

NAME AND TYPE OF PROMOTIONAL ACTIVITY II Semester 2022	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Amerigo Vespucci World Tour for independence day 4-8 July	Event organization promoting Italy as a destination with visit of the Amerigo Vespucci and villaggio Italia set up in San Pedro California	Events & Presentations	Invite	USA & Mexico
Basilicata Event New York and Boston Nov September 2024	2 events from the Basilicata Region, New York and Boston 11 and 12 of September, and cooking demonstration at Eatly FlatIron	Events & Presentations	images, Participants	USA & Mexico
Roots Tourism Presentation July	Networking Presentation of root tourism at the Italian Cultural Institute NY			
Friuli Venezia Giulia B2B Tradeshow/presentation 21 and 29 of October Chicago and New York	B2b Tradeshow/presentation organized by the Friuli Venezia Giulia Region held in Chicago in the VinItaly exhibit and in New York	Events & Presentations	Invite	USA & Mexico
Piedmont Impossible Langhe Presentation New York Oct 24	presentation and b2b network of the Langhe Area in the Piedmont region	Events & Presentations	Invite	USA & Mexico
Buy Tuscany Workshop Sept 2024	Buy Tuscany workshop organized in Florence and Pisa for over 40 selected US Tour operators in attendance	Workshop	Invite	USA & Mexico
Buy Lazio Workshop Sept 2024	Buy Lazio workshop organized in Rome for 10 selected US Tour operators	Workshop	Invite	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 2024	images, Participants	USA & Mexico
Italea Oct 11 - 13	b2b tradeshow with ove 50 Italian Suppliers and press conference topic: Root tourism	Events & Presentations	Invite	USA & Mexico
Italian Worldwide cuisine week Events 3rd week of November and beginning of December	Celebrated the Italian worldwide Cuisine week with events in Los Angeles, Orange County, (CA) New York, Houston, Mexico City, and Dinner with the Ambassador of Mecixo City, In collaboration with the Italian American Chamber of Commerce and the Italkian Cultural Institute New york.	Events & Presentations	Invite	USA & Mexico
Esprit Libre We3binar December 10	Webinar from Esprit Libre to US Travel Agents	Events & Presentations	Invite	USA & Mexico

OOH Campaign Atlanta Hartsfield- Jackson Int'l Airport Nov 2024	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
Sicily Event October 13th New York Dec	B2b networking Event in New York with 13 suppliers from Sicily at the Gattopardo restaurant ( Brunch)	Events & Presentations	Invite	USA & Mexico
OOH Campaign Dallas Airport Dec. 2024	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
Basilicata Fam and press trip Nov. 2024	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
Milan in Boston Dec 3th	B2b Event in Boston Celebration of " Milano & Boston: kindred minds"   Tuesday, December 3rd - 5 pm - Boston Public Library - 230 Dartmouth street	Events & Presentations	Invite	USA & Mexico
Lombardy Region in New York Dec 12th	B2b Event in New York with Musical Performance and buffet	Events & Presentations	Invite	USA & Mexico
Sonders and Beach Sales calls August 2024	Sales call from Sonders and Beach for the LGBT community Los Angeles and San Diego in August 2024	Sales calls		
Bologna Modena Verona event in New York Dec 5th	B2b Event in New York with Bologna, Modena and Verona - "Unesco Sites & Outdoor Vacation"	Events & Presentations	Invite	USA & Mexico

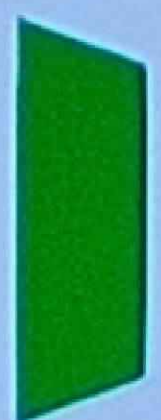









# OPEN to MERAVIGLIA

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DEL TURISMO





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siamo mare

to come searching for you.

to come searching for you.





AMERIGO  
VESPUCCI  
TOUR  
MONDIALE  
2023-2025

ITALY  
BEYOND  
BORDERS

# SAVE THE DATE DESTINATION ITALIA

JULY 7, 2024

LOS ANGELES

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E DELLA CULTURA



The Italian National Tourist Board and the Basilicata Region cordially invite you for a special event

# BASILICATA

## New Italian Wonder

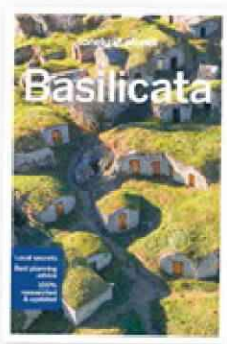
Network with regional suppliers and explore all that Basilicata has to offer.

New Travel Guide will be presented by a special guest from Lonely Planet.

Wednesday  
September 11th, 2024 at 5:30pm  
Italian Cultural Institute  
686 Park Avenue, New York

cocktail to follow

R.S.V.P. to [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)



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Consulate General of Italy in Boston  
Federal Reserve Bank Building  
600 Atlantic Avenue - Floor 31 - Boston  
(entrance on Summer Street)

cocktail to follow

R.S.V.P. to [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)



# Explore Regione Basilicata *at Eataly Flatiron*

September 12, 1:00PM-3:00 PM

Join us at La Scuola di Eataly for a live cooking demonstration featuring regional dishes and wines from Basilicata along with a tasting of Amaro Lucano.

E A T A L Y

**BASILICATÈ**



RSVP to [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)

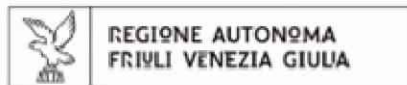
# Welcome to Friuli Venezia Giulia

The Italian National Tourist Board and The Region of Friuli Venezia Giulia invite you to a Presentation followed by a buffet. Come discover all the land has to offer!

Monday, October 21, 2024  
3:30pm

VINITALY USA  
Navy Pier, Chicago – Festival Hall A, Studio C  
600 E Grand Ave,  
Chicago, IL 60611

RSVP [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)



IO SONO  
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VENEZIA  
GIULIA





REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA

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FRIULI  
VENEZIA  
GIULIA

[www.friuli-venezia-giulia.it](http://www.friuli-venezia-giulia.it)

# FRIULI VENEZIA GIULIA

IS PLEASED TO INVITE YOU TO AN  
UNFORGETTABLE EVENING.  
JOIN US FOR A VIBRANT COCKTAIL  
RECEPTION FOLLOWED BY AN  
ENTERTAINING DINNER THAT  
CELEBRATES THE RICH FLAVORS OF  
THE REGION.

**Date: Tuesday, October 29, 2024**

**Time: 6:30 PM**

ROBERT, 2 COLUMBUS CIRCLE  
NEW YORK, NY 10019



# The Italian National Tourist Board and The Region of Piemonte

Invite you to a presentation and USA Launch  
of the English Translation of

“Impossible Langhe:  
A Touring Novel”

By Pietro Giovannini



Publisher Charley Vezza, author Pietro Giovannini,  
photographer Maurizio Beucci, and translator  
Paolo Maria Nosedà will be present.  
This event is part of the Piedmontese Week  
in New York City.

Thursday October 24, 6:00 pm  
**Italian Cultural Institute**  
686 Park Avenue, New York, NY

**RSVP: [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)**



SONESTA

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iMEX 1800

iMEX 2000

iMEX 2200

iMEX 2400

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Choose France



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ONESTA



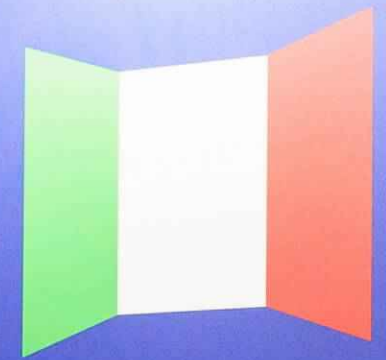
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2000

Meet England

Meet England

24 DF

Destination Florence

CONVENTION BUREAU

26

COM BUREAU ITAL

MINI DEL TV REPUBBLIC



The Ministry of Foreign Affairs and International Cooperation  
and the Italian National Tourist Board  
cordially invite you to join a unique opportunity to learn about

## *Destination Italy and Roots Tourism*

Meet with over 40 suppliers from different Regions in a B2B session

Lunch Presentation - 12:00 pm  
B2B session - 2:30 pm - 4:30 pm  
Cocktail to follow

October 11, 2024

PIAZZA ITALIA  
11 E 44th St Suite 800  
New York, NY 10017

RSVP: [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)









Ambasciata d'Italia  
Città del Messico



ITALIAN TRADE AGENCY  
ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

# Semana de la Cocina Italiana en el Mundo

La Embajada de Italia en México, en colaboración con el Instituto Italiano de Cultura, la Agencia Italiana para el Comercio Exterior y ENIT, tiene el honor de invitar a

el miércoles **20 de noviembre de 2024** en ocasión de la 9ª Semana de la Cocina Italiana en el Mundo: “Dieta Mediterránea y Cocina de las Raíces: Salud y Tradición”

A continuación, el programa:

**17:00 hrs**

**Mesa de diálogo “La EVOLución del Aceite de Oliva: entre historia y tradición”**

Ponentes: **Prof.ra Elena Mazzetto** – Facultad de Filosofía y Letras, UNAM; **Mtro. José Luis Curiel Monteagudo** – Universidad Iberoamericana

**18:00 hrs**

**Degustación de aceites de oliva extra virgen a cargo de la empresa importadora Hanseatik**

Aprende a descubrir las características del aceite de oliva extra virgen y los beneficios para la salud.

**19:00 hrs**

**Aperitivo a cargo del Chef Giorgione**

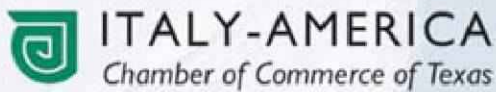
Inauguración de la exposición “Italiani in Cucina” y exhibición de *body percussion* a cargo del artista Anselmo Luisi.

Instituto Italiano de Cultura Av.  
Francisco Sosa n.77 Coyoacán  
Ciudad de México

Código de vestimenta:  
*business casual*

**R.S.V.P.**  
a más tardar el 15/11  
[messico.eventi@esteri.it](mailto:messico.eventi@esteri.it)  
Tel.: 55 55963655 ext.420





Consulate General of Italy  
Houston



# **Exploring Italy: hidden gems, Winter Olympics, and Heritage tourism**

**December 9, 2024 | 6pm**

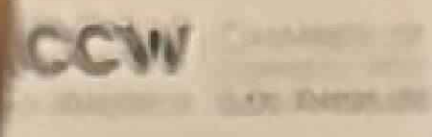
**Killer Vino - Brix and Mortar  
6516 Del Monte Drive  
Houston TX 77057**

**Join us to honor Italy's year of heritage travel, and the  
2026 Winter Olympics! Enjoy a seminar with inspiring  
speakers sharing stories about Italy's landscapes and  
traditions, a tasting of wines from the Olympic territories,  
and signature regional dishes crafted by a renowned  
Italian chef from Houston.**





Consulate General of Italy  
Los Angeles



# Week of the Italian Cuisine in the World

Los Angeles  
November 18 - 22  
2024

Mediterranean Diet and Culinary Roots:  
Health and Tradition

Learn more about  
the program







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**THE DELTA MILITARY LOUNGE**  
CONCOURSE E - GROUP ROOM (ACROSS FROM GATE E14)

**↑**

**DELTA**

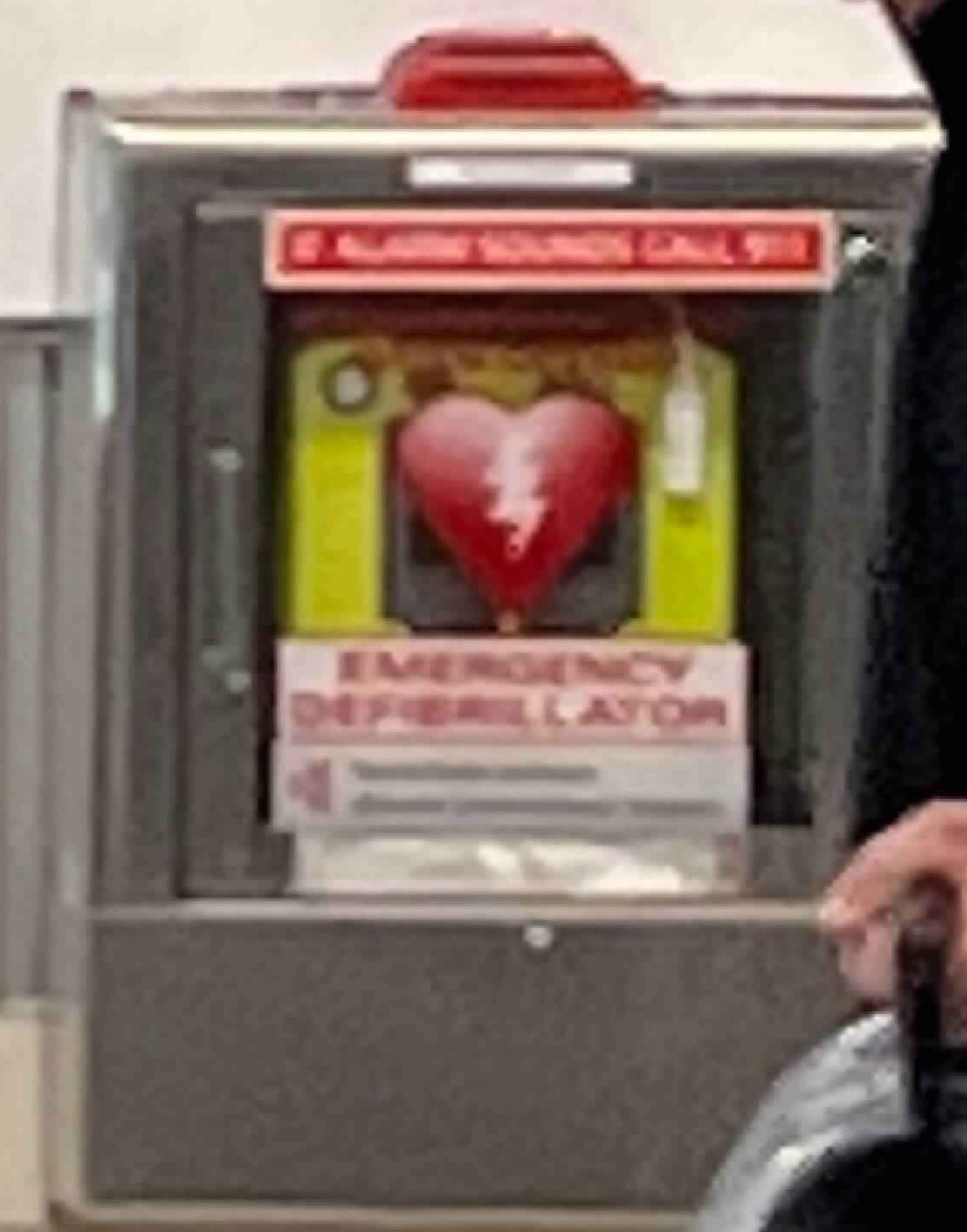


Dom. Baggage Claim  
Ground Transportation

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**INFORMATION**





**THE DELTA MILITARY LOUNGE**  
 CONCOURSE E - GROUP ROOM (ACROSS FROM GATE E14)

**↑**

Hartfield Jackson  
 12:29 PM  
 December 6, 2016

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**INFORMATION**

**IF ALARM SOUNDS CALL 911**

**EMERGENCY DEFIBRILLATOR**



SUNGLASS  
ICON

AED  
EMERGENCY  
DEFIBRILLATOR  
6

**THE DELTA  
MILITARY LOUNGE**  
CONCOURSE E - GROUP ROOM (ACROSS FROM GATE E4)

↑

**DELTA**

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OPEN TO HERAVIGLIA



KET

Woman in black jacket and blue jeans talking to an elderly woman.

Man in pink shirt and blue jeans with a backpack and a shoulder bag.

Man in grey sweater and black pants with a backpack.

# ITALIA

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**ENIT** ITALIAN  
1919 NATIONAL  
TOURIST BOARD

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DEL TURISMO**

# ITALIA

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NATIONAL  
TOURIST BOARD  
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1919

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**MINISTERO  
DEL TURISMO**



D14-

D16

D15

D15

D16

VENICE, VENETO

DFW

ITALIA

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ENIT

JCDecaux

Admirals Club

Delta Sky Club

Toilets

Gates E1-E30

EXIT

Admirals Club

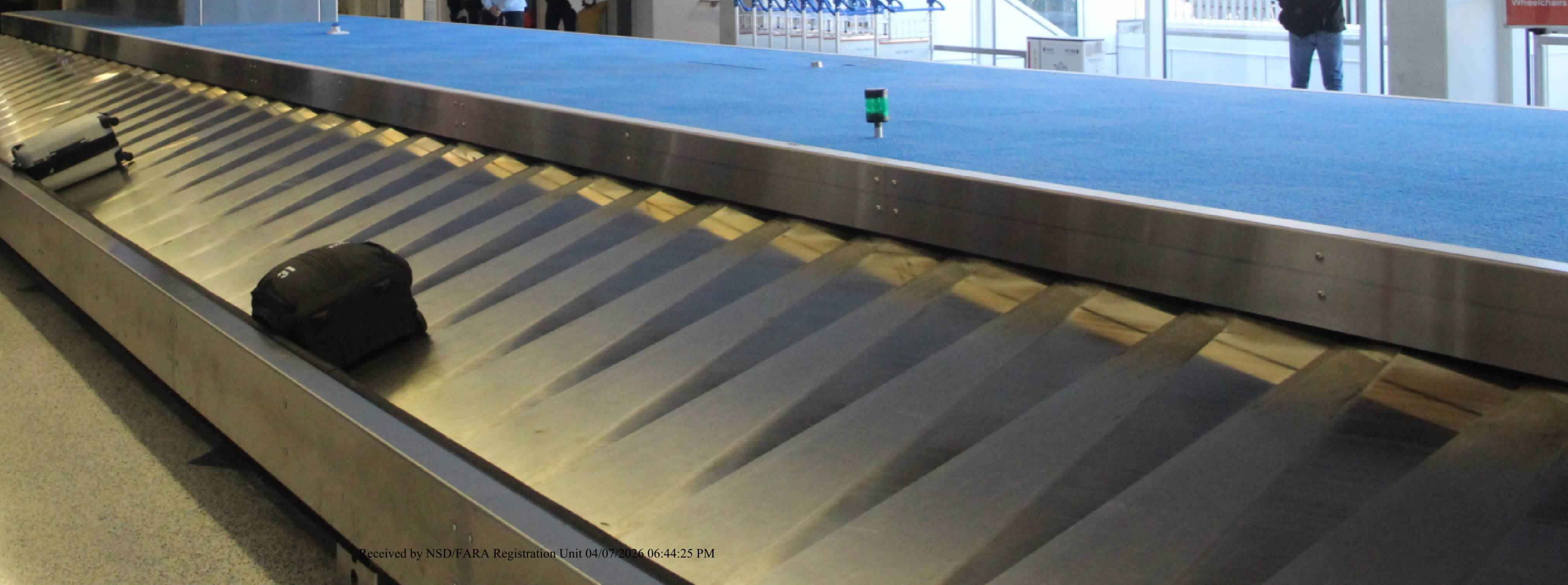
Gates E22-E30



# B5

Elevator   
Ground Transportation  

Security Checkpoint 



# Welcome to Sicily

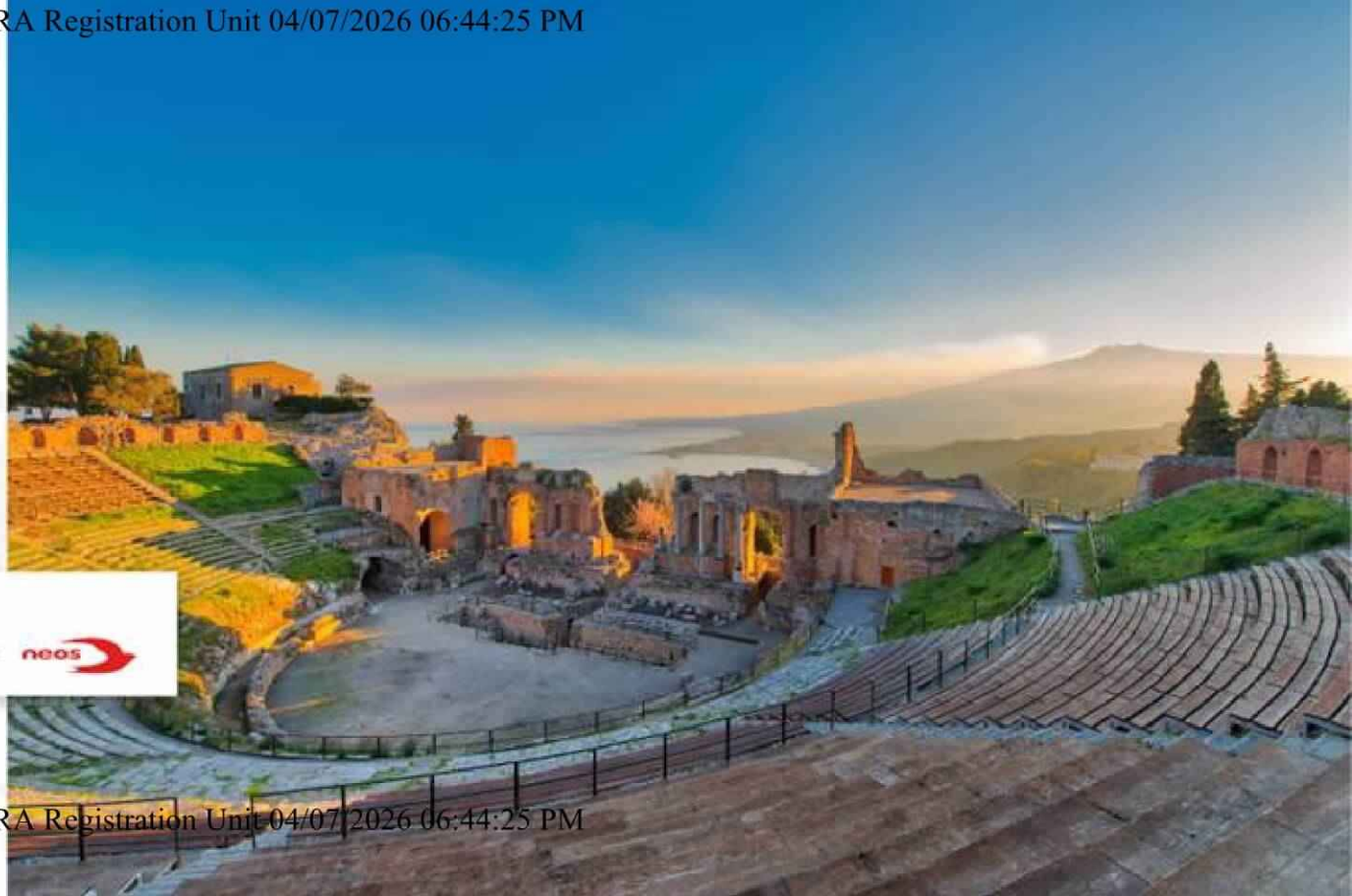
The Italian National Tourist Board and The Region of Sicily  
invite you to an extraordinary Sicilian Brunch / Networking Event

Discover the beauty of the Island  
and meet 20 of the best Sicilian suppliers

October 13th at 11:00 am

Il Gattopardo  
13-15 W 54th St,  
New York, NY 10019

*chance to Win 2 roundtrip  
tickets to Palermo, by Neos*



The Italian National Tourist Board and the Basilicata Region cordially invite you for a special event

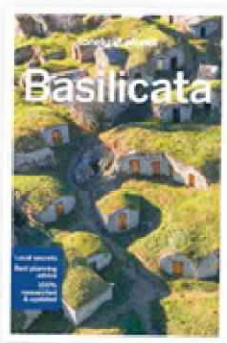
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New Travel Guide will be presented by a special guest from Lonely Planet.

Wednesday  
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Italian Cultural Institute  
686 Park Avenue, New York



cocktail to follow

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September 12, 1:00PM-3:00 PM

Join us at La Scuola di Eataly for a live cooking demonstration featuring regional dishes and wines from Basilicata along with a tasting of Amaro Lucano.

E A T A L Y

**BASILICATÈ**



RSVP to [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)



**ROOTS** *in*  
Roots Tourism  
International Exchange



## PROGRAM

### November 15 ROMA FIUMICINO-POLICORO (BASILICATA)

Meeting point **TERMINAL 1 Roma Fiumicino Airport**

**12.45** transfer from the airport to **Policoro** and check-in at the hotel.

In Policoro, there will be a walk along the seafront.

At night, typical dinner with folkloristic entertainment in *restaurant HOTEL HERACLEA*.

Overnight stay in **Policoro**.

<https://www.basilicataturistica.it/en/territori/policoro/>

<https://www.hotelsanvincenzoresort.com/en/>

<https://www.hotelheraclea.com/en/>

### November 16 POLICORO-FERRANDINA-PISTICCI-POLICORO

Breakfast at the hotel

Meeting point at **8.45** a.m.

Departure at **9.00** a.m

Transfer to **Ferrandina** with a visit to an oil mill and final liquor tasting. Transfer to a cheese factory to discover the techniques for making dairy products and with tasting.

<https://www.basilicataturistica.it/en/territori/ferrandina/>

Transfer to the *Essenza Lucano Museum* to learn about the history of this famous liquor and tasting. Transfer to Pisticci with a small surprise to welcome guests for an experience focused on roots and origins. Dinner at a restaurant in **Pisticci** "L'INCONTRO" and overnight stay in **Policoro**.

<https://www.basilicataturistica.it/en/territori/pisticci/>

<https://museimpresa.com/en/associati/amaro-lucano/>  
<https://www.italia.it/it/basilicata/pisticci/dove-mangiare/ristorante-pizzeria-lincontro>

## **November 17 POLICORO-GROTTOLE-MIGLIONICO-POLICORO**

Breakfast at the hotel

Meeting point at **8.45** a.m.  
Departure at **9.00** a.m.

Transfer to **Grottole** to discover local traditions with 3 different workshops: honey, clay and crochet with friendly local grannies.

<https://www.basilicataturistica.it/en/territori/grottole/>

Transfer to **Miglionico** and local tasting with theatrical performance and visit to the borgo and Malconsiglio Castle.

<https://www.basilicataturistica.it/en/territori/miglionico/>  
<https://www.basilicataturistica.it/en/discover-basilicata/art-and-culture-in-basilicata/basilicata-castles/malconsiglio-castle-in-miglionico/>

Dinner at the *SAN VINCENZO RESORT hotel* with a typical 'Lucanian' dinner and overnight stay in **Policoro**.

## **November 18 POLICORO-MATERA**

Breakfast at the hotel and **check out**.

Meeting point at **8.45** a.m.  
Departure at **9.00** a.m.

Transfer to Matera for a tour of the city, with final baking and papier-mâché workshops.

<https://www.basilicataturistica.it/en/discover-basilicata/matera-unesco-world-heritage-site/>

Check-in in the widespread hospitality, Sassi of Matera

**2.30 p.m.** Shuttle Bus to MH UNA HOTEL \*\*\*\* Congress Hall

**3.00 p.m. – 6.30 p.m.** Workshop (BtB session)

*Important: Throughout the tour you will be accompanied by one guide. The group will participate directly in the various local experiences.*

*Comfortable clothes and shoes are recommended. The tour may be subject to variations due to weather or unpredictable conditions.*

**TOUR LEADER ANNAMARIA DONADIO - + 39 329 8813084**  
**COORDINATOR Marcella DI FEO APT BASILICATA - +39 329 8082568**  
[www.basilicataturistica.it/en](http://www.basilicataturistica.it/en)  
<https://www.roots-in.com/en/>

# Unesco Sites *and Outdoor Vacation*

The Italian National Tourist Board is pleased to invite you to a captivating evening with **Bologna, Modena & Verona**, bringing the heart of Italy to New York City.

Cocktail and delightful tastings will follow

Thursday, December 5, 2024 at 5:30pm

Italian National Tourist Board  
686 Park Ave  
New York

RSVP: [fabrizio.lanzafame@enit.it](mailto:fabrizio.lanzafame@enit.it)

*This invite is non-transferrable*



# REGIONE LOMBARDIA

*is pleased to invite you*

to an evening event of excellence and flavours exploring  
the best of Lombardy Region - Italy



*Cocktail dinner with tasting of  
typical Lombard product*

**YESMILANO**

# Milano and Boston: kindred minds

## Cities of Culture, Cities of Learning

3<sup>rd</sup> December  
From 5 to 8:30 pm

### Welcoming:

City of Milano

Consul General of Italy in Boston, *Arnaldo Minuti*

President Boston Public Library, *David Leonard*

### Mauro Martino

Media Artist and AI Film Director

### Serenella Sierza

co-director MIT-Italy Program

**Boston Public Library**  
230 Dartmouth Street

