin, the photographs of *National Geographic*, and the cinematography of numerous nature documentaries, the Galápagos Islands reign as a top **bucket list destination** for many. More than 500 nautical miles west of Ecuador in the Pacific Ocean, the highly protected islands are a living museum of natural history, where plants and animals have evolved for centuries without human interference.



### TRAVEL NEWS

How to Earn 2,000 Delta SkyMiles on Your Next Starbucks Runs

Europe Flights from \$129. Antarctica Cruises 25 Percent Off. These Are Our Favorite Labor Day Travel Deals.

These Airports Let You Skip Security Lines for Free—No TSA PreCheck Needed



# AFAR

TRAVEL INSPIRATION > BEACHES > ISLANDS

By Kristin Braswell • August 23, 2023

## 4 Lesser-Known Islands in the Caribbean Worth Visiting

*These Caribbean islands are perfect for a crowd-free vacation.*

Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM



# ITALIA.IT



MINISTERO  
DEL TURISMO

**ENIT** ITALIAN  
1919  NATIONAL  
TOURIST BOARD



# ITALIA.IT



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM

**MINISTERO  
DEL TURISMO**

**ENIT** ITALIAN  
1918  NATIONAL  
TOURIST BOARD



Received by NSD/FARA Registration Unit 02/05/2025 2:57:32 PM

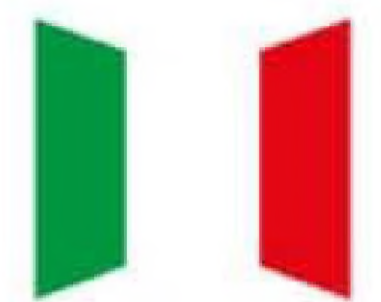
# ITALIA.IT



## MINISTERO DEL TURISMO

**ENIT** ITALIAN  
1919  NATIONAL  
TOURIST BOARD

ITALIA.IT



MINISTERO DEL TURISMO

ENIT ITALIAN NATIONAL TOURIST BOARD 1919



# Featured Specials

View All



## Chefs Weekly Curry Experience

Victoria Junction Hotel

Valid: Always



## http://www.asershoog2.com

Asershoog

Valid: Always

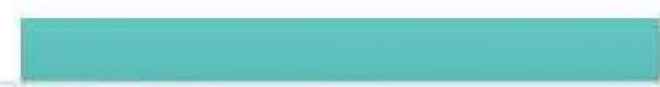


## Score More with Southern Sun

Victoria Junction Hotel

Valid: Always

Score More is specially designed for groups of people travelling together - from sports teams or school groups - to help stretch the all-important budget. Book between... →



## Sunday Lunch



ADVANCING LGBTQ+ TRAVEL



Pasta, pizza, cheese and wine are just some of the food and beverage products linked to Italian Food & Wine traditions.

Delicious combinations handed down through the centuries transmitting the values and essence of being Italian.

Each Region has its own specialties, and offers food and wine tours to discover the diverse and tasty local cuisine.



You received this email because you subscribed to our list. You can [unsubscribe](#) at any time.

International LGBTQ+ Travel Association  
5079 North Dixie Hwy, #367  
Fort Lauderdale, FL 33334  
USA  
Email Us : [igлта@igлта.org](mailto:igлта@igлта.org)  
Call Us : [+1.954.630.1837](tel:+19546301837)

Get carried away indulging in quality shopping, or create a cultural activity from the souvenir hunt at a flea market

IGLTA <iglta@iglta.org>  
4:08 p. m.

To: Joel B



ADVANCING LGBTQ+ TRAVEL



**Are you ready to browse a local market in search of Made in Italy handcrafted items at discounted prices?**  
Whether you are shopping in the fashion boutiques or in local markets, finding treasure to buy is an essential part of your Italian holiday.



You received this email because you subscribed to our list. You can [redacted] at any time.

International LGBTQ+ Travel Association



Advertisement



## Plan the Perfect Couple's Getaway to Italy With Help from ENIT

IGLTA

If you are looking for some new inspiration for a couple's trip to Italy, the Italian National Tourist Board (ENIT) has you covered.

From cities of art, and Mediterranean beaches, to chalets in the mountains and sipping bubbly in Langhe with views of the vineyards, Italy offers many exciting and LGBTQ+ welcoming destinations for those traveling as a duo. Check out this list!

[Read More](#)



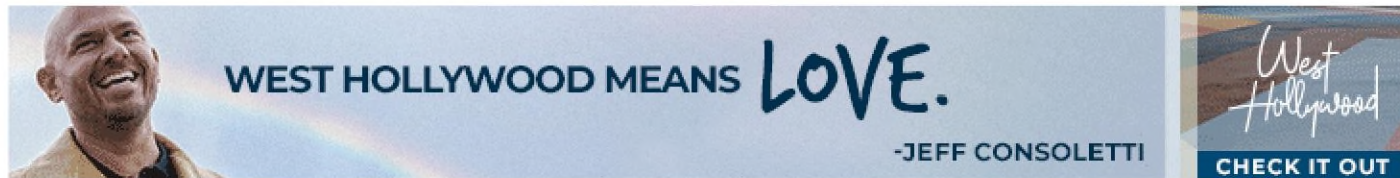
## Visit Tulum + LGBTQ+ Guide to Portugal

IGLTA <iglta@iglta.org>

Via 3/11/2023 9:08 AM

Para: Joel B <joelozoro@hotmail.com>

[View this email in your browser](#)



03 NOVEMBER 2023



**IGLTA**

ADVANCING LGBTQ+ TRAVEL



**SAILING HOLIDAYS OR MINI DAY CRUISES: ITALY VIEWED FROM THE SEA IS EVEN MORE BEAUTIFUL**

Are you looking for a holiday that is all about freedom and carefreeness, in the company of close friends or on your own? Then a sailing trip is just what you need. Whether it's a

day trip, a mini cruise or a full-scale sailing holiday makes little difference: you will discover the most beautiful seas, sleep at anchor and watch the sun set over the sea. Sailing tours in Italy can offer unique experiences for young and old, and an unusual perspective of a country that when viewed from the sea is even more beautiful. Below are some options:

Sailing boat trips in Tuscany: discovering the Argentario coastline

Sailing boat trips in Lazio: an archipelago of enchanting islands

Sailing boat trips in Campania: The Divine Amalfi Coast and the Cilento

Sailing boat trips in Calabria: a mini cruise on the Costa degli Dei

Sailing boat trips in Apulia: along the Adriatic Coast

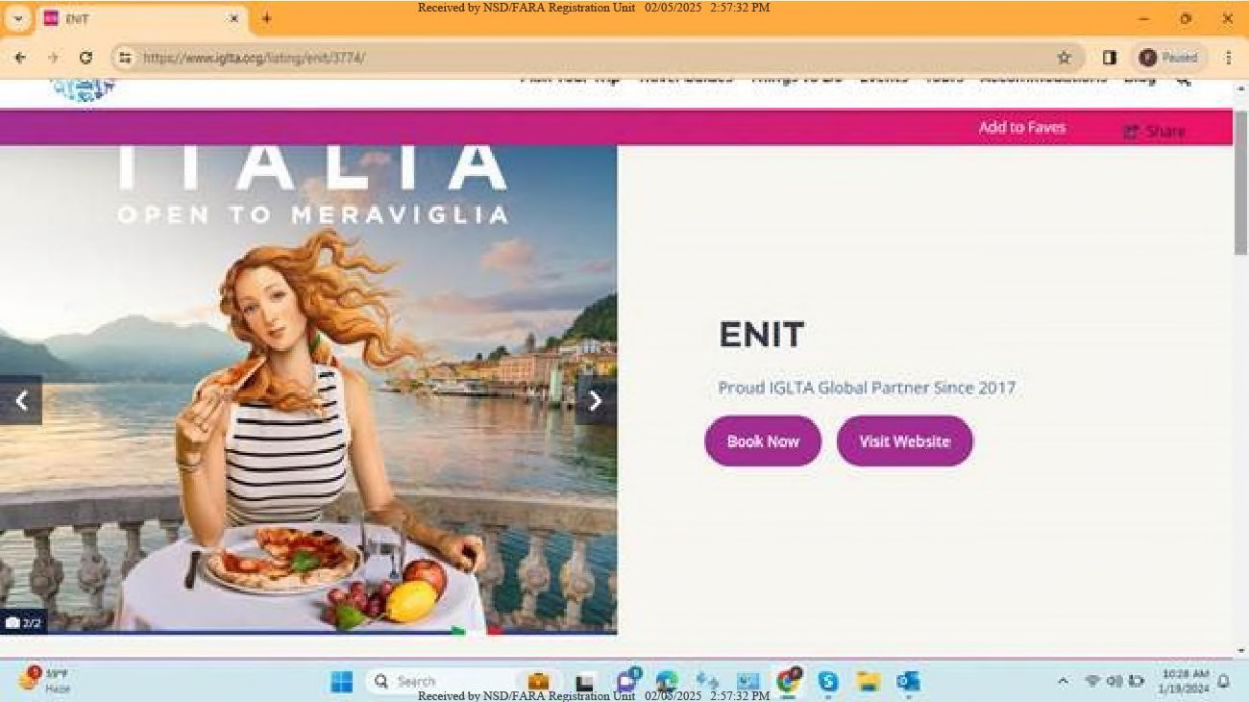
[LEARN MORE →](#)



### YOUR TULUM GETAWAY JUST GOT CLOSER WITH DELTA'S NEW DIRECT US FLIGHTS

Get ready to explore the enchanting beauty of Tulum with ease! Delta Air Lines, a valued IGLTA Global Partner, is introducing the first-ever direct service from the US to Tulum, Mexico. Starting 28 March 2024, you can fly straight from Atlanta to the heart of the Riviera Maya on a Boeing 737-800. This new route is a game-changer for US travelers, offering a seamless journey to Tulum's breathtaking beaches and rich cultural heritage. No more long drives from Cancun!

[READ MORE →](#)



Add to Faves Share

# ITALIA

OPEN TO MERAVIGLIA



## ENIT

Proud IGLTA Global Partner Since 2017

Book Now

Visit Website

IGLTA WEBINAR  
Hosted by  
The Italian National Tourist Board USA & Mexico

# LOVE: CELEBRATE ROMANCE

Some of the most beautiful  
destinations for an Italian  
style getaway for two

April 4° 2024



**ENIT** 1919  AGENZIA  
NAZIONALE  
DEL TURISMO

IGLTA WEBINAR  
Hosted by  
The Italian National Tourist Board USA & Mexico

# LOVE: CELEBRATE ROMANCE

Some of the most beautiful  
destinations for an Italian  
style getaway for two

April 4° 2024



**ENIT** 1919  AGENZIA  
NAZIONALE  
DEL TURISMO



# April 1 – December 31, 2023, Report

---

# SIGNATURE PREFERRED PARTNERS

## Products and services offered across Italy

### Preferred Cruise Lines

- Abercrombie & Kent - Cruises
- AmaWaterways
- Azamara
- Carnival Cruise Line
- Celebrity Cruises
- Disney Cruise Line
- Holland America Line
- Lindblad Expeditions
- Norwegian Cruise Line®
- Oceania Cruises
- PONANT
- Princess Cruises
- Regent Seven Seas Cruises
- Royal Caribbean International®
- SeaDream Yacht Club
- Silversea Cruises
- Star Clippers
- Tauck – Cruise Division
- Uniworld Boutique River Cruises
- Viking
- Virgin Voyages
- Windstar Cruises

### Preferred Destination Specialist

### Preferred Land Suppliers

### Preferred Hotel Suppliers

List available on Italian National Tourist Board microsite [linked here](#).

- Abercrombie & Kent Italy and Croatia
- Abercrombie & Kent United Kingdom and Europe
- Essence of Sicily
- Family Twist
- I.D.I. Travel - Italy & France
- IC Bellagio
- J&J Services Italy Inc.
- Leonidas
- Queen of Clubs
- Travelive
- VIT Incoming

#### *Custom/Independent/FIT*

- Abercrombie & Kent
- Alexander+Roberts
- Apple Vacations / Travel Impressions
- Avanti Destinations
- Bedsonline
- CIE Tours
- Classic Vacations
- Club Med
- Delta Vacations®
- Europe Express
- Goway Travel
- Island Destinations
- Pleasant Holidays / Journese
- MT Sobek
- Railbookers
- TCS World Travel – Private Custom Travel

#### *Excursions/Activities*

- Context Travel
- Project Expedition
- Traveling Spoon
- Walks | Devour

#### *Private Homes/Villas*

- HVN Travel Group
- onefinestay
- Villas of Distinction

#### *Specialty/Niche*

- Belmond Trains & Cruises
- Kuoni Tumlare (Groups Only)
- Premier Golf
- Rail Europe
- Ski.com

#### *Escorted/Guided*

- Abercrombie & Kent
- Adventures by Disney®
- Alexander+Roberts
- Backroads
- CIE Tours
- Contiki (TTC Tour Brands)
- Cosmos / Globus
- Costsaver (TTC Tour Brands)
- Country Walkers
- G Adventures
- Insight Vacations (TTC Tour Brands)
- Luxury Gold (TTC Tour Brands)
- MT Sobek
- National Geographic Expeditions
- Tauck
- TCS World Travel – Private Jet Expeditions
- Trafalgar (TTC Tour Brands)
- VBT Bicycling Vacations

06/27/23

# Italian National Tourist Board: Cuisine and Culture Across The Regions of Italy

[VIEW RECORDING →](#)



Registered = 187



Attended = 116



Rating = 10



VIRTUAL SESSION

## ITALIAN NATIONAL TOURIST BOARD: EMILIA-ROMAGNA - CUISINE, CULTURE, AND COUNTRY SIDE IN MOTOR VALLEY

*Signature Moderator: Ryan Muller  
Coordinator, Preferred Partnerships & Training*

Emilia-Romagna, known as the Motor Valley, home of its namesake Formula One Grand Prix, is even more than a car or racing enthusiast's haven. A cultural hub of Northern Italy, the region offers some of the most celebrated cuisine and wines in the nation, as well as esteemed architecture from mansions to castles. Beyond city life lie cycling routes to experience Emilia-Romagna's mountains and plains. Don't miss this opportunity with Francesco Brazzini, Marketing Manager for the Italian National Tourist Board, to discover Northern Italian arts, gastronomy, and scenery at its finest!

Recorded: June 27, 2023

[VIEW RECORDING →](#) (Italian National Tourist Board's presentation begins at the 1 minute mark)

### ITALIAN NATIONAL TOURIST BOARD

Francesco Brazzini, Marketing Manager, [francesco.brazzini@enit.it](mailto:francesco.brazzini@enit.it)

To view Italian National Tourist Board's presentation slides, [click here](#)

Here is a list of our preferred partners offering Italy to help you service your clients: [Italy Preferred Supplier Partners](#)

### Advisor Resources

[SigNet Profile](#)

[Italian National Tourist Board Microsite](#)

[Italian National Tourist Board Website](#)

[Emilia-Romagna Turismo Website](#)

# Regionals

Chicago: May 24-25

FLL: June 1-2

LA: June 14-15

Chicago



Fort Lauderdale



Los Angeles



*List of advisors met at appointments sent separately*



# Conference

## Las Vegas

Nov 6-9

*List of advisors met at appointments can be downloaded in the APP*



# Conference Workshop

List of advisors who signed up sent separately

Registered

183

Attended

113



**Signature Travel Network**

<
**AGENDA DETAILS**
🏠 ☰

**Italian National Tourist Board (Members)**

📅 Wed, Nov 8, 2023

🕒 5:05 PM - 5:35 PM

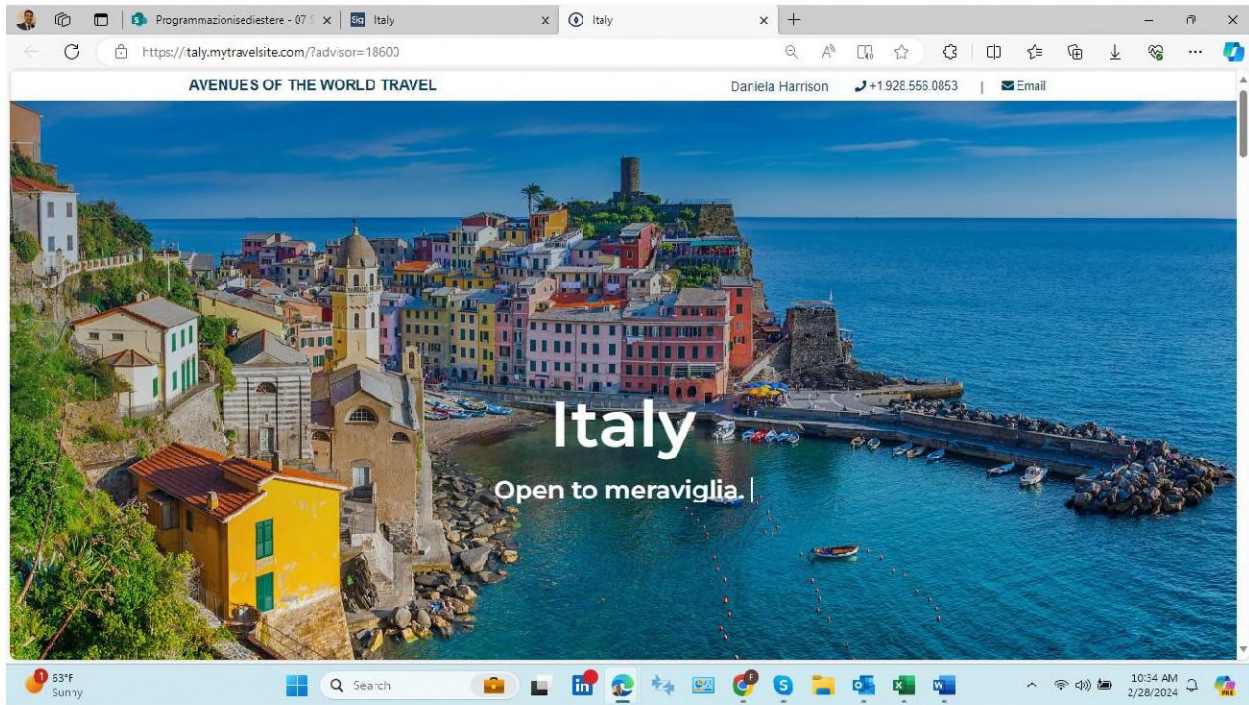
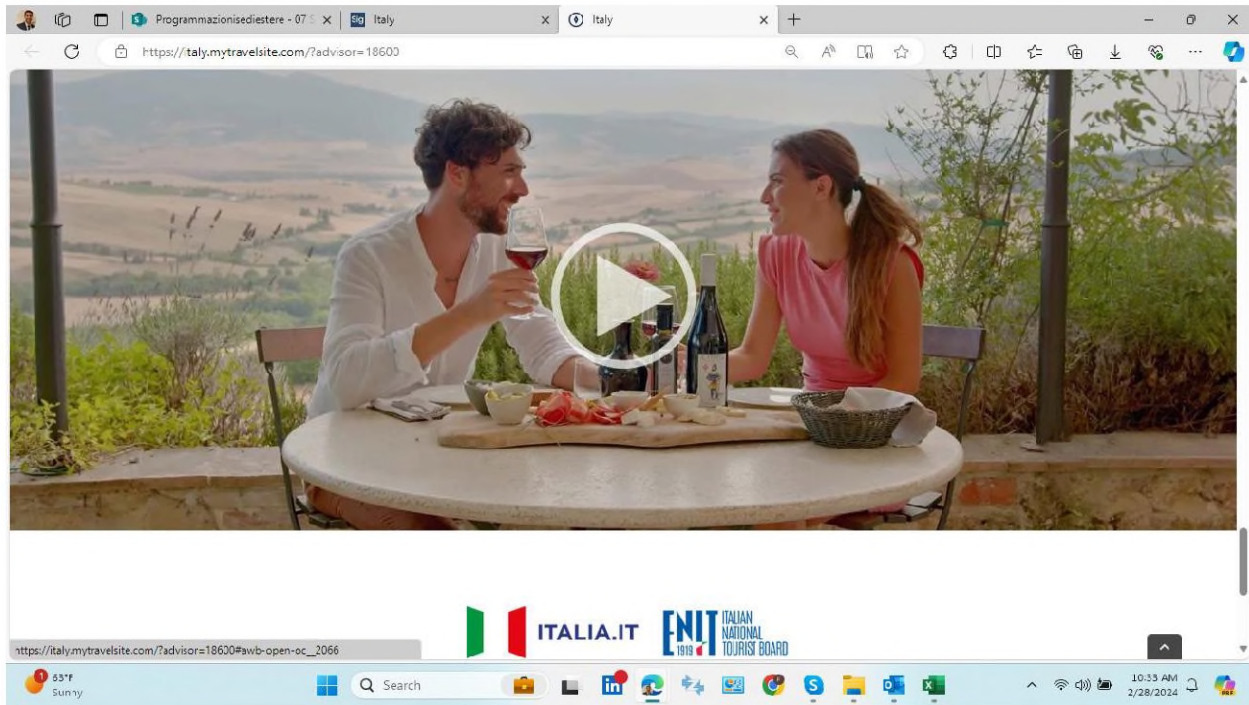
📍 Lando 4302 (level 4)

---

**Event Description**

**Presenter:** *Francesco Brazzini, Marketing Manager*

Italia. Open to meraviglia. Make our beauties be known, from our big cities to small villages. Talk about our boundless heritage of art, nature and gastronomy. Open wide the doors of wonder to the whole world.



SIGNATURE WEBINAR

# TREASURES OF EMILIA ROMAGNA

Motor and Food Valley, Castles and  
Leisure Cycling

June 27 2023

The logo for ENIT (Agenzia Nazionale del Turismo) features the acronym 'ENIT' in a large, bold, white sans-serif font. Below the 'I' in 'ENIT' is the year '1919' in a smaller font. To the right of the acronym, the full name 'AGENZIA NAZIONALE DEL TURISMO' is written in a smaller, white, all-caps sans-serif font. A small Italian flag icon is positioned between the year and the full name.

**ENIT** 1919  
AGENZIA  
NAZIONALE  
DEL TURISMO

SIGNATURE WEBINAR

# LUXURY TRIP TO ITALY

Life's greatest pleasures in one-of-a-kind vacation

October 24 2023



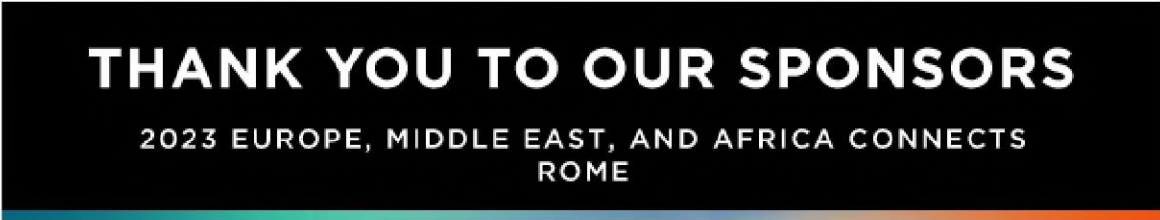
**ENIT** 1919  
AGENZIA  
NAZIONALE  
DEL TURISMO



**2023 VIRTUOSO CONNECTS ROME  
AGENDA**

**WEDNESDAY, MAY 3**

2:00 PM - 2:30 PM	Arrival and Registration	<i>Lumen Garden</i>
2:30 PM - 2:43 PM	Welcome sponsored by Auberge Resorts Collection & Italian National Tourist Board	<i>Domus Aurea Rooms</i>
2:43 PM - 4:35 PM	Member/Preferred Partner Networking	<i>Domus Aurea Rooms</i>
4:35 PM - 4:50 PM	Afternoon Break sponsored by The St. Regis Venice & Melia International Hotels	<i>Lumen Garden</i>
4:50 PM - 6:18 PM	Member/Preferred Partner Networking	<i>Domus Aurea Rooms</i>
6:20 PM - 7:00 PM	Collaboration Session for Member & Partners	<i>Domus Aurea Rooms &amp; Esquilino Room</i>
7:00 PM - 8:30 PM	Cocktail Reception sponsored by The St. Regis Rome	<i>Lumen Cocktail Bar</i>



All agenda sessions and session details are subject to change.



My Dashboard Settings



**VIRTUOSO CONNECTIONS**



**Villas of Distinction**

- *Puerto Vallarta, Mexico*  
Clients get up to US\$2,000 in resort credits at One&Only Mandarin and free nights in select villas.



**Wilderness - Africa**

Over the last 40 years, Wilderness has become one of the leaders in conservation and hospitality. They help create the perfect journey beyond the safari - from...



**Conservatorium Hotel Amsterdam**

- *Amsterdam, The Netherlands*  
Every 4th night is complimentary for guests staying in the heart of the city's fashion and museum district.



**Brunelleschi Hotel**

- *Florence, Italy*  
Guests save on a 3-night stay to discover the splendor of the city. Includes breakfast and more.

● ● ● ● ● **NEXT**

**CRUISE**

**Cruise Catalog Search**

**Where to?**

Any Destination ▾

**When?**

Calendar icons to calendar icons

**Length**

- 1-7 Days
- 8-14 Days
- 15-21 Days
- 22+ Days

**Cruise Benefits**

- Virtuoso Voyages Hosted Benefits
- Exclusive Benefits
- HO Group Benefits

**Search**

**Cruise Alerts**

You are not currently tracking any sailings. Please visit the Cruise Alerts page for more information.

**Sailings I'm Hosting**

You are not hosting any upcoming sailings. For more information about hosting a Virtuoso Voyages sailing please visit the Virtuoso Voyages information page.

**Virtuoso Voyages Host Manual**

**Hosts Needed for Upcoming Virtuoso Voyages Sailings**

**All Virtuoso Voyages Hosting Opportunities**

**Important Links**

- [Manage Virtuoso Voyages Registrations](#)
- [Cruise Line Directory](#)
- [Cruise Information Pages](#)
- [Cruise News & Webinar Recordings](#)
- [Cruise Promotions](#)
- [Virtuoso Voyages Hosted Program](#)

[Manage Links](#)

**FEATURED TRAINING**

**METROPOLITAN TOURING**  
70<sup>TH</sup> ANNIVERSARY

**54 YEARS OPERATING LUXURY GALAPAGOS EXPEDITION VESSELS!**

Lock in your clients 2023 rate for your 2024 cruise with this early-bird deal!



**Villas of DISTINCTION**  
LUXURY VACATION HOMES • PRIVATE ISLANDS

**Cyber Week**  
Up to \$5,000 Bonus Commission for You + Up to \$2,000 Cash Back for Your Clients

Terms & Conditions Apply.



My Dashboard Settings



**VIRTUOSO CONNECTIONS**

**Bedsonline - Worldwide**  
Get ready for Black Friday discounts for your clients. Book between Nov 20-29.

**Travel Impressions**  
- Riviera Maya, Mexico  
Your clients' 5-night stays at Grand Velas Riviera Maya include round-trip transfers. Book by Dec 22.

**Baglioni Hotels Collection**  
- Italy & United Kingdom  
Guests staying at the Venice, Rome, or London hotels are treated to a US\$100 dining credit and more.

**Intrepid Travel**  
- Worldwide  
Nearly 100 new itineraries will be available in 2024, designed to meet customers' changing expectations.

... NEXT

**CRUISE**

**Cruise Catalog Search**

Where to?  
Any Destination

When?  
to

**Length**  
 1-7 Days  
 8-14 Days  
 15-21 Days  
 22+ Days

**Cruise Benefits**  
 Virtuoso Voyages Hosted Benefits  
 Exclusive Benefits  
 HQ Group Benefits

**Search**

**Cruise Alerts**  
You are not currently tracking any sailings. Please visit the Cruise Alerts page for more information.

**Sailings I'm Hosting**  
You are not hosting any upcoming sailings. For more information about hosting a Virtuoso Voyages sailing please visit the Virtuoso Voyages information page.

**Virtuoso Voyages Host Manual**

**Hosts Needed for Upcoming Virtuoso Voyages Sailings**

**All Virtuoso Voyages Hosting Opportunities**

**Important Links**  
 - Manage Virtuoso Voyages Registrations

**CRYSTAL SAIL & SAFARI OFFER**

**SAVE 25%**  
ON A SELECT ABERCROMBIE & KENT TAILOR MADE SAFARI JOURNEY WHEN YOU BOOK A CRYSTAL CRUISE

**LEARN MORE**

**HARVEY NICHOLS**

# Digital Marketing

## Virtuoso.com Dashboard Ads

Deploy Date: Sep 26 - Oct 2

Format: Top Leaderboard

Link to Email

[https://oyo.virtuoso.com/public/digitalads/2023%20Proof/Sep26-Oct2/ItalianNationalTouristBoard\\_DBtop.png](https://oyo.virtuoso.com/public/digitalads/2023%20Proof/Sep26-Oct2/ItalianNationalTouristBoard_DBtop.png)

Placement & Date	Total Impressions	Total Clicks	Click-Through Rate (CTR)
20230919-20231002	5,725	42	0.73%

The screenshot shows the Virtuoso.com dashboard interface. At the top, there is a navigation bar with the Virtuoso logo and icons for Search, Wanderlist, and Hailee. Below the navigation bar are dropdown menus for Travel Advisors, Destinations, Plan A Trip, Why Virtuoso, Inspiration, and Staff Tools. The main content area features a header with a profile picture, a 'My Dashboard Settings' link, and a decorative banner for the Italian National Tourist Board (ENIT) with the text 'MINISTERO DEL TURISMO'. The dashboard is divided into several sections: 'VIRTUOSO CONNECTIONS' with four travel offers (Context Travel, Australis Cruises, Hurlington, and The Chedi Muscat); 'CRUISE' with a search form for destinations, dates, and lengths, and a 'Search' button; 'Cruise Alerts' with a message about tracking sailings; 'Sailings I'm Hosting' with information about hosting opportunities; and 'PROMOTIONS EXPIRING SOON' with several travel offers like 'Discover The Preserve', 'Preserve Sporting Club & Residences', 'Romance by Shangri-La Le Touessrok, Mauritius', and 'Family Playcation'.

# Digital Marketing

## Virtuoso.com Dashboard Ads

Deploy Date: Nov 21 - Nov 27

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard\\_DBtop.png \(926x1316\) \(virtuoso.com\)](#)

Placement & Date	Total Impressions	Total Clicks	Click-Through Rate (CTR)
20231121-20231204	3,855	33	0.86%

The screenshot shows the Virtuoso.com dashboard interface. At the top, there is a navigation bar with the Virtuoso logo and links for Search, Wishlist, and Home. Below the navigation bar, there are several sections:

- Virtuoso Connections:** A grid of featured properties including 'Villa of Distinction' and 'Wilderness - 4100'.
- Cruise Catalog Search:** A search form with fields for 'Where to?', 'When?', and 'Length'. It includes a 'Search' button and a 'Cruise Alerts' section.
- Featured Training:** A list of training opportunities such as 'NEW: 30 Virtuoso Content Library', 'BeMia Travel Guide', and 'My Company'.
- Right Sidebar:** Contains promotional banners for 'Metropolitan Touring 70th Anniversary', 'Cyber Week' (offering up to \$5,000 bonus commission), and 'Villas of Distinction'.

# Digital Marketing

## Virtuoso.com Dashboard Ads

Deploy Date: Nov 28 - Dec 4

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard\\_DBtop.png \(926x1316\)@virtuoso.com](mailto:ItalianNationalTouristBoard_DBtop.png (926x1316)@virtuoso.com)

Placement & Date	Total Impressions	Total Clicks	Click-Through Rate (CTR)
20231121-20231204	3,855	33	0.86%

The screenshot shows the Virtuoso.com dashboard interface. At the top, there's a navigation bar with the Virtuoso logo and links for Search, Wishlist, and Home. Below this, there are several sections:

- VIRTUOSO CONNECTIONS:** A grid of featured properties including 'Villa of Distinction' and 'Wilderness - 4100'.
- CRUISE:** A search interface for cruises with filters for length (1-7, 8-14, 15-21, 22+ days) and cruise benefits (Virtuoso Voyages, Exclusive Benefits, H.Q. Group Benefits).
- VIRTUOSO VOYAGES:** A section for travel packages, including 'Carnegie Museum Hotel' and 'Brunelleschi Hotel'.
- CRUISE ALERTS:** A section for cruise alerts and sailing opportunities.
- IMPORTANT LINKS:** A list of links for managing registrations, directory, information pages, news, and training.
- FEATURED TRAINING:** A section for featured training programs.

On the right side, there are promotional banners for 'METROPOLITAN TOURING 20th', '54 YEARS OPERATING LUXURY GALAPAGOS EXPEDITION VESSELS', and 'Cyber Week' with a commission offer.

# Digital Marketing

## Virtuoso.com Dashboard Ads

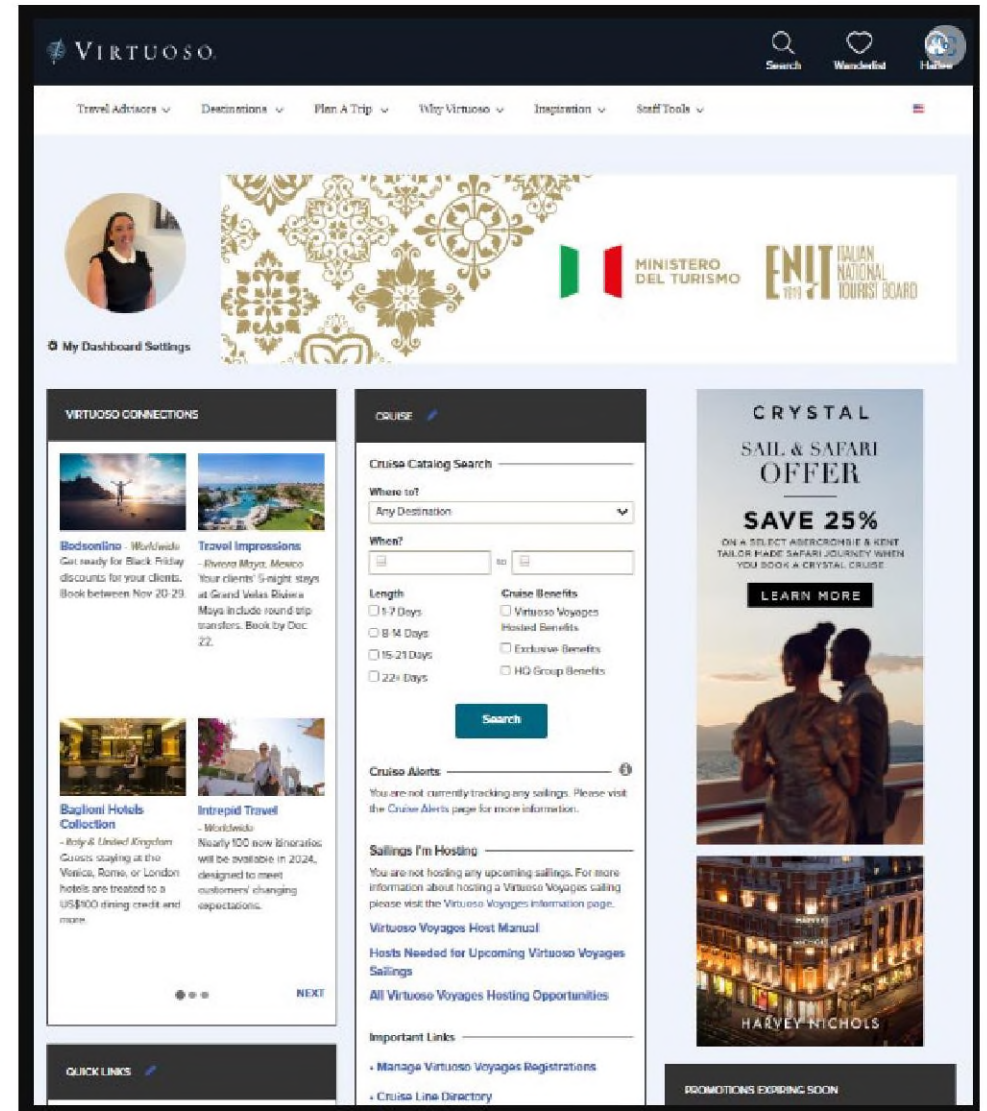
Deploy Date: Dec 5 - Dec 11

Format: Top Leaderboard

Link to Email

[https://oyo.virtuoso.com/public/digitalads/2023%20Proof/Dec5-Dec11/ItalianNationalTouristBoard\\_DBtop.png](https://oyo.virtuoso.com/public/digitalads/2023%20Proof/Dec5-Dec11/ItalianNationalTouristBoard_DBtop.png)

Placement & Date	Total Impressions	Total Clicks	Click-Through Rate (CTR)
20231205-20231218	3,901	29	0.74%



# Digital Marketing

## Virtuoso.com Sponsored Images

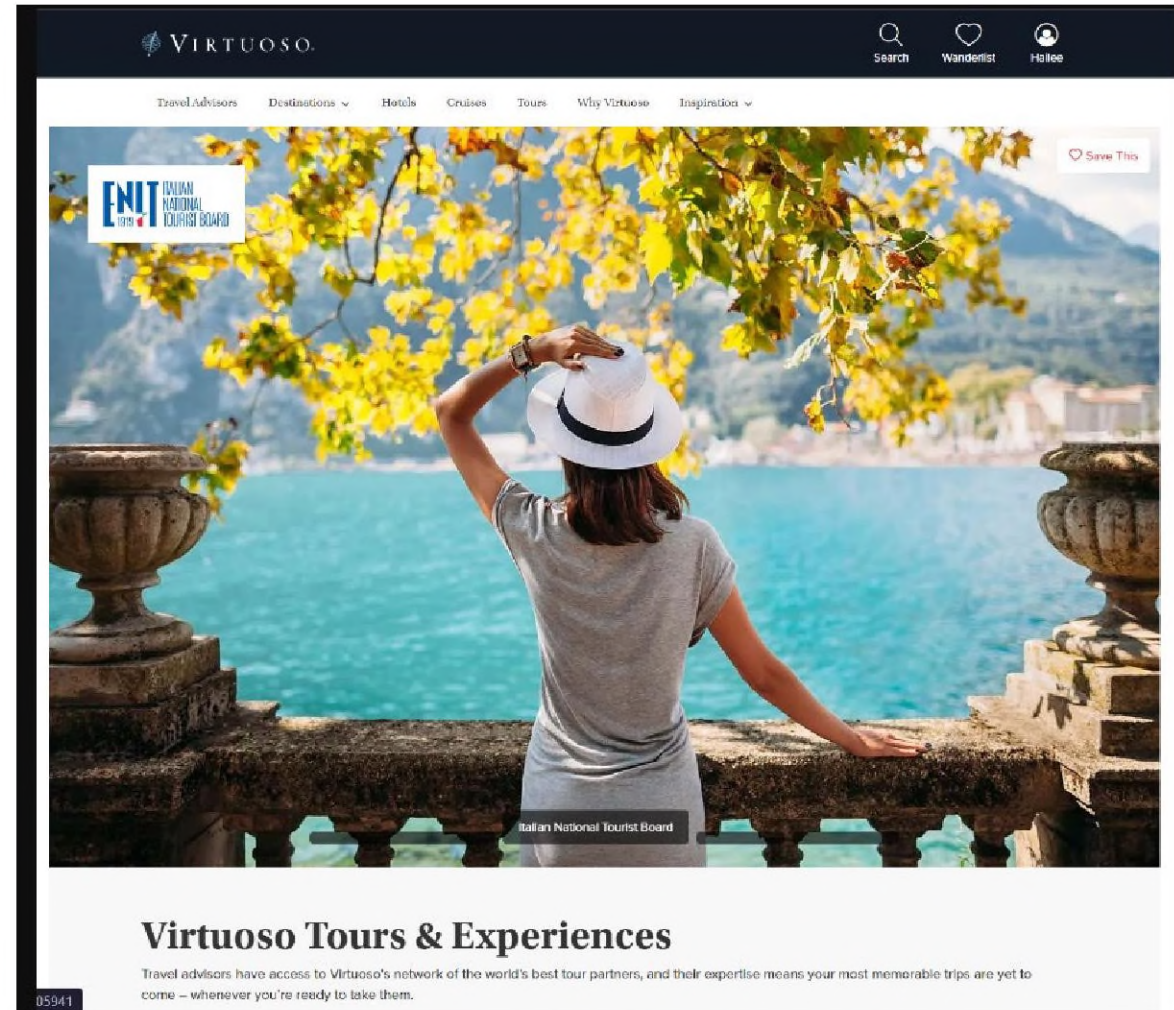
Deploy Date: Dec 19 - Dec 31

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard CarouselOneProductCatalogHomePage-Tours.png \(1478x1302\) \(virtuoso.com\)](#)

Placement & Date	Total Impressions	Total Clicks	Click-Through Rate (CTR)
☰ TourCarouselOne	81,231	32	0.04%
20231219-20231231	81,231	32	0.04%



# Advisor Development & Training

## Webinars

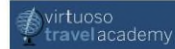
Webinar #3 Training - Webinar - US/CAN

Date: Oct 26<sup>th</sup>, 2024

Registered: 157 registrants

Attended: 84 live attendees

Link: [Italian National Tourist Board \(10/26/23\) \(csod.com\)](https://www.csod.com/Italian-National-Tourist-Board-10-26-23)



Italian National Tourist Board (10/26/23)



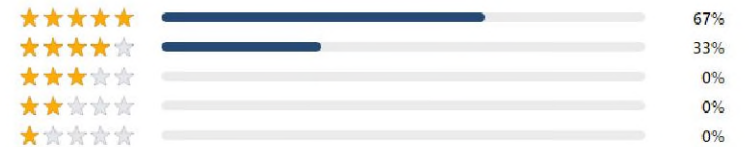
Mark Complete

Italian National Tourist Board | 0 Hours 30 Minutes

Luxury Travel to Italy. Get inspired to make your Italy visit a one-of-a-kind experience! By attending this webinar, you will: 1. Explore unique cooking classes 2. See options for Special Weddings 3. Uncover one-of-a-kind vineyards

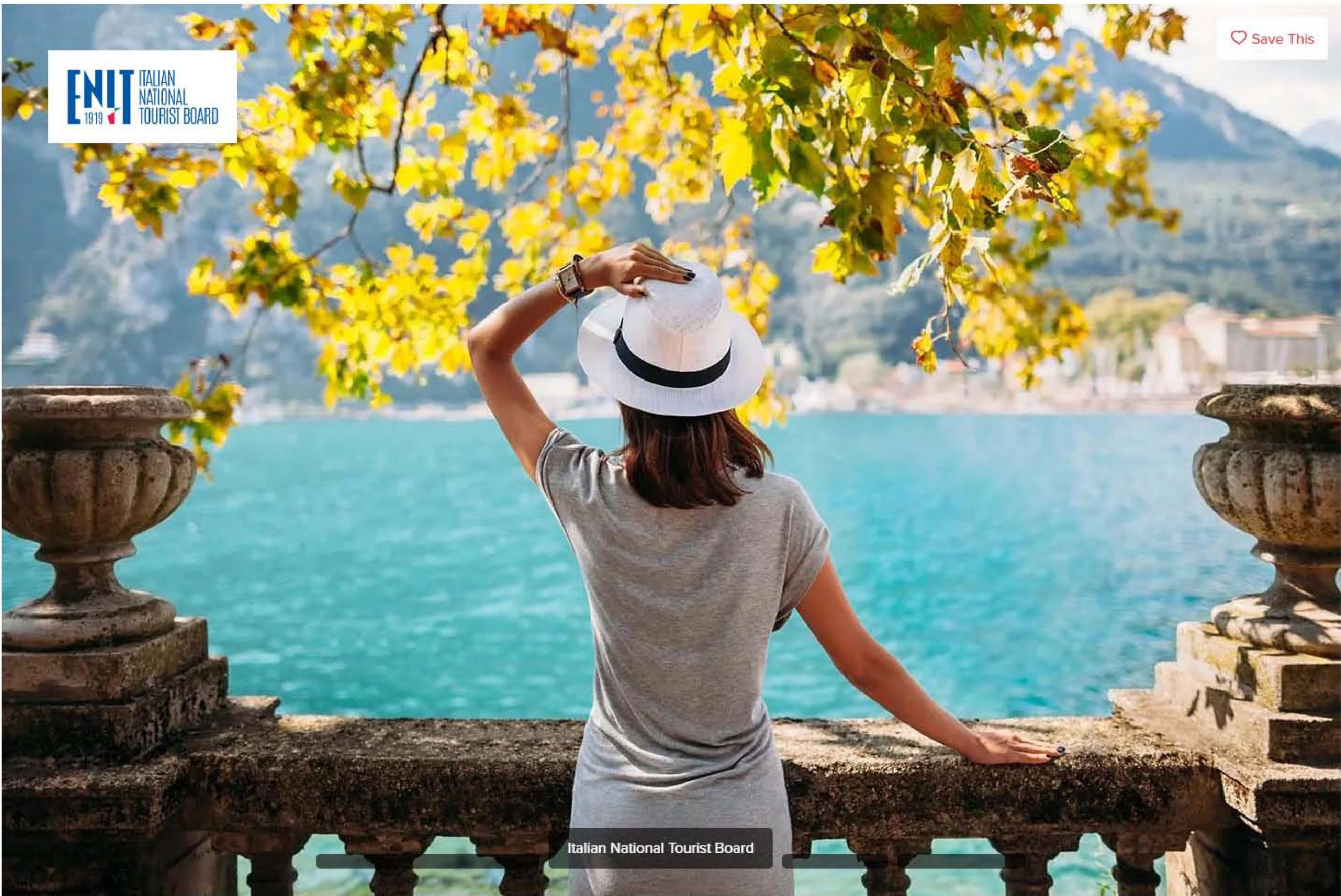
### Ratings and Reviews

4.7  
★★★★★  
6 Reviews





Save This



Italian National Tourist Board

# Virtuoso Tours & Experiences

Travel advisors have access to Virtuoso's network of the world's best tour partners, and their expertise means your most memorable trips are yet to come – whenever you're ready to take them.



My Dashboard Settings



### VIRTUOSO CONNECTIONS

**Delta Vacations**  
- Worldwide  
Advisor Incentive: Be 1 of 11 top sellers of select hotel brands to win a US\$500 Delta flight voucher.

**Hurtigruten - Worldwide**  
The 2nd guest sails for free in Antarctica, the Galapagos Islands, and more. Book by May 31.

**Explora Journeys**  
- Worldwide  
Book your clients early for 5% savings and a EUR 300 Journey Experience credit per suite.

**Villas of Distinction**  
- Anguilla  
Guests will find their tropical paradise in an Anguilla villa with a complimentary 7th night.

NEXT

### VIRTUOSO CRUISE

**Cruise Catalog Search**

Where to?

When?  to

Length

- 1-7 Days
- 8-14 Days
- 15-21 Days
- 22+ Days

Cruise Benefits

- Virtuoso Voyages Hosted Benefits
- Exclusive Benefits
- HQ Group Benefits

Search

**Cruise Alerts**

You are not currently tracking any sailings. Please visit the Cruise Alerts page for more information.

**Sailings I'm Hosting**

You are not hosting any upcoming sailings. For more information about hosting a Virtuoso Voyages sailing please visit the Virtuoso Voyages information page.

**Virtuoso Voyages Host Manual**

**Hosts Needed for Upcoming Virtuoso Voyages Sailings**

**All Virtuoso Voyages Hosting Opportunities**

**Important Links**

- Manage Virtuoso Voyages Registrations
- Cruise Line Directory
- Cruise Information Pages
- Cruise News & Webinar Recordings
- Cruise Promotions
- Virtuoso Voyages Hosted Program

Manage Links

### FEATURED TRAINING

**Hotel Maria Cristina, a Luxury Collection Hotel, San Sebastian**  
10 May 2023

**Summer Stay More Save More**

Elevated summer adventures in Vail, CO at The Sebastian

BOOK NOW & RECEIVE UP TO 20% OFF

**Palace Hotel, a Luxury Collection Hotel, San Francisco**

LEARN MORE

### PROMOTIONS EXPIRING SOON

Fairmont Le Château Frontenac Pre/Post Symposium



My Dashboard Settings



**VIRTUOSO CONNECTIONS**

**Context Travel**  
- Worldwide  
Fall is a time when the world transforms with vibrant colors and cooler temperatures, making it the perfect season for travel. Help your clients embark on memorable...

**Australis Cruises**  
- Patagonia  
Send clients through Tierra del Fuego with US\$900 savings per cabin. Book by Sep 30.

**Hurtigruten** - Norway  
Clients get up to a US\$1,000 shipboard credit and save up to 30%. Book 1 Sep - 15 Oct. \*

**The Chedi Muscat**  
- Muscat, Oman  
Virtuoso guests receive a US\$100 dining credit, a complimentary 3-course lunch or dinner, and more.

NEXT

**CRUISE**

**Cruise Catalog Search**

Where to?  
Any Destination

When?  
[Calendar] to [Calendar]

Length  
 1-7 Days  
 8-14 Days  
 15-21 Days  
 22+ Days

Cruise Benefits  
 Virtuoso Voyages Hosted Benefits  
 Exclusive Benefits  
 HQ Group Benefits

**Search**

**Cruise Alerts**  
You are not currently tracking any sailings. Please visit the Cruise Alerts page for more information.

**Sailings I'm Hosting**  
You are not hosting any upcoming sailings. For more information about hosting a Virtuoso Voyages sailing please visit the Virtuoso Voyages information page.

**Virtuoso Voyages Host Manual**

**Hosts Needed for Upcoming Virtuoso Voyages Sailings**

**All Virtuoso Voyages Hosting Opportunities**

**Important Links**  
- **Manage Virtuoso Voyages Registrations**

**THE COVE**  
PARADISE PERFECTED  
EXCLUSIVE AMENITIES  
LEARN MORE

MODERN LUXURY IN THE HEART OF MAITLAND  
BOOK NOW  
IN THE CENTRAL LANE MALL

**PROMOTIONS EXPIRING SOON**

**Discover The Preserve - Virtuoso Exclusive Offer!**  
Preserve Sporting Club & Residences  
Valid for Travel Now Through: 01 Dec 2023

**Romance by Shangri-La Le Touessrok, Mauritius**  
Shangri-La Le Touessrok, Mauritius  
Valid for Travel Now Through: 19 Sep 2023

**Family Playcation**  
Shangri-La Le Touessrok, Mauritius  
Valid for Travel Now Through: 19 Sep 2023

**New baby bonding experience**  
Leeward St-Barth

Travel Advisors

Destinations

Plan A Trip

Why Virtuoso

Inspiration

Supplier Tools

★ FEATURED PHOTO



Duomo di Milano

📍 Location Tags: None

This photo/video will automatically be shown on all your products unless a location tag is added.



Assisi

📍 Location Tags: None

This photo/video will automatically be shown on all your products unless a location tag is added.



brnzi Brice

📍 Location Tags: None

This photo/video will automatically be shown on all your products unless a location tag is added.



# ITALIA

## OPEN TO MERAVIGLIA



Caltagirone is home of the famous Caltagirone ceramics and Sicilian Baroque. Situated between Catania and Gela, it stands on three different hills, forming thus a natural amphitheater. The city, which is Thousands of years old, developed into two settlements. The older one at the top, and the newly expanded one located to the south-east. A Must see is the Norman Cathedral Basilica of San Giuliano, and the impressive Staircase of Santa Maria del Monte, built in 1606 which is about 130 meters long with 142 steps decorated with ceramic tiles. After easter, don't miss the Infiorata, where the steps of the city are covered with flowers and plants. Moving through the streets of Caltagirone is like walking in an open-air museum. The San Francesco bridge, the municipal villa, palaces and churches are all decorated with splendid colored ceramics. You must also visit to the Church of Maria SS. del Monte in Piazza Umberto I, the belvedere of Tondo Vecchio and the Museum of Ceramics, which houses around 2,500 artefacts made in Sicily around the 4th millennium BC. A few Miles from the city is the Natural Reserve "Bosco di Santo Pietro", which is situated upon a sandy plateau, and the Monte San Giorgio Park. If you are passionate about flowers and plants, do not miss the Monte della Ganzaria, an area of great natural Splendor for its colorful orchids

Caltagirone is also part of the late Baroque cities that have been recognized as UNESCO World Heritage Sites since 2002. In addition to enjoying splendid buildings of Sicilian Baroque style, you can also learn how to make the famous ceramics of Caltagirone yourself, by participating in a workshop offered in one of the town's shops. Legend has it that around the year 1100, during the Arab domination in Sicily, a beautiful girl who lived in Palermo loved to take care of her plants on the balcony. One morning a young Moor saw her and fell in love. He thus declared his ardent love to her, which the girl accepted. The passion, however, turned into anger when she discovered that this young moor would soon leave her to return to his wife in the East. The girl waited for nightfall and as soon as the Moro fell asleep, she cut his head off and made a vase with it in which to grow basil; this way he would always be with her. Thus, the tradition of using vases in the shape of a Moor's head was born, and over time vases with female features were also added to the tradition.

During a trip to Caltagirone you have many opportunities to buy a Moor's Head from some of the best local artisans. You can also learn the techniques of how to make one by participating in a workshop that will reveal all the artisans' secrets. Put yourself to the test by getting your hands dirty with the shaping, glazing and decorating of ceramics using freestyle techniques, powder or stencil. If you would like To learn more about the long history of this Calatina art, do not miss a tour of the Ceramics Museum with over 2500 artifacts that show its evolution from prehistoric times to the 20th century.

CALTAGIRONE, SICILY



Discover all the beauties of our Country, follow me on

ITALIA.IT



MINISTERO DEL TURISMO

# ITALIA

## OPEN TO MERAVIGLIA



ALPE DI SIUSI, TRENINO - SOUTH TYROL



Trentino is sure to amaze you with its immense natural heritage, the spectacular splendor of the Dolomites and fascinating sites steeped in history. Discover Trentino's culture of slow travel, taking the time to savor every corner among nature and cultural trails and educational farms. You will find hundreds of hotels offering wellness centers for truly relaxing holidays for the whole family in some of Italy's most beautiful villages set in unique landscapes. Travelling through Trentino is a fantastic experience. You'll be met by picture postcard landscapes, with lakes and valleys, castles and hermitages, shepherd's huts, and Dolomite peaks.

The Network of Trentino Castles is very long and boasts a total of some thirty buildings, including fortresses, manors and historic residences, there is a "path" that weaves right through it that takes you back in time. It winds its way through museums and castles, palaces, and majestic churches. It takes you on the trail of the prince-bishops, lords of the ecclesiastical state that for almost eight centuries dominated the territories of the province of Trento. It is a 4-stage itinerary through history and ancient art and will catapult you into a fascinating world of the past. The "castle road" runs almost uninterrupted, past apple orchards and mountains. You will first encounter Thun Castle as you enter the Val di Non. The stronghold, named after one of the oldest and most powerful families of the Tridentine nobility, is striking for the refinement of its exterior and its perfect state of preservation inside. The Thuns have made it their home for centuries. Today it houses weapons, porcelain, and carriages. Your attention will probably be drawn to the 16th century furnishings, in particular the Bishop's Room, completely paneled in Swiss pine.

The Snow-covered slopes, gourmet cuisine and aperitifs with friends are three vital ingredients for a skiing week., Trentino ranks among the best choices for a relaxing and truly enjoyable mountain holiday because of its traditional high-altitude refuges, designer chalets with gourmet restaurants and amazing nightlife. There is no better place for a ski vacation than the Dolomites mountains once named by Le Corbusier, the famous French naturalized Swiss architect and designer, "the most beautiful architectural work in the world". A paradise for those who love sport, untouched nature, uncompromising mountains, and traditional flavors.

Lastly don't forget to explore Trentino's culinary tradition that started as a mere survival cuisine, therefore based on humble but at the same time hearty and richly flavored ingredients, characterized by the authenticity of its Alpine origins. Notably the canederli, balls made from bread, eggs, flour, milk, spices and herbs and served with cheese, meat, sausages or vegetables; the spätzle, small dumplings made from wheat flour, eggs and water, served in broth or topped with a variety of ingredients including cheese, sausages and cream. Trentino has it all!

For more info, scan the QR code.

**TRAVEL LEADERS NETWORK  
WEBINAR HOSTED BY THE  
ITALIAN NATIONAL TOURIST BOARD USA & MEXICO**

# **LOVE: CELEBRATE ROMANCE**

**Some of the most beautiful  
destinations for an Italian  
style getaway for two**

**March 14, 2024 – 3:00 PM ET**



# Italian National Tourist Board

Partnership Review  
May – December 2023



# AGENT UNIVERSE

Date: Evergreen

Results: Not tracked

The screenshot displays the Agent Universe interface for the ENIT Italian National Tourist Board. At the top, there is a navigation bar with options like 'Easy Edit', 'Reports', and 'Agent Universe'. A search bar and a 'LIVE CHAT' button (noting it is unavailable) are also present. The main content area is divided into several sections:

- Partner Type:** Destination Tourism Board.
- Contact Information:**
  - Phone/Fax: 212-245-633
  - E-mail(s): [newyork@enit.it](mailto:newyork@enit.it)
  - Website(s): [www.enit.it/en](http://www.enit.it/en) (Consumer: [www.italia.it](http://www.italia.it))
  - Address: 666 Park Ave., 3rd Floor, New York, NY 10065
- Product Description/Focus:**

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.
  - [Travel to Italy Academy >>](#)
- Sales Team Contact Info:**
  - Francesco Brazzini, Marketing Manager, Italian National Tourism Board. Email: [francesco.brazzini@enit.it](mailto:francesco.brazzini@enit.it), Ph: 212 245 6035
  - Fabrizio Lanzefeme, Trade Specialist, Italian National Tourism Board. Email: [fabrizio.lanzefeme@enit.it](mailto:fabrizio.lanzefeme@enit.it), Ph: 310-871-4496
- Travel Type:** Architecture | Art | Cultural | Fashion | Food | History | Wine

Additional features include a 'Destination Connections' sidebar with a tree view (Asia, Australia/New Zealand, Canada/USA, Caribbean/Mexico, Central/South America, Europe, Middle East) and a 'Quick Links' sidebar with various resources like 'Agent Profiler', 'Cruise Complete', and 'Travel Aids & Planning Tools'.

# AGENT PROFILER

CURRENT FILTERS

Destination: Italy

LOCATION

Enter ZIP/Postal Code

SPECIALTY

Select a Travel Interest

DESTINATION

Italy | Europe

SEARCH

AGENT LOCATION

All States

Alaska

Alabama

Arkansas

Home > Find a Travel Agent > Italy

## ITALY TRAVEL AGENTS

There are 3051 agents matching this search

These trusted travel agents belong to North America's #1 Travel Agent Network and can provide custom tailored trips, personalized recommendations, detailed knowledge of destinations and exclusive deals and amenities.



SUPER agent

CYNTHIA SCHUTT

Collierville, TN

A full-service Travel Leaders Associate Agency

ITALY AND GREECE SPECIALIST

Destination Specialties: Italy, France, Portugal, Spain

Interest Specialties: Escorted Tours, European Culture, Museums, Adventure, Couples & Romance



329 reviews

100% Recommended  
22 Years of Experience

DaryIG says

"Cynthia worked hard to make this a trip of a lifetime and that's how it turned out. Everything about the trip from start to end was great. when trip was finalized, she sat down with my wife and me to go over every step of "...Read More

EMAIL ME

CALL ME

VIEW PROFILE

# PRESIDENT'S EMAIL

Date: 8/2/2023

Distribution: 60,034

Results:

- Open Rate: 41%
- CTOR: .63%

Seed - Weekly Message from ROGER E. BLOCK for Wed...

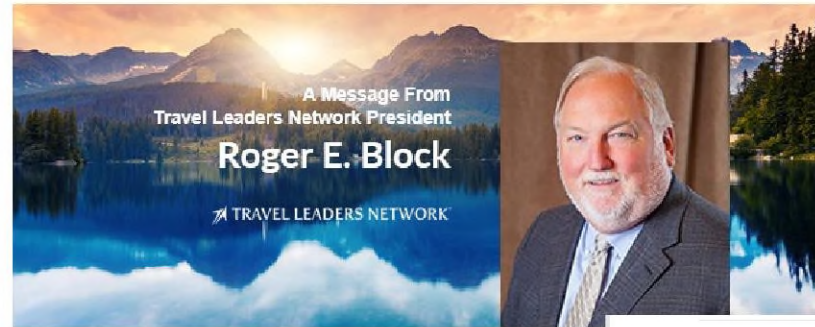


Travel Leaders Network <mail@tln.mes>

To Brooke Vergona

8/2/2023

This sender mail@tln.messages2.com is from outside your organization.



Dear Member,

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

- [The Pursuit of Happiness](#)
- [Profiler Plus Announcement](#)
- [Something Exciting Coming for Family Bonds](#)
- [Bentornata, Italia!](#)

Finally, if you have any stories or successes to share, please email me.

Until next week,

Roger E. Block

## Supplier News

### Bentornata, Italia!

TLN is glad to announce the Italian National Tourist Board is once again a Destination Partner—bentornata (welcome back) Italia! Italy is consistently one of TLN members' top sellers, and always tops the list of dream vacation destinations. I have been lucky enough to experience this beautiful country and all of its culture, architecture and natural beauty several times, and have been thrilled to watch its travel and tourism industry continue to grow after the devastating times of 2020 and 2021. They call Rome "The Eternal City," and I like to think of Italy as "The Destination Travelers Eternally Dream Of."

There is something for every type of traveler in Italy! Foodies who want to experience making authentic pesto in Genoa, school groups visiting Florence's great museums, families renting a luxury villa in Sicily, honeymooners traveling to Lake Como, wine aficionados exploring the world-famous vineyards of Tuscany, fashionistas in Milan...no matter what your clients' interests are, Italy will exceed their expectations! The vibrant cities, as well as the prestigious network of historical villages offer the opportunity to experience the Italian way of life and appreciate the high standard of the "Made in Italy" brand of excellence. Join our upcoming webinar on October 10 (more info to come as we get closer to the date) to learn more about Italy's exciting new itineraries. In the meantime, please take a look at the [Italian National Tourist Board's](#) page on Agent Universe to learn more and get in touch with them.

# MEMBER UPDATE EMAIL

Date: 8/3/2023

Distribution: 44,628

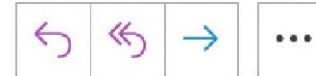
Results:

- Open Rate: 43%
- CTOR: 1%

## Seed - Welcome back - Italian National Tourist Board!



Travel Leaders Network <mail@tln.mes>  
To Brooke Vergona



8/3/2023

**i** This sender mail@tln.messages2.com is from outside your organization.



**New Supplier Partner: Italian National Tourist Board**  
US and Mexico

Italy has landscapes that will take your breath away, a rich history, and delicious food. A trip to Italy will be nothing short of unforgettable.

<b>Preferred Partner Name</b>	Italian National Tourist Board
<b>Travel Type</b>	Tourism Board / Destination Partner
<b>Street Address</b>	686 Park Avenue
<b>City, State &amp; Zip</b>	New York, NY 10065
<b>Phone Numbers:</b>	
<b>Reservations</b>	212-245-5633
<b>Groups</b>	
<b>Email Address</b>	<a href="mailto:newwork@enit.it">newwork@enit.it</a>
<b>Website for Travel Trade</b>	<a href="https://www.enit.it/en">https://www.enit.it/en</a>
<b>Website for Consumers</b>	<a href="http://www.italia.it">www.italia.it</a>
<b>Sales Team Contact Info</b>	<a href="#">Fabrizio Lanzafame</a> <a href="#">Francesco Brazzini</a>
<b>Market</b>	US and Mexico

Travel Leaders Network Support Services  
[SupportServices@TravelLeaders.com](mailto:SupportServices@TravelLeaders.com)

# NAVIGATOR – 2 PAGE AD

Date: 9/21/2023

Distribution: 56,839

Results:

- Open Rate: 37%
- CTOR: 1.9%



Seed - Benefits at Your Fingertips—Read the September...



Travel Leaders Network <m:  
To Brooke Vergona

9/21/2023

- This sender mail@tln.messages2.com is from outside your organization.
- If there are problems with how this message is displayed, click here to view it in a web browser.





# WEBINAR PROMOTION

Dates:

- 9/14/2023
- 9/21/2023
- 9/28/2023
- 10/5/2023


**Seed - Internal Distribution: Supplier Partner Webinars**

 Travel Leaders Network <mail@tl...>  
To Brooke Vergona 9/14/2023

 This sender mail@tln.messages2.com is from outside your organization.

[Unsubscribe](#) [+ Get more add-ins](#)

---

 **Wonders of the South - Italy**  
Tuesday, October 10, 2023, @3:00 PM ET

This webinar will cover the Italian regions of Calabria, Abruzzo, Basilicata and Puglia. Come and explore with us the deep south of Italy with its extraordinary treasures.

Open to US Members

To register for this webinar log into **Agent Universe** - TLN Training Library, under the Quick Links - search for course TLN 2052

**REGISTER NOW!**

# TLN HOSTED WEBINAR – LIVE SESSION

Date: 10/10/2023

Results:

- Registered: 80
- Attended: 60



# TLN HOSTED WEBINAR – RECORDING

Recording Available on Agent Universe  
for one year

The screenshot shows the Travel Leaders Network (TLN) website interface. At the top left is the TLN logo. The top right contains navigation icons for search, notifications (34), user profile, and a menu. Below the header is a banner image of a person with a suitcase, with a red arrow icon and the word 'ITALY' overlaid. A breadcrumb trail reads 'Catalog > ... > Recorded Sessions - Destination Partners > Italy'. A dropdown menu is set to 'Alphabetical'. Four course cards are displayed:

- Italy - Italy on the World Stage (39 Minute Video)** (TLN3677) - Online Course - Enroll
- Italy - Luxury Travel to Italy (49 Minute Video) (TLN3677)** - Online Course - Enroll
- Take a Deep Dive into the Amalfi Coast (TLN3110)** - Online Course - Resume
- Wonders of the South - Italy (TLN3281)** - Online Course - Enroll

The fourth course card, 'Wonders of the South - Italy', is circled in red.

# NAVIGATOR – 1 PAGE AD


Date: 10/19/2023


Distribution: 56,879


Results:

- Open Rate: 39%
- CTOR: 2.6%

Seed - Benefits at Your Fingertips—Read the October N...


 Travel Leaders Network <m: To Brooke Vergona 10/19/2023

 This sender mail@tl.messages2.com is from outside your organization.

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



**ITALIA**  
OPEN TO MERAVIGLIA

Trentino is sure to amaze you with its immense natural heritage, the spectacular splendor of the Dolomites and fascinating sites steeped in history. Discover Trentino's culture of slow travel, taking the time to savor every corner among nature and cultural trails and educational farms. You will find hundreds of hotels offering wellness centers for truly relaxing holidays for the whole family in some of Italy's most beautiful villages set in unique landscapes. Travelling through Trentino is a fantastic experience. You'll be met by picture postcard landscapes, with lakes and valleys, castles and hermitages, shepherd's huts, and Dolomite peaks.

The Network of Trentino Castles is very long and boasts a total of some thirty buildings, including fortresses, manors and historic residences, there is a "path" that weaves right through it that takes you back in time. It winds its way through museums and castles, palaces, and majestic churches. It takes you on the trail of the prince-bishops, lords of the ecclesiastical state that for almost eight centuries dominated the territories of the province of Trento. It is a 4-stage itinerary through history and ancient art and will catapult you into a fascinating world of the past. The "castle road" runs almost uninterrupted, past apple orchards and mountains. You will first encounter Thun Castle as you enter the Val di Non. The stronghold, named after one of the oldest and most powerful families of the Tridentine nobility, is striking for the refinement of its exterior and its perfect state of preservation inside. The Thuns have made it their home for centuries. Today it houses weapons, porcelain, and carriages. Your attention will probably be drawn to the 16th century furnishings, in particular the Bishop's Room, completely paneled in Swiss pine.

The Snow-covered slopes, gourmet cuisine and aperitifs with friends are three vital ingredients for a skiing week. Trentino ranks among the best choices for a relaxing and truly enjoyable mountain holiday because of its traditional high-altitude refuges, designer chalets with gourmet restaurants and amazing nightlife. There is no better place for a ski vacation than the Dolomites mountains once named by Le Corbusier, the famous French naturalized Swiss architect and designer, "the most beautiful architectural work in the world". A paradise for those who love sport, untouched nature, uncompromising mountains, and traditional flavors.

Lastly don't forget to explore Trentino's culinary tradition that started as a mere survival cuisine, therefore based on humble but at the same time hearty and richly flavored ingredients, characterized by the authenticity of its Alpine origins. Notably the canederli, balls made from bread, eggs, flour, milk, spices and herbs and served with cheese, meat, sausages or vegetables; the spätzle, small dumplings made from wheat flour, eggs and water, served in broth or topped with a variety of ingredients including cheese, sausages and cream. Trentino has it all!

For more info, scan the QR code.

ITALIA.IT  
MINISTERO DEL TURISMO

# POSTCARDS MAGAZINE

Date: 11/27/2023

Distribution:  
150,000



# B2B INDIVIDUAL SUPPLIER EMAIL


Date: 11/2/2023


Distribution: 46,484



Results:


- Open Rate: 39.6%
- CTOR: .7%

Seed - Discover Italy's most romantic destinations for a couples weekend!

 Travel Leaders Network <mail@tln.messages2.com>  
To: Brooke Vergona

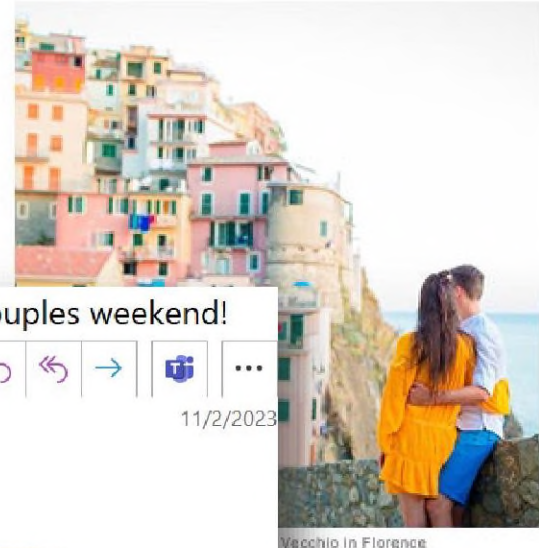
 This sender mail@tln.messages2.com is from outside your organization.



**Amore Awaits: Discover Romance in Italy**

Find fresh inspiration to plan your clients' romantic getaway to Italy. From wandering art-filled cities and Mediterranean beaches to snuggling up inside mountain chalets by the fire and soaking up Langhe's vineyard views with a glass of bubbly in hand, Italy is brimming with opportunities for romance.



From fashionable resorts to easygoing buen retiro, Italy offers many exciting tourist destinations for traveling as a duo.

Your clients can choose from art & cultural tours, food & wine experiences, cycling tours, historical sites and museum tours, spa & wellness retreats and more.

to learn more about romantic trips in Italy.

**BOOK YOUR CLIENT'S ITALY TRIP TODAY!**

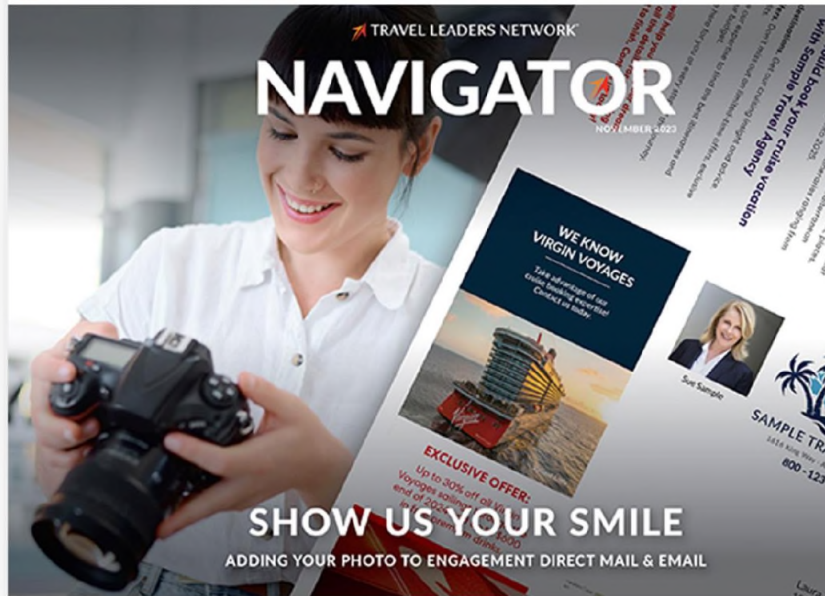
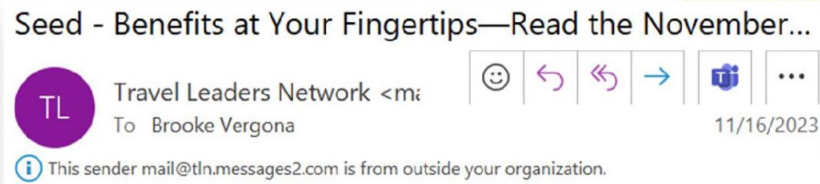
# NAVIGATOR – 1 PAGE AD

Date: 11/16/2023

Distribution: 57,507

Results:

- Open Rate: 37%
- CTOR: 1.9%



TLN WEBINAR

# WONDERS OF THE SOUTH

A journey through Basilicata, Puglia, Calabria and Abruzzo

October 10 2023

**ENIT** 1919  AGENZIA NAZIONALE DEL TURISMO



Boats on Thuan An Beach

**OUTDOORS**

Positioned at one of Vietnam's narrowest points, Hue enjoys the best of both worlds, with unfettered access to the coast and the rugged mountains that define the western frontier. Formed where the Perfume River splits out into the South China Sea, Tam Giang is part of Southeast Asia's largest lagoon system. Make a pilgrimage to one of the many viewpoints to watch the sun set, or explore the Ku Cha floral park, where the arched arms of ancient mangroves shade the boardwalks. White-sand swimming beaches edge the entire isthmus, with Thuan An a crowd favorite for its seafood restaurants and traditional fishing boats picturesquely arranged along the shore.

Traveling inland, the Truong Son mountains can be reached in less than an hour. Burrowed in the foothills, the Thanh Tan Hot Springs were first discovered in the 1920s by French military doctor Albert Sallet. Plunge into the network of pools that snakes through the forest, fed

by magnesium and calcium-rich thermal waters. Other adventure activities in the area include a zipline and a tightwire.

**HOTELS**

Facing the citadel from the opposite bank of the river, the twin districts of Vinh Ninh and Phu Hoi offer local restaurants and easy access to the old city via lively Le Loi Park. To immerse yourself in Hue's colonial charms, reserve a room at striking hotel Azera | La Residence, the former French Resident-Superieur's villa whose rooms preserve 1930s art deco flourishes. There's also a saltwater pool overlooking the Perfume River. For modern luxury, the Melia Vinpearl is located in a 34-story building and sports a heated rooftop pool, sky terrace and suites with panoramic city views. Travelers seeking the royal treatment should book inner-city Alba Spa Hotel, where the wellness center uses mineral waters sourced from the Truong Son geothermal springs. □



**ESSENTIALS**

**When to go:**

Thanks to its coastal location, Hue experiences relatively mild temperatures year-round. The months of October, November and December see typhoons, monsoonal rains and flooding, and are best avoided as a result.

**Currency:** Vietnamese dong, \$1 = VND 24,000

**Language:** Vietnamese. English is widely spoken in the city center and among tourism operators in rural areas around Hue.

**Getting around:** Central Hue, including the Imperial Citadel, is best navigated by foot. Traditional cyclo rickshaws (which bicycle taxis are available for traveling short distances, while farther-flung attractions including the royal tombs can be reached by taxi.



**BOOK IT NOW**

Once you've explored Hue, extend your stay in Vietnam on a river cruise. Join the 7 Night Slices of the Mekong River sailing aboard the Amadara and receive a \$50 Shipboard Credit per person as a special gift from our agency. Departs Kampong Cham, Vietnam on November 25, 2024.



**CALL US**

To book your trip to Vietnam, contact our travel agency.

PHOTO: SHUTTERSTOCK/ALAN WANG

# ITALIA

OPEN TO MERAVIGLIA



LAKE COMO, LOMBARDY



Contact our travel agency to plan your next vacation.



MINISTERO DEL TURISMO