

NAME AND TYPE OF PROMOTIONAL ACTIVITY I Semester 2025	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Puglia Tradeshow January 2025	B2b Tradeshow between 18 suppliers and 50 New York Tour Operators, followed by presentation organized by Puglia Promozione with the Assistance of the Italian National Tourist Board	Events & Presentations	Images	USA & Mexico
Italian Film Festival, Los Angeles February 2025	Italian National Tourist Board - Filming Italy Los Angeles Festival - Invitation to 2 events -1) The Film premiere & screening on February 19-22 @ Laemmle Theater - 2) The Festival Red Carpet & Closing Ceremony on February 29th @ Harmony Gold Theater	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Display Campaign	Invite	USA & Mexico
BMT March 2025	Workshop in Campania(Italy) with 10 Tour Operators From USA and Mexico	Borsa & Post educational	Program	USA & Mexico
Press Tour in the Lakes Region (lake Como, Garda and Maggiore) March 2025	ENIT USA, organized a Press Tour in the Lakes Region (lake Como, Garda and Maggiore) March 2025	Press trip	Images	USA & Mexico
Milano Cortina presentation March 2025	Presentation organized at the Italian Consulate in New York on March 31st for Tour Operators and Travel Agents	Events & Presentations	Invite	USA & Mexico
Fondazione Arena di Verona April 2025	ENIT USA assistance to Fondazione Arena di Verona for the organization of 3 events with presentation of their Calendar year followed by a Musical Performance: Boston, Miami, New York	Events & Presentations	Images	USA & Mexico
Eu Open House Washington May 2025	Collaborazione, con condivisione di video promozionale sulla Destinazione Italia, ad un'iniziativa proposta dall'Ambasciata d'Italia a Washington. Si tratta della EU Open House, iniziativa dell'UE in cui tutte le Ambasciate degli Stati membri UE, inclusa l'Italia, aprono le proprie porte ad un pubblico generale - quest'anno si terrà sabato 10 maggio, dalle 10.00 alle 16.00, lo scorso anno ci sono stati più di 6.000 visitatori	Events & Presentations	Images	USA & Mexico

MICE FAM TRIP CAMPANIA May 2025	From May 13th to the 19th, ENIT USA & MEXICO, in collaboration with the Campania Region, organized a MICE Fam trip for 6 highly qualified meeting planners from Mexico, specialized in creating unique and personalized experiences for corporate clients, focusing on offering innovative solutions for corporate events, conferences, and incentive travel across international destinations.	Fam Trip	Images	USA & Mexico
NON STOP FLIGHTS USA - ITALY MAY 2025	On Wednesday, May 21, United Airlines launched its first direct flight from Newark Airport -New York to Palermo. On the same day Delta AirLines launched its first direct flight from John F. Kennedy International Airport in New York to Catania. On May 22nd United Airlines inaugurated a new direct flight between Washington, D.C. and Venice. On June 5th, American Airlines, will operate a direct flight from Miami to Rome,	Fam trip	Images	USA & Mexico
Brescia Press trip June 2025	ENIT USA, in collaboration with Visit Brescia and NEOS Airlines, recently organized a press trip on the occasion of the Festival of Opera, held in Brescia from June 6 to 9.	Press trip	Images	USA & Mexico
BISPM Fam trip June 2025	3rd BISPM (Borsa Internazionale Siti Patrimonio Mondiale) held at the stunning Catajo Castle near Abano Terme, Italy! 3 top US Tour Operators were selected to attend.	Fam trip	Images	USA & Mexico
Trentino Workshop June 2025	ENIT provided full support for the 2 US-cities B2B workshop series organized by Trentino Marketing as part of its promotional campaign across the US. June 4th Chicago, June 5th Boston. Trentino suppliers networked with 40 key tour operators and travel agents	Workshop	Images	USA & Mexico
Fam trip Bari and NON stop JFK-BARI June 2025	ENIT USA has partnered in the launch of the direct flight from NY JFK to Bari. To mark the occasion, ENIT, in collaboration with NEOS and the regions of Puglia and Basilicata, organized a familiarization trip for 5 tour operators. They spent four days exploring the beauty and excellence of Bari, Polignano, and Matera, through a journey into the traditions, gastronomy, and art of the two region	Fam trip	Images	USA & Mexico

Italian National Day USA & Mexico, June 2025	ENIT USA has collaborated with the Italian Consulates in California, Texas, Florida, Massachusetts, Illinois and with the Italian Embassies in Washington DC and Mexico City. The celebrations began on June 1st in Los Angeles and Dallas, then continued in Houston, Washington, Boston, Miami, Mexico City, and concluded on the 9th in Chicago, for a total of more than 4000 participants, including Media, opinion makers, and trade representatives, the Italian-American associations and the local Italian communities.	Events & Presentations	Images	USA & Mexico
Memberships renewal 2025	The Italian National Tourist Board membership renewal with Virtuoso, Signature, Ustoa, Site, MPI, Trav Media,	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Display Campaign		USA & Mexico