NAME AND TYPE OF PROMOTIONAL ACTIVITY II Semester 2022	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Trentino B2B Tradeshow June 7th	B2b Tradewshow organized by the Trentino Region held at the Dream Downtown, 355 West 16th Street, New York.	Events & Presentations	Invite	USA & Mexico
In-Liguria Event New York May 17th and Neew Port Rhode Island May 19	Region of liguria Presentation in New York followed by Pesto Competition held at Tarallucci e Vino restaurant. Second event "Liguria & Genova, the place to be" held in Rhode Island in Newport with presentation followed by Buffet	Events & Presentations	Images	USA & Mexico
Bike tour california April 14th Callifornia	Road show with Presentation by the Region of Veneto's Active Vacation for a selected number of Specialized Tour Operators of the Los Angeles Area. And Dinner at Via Alloro Restaurant	Events & Presentations	Images	USA & Mexico
festa repubblica Mexico 4July 4th	On the occasion of the Italian National Day the Italian National Tourist Board in collaboration with the Italian Embassy In Mexico promoted Italy as a Destination to Tour Operators and Anegts in Mexico City	Events & Presentations		USA & Mexico
Emilia Romagna tasting event at eataly New York June 27th	Event organized by the Emilia Romagna Region "Italy's food Valley". Held at the Eataly Flatiron Rooftop to promote the DOP & IGP qualilty, food and wine, with chef Massimo Bottura as a guest.	Events & Presentations	Images	USA & Mexico
Piemonte fancy food New York June 26	presentation of the Piemonte Region followed by cooking show. Event held at the Jacob Javits Center di New York during the "Fancy food 2023 event"	Events & Presentations	Images	USA & Mexico
Virtuoso Network, August 2023	Participation to the Virtuoso Travel Week – face to face + virtual: 300+ appointments August 2023 Las Vegas	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
ILTM of the Americas September 2023 Bahamas	The Italian National Tourist Board participated at the ILTM workshop 2023 together with 30 Italian Coexhibitors and a lounge area. 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 dedicated to Italy .	ILTM north America 2022, Event & Presentations	Images, Participants, Invite	USA & Mexico
OOH Campaign at jfk Terminal 4 October 2023	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 & B impressions for the 2 week campaign is 2,694,50	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Screen shot	USA & Mexico
OOH Campaign Times Square and Taxi : 25 September - 9 October 2023 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	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico

IMEX October 2023	ENIT attended the MICE trade show held at the Mandalay Bay in Las Vegas with a booth and 30 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 2023	images, Participants	USA & Mexico
Rendezvous America October 2023 Las Vegas	Participation at Rendezvous America networking with over 4000 Media Planners and exhibitors	Events & Presentations	images, Participants	USA & Mexico
Signature Network, Annual Conference Las Vegas November 2023-	Participation of two delegates at the National Conference in Las Vegas November 6-9 2023, with 1:1 meetings, conferences, networking and Destination Workshops, 2023 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 Dec 2023 Los Angeles	The Italian National Tourist Board USA attended USTOA 2023 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 Event and sales calls New York Nov Dec 2023	Press Dinner at the Michelangelo Hotel to promote the destination then the Nativity Scene at the church Mother Mary of Pompei and jazz at Rizzoli Book Store. Preceded by sales calls with New Jersey Travel Agents	Events & Presentations	images, Participants	USA & Mexico
Basilicata Fam and press trip Nov. 2023	Press trip in the Basilicata Regionwith 8 Tour operators from north (USA, Mexico). 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 cocnclusion a networking B2B Tradeshow with local suppliers and international Demand	Educationals	Images, program	USA & Mexico
Liguria Meets Miami October 26th	Presentation on the Liguria Region " Liguria the Italian Riviera" followed by pesto Competition	Events & Presentations	Images	USA & Mexico
Piemonte Educational 8-12 November	Fam trip in the Piemonte Region (Turin and Langhe Area) with 6 US Tour Operators . Theme, Luxury Food Art	Educationals	Images	USA & Mexico
Lake Como Sales calls 6-8 November New York	Sales calls Mrs. Laura SanVito, founder of: "Lake Como For You" www.lakecomoforyou.com and Mr. Ivan Quaglia, sales rep of "Boutique Hotel Stresa" (Lake Maggiore) www.boutiquehotelstresa.com	Events & Presentations		USA & Mexico

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"Discover the many souls of Trentino"

We are glad to invite you to the Trentino B2B event - New York, 07 June 2023

Trentino Marketing, the official tourist board of the Trentino region, in cooperation with the Italian National Tourist Board, is delighted to invite you to a B2B event, during which you will meet our local DMOs and hotel owners while learning about our offers over the different seasons.

Trentino is a stunning blend of nature, culture and traditions, where the Mediterranean environment of Lake Garda meets the alpine surroundings of the Dolomites peaks. Trentino is indeed a diverse destination where you can try out many different activities and experience the Italian Dolce Vita.
The region offers a wide range of special interest holidays for all targets: activity holidays (winter sports, hiking, cycling, etc.), nature holidays, wellbeing breaks, food & wine holidays.

When: **Wednesday, 07 June 2023**
Where: **Dream Downtown, 355 West 16th Street, New York, NY 10011**
Time schedule: **4:30pm Arrival and Registration**
B2B meetings with suppliers of TRENTINO (ongoing throughout the evening)
7:00pm Networking time, drinks and light dinner

Don't miss this unique chance to meet the suppliers from Trentino area!
To confirm your attendance, please click here and complete the registration form:

CLICK HERE TO REGISTER

Limited number of places - registration subject to approval
RSVP: Fabrizio Lanzafame - ENIT
E-mail: fabrizio.lanzafame@enit.it

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Do not hesitate to contact us for any information.
We are looking forward to welcoming you to our B2B event!

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lamialiguria

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

THE OCEAN RACE
GENOVA
THE GRAND FINALE
2022-23

LIGURIA AND GENOVA
THE PLACE TO BE

Friday 19 May
5.00 p.m.

Genova - The Grand Finale Pavilion
Ocean Live Park
Fort Adams State Park, Newport, RI

RSVP
fabrizio.lanzafame@enit.it

REGIONE LIGURIA

inLiguria

COMUNE DI GENOVA

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APRIL 15 - SATURDAY

veneto IS FABULOUS

DINNER / EVENT

DINNER BY INVITATION

at the renowned Italian restaurant
in Beverly Hills
VIA ALLORO - 7:30 pm

301 N Canon Dr, Beverly Hills, CA 90210, United States

Performance by the famous Italian tenor

MARIO MALAGNINI

GUEST OF HONOR - FRANCESCO MOSER

The most winning Italian cyclist ever

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VIRTUOSO

CONNECTS

2023 VIRTUOSO CONNECTS ROME AGENDA

WEDNESDAY, MAY 3

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

THANK YOU TO OUR SPONSORS

2023 EUROPE, MIDDLE EAST, AND AFRICA CONNECTS ROME

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

Auberge Resorts Collection

ST REGIS VENICE

VILLA AGRIPPINA — A GRAN MELIÁ HOTEL — ROME

All agenda sessions and session details are subject to change.

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My Dashboard Settings

VIRTUOSO CONNECTIONS

Villas of Distinction
- Puerto Vallarta, Mexico
Clients get up to US$2,000 in resort credits at One&Only Mandarina 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

QUICK LINKS

- NEW: So Virtuoso Content Library
- BeWise Travel Guide
- My Company
- MyMarketing
- Virtuoso Advisor Catalog
- Supplier Directory
- Virtuoso Travel Academy
- Virtuoso Reports

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

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All Virtuoso Voyages Hosting Opportunities

Important Links

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

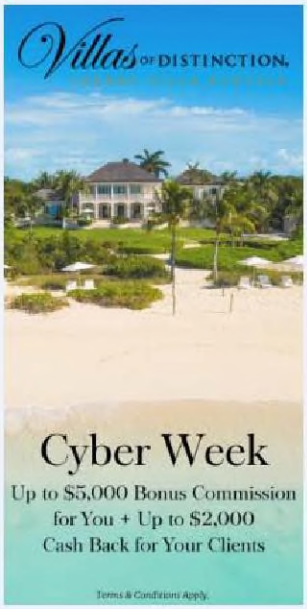
Manage Links

FEATURED TRAINING

METROPOLITAN TOURING 70 YEARS

54 YEARS OPERATING LUXURY GALAPAGOS EXPEDITION VESSELS!

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



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VIRTUOSO.

Search | Wanderlist | Hailee

Travel Advisors | Destinations | Plan A Trip | Why Virtuoso | Inspiration | Staff Tools

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
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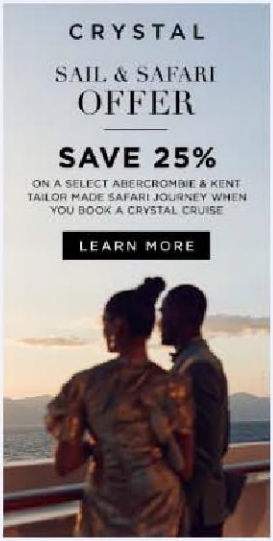
- Cruise Alerts



QUICK LINKS

PROMOTIONS EXPIRING SOON

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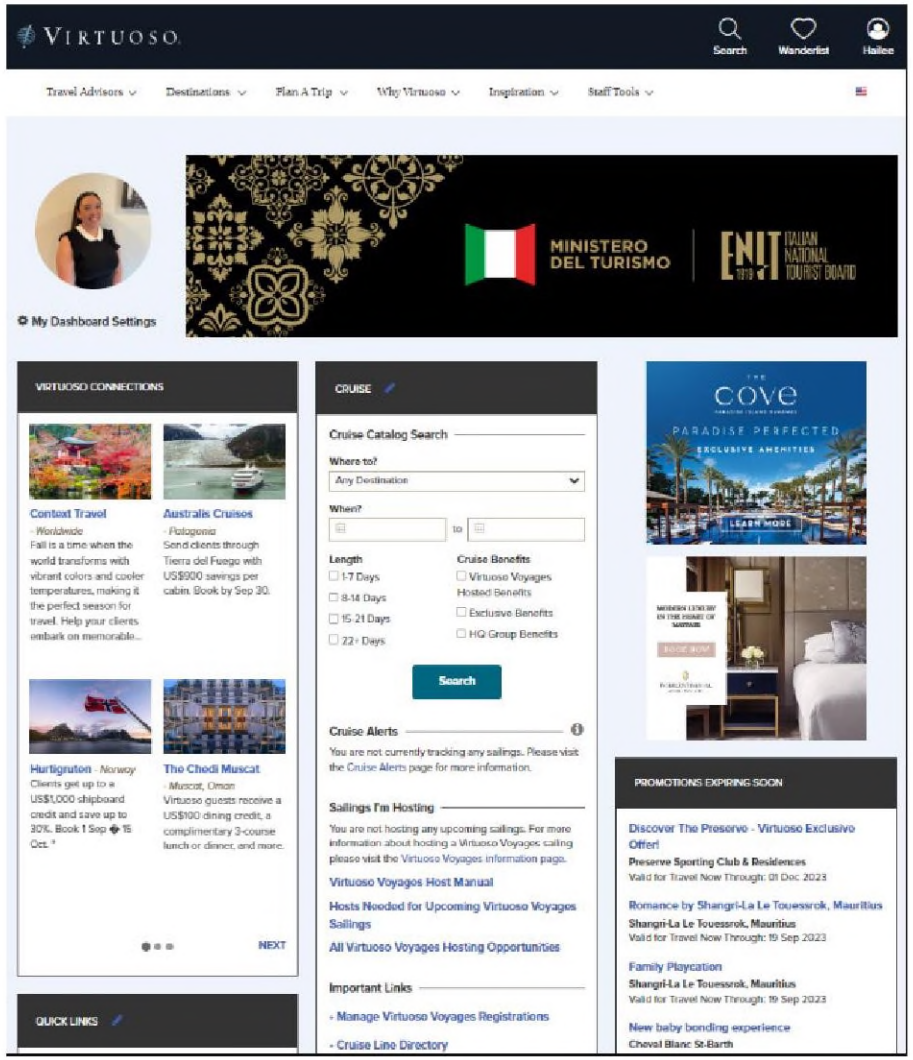
Digital Marketing



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

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

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Digital Marketing

Virtuoso.com Dashboard Ads

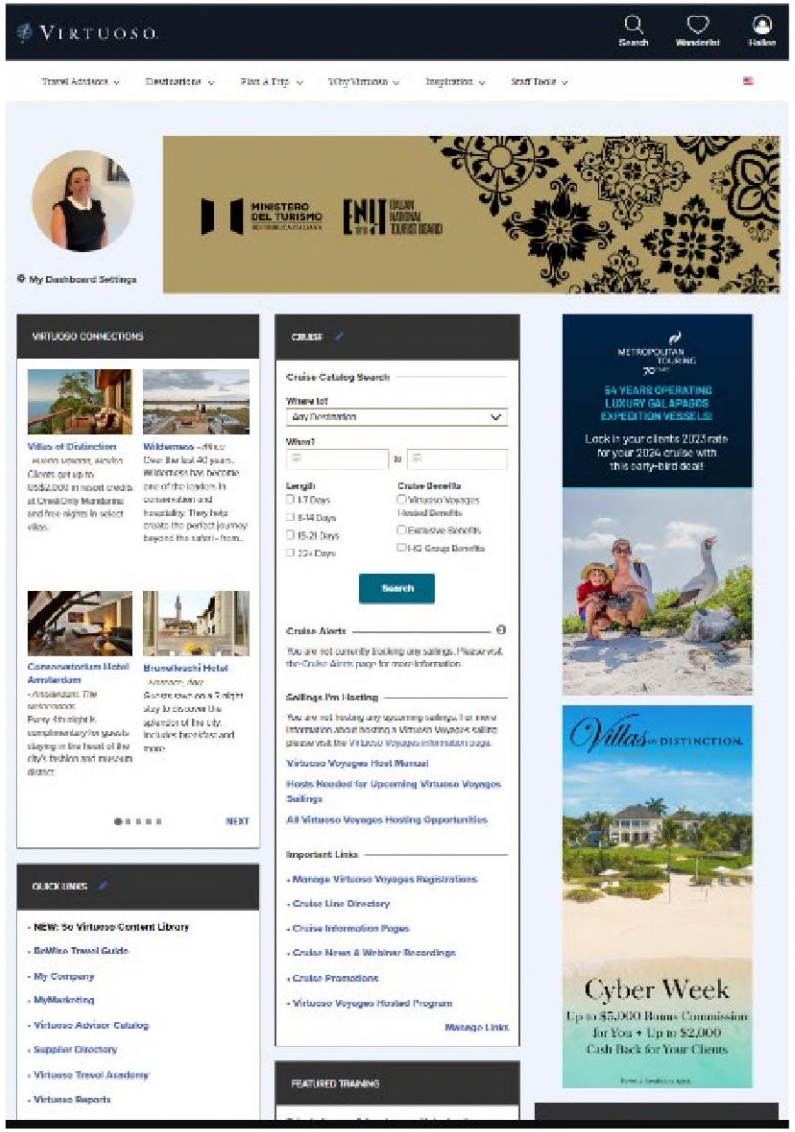
Deploy Date: Nov 21 - Nov 27

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard_DBtop.png (926×1316) (virtuoso.com)]

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



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Digital Marketing

Virtuoso.com Dashboard Ads

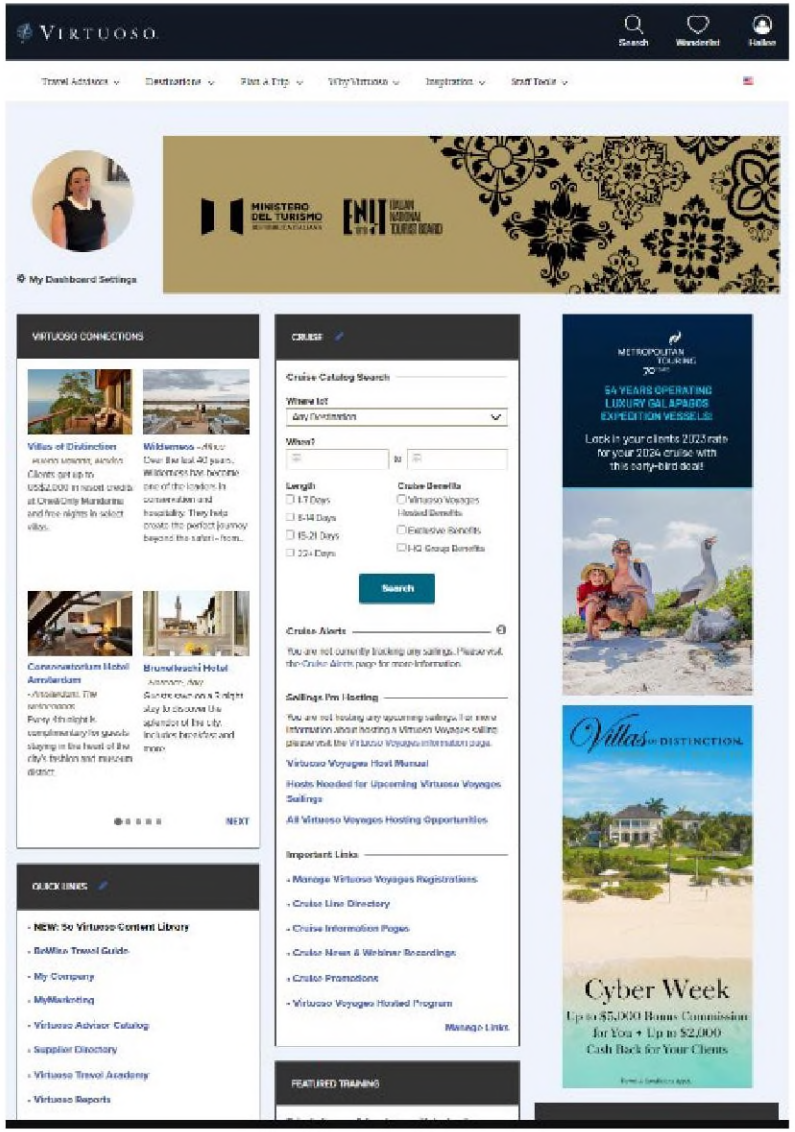
Deploy Date: Nov 28 - Dec 4

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard_DBtop.png (926×1316) (virtuoso.com)]

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



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Digital Marketing

Virtuoso.com Dashboard Ads

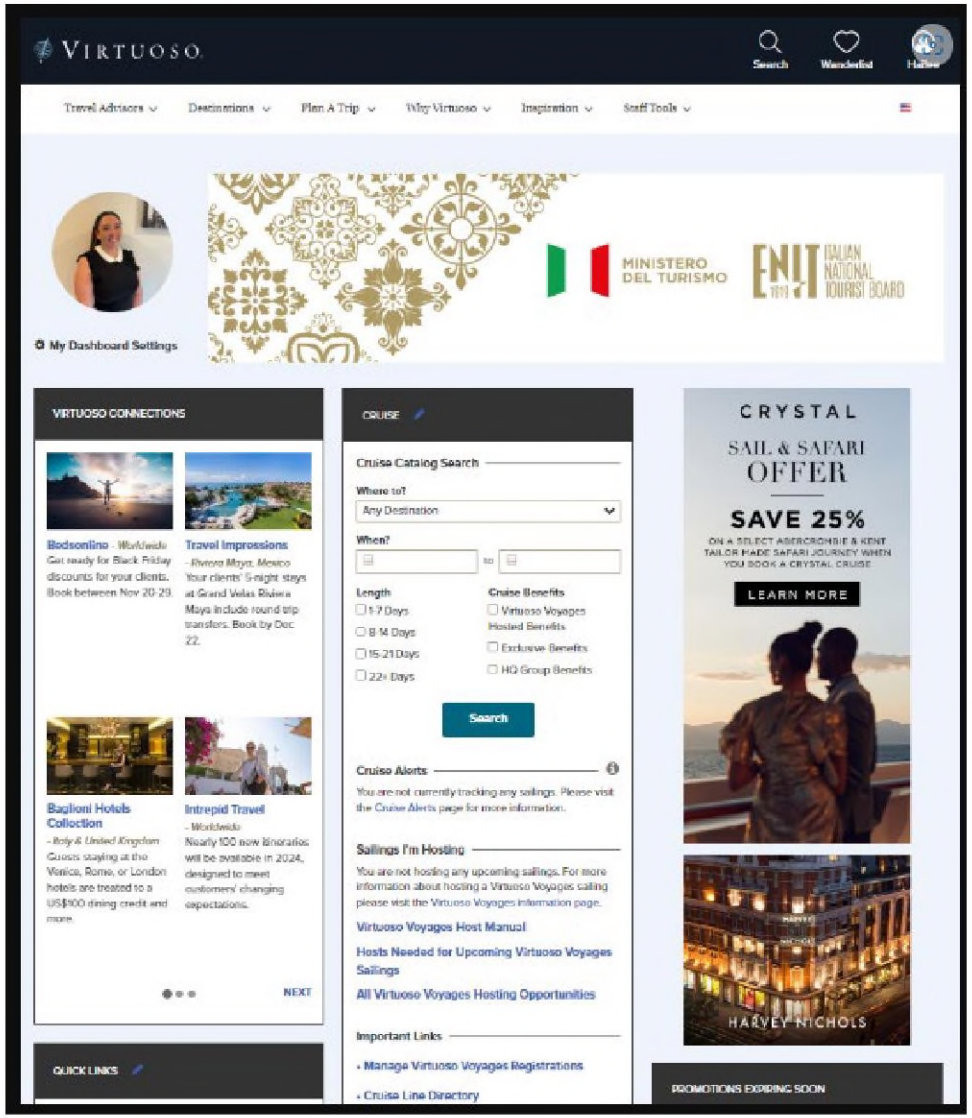
Deploy Date: Dec 5 - Dec 11

Format: Top Leaderboard

Link to Email

https://oyo.virtuoso.com/public/digitalads/2023%20Proof/Dec5-Dec11/ItalianNationalTouristBoard_DBtop.png

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



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Digital Marketing

Virtuoso.com Sponsored Images

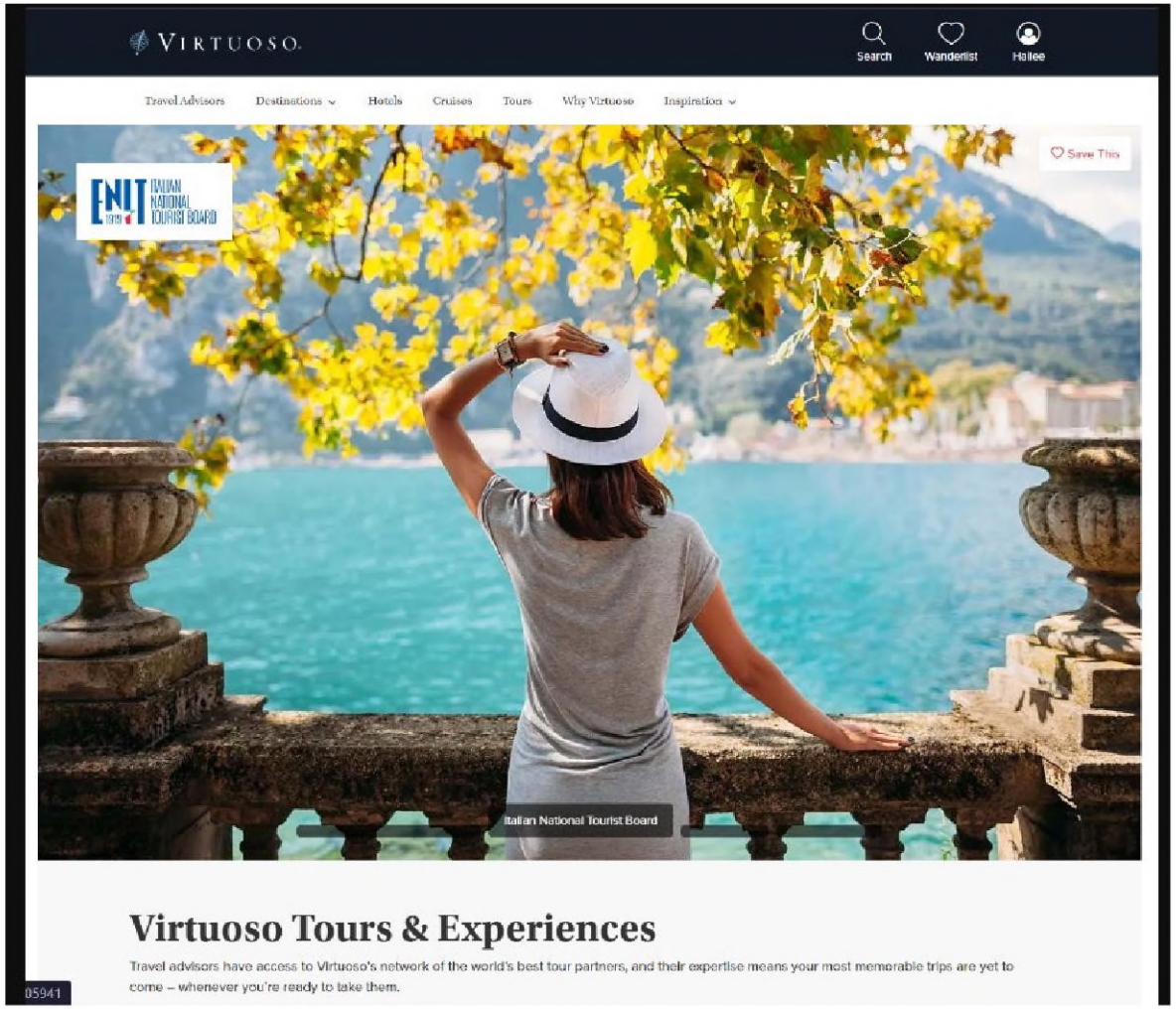
Deploy Date: Dec 19 - Dec 31

Format: Top Leaderboard

Link to Email

[ItalianNationalTouristBoard_CarouselOneProductCatalogHomePage-Tours.png (1478×1302) (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%



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Advisor Development & Training

Webinars

Webinar #3 Training - Webinar - US/CAN

Date: Oct 26th, 2024

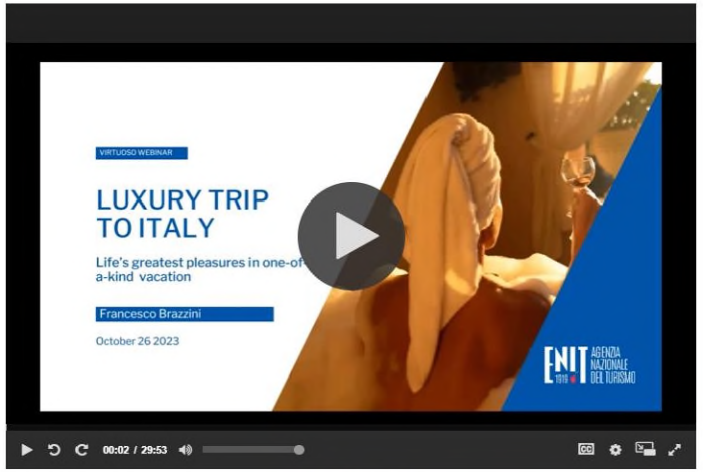
Registered: 157 registrants

Attended: 84 live attendees

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

virtuoso travelacademy

talian National Tourist Board (10/26/23)



Mark Complete

talian 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

★★★★★	67%
★★★★☆	33%
★★★☆☆	0%
★★☆☆☆	0%
★☆☆☆☆	0%

VIRTUOSO

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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.

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VIRTUOSO

Search | Wanderlist | Halee

Travel Advisors | Destinations | Plan A Trip | Why Virtuoso | Inspiration | Staff Tools

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 Galápagos 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

QUICK LINKS

- My Company
- MyMarketing
- NEW: BeWise Travel Entry Guide
- Virtuoso Advisor Catalog
- Supplier Directory
- Virtuoso Travel Academy
- Virtuoso Reports
- Virtuoso Events
- Virtuoso Blog
- Information Pages
- Virtuoso Voyages Info Page

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

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- Cruise Promotions
- Virtuoso Voyages Hosted Program

Manage Links

FEATURED TRAINING

Hotel Maria Cristina, a Luxury Collection Hotel, San Sebastian

Hotel Maria Cristina, a Luxury Collection Hotel, San Sebastian

19 May 2022

PROMOTIONS EXPIRING SOON

Fairmont Le Château Frontenac Pre/Post Symposium

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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

QUICK LINKS

CRUISE

Cruise Catalog Search

Where to?
Any Destination

When?
to

Length
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- Manage Virtuoso Voyages Registrations
- Cruise Alerts Glossary

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
Eden Blanc St-Barth

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Luxury Suppliers - Italian Natio

https://www.virtuoso.com/suppliers/15753853/italian-national-tourist-board?search="italian%20national"&mode=Gts#photoGalleryContainer

VIRTUOSO

Search Wanderlist Fabrizio

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.

bronzi Riace

Location Tags: None

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

59°F Haze Search 10:31 AM 1/19/2024

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Received by NSD/FARA Registration Unit 02/05/2025 3:35:42 PM

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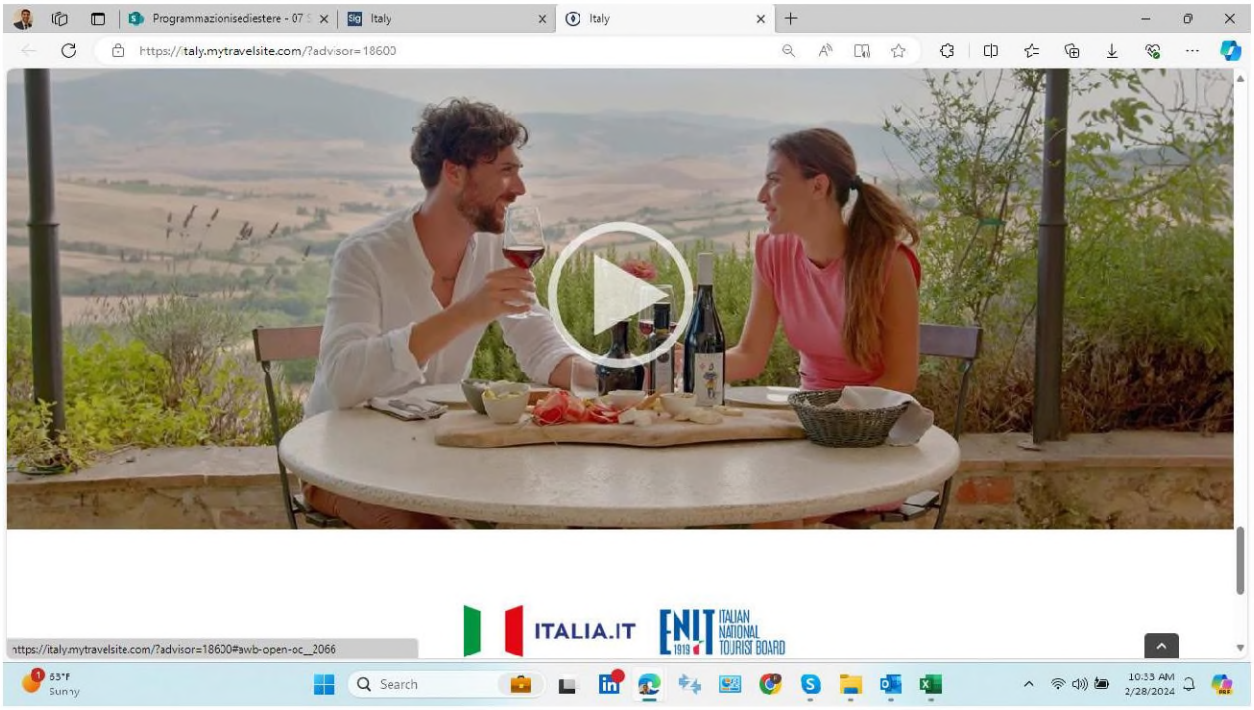
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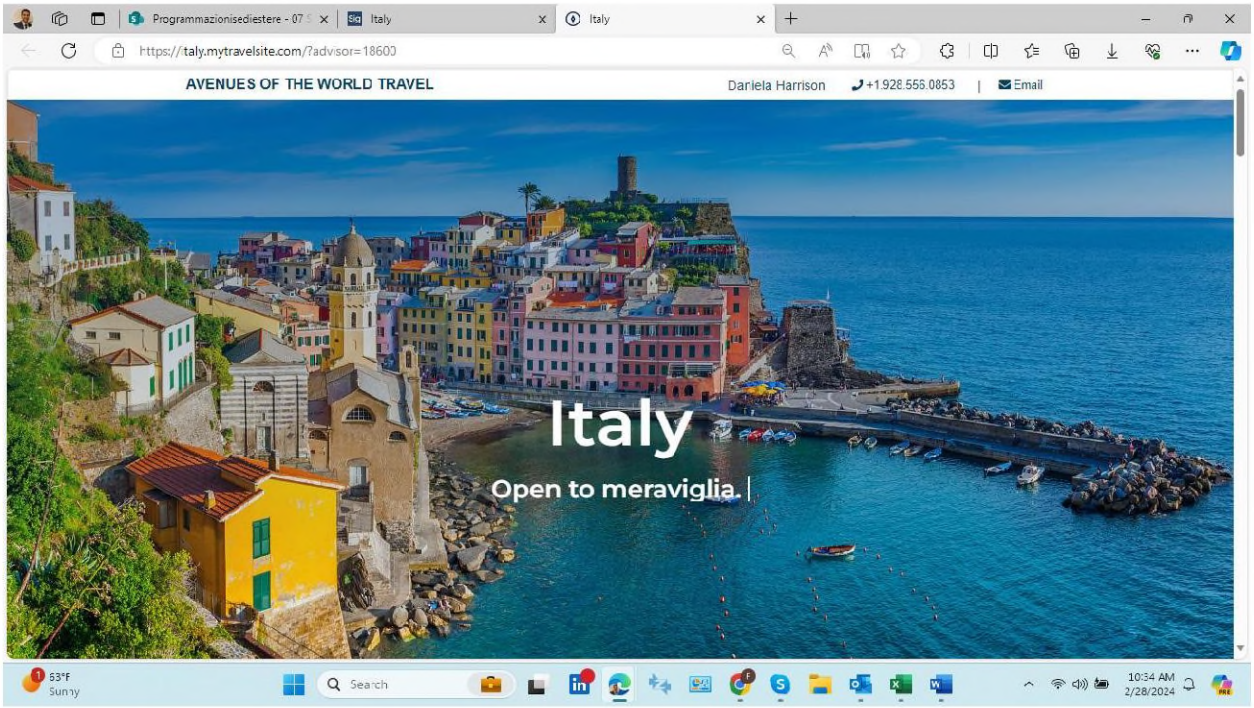
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SIGNATURE WEBINAR

TREASURES OF EMILIA ROMAGNA

Motor and Food Valley, Castles and Leisure Cycling

June 27 2023

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SIGNATURE WEBINAR

LUXURY TRIP TO ITALY

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

October 24 2023

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RooTs-IN Roots Tourism International Exchange
20-21 November 2023 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

- ☐ Hotel
- ☐ Agriturismo/Albergo Diffuso
- ☐ Holiday Village
- ☐ Villages
- ☐ Incoming Tour Operator
- ☐ Residence / Apartments
- ☐ Transportation Carrier
- ☐ Other
- ☐ Villas/Historic Residences
- ☐ Incoming Travel Agency
- ☐ Local Tourist Board

Special programs

- ☐ Beach holidays
- ☐ Food and Wine
- ☐ Spas
- ☐ Mountains
- ☐ Active Holidays
- ☐ Cooking Courses
- ☐ Art Cities
- ☐ Religious Tours
- ☐ Nature Holidays
- ☐ Senior citizen travel
- ☐ Art /Culture
- ☐ Other: _____
- ☐ Folklore
- ☐ Lakes
- ☐ Language Courses

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Clientele

☐ Individuals ☐ Groups ☐ Companies ☐ Other

Period of activity

☐ Yearly ☐ Seasonal

Company information

Turnover: ……..

Number of employees: ……

Business scope: ☐ Tour Operator ☐ Travel Agent ☐ Travel Designer ☐ Wedding-Event Planner

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* (November 2023)*? YES NO

Will you come directly to Matera for the Exchange (20-21 November 2023)? YES NO

Date and Signature: ……..

*The scheduled program is detached

[Send application form to : buyer@roots-in.com

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