

NAME AND TYPE OF PROMOTIONAL ACTIVITY II Semester 2025	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Signature Network, Jan Dec 2025	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. B2B emails have a High Open Rate, an average of 30% rate; Travel Magazine Print Target up to 650,000 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.	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Virtuoso comarketing Network, Jan Dec 2025	"Access to DB 11.000 associats. network: 7 milioni + 3 B2B Themed Emails for the USA & Mexico Market through a Video and Microsite Link Virtuoso.com . 1 <u>Webinars</u> : Webinar "Luxury Trip to Italy Lake COMO " (19 November) – 101 participants <u>Virtuoso.com</u> Sponsored Editorial 1 Article – 1 million visitors VIRTUOSO CONNECT – Rome May - 100 contats	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
2 Brescia Press Trips July and September 2025	2 Press trip in the Brescia Region with 3 + 3 Media . 3 to Francia Corta and 3 to Opera press trip	Educationals	Images	USA & Mexico
Piedmont Region Presentation New York July 1st	On July 1st 2025 ENIT provided full support to VisitPiemonte for the organization of " Piemonte: a Signature Destination for art of Living" reception, presentation and Aperitif. Over 45 key tour operators and travel agents from the New York metropolitan area attended. The event enhanced visibility for the Region, a destination known for its unique and fascinating land: mountains, lakes, hills and cities, parks, Wine, tradition, architecture and the harmony of small villages. Participants expressed their appreciation for ENIT's presence and support throughout the event,	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico

AA Non Stop Flight Miami Rome July 2025	ENIT collaborates with ITA Airways on the occasion of the inaugural nonstop flight Miami-Fiumicino for the official presentation of the new national airline and of the Destination Italy. By showing a Video	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest . Educational	Images	USA & Mexico
Virtuoso Network, August 2025	Participation to the Virtuoso Travel Week – face to face + virtual: 300+ appointments August 2025 Las Vegas	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
3 Sales Calls Villa La Personala September 19th NY, Boston, Miami	On November 3rd, 4th, and 5th, the Villa La Personala roadshow took place in New York, Boston, and Miami. ENIT USA provided support in promoting the luxurious historic villa, which dates back to 1100 AD and is located in the heart of Emilia, along with its DMC, VLP— a company with over 25 years of experience specializing in weddings, incentive trips, cultural and food-and-wine tours, fitness events, corporate anniversaries, corporate retreats, catering, lake-region experiences, and many other unique activities. With more than 130 attendees, including Tour Operators, luxury Travel Advisors, and representatives from the trade press, the success of the three events reaffirmed the strong interest in Made in Italy and confirmed Italy's position as a top destination for luxury tourism, leisure travel, and destination weddings.	Sales calls, Roadshow, B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .	images	USA & Mexico
Buy Tuscany 1-2 Oct 2025	Costa Degli Etruschi (Italy) with 40 Agents attending from USA that specialize in Wedding Mice & Luxury/Wine Resort	Borsa & Post educational, B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .	Program	USA & Mexico
IMEX October 2025	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 2025	images	USA & Mexico

Signature Network, Annual Conference Las Vegas November 2025-	<p>From November 10 to 13, the annual conference organized by the Signature Travel Network consortium took place in Las Vegas, themed "Evolve."</p> <p>The venue hosted more than 2,500 member advisors and 500 partners/suppliers.</p> <p>The event featured several sessions focused on market trends, two days of targeted tradeshow appointments—for a total of over 100 meetings across 32 sessions—as well as various social moments dedicated to networking.</p>	B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	images	USA & Mexico
ILTM of the Americas September 2025 Bahamas	<p>The Italian National Tourist Board participated at the ILTM workshop 2025 together with 30 Italian Coexhibitors and a lounge area. More than 500 Luxury Advisor attended from North to Central to South America. contacted over 100 Agents. ENIT was one of the major sponson with an entire page dedicated to Italy .</p>	ILTM north America 2025 Event & Presentations	Images, Participants, Invite	USA & Mexico
USTOA Dec 2025 Washington DC	<p>The Italian National Tourist Board USA attended USTOA 2025 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</p>	Events & Presentations	images	USA & Mexico

Good Buy Trentino 3 - December 2025	<p>Trentino Marketing, the official tourist board of the Italian region of Trentino, organized the international workshop and fam trip Good Buy Trentino 2025 which will take place in Val di Sole, Italy, from Wednesday 3rd to Saturday 6th December 2025. The 'Good Buy Trentino' event, now in its 22nd edition, brings together around 80 international tour operators and more than 100 local suppliers (regional destination companies, hotels & apartments, activity companies, ski schools, incoming operators). In the heart of the Dolomites, World Natural Heritage Site, Trentino offers a wealth of outdoor activities: skiing, hiking, biking, canyoning, sailing, climbing. It is the Sunny Side of the Alps, where la Dolce Vita is served up with stunning mountain views. Winter in Val di Sole is a whole lot more than just sports, it's a mountain of emotions and experiences immersed in pristine surroundings and Trentino culture and traditions: downhill skiing, Nordic skiing, walking or hiking through fresh snow or relaxing at the Pejo or Rabbi Thermal Spa centres. Val di Sole has 3 different ski resorts and 270 km of slopes all in one single valley, including Folgarida Marilleva within the SkiArea Madonna di Campiglio Dolomiti di Brenta, Pontedilegno-Tonale and Pejo3000.</p>	Borsa & Post educational, B2B Workshop Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest .	Images	USA & Mexico
OOH Campaign Times Square and Taxi : Decembrer 2025 for christmas time	<p>Campaign to promote Destination Italy, aimed at consumers - commuters, US citizens and tourists - who pass through Times Square in New York every day.</p> <p>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</p>	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico

LA VITA è Bella



Portofino, Italy

Life is beautiful in Liguria, Italy.

Threaded between the mountains and the Mediterranean Sea, Liguria has long captured the imagination of artists — from the canvases of Monet and Kandinsky to the verses of Byron and Shelley. Its crescent-shaped coastline has earned its nickname as the Italian Riviera, while the serene hinterlands harbor ancient villages and medieval hamlets.

Begin in Genoa — not for the bustling port but for the local discoveries within. The Palazzi dei Rolli is a network of Renaissance and Baroque noble residences now recognized as a UNESCO World Heritage Site. Wander the *caruggi*, the city's ancient alleyways, that harbor bespoke tailors, apothecaries and historic bookstores.

Life slows down in the west, where you'll find the region's understated gems. The sunlit seaside town of Bordighera offers a snapshot of Liguria at its most photogenic, with views of Monaco visible from the Lungomare Argentina promenade. In the medieval village of Dolceacqua, pop the cork of a chilled bottle of vermentino and admire the stone bridge and churches that have remained virtually unchanged since Monet painted them.



Ceramics from Albissola Marina

The quiet seaside town of Albissola Marina has been a ceramics capital for centuries, where master artisans still shape and glaze by hand. Watch them at the wheel and bring home your own treasured work of art.

To the east of Genoa stand two of Italy's icons: picturesque Portofino and the enchanting Cinque Terre. We'll help you navigate even deeper to find the tucked-away coastal enclave of Camogli and the hamlets of San Fruttuoso, San Rocco and Ruta.

Let us plan your storied visit to Liguria and uncover those hidden details for a journey to remember. Give us a call, send us an email or visit our website, found on the back cover, and enter **OFFER M29221** to learn more.



Silvia Ballerini



Fabrizio Lanzafame



Monica Neroni



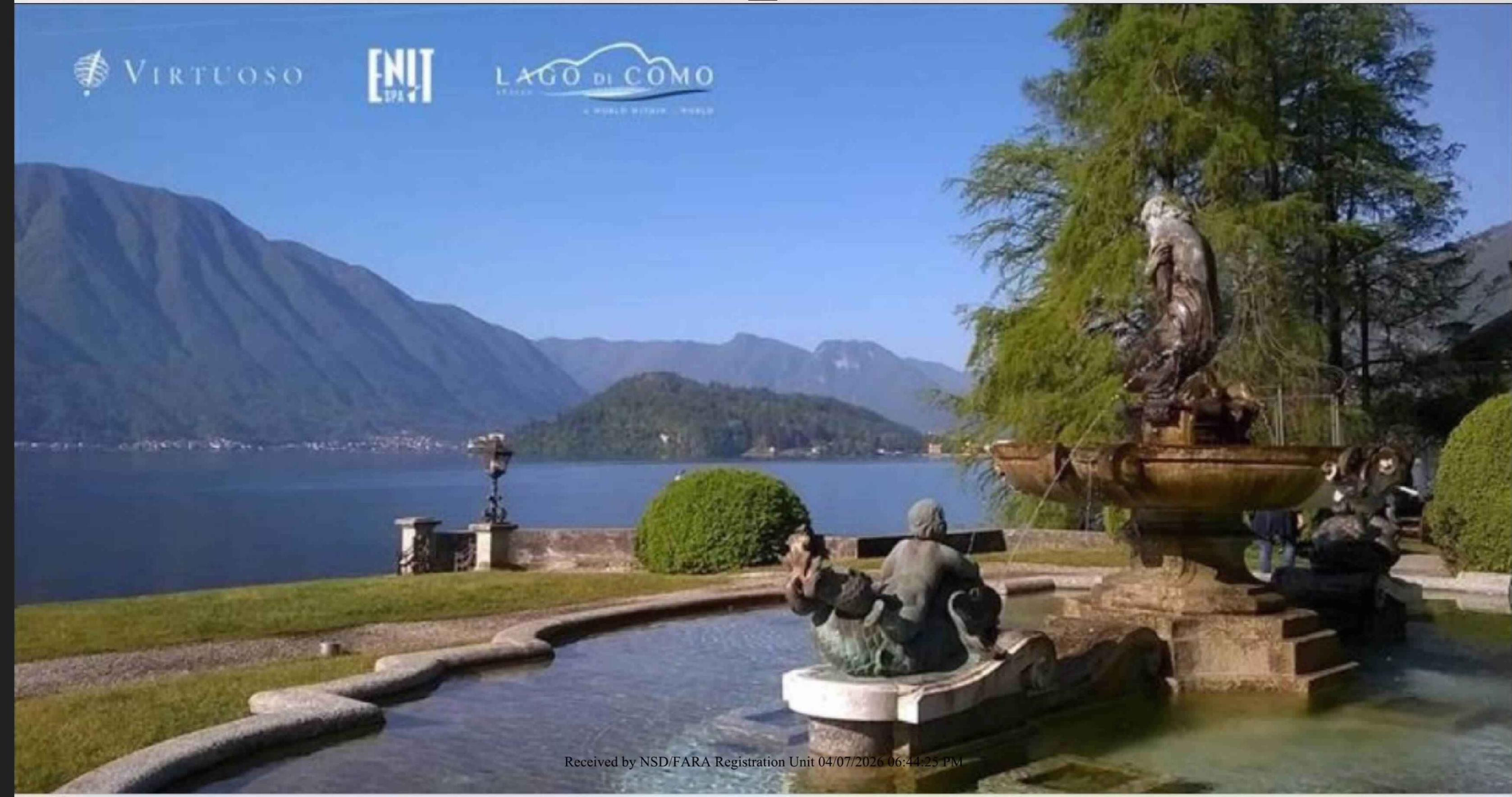
Claudio Cadeddu



 VIRTUOSO

 ENIT
S.P.A.

 LAGO DI COMO
A WORLD WITHIN A WORLD



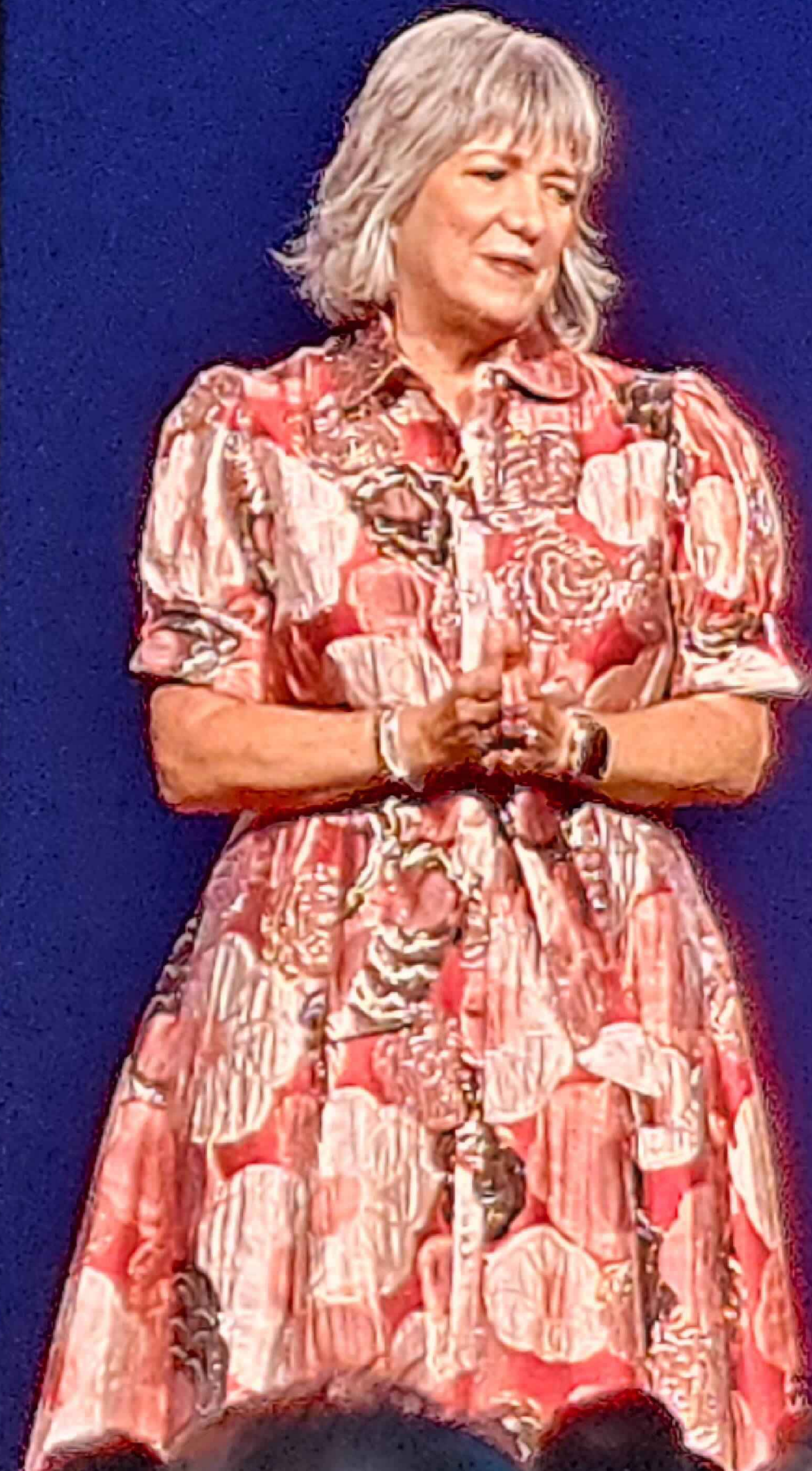




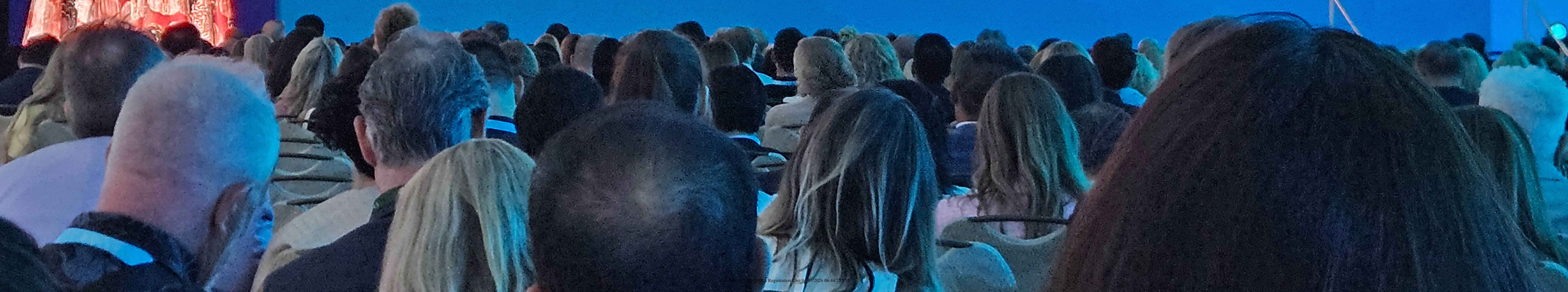


ENIT
from Miami
New routes starting June 5, 2025.

American Airlines
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2025 VIRTUOSO TRAVEL WEEK





VLP your Personal team

IAN STORY
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Program

29th September 2025-Monday

Oversea Buyers Arrival and transfer from Florence airport or train station/Pisa airport

Transfer to the Hotel and check-in.

04:00pm: Site inspection in your selected place.

08:00pm: Welcome dinner at Il Cardellino Restaurant in Castiglioncello <https://www.ilcardellino.net/>

Return to the hotel and overnight stay

30th September 2025-Tuesday

European Buyers Arrival and transfer from Florence airport or train station/Pisa airport

3:00pm: Buyer pickup from hotel

03:30pm: Institutional greetings and presentation of the destination Costa degli Etruschi

04:00 – 07.30pm: Local Trip

07:30pm: Dinner at Cantina Petra in Suvereto <https://www.petravine.it/>

10:30pm: Transfer in hotel and overnight stay

01st October 2025 –Wednesday

Workshop at Garden Resort, Via dei Cavalleggeri, 1 - San Vincenzo LI <https://gardentoscanaresort.com/>

09:00am – 09.30am: Buyer Registration

From 9:30 am to 01:00pm: BtoB marketplace with meeting agenda (1 appointment every 15 minutes);

01:00pm - 02:00pm: Light Lunch

02:00pm - 06:30 pm: BtoB marketplace with meeting agenda (1 appointment every 15 minutes);

07:30 pm: Transfer and dinner at Castello della Gherardesca in Castagneto Carducci <https://www.castellodicastagneto.com/>

10:30pm: Return to the hotel and overnight stay

02nd October 2025 – Thursday

Option A: Ride Back at 09:00 am to the selected Florence airport or train station/Pisa airport

Option B: Travel extension until the morning on 04th of October. Pick up at 08:30am in hotel and departure for the selected post-tour around Tuscany (you can choose your post tour after the **Admission step**)





COVER INSPIRE PALAZZO RIPETTA
E1826

Hello!





NESTA
IONAL HOTELS



COVER INSPIRE PALAZZO RIPETTA
E1826

Hello!

A busy trade show booth with several people. In the foreground, a woman in a dark suit is writing on a document at a desk. Behind her, a woman in a blue blazer is looking at a laptop. In the middle ground, a man in a light grey jacket is standing and talking to a woman in a grey blazer and colorful scarf. To the left, a woman is sitting at a desk talking on a phone. The booth is equipped with white desks, chairs, and various promotional materials. A large blue backdrop with a woman in a winter jacket is the central feature.

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A MESSAGE FROM
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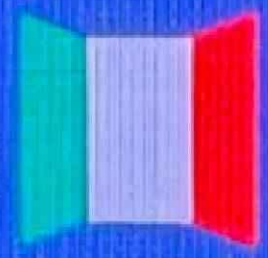
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