

Come home, come back to Italy

# 2ITALY

# #2GETHER

SEPTEMBER 2021

POWERED BY





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# #2GETHER IN ITALIANO SOUNDS LIKE “INSIEME”



Alessandro Mancini - CEO Mancini Worldwide

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#2gether edition really means a lot to me...

In the last few years I have been appointed to different roles: Head of product in various tour operators, General manager of a big tourism company and the magnificent experience of Expo2015 where I was the general director of ticketing and tourism.

Well. I really believe that with no one in this role I would have achieved the main goals without the competences and the skills of the people working with me with whom I reached really important edges.

Connect2Italy is really the expression of #2gether, is the real essence of the word! No one of our members could stay without the engagement and the authentic relation he created in his/her membership period.

Connect2Italy is a unique tool that allows professionals to gather together and really achieve their goals through the full sharing of infos suggestions tips and reinforcing great long term relationships among members all over the world.

During the hard period of pandemic we stand beside all the members through panels, educational days, foration, one to one meetings and is a great satisfaction to see how far we are now and looking forward to continue this journey TOGETHER as INSIEME we are stronger and together we can go far away.

Connect2Italy started with the FAM TRIPS program and we are so happy to have met already some of you as our guests in Italy and now we look forward to meet each of you in the next upcoming months

Together we can!





*È PRO*



ANTO!





# CONNECT2ITALY

## THE FIRST B2B TOURISTIC PLATFORM TO PROMOTE ITALY AROUND THE WORLD

Connect2Italy Team

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**This pandemic situation was not predictable and as everyone else, I found myself far from the common habits of my life: no more travels, no more live meetings, no more tourism fair, business forums etc... Connet2Italy started to welcome online A REAL B2B CLUB!**

A dedicated team is spending time with International Tour Operators, hours of meetings, creating pages of products and putting them in touch with their perfect Italian match.

Great Italian entrepreneurs, such as DMC's owners, Hotel owners or Experiences providers with an excellent product, started to join Connect2Italy and spending time advertising the beauties of their territories and putting all the love and the professionalism needed to represent it. I do believe, this is one of the greatest satisfactions achieved in my life: sharing a great multitude of reliable and well-grounded contacts built up in almost 20 years of commercial experience within the tourism field.

It is great that foreign members are in touch with Connect2Italy on a daily basis, asking about Italian travel solutions and great experiences.

Starting new valuable relationships with Italian members that are directly in touch with the foreign operators, explaining them about their unique and wonderful products.







## EXPERIENCE FASCINATING STORIES

Day by day Connec2Italy is growing up, embracing great Italian's travel solutions with a unique touch that now are easily shared among members that are

ever connected by the common feeling of LOVE towards my beloved country: ITALIA! ■

## HOW PLATFORM WORKS



1

Reach the platform professionals through the search filters, both geographic and sectorial



2

Click, view and visit the profiles of each, to know their services and proposals



3

Create a long-lasting professional and trustworthy relationship by writing proposals and needs to the operator

**Get in the flow, become a member  
and experience fascinating stories**

**connect2italy.com**



# VAL D'ORCIA - WORLD HERITAGE SITE AMONG HILLS AND COLOURS

Giacomo Lombardo - Owner and Referral - Life in Tuscany DMC

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## **A breathtaking natural scenery where elegance, comfort and brightness emphasize Sicilian beauty**

For a young and dynamic DMC like Life in Tuscany, mainly operates Val d'Orcia, Val di Chiana and Chianti, the possibility to collaborate with Connect2Italy, it seemed very interesting. Every year the wonderful Tuscan hills they are the destination of millions of visitors from all over the world, but has the possibility to keep in touch with American, European, Asian partner, is of course more than a value added: is a Fantastic opportunity.

Virtual meetings via the platform Connect2Italy give to us the possibility to relate with partner that to pursue the same objective. Life in Tuscany operates in luxury sector, try to build, thanks to the deep knowledge of the area, unique and special experiences, tailored to the customer. With some of Connect2Italy members we reached a certain empathy, working with enthusiasm and commitment to achieve full customer satisfaction. Among these we can mention Inga Kavaca by Vanilla Travel, with whom we have started a relationship, which we trust will improve



**Air Balloon Experience in Val d'Orcia**

when the pandemic situation allows it.

But we also have had very positive feedback with Juana by Bambivva travel. Bambivva Travel is a luxury boutique tour operator and travel design company specializing in small groups.



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**Every year the wonderful Tuscan hills they are the destination of millions of visitors from all over the world**

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Also, we had good feedbacks from Simonetta by Looking for Charly, Neeraj by Magnifique Travel and Marie by Elegantia Travel, just to name a few.

Giacomo and Francesco, born and raised in this wonderful region, they are impatient to share the hidden beauties of the real Tuscany. ■

### About

Life in Tuscany DMC is not just a luxury car rental, but it wants to accompany its customers throughout their stay in Tuscany. In addition to a series of luxury accommodations, is selected a series of unique experiences to try, to make his trip unforgettable.



Life in Tuscany DMC



**Val d'Orcia, Pienza - Italy**





## ITALY GRAPE HARVEST 2021 - A LONG A UNIQUE ITALIAN TRADITION

[winenews.com](https://winenews.com)

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The 2021 harvest in Italy kicked off more than seven days earlier than 2020.

Heat waves caused by climate change have caused temperatures to jump to over 104 degrees Fahrenheit, and thereby speed up grapes ripening in the South. In the north, instead, the estimate is on average a 10 day delay. Meanwhile, the anti-Covid vaccination campaign has favored the return to community life and the catering sector is reopening around the world. Italian wine exports are recovering momentum, following a challenging year, and in 2021 have registered +4% jump in value.

The harvest, from North to South of the Italian Peninsula, traditionally starts with Pinot and Chardonnay grapes and the "journey", stated Coldiretti, "continues in September and October with Glera for Prosecco and the great native Sangiovese red grapes, Montepulciano, Nebbiolo, and then it ends in November with Aglianico and Nerello grapes, on 658.000 hectares of cultivated vineyards nationwide. The "Italian production" can count on 607 varieties registered in the vine register, which is double that of the French, while 70% of the Made in Italy bottles are for DOCG, DOC and TGI wines.



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**The Italian production can count on 607 varieties registered in the vine register, while 70% of the Made in Italy bottles are for DOCG, DOC and TGI wines.**

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The feature that characterizes the new season of Italian wine best, continued Coldiretti, is attention to environmental sustainability, marketing policies, through the use of social media, and the relationship with consumers, and young winemakers who have taken over the reins of companies and introduced innovations. Furthermore, the surface areas of young people's farms are more than 54% above the average, turnover is 75% higher than the average and there are 50% more employees per farm.

Their presence has in fact revolutionized work in the countryside, where 70% of young companies are operating in multifunctional activities ranging from the transformation and corporate sale of wine to wine tourism and wine therapy.

This opportunity has been made possible through the agriculture orientation law (Law 228/2001), supported strongly by Coldiretti, which revolutionized work in the countryside, expanding the boundaries of agriculture entrepreneurship and opening up new employment opportunities.

■



## **Italian Wine Production in Numbers - 2021**

"Estimates for Italian production in 2021", underlined Coldiretti, "see 5-10% decrease at the National level, therefore, quantity between 44 and 47 million hectoliters.

However, a lot will depend on temperatures that will affect ripening, as well as on storms and hailstorms that have a devastating impact on the vineyards and on quantities produced.

Nevertheless, we are expecting a year of good/excellent quality in Italy, even though the harvest trend will be greatly influenced by temperatures during the rest of August and September to be able to confirm the forecasts quantity-wise.

Even though there will be a decrease at the National level, this year Italy", specified Coldiretti, "is the leading world wine producer, while a fight for second place is expected between France and Spain.

# Map of Italian Wine Regions

www.WineFolly.com

Italian wine is one of the most difficult regions to get to know.

Why? Well for one, the Italians use an esoteric wine labeling system, much like the French.

But that's not even the biggest problem in terms of familiarizing yourself with Italian wines. The hardest part is learning all the different grape varieties.

At the moment, there are about 350 official Italian wine varieties. There have been rumors that over 2,000 different Italian grapes exist, but this might be a bit of an exaggeration- something Italians do well. Italy produces a huge amount of table wine, Vermouth, and cooking wines (such as Marsala).

That being said, there are 3 major regions that produce high quality table wines and they are: Veneto, Tuscany, and Piedmont!

The list of Italian wine regions is organized by highest volume of DOC wines.

This removes all the grapes and wines produced for making vinegar and cooking wine and low quality table wine.







## 1- Veneto (~18% DOC production)

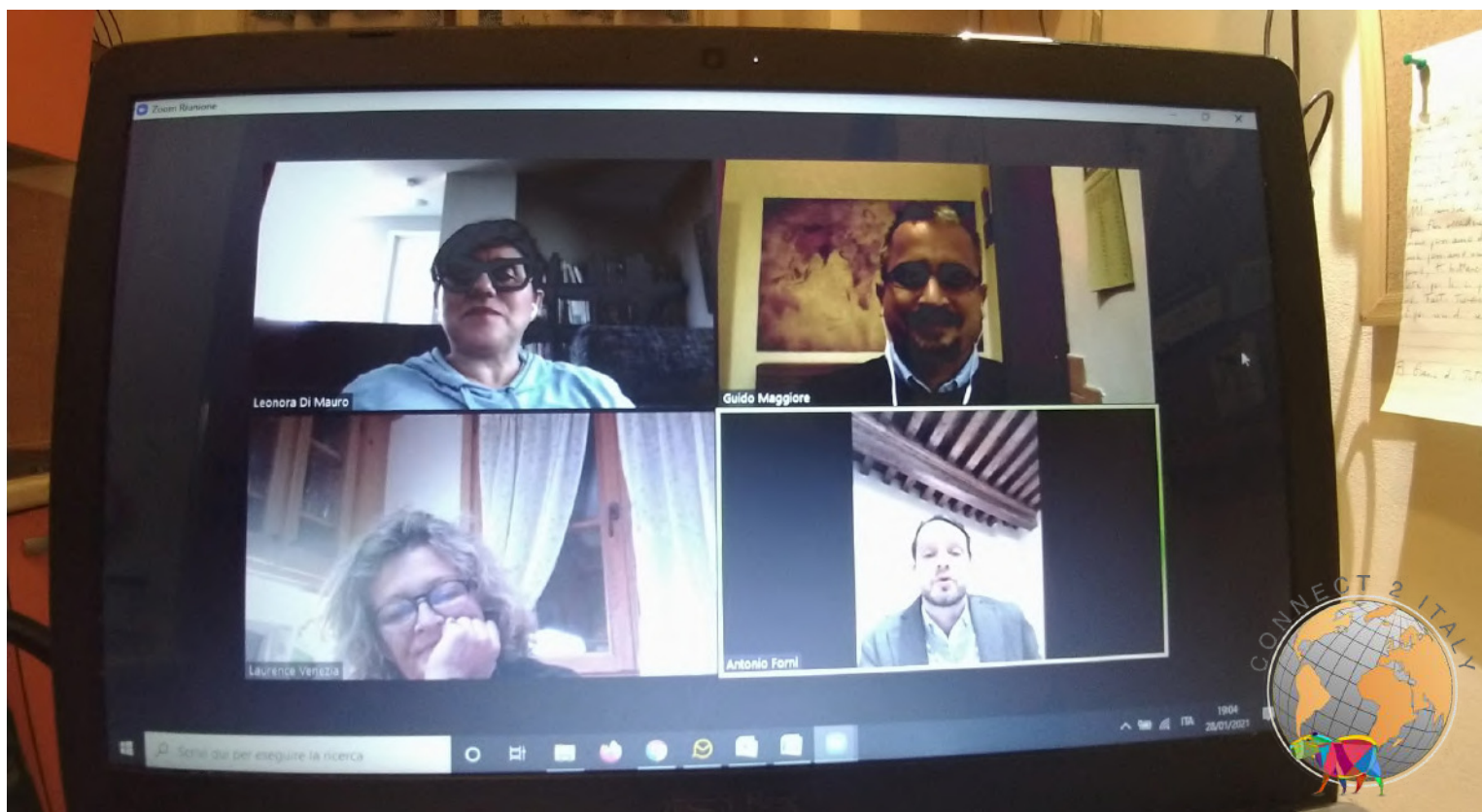
Veneto is known for the Valpolicella region which is known for producing Amarone della Valpolicella. Besides the great red blends of Valpolicella made with Corvina, Rondinella, and Molinara, there are also several fine Merlot-based IGT wines in this area. For white wines, Garganega is the white grape that makes Soave ('swah-vay'), a wine that's rich like Chardonnay. Check out the article below on finding wines from Veneto.

## 2- Tuscany (~17% DOC production)

Tuscany is home to the Chianti region which is the most famous region for Sangiovese. When Sangiovese became the required major grape in Chianti during the 1970s, the other noble grapes (Cab and Merlot) ended up creating a new style of wine: Super Tuscan. For white wines in this region, keep in mind that Trebbiano is Italy's most produced white grape and Vermentino has quite a few taste similarities to Sauvignon Blanc.

## 3- Piedmont (~11% DOC production)

Nebbiolo is a grape with high tannins and pale color that has long been famous for its bristling acidity and high tannin. Besides just the great Nebbiolo wines of Barolo, the region is also home to Moscato d'Asti and the underdog varietal: Dolcetto.



A virtual 1to1 meeting among C2I Members: in the left-upper corner, Leonora Di Mauro from Italy In Style (USA), left-down Laurence Meccoli (ITA), right-down Antonio Forni from Palazzo Morosini degli Spezieri in Venice and in the upper-right corner Guido Maggiore from C2I

## WHAT DOES IT MEAN TO “CONNECT” PRO FROM ALL OVER THE WORLD

Guido Maggiore - Relationship Manager, Connect2Italy

Today's planning foresees a Meeting at 9.30 Italian time with a member from Rome and a Buyer from Emirates, then at 11.00 with a member from Sicily with a buyer from India. Following, at 3.00 pm we have a Meeting with a member from Tuscany with a buyer from Spain, and finally at 6.00 pm with an operator from Veneto with one from Argentina. This is more or less part of my working days. A job that allows me to connect professionals from all over the world without leaving home. Moreover, it

allowed me to "travel", to visit beautiful places of my Country and to make it possible that people from all over the world knew them too. Especially during this last year where it was not possible to do it live. Also all these Italian areas, accommodations, services and more were presented by locals. People born and raised there who want to present at their best their places and desire to invite the others to know them in person as soon as possible. During our meetings, in a relaxed and familiar



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**“ Networking is all about  
connecting people and their  
peculiarities.**

**But then again, isn't that what  
life is about? “**

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atmosphere, it is easy to feel like having a coffee in Piazza Dante in Naples, tasting excellent wine in the Tuscan hills or having an aperitif on a panoramic terrace in the heart of Rome.

This happens because, even if the operators, Italian and foreign, see each other for the first time on cam during our Meetings, it's like they already knew each other thanks to our path of introduction and presentation of both parts, in addition to their profiling on the Connect2Italy platform.

That's what it means to me staying #2gether.

See you at the next Meeting! ■



**Guido Maggiore**

## **Connect2Italy B2B Meetings in Numbers**

- **More than 150 1to1 online Meetings** organized by Connect2Italy team in the last 6 months
- **More than 80 Buyers from 20 and more Countries** around the world involved in the meetings
- **More than 7.500 hours** connected online among italian and international members in the last year

The background image shows a coastal landscape in Sicily. In the foreground, there are shallow, rectangular salt pans filled with water. In the middle ground, there are more pans and some low-lying vegetation. In the background, a white windmill with a red roof and multiple sails is visible on the right side. The sky is blue with some white clouds. The overall scene is a typical coastal landscape in Sicily.

## Hand Harvesting Sea Salt in Sicily

On the west coast of Sicily, between Trapani and Marsala, sea salt is still harvested according to ancient tradition of the Phoenicians. A series of “pans” or saline are arranged so that the sea water slowly evaporates by the heat of the sun.

The salt harvests occur during the hottest summer months typically with one in July, one in August and one in September.

At that time, salt crystalizes in the shallowest pans shown here and is shoveled out by hand. I visited outside the harvest season when there was no salt in the pans, but this video gives an idea of what happens.





# SICILY UNDOUBTEDLY HAS ENORMOUS POTENTIAL TO ATTRACT BRAZILIAN COUPLES TO CARRY OUT THEIR UNIONS

Renato Urbinder - Owner, Aonde Casar (BRA)

**After visiting the main wedding locations cities north of Rome, we want to visit and promote the Amalfi Coast and Sicily regions for the Brazilian Destination Weddings market**

Through the referral of a great friend and business partner, Mauro Gaspar from SGM Solutions in Argentina, I got to know Connect2Italy. I was kindly taken in by its founders Vincenzo and Alessandro and I immediately started rewarding contacts. I would like to highlight the JustSicily DMC company, as well as Gaia Micicchè from Hotel Le Calette and Giulia Briguglia from The HotelSphere Collection.

After visiting the main wedding locations cities north of Rome (Umbria, Tuscany, Venice, Carrara, Milan, Como and Garda Lakes, and many others), we want to visit and promote the Amalfi Coast and Sicily regions for the Brazilian Destination Weddings market. And after some e-meetings, presentations and exchange of ideas, the companies and hotels mentioned above opened their doors offering all the support to help us on this plan, which will start with our visit to the aforementioned regions this and next year. This shows how important and productive the C2I platform is, and



and especially the quality of its participants. Congratulations to C2I and thank you for our participation.

Cheers!

After exploring practically every city in Tuscany and Northern Italy, our current



plan is to get to know and promote other regions of Italy for the Brazilian Destination Wedding market. Mainly the Amalfi Coast and Sicily.

Through the Connect2Italy platform, the productive virtual meeting with Giulia Briguglia, The HotelSphere Collection's Sales and Marketing Executive, deserves to be highlighted. Palermo's city glamour, together with the quality and passion of selected service providers, are making Sicily one of the growing Italian wedding destinations. After introducing us to their hotels, the qualified concept of hospitality made us convinced that Sicily undoubtedly has enormous potential to attract Brazilian couples to carry out their unions.

To top it off, not only did Giulia open the hotel doors to host us on the days we will be in Palermo, she also introduced us to Giusi Macchiarella, Founder & General Director of JustSicily Incoming Tour Operator & DMC, who offered us all the logistical support. ■

### About

At Aonde Casar (where to get married), Simone Tostes, wedding planner with a huge experience in the industry, presents her favorite locations and offers custom ceremony planning services (weddings and renewal of vows) for the couple, their relatives and guests.



**Aonde Casar Destination Wedding**

**Renato Urbinder**



# WE BOTH KNOW THAT WHEN THE TIME IS RIGHT WE WILL DO UNFORGETTABLE BUSINESS TOGETHER!

Giulia Briguglia - Sales Executive, The Hotel Sphere Collection (ITA)

## Covid-19 has therefore incredibly changed the pace of my days, shifting all these activities online

Giulia Briguglia

As the Sales Executive for The HotelSphere – design boutique hotels based in Sicily and including two of the most iconic Palermo properties, Hotel Plaza Opéra and Hotel Principe di Villafranca, I used to spend much of my day busy in meetings. It was either receiving a contract manager for one of our tour operator clients, an event specialist scouting new locations, sales calls in our key corporate market cities, or talking to old friends and new leads at a tourism trade fair.

Covid-19 has therefore incredibly changed the pace of my days, shifting all these activities online, with the result that phone calls and email exchanges, that worked so well to keep in touch with previous contacts, proved to be a rather cold way of approaching new clients. Around October 2020 though, we joined the Connect 2 Italy network and experienced what it means to enter a community based on human connections. Zoom calls with fellow members, right from the beginning, have always had a personal note and an



informal approach, while perfectly fitting the business target, with international travel experts seeking the best locations and experiences in Italy. When I met Renato from Aonde Casar, I was struck by his experience, energy and practical approach to work. He was curious on the unique proposals that I could share for weddings in Sicily and I was delighted to share my opinion on how to combine a stay in a boutique





**Plaza Opera rooftop in Palermo**

design hotel like my own, a ceremony in one of the historical venues Palermo is so rich in, and colourful, once-in-a-lifetime activities ranging from private tours to food and wine experiences.

We both know that when the time is right we will do unforgettable business together! ■

### **About**

The HotelSphere is specialized in Luxury, Boutique and Design Hotels and Hospitality in Sicily. The group currently features two four star hotels in Palermo, Hotel Plaza Opéra and Hotel Principe di Villafranca, both located in the city centre, a few steps away from Piazza Politeama



Hotel Plaza Opéra



Hotel Principe di Villafranca

## **Sicily in Numbers - Summer 2021**

The balance of the Sicilian summer is positive: the island is practically sold out. Also for September, despite the attention to the contagion curve, they look good with confident yet vigilant operators.

Among the top destinations in the country for summer holidays in 2021, are the islands of Sardinia and Sicily and the region of Puglia. In particular, Palermo and Cefalù are top of the list by number of bookings in the region of Sicily with reservations numbers similar to 2019 period pre-Covid.

# TRAVEL PROFESSIONALS ARE LICKING THEIR WOUNDS AFTER LOSSES AND MORE UNCERTAINTY UNDER THE COVID REGIME

Luiz Fernando Chimanovitch - GM, EDU World Tours (CAN)

**The struggle with dire economic conditions and the unpredictability of this virus are frequently a puzzle impossible to assemble without help**

**Luiz Chimanovitch**

The summer of 2021 is almost fading away. Travel professionals are licking their wounds after losses and more uncertainty under the COVID regime that hit us in the last two peak seasons. The struggle with dire economic conditions, plus the unpredictability of this virus and the consequent governmental measures, are frequently a puzzle impossible to assemble without help.

I had my first contact with Connect2Italy, coincidentally, during the spring of 2020. When the world as we know it was crumbling apart, Alessandro and Vincenzo contacted me and introduced me to the platform and then scheduled webinars and meetings with local Italian players. That was the helping hand I needed. Navigating through that new reality was, in the beginning, very challenging. But the idea of networking, exposure, and exchanging ideas was very positive and reassuring for a travel professional. In that magical land we call Italy, people struggle as we were here in Canada and elsewhere.



Then the platform empowered local players, offering them a stage to interact with virtually anyone on the planet and showcase their products. On the other hand, the C2I exposed the international buyers to Italian professionals that did not give up, with concrete plans and beautiful, unique experiences ready to welcome us from day one after green light for traveling.



My most recent interaction was with Gaia, who introduced me to two magical properties in Cefalù, Sicily. Gaia and her family own four- and a five-star property on the coast: Alberi del Paradiso 4\* and Le Calette 5\*, located merely 1h20 from Palermo airport.

The incredible parks and Mediterranean beaches surrounding the properties, the magical integration between the man-made and the local nature, together with the personal touch and care of the family in every aspect of the rooms, the villas, and the food, created a perfect spot for anyone interested in an unforgettable Sicilian experience – myself, for example!

Thanks to C2I I discovered these and many other Italian experiences that are now one click away from becoming the next stop for my clients!

■

### **About**

Founded on the principle that travel provides a uniquely immersive, interactive and dynamic learning experience, Educational World Tours offers an exciting array of student tour packages and custom trips geared to the specific requirements of high schools, colleges, alumni groups and educational institutions.

For further information:



Educational World Tours

## **Italy in Numbers - Summer 2021**

A record number of Italian tourists stayed in Italy this summer, a survey said Thursday.

Between July and August some 23 million Italians opted for a domestic holiday, compared to 17 million in 2020 and 18 million in 2019, the last pre-pandemic year.

"This is an unexpected result," said the survey by Cna Turismo e Commercio, which ANSA published an advance copy of.

The Italians were joined by six million foreign tourists, the survey said. This was a lot fewer than the years before the pandemic but a lot more than expected, said Cna Turismo e Commercio.

They said the result was due to the positive effects of the Green Pass vaccine passport. The Italian economy is picking up as the country emerges from the worst of the pandemic thanks to a vaccine rollout



LE CALETTE  
Cefalù

**Gaia Miccichè - Chief Marketing Officer - Hotel Le Calette, Cefalù - Sicily**

I had the pleasure to be introduced to Luiz of Educational World Tour by Guido on July 22nd, it was a fruitful virtual encounter as Luiz showed a great curiosity towards our boutique hotels: Le Calette and Alberi del Paradiso, Cefalù: the charming medieval town that hosts them, and the authenticity and tradition behind our activities and excursions in the island. I really appreciated the willingness of Connect2Italy to add this new meeting to the already scheduled list of meetings, well moderating - both during the zoom call and after it, via email messages - the opportunity to start a trustworthy partnership with Luiz and his company. ■

**About**

For more than fifty years Le Calette Hotel has accompanied the history of the last generations of the Cacciola family. A choice of suites and rooms in two complexes, Le Calette N°5 (five-star) and Le Calette Garden & Bay (four-star), and villas. Terraces and Mediterranean gardens overlooking the sea with restaurants, bars, beach club and wellness areas.

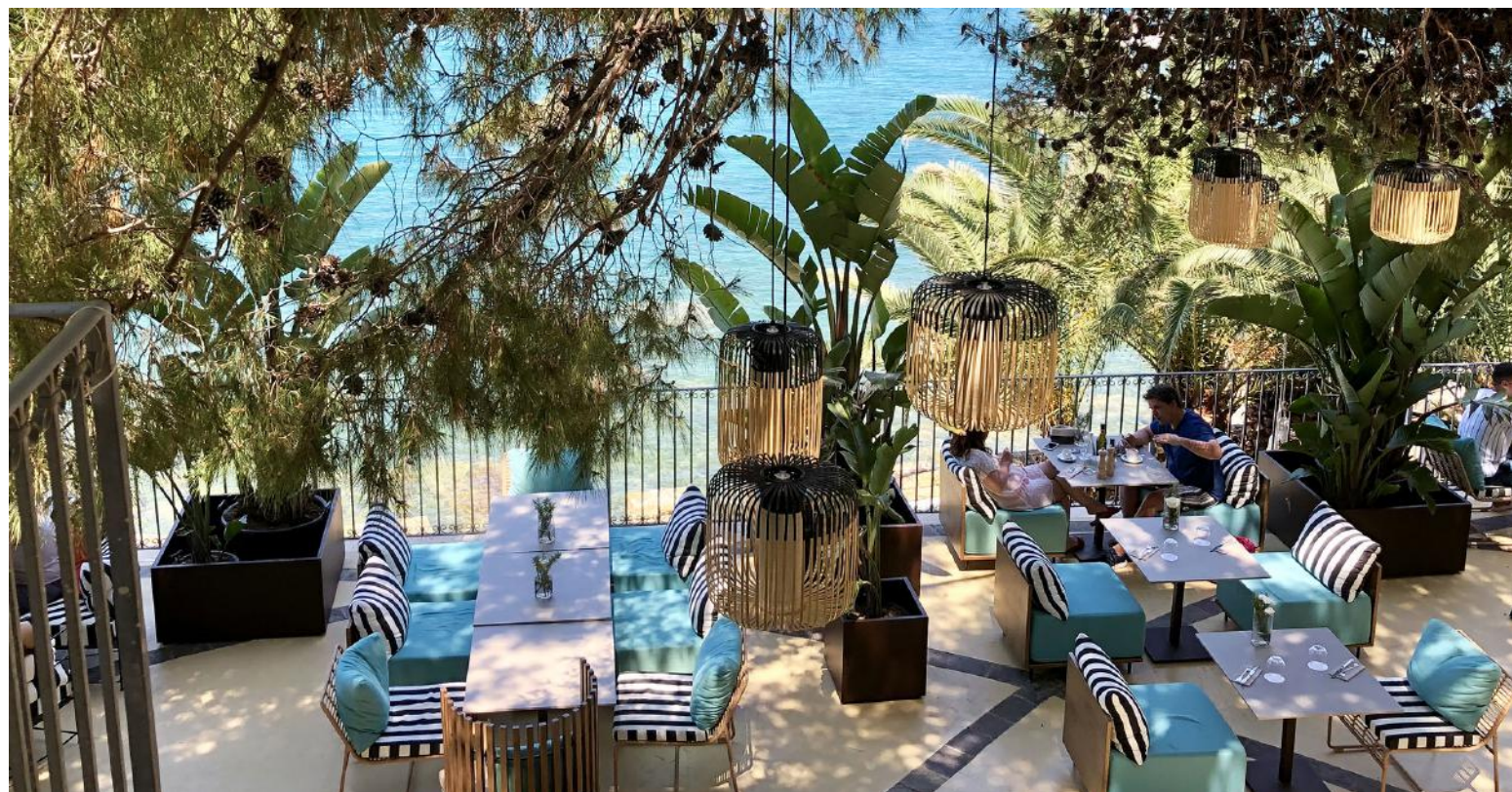


Visit Le Calette



**Le Calette Hotel**  
**Cefalù - Sicily, Italy**





**For more than fifty years, Le Calette has been known worldwide as one of the most charming corners of the Sicilian coast. The Boutique Hotel follows with its Mediterranean architecture the natural folds of the coast of the Caldura bay**



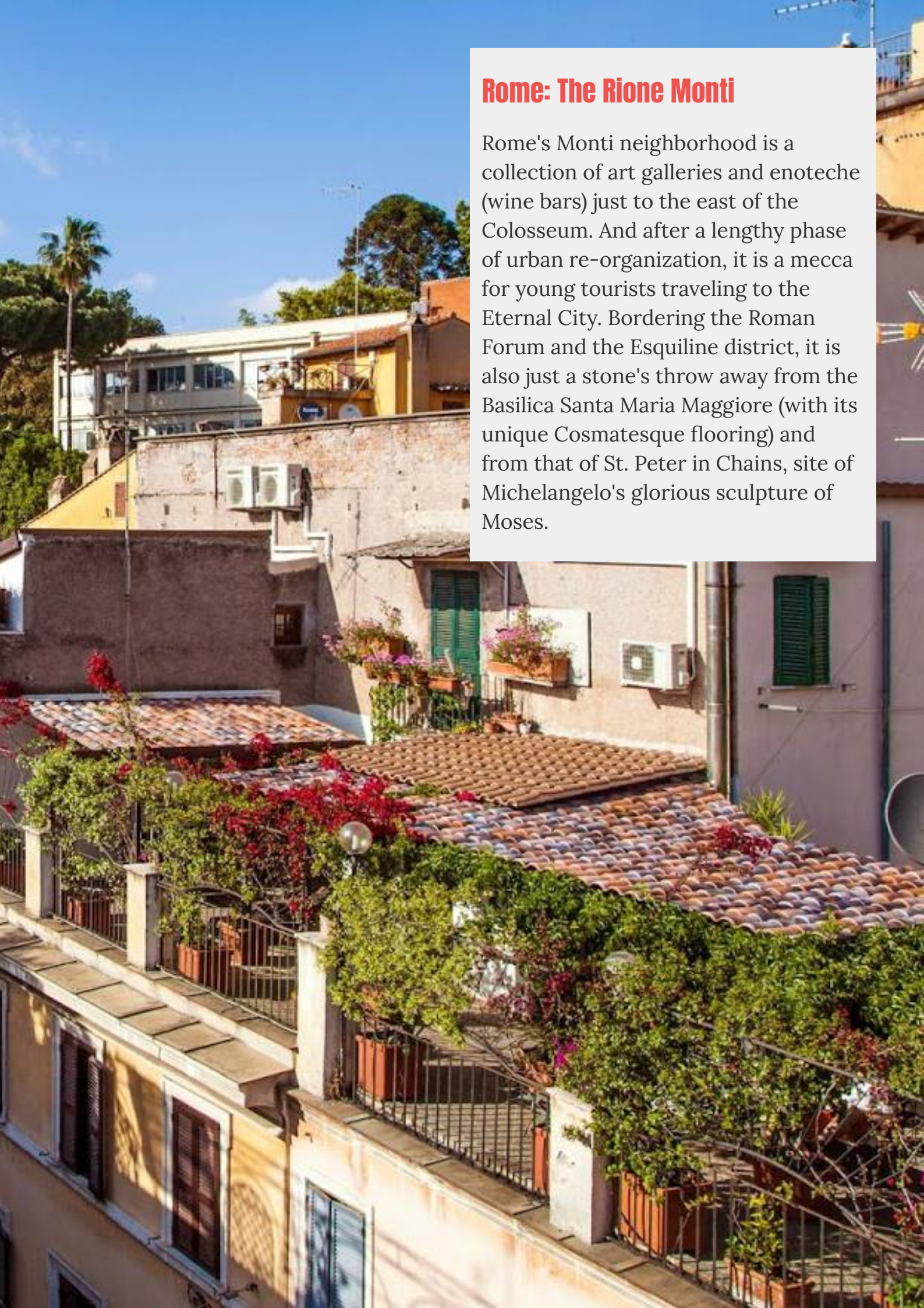






## Rome: The Rione Monti

Rome's Monti neighborhood is a collection of art galleries and enoteche (wine bars) just to the east of the Colosseum. And after a lengthy phase of urban re-organization, it is a mecca for young tourists traveling to the Eternal City. Bordering the Roman Forum and the Esquiline district, it is also just a stone's throw away from the Basilica Santa Maria Maggiore (with its unique Cosmatesque flooring) and from that of St. Peter in Chains, site of Michelangelo's glorious sculpture of Moses.







The Hotel Colosseum is situated on the top of the "Esquilino" Hill, an exclusive location full of bars, typical restaurants, cafes and craft shops.

A short walk through the narrow streets of the Eternal City, will lead you to most famous monuments, discovering unique and romantic glimpses of the city on the way.





**...allow yourself be enchanted by the most breath-taking view of the eternal city...relax on our terrace overlooking the colosseum, with an aperitif and the spectacular sky over rome at sunset!**







Neeraj Kumar

## C2I HELPED ME GET IN TOUCH WITH BOUTIQUE AND TRUSTED PROVIDERS ACROSS ITALY

Neeraj Kumar - Owner & CEO, Le Magnifique Travel (IND)

**C2I has been instrumental in the process and we could not be more thankful to them for the same.**

**How did you know about C2I and how did you manage to whole C2I community?**

The first interaction I had with C2I was back in 2018, when I had the opportunity to meet Mr. Alessandro Mancini on his trip to India showcasing the wide array of

services that Connect2Italy caters to.

Since then, we have had a phenomenal experience working with the team at Connect2Italy. It has been an absolutely incredible experience working with Alessandro and Vincenzo specially apart from other members of the team.





**What are the benefits you received from being part of this network (for example, knowledge of the Italian market, discovering unique and exclusive solutions, direct contact with the owners of the tourist accommodation company, etc.)**

C2I helped me get in touch with boutique and trusted providers across Italy. We have been able to get in touch with some of the most sought after providers in Italy, be it boutique chalets, tailor-made region specific hospitality providers across different parts of the country including Sicily, Naples and more, service apartments, vineyards, activity providers, guides, transport providers and much more. We are quite confident of the services that the providers cater to and this has furthermore enhanced our offerings to our clients back here in India.

**Write about a meeting in particular where you did feel very good vibes and where you appreciated the value of the platform**

### About

Le Magnifique Travel creates the finest holidays across the world. We ensure that for each of our destination, our travel experts inform and educate you on the intrinsic details to the core and help you discover the best it has to offer. Our personalized hospitality and attention to detail, helps us deliver the immaculate service commitment to our guests. For further information:



**Le Magnifique Travel**

Even though, we have had a great experience interacting with most of the providers we have gotten in touch with through the C2I platform, I would particularly like to mention, one of the meetings that I had with Ms. Giusi Macchiarella of Just Sicily.

I was particularly impressed with their product offering and the kind of space they work in, offering experiential tailor made services and experiences, which is exactly what we as a travel company cater to. Also the connect and the positive vibe that I had during my conversation with Giusi was more than most of the providers that I interacted with. C2I has been instrumental in the process and we could not be more thankful to them for the same. ■



**Streetview of Palermo**

## **LE MAGNIFIQUE & JUST SICILY - A VALUABLE MEETING BEYOND CULTURES AND BORDERS**

Giuseppina Macchiarella - Owner, JustSicily DMC (ITA)

**The ability to be in such close contact with operators from all over the world is the most important added value of Connect2Italy.**

The ability to be in such close contact with operators from all over the world is the most important added value of Connect2Italy. It even got us busy during the pandemic making us feel connected in a very particular period for the tourism industry. Meetings with C2I partners are very

interesting and can last a long time! JustSicily had among others a very good experience with Neeraj from Le Magnifique with whom we started an intense and constructive dialogue.

Le Magnifique aims to bring tourists to Sicily especially in the context of ceremonies



and weddings. So, we are talking about families and individuals. JustSicily would be delighted to realize these intentions as soon as the world situation allows.

JustSicily continuously uses the tool of online meetings and finds it extremely useful. However, it must be said that Connect2Italy online meetings are not conventional. When the conversation with a new partner begins something strange happens: it seems that we already know each other and this is the beauty of Connect, feeling part of the same family! JustSicily wants to introduce the beauty of Sicily to the whole world and is ready to get in touch with all Connect partners to let them enjoy the exclusivity of Sicily that we treasure. We would like to share wonderful experiences and unexplored tastes as soon as possible.

So, we just have to say, waiting to welcome you in Sicily, let's meet! ■



**Giuseppina Macchiarella**

## **About**

JustSicily is a Boutique Tour Operator and DMC Specialist. We work in the Incoming sector of tourism to offer the most authentic experience to our guests. We make the territory of Sicily a unique source of culture and beauty that will make every visit unforgettable, be it a trip, a tour or an event.



**JustSicily DMC**







## Zenato World - The soul of Lugana and the Heart of Valpolicella.



The story of Zenato is the story of a family that firmly planted its roots in the land. It was made possible thanks to the passion and entrepreneurial vision of the estate's founder, Sergio, who managed to fulfill his greatest dream: to create a winery capable of harvesting the fruits of the earth and transform them into emotions with matchless flavor. Their eyes and their heart continue down the path that Sergio laid out with great clarity as he steadied the course toward quality and love for their land. Over time, that land wasn't just Lugana but also Valpolicella, with its celebrated red wines and their matchless aromas.





ZENATO®





# WANDER THE ENDLESS TINY STREETS AND DISCOVER VENICE WITH A PROFESSIONAL TRAVEL DESIGNER

Mario Cavasotto - General Manager, Lloyd Transatlantico (ARG)

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**We had the chance to meet and keep in touch with a great variety of DMCs, hotels, vineyards, venues and events locations.**

In 2015, we had the opportunity to represent Argentina and South America in Expo Milano, where we could meet Alessandro professionally. Fortunately, we never lost contact since that moment.

C2I is a network that has been highly useful for us. We had the chance to meet and keep in touch with a great variety of DMCs, hotels, vineyards, venues and events locations.

However, in 2020 we received the bad news that our Country was not allowed to enter Italy and we also had limitations to enter Europe, since Argentinian passports could not enter the continent. This unlucky situation prevented us from continuing with further commercial relations that could have been the result of all this great effort of training that C2I gave to us. We are truly thankful for the opportunity we had, not only in the participation of this incredible network



but also in the creation of it, which is organized in such a professional manner.

We really feel part of the team. As per the meetings we had, it is really difficult for us to choose just one, as all of them were fruitful depending on the area and region they promote.





Venice Simplon-Orient-Express view in Venice



Each one of them were different: we learned about boutiques hotels, such as The Hotel Sphere Collection; we learnt about Veneto with its incredible vineyard with Zenato, which led us to understand a little bit more about the area through its wines and its destinations with Laurence Meccoli, who also presented

it with such enthusiasm that we have it in mind until today.

We are really looking forward to starting working together in a more active way in the future. ■



Mario Cavasotto

About

Lloyd Transatlántico SRL está posicionada entre las empresas líderes en servicios de viajes. Hemos recorrido 82 años para alcanzar el lugar que tenemos en el mercado nacional e internacional, brindando a los viajeros el apoyo que necesitan antes, durante y después de un viaje. Hoy somos la única empresa de viajes con atención personalizada las 24 horas.



loyd Transatlantico

# CONNECT2ITALY - A RELIABLE AND TRUSTY TOOL OF CONNECTION ADDRESSED TO PROFESSIONALS

Laurence Meccoli - Travel Desiner and Venetian Specialist (ITA)

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**The Covid era has certainly obliged us to accept various changes mostly regarding the Sales & marketing "modus operandi".**

The Covid era has certainly obliged us, operating in the travel industry, to accept various changes mostly regarding the Sales & marketing "modus operandi". The majority of the International tourism exchange fairs have been cancelled and for almost a year all sales trips have been certainly mostly postponed. I have the privilege of being part of the platform Connect2italy who has highlighted where I am situated and what I can offer to our public, but most of all the platform has organized many targeted webinars, with the focus of connecting the right buyer with the right seller. These webinars organized have been even truly properly selected as I have talked only to the right business partner I was looking for.

One of the various experiences I mostly recall is the webinar together with Mario Cavasotto of Lloyd Transatlantico; we have discussed face to face different aspects of the Veneto



region and we have had the opportunity to exchange ideas and set the base for a strategic partnership. Mario has been a fantastic person to meet and he has had the kindness to set up a second webinar together asking me to train his booking department making a true complete experience between our Companies.



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**[...] connections and partnerships are more important than ever as we can assure our guests safe travelling, detailed information**

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**Laurence Meccoli in Venice**



Connect2Italy is a proper serious instrument of connection directed by a professional team who has the ability to connect the right key account in order to create new potential business all over the world. We live in a moment of incertitude as rules are changing fast and in different ways depending on the area of the world;

connection and partnership is more important than ever as we can assure our guests safe travelling, detailed information. I believe that this coming future the tourism industry is more related to the travel consultant than ever, it is a formula of feeling safe and having the opportunity to build its own trip and experience at its top; this gets our traveller guests so close to having a dream realized exactly as it was guessed and desired. I have been a member of Connect2Italy for nearly 2 years; thanks to the platform and its creators and collaborators, I had the opportunity to meet many new operators who are dedicated to Italy as a destination of excellence.

A great opportunity to make my Venice and Veneto reality known from different points of view; the creation of experiences for our guests is tailor-made and only for them, with strictly "Venetian" proposals for an experience of full immersion in the daily life of this beautiful thousand-year-old city and its inhabitants who have been gentle guardian of its traditions for centuries.

Laurence was born and lives in Venice, and knows it as you know a precious jewel. She is a travel designer, and an excellent organizer of new experiences, not only in Venice but also in Dolomites, and other Veneto department hotspots.



**Laurence Meccoli Travel Designer**

# ALL YOU NEED TO KNOW ABOUT TRAVEL RESTRICTIONS IN ITALY

## SEPTEMBER, 2021

Andrew Sagerson on [Wantedinrome.com](https://www.wantedinrome.com)

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**Can I travel to Italy? What are the travel restrictions in Italy? Here are the answers to all your questions.**

On Tuesday, 7 September, Italy's coronavirus emergency commissioner General Francesco Figliuolo announced that more than 80 percent of the population over the age of 12 has received at least one dose of the Covid-19 vaccine. As a result, Italy is well on pace to meet its goal set earlier this year of having 80 percent completely vaccinated by the end of September.

Figliuolo also announced that Italy would start giving third doses to members of the population deemed to be in the high-risk category. All of this is good news for a country that has seen life largely return to normal over the summer, including in the tourism sector. **Countries are listed in a tier system (A-E) based on their location, and epidemiological risk.** Each list has different levels of restrictions associated with it. Italy has also recently announced its new "green" travel pass for all foreigners looking to travel to the country as of May 16th. This includes travelers from the US and UK that makeup over 30 percent of travelers to Italy.



This includes travelers from the US and UK that makeup over 30 percent of travelers to Italy. To qualify for a green pass you must prove that you have been vaccinated for Covid, have tested negative and taken a Covid free flight, or have recently recovered from Covid-19.

Italy has also announced that it is expanding its list of routes for Covid-free flights to Canada, Japan, and the United Arab Emirates.



## **List A**

Category A contains **Vatican City** and the **Republic of San Marino**. There are no restrictions for either of these two States.

## **List B and C**

Category B and C both pertain to **Continental Europe and any other territories on the European Mainland as well as Iceland and Israel, but not the UK**. List B is used for many countries in Continental Europe that have a low epidemiological rate, though currently, no countries qualify for this list. Anyone with EU/Schengen Citizenship can travel to Italy for any reason, including tourism. Restrictions will apply if someone has passed through or stayed in a country on list D and/or E within 14 days before entering Italy. Before entering Italy, it is mandatory to fill out the Digital Passenger Locator Form which replaces the self-declaration form. It is also mandatory to provide the EU Digital Covid Certificate in one of the following languages: Italian, English, French, or Spanish, showing one of the following conditions:

Having completed the anti-SARS-CoV 2-vaccination cycle with one of the following accepted vaccines:

- Pfizer
- Moderna
- AstraZeneca
- Johnson and Johnson
- That you have recovered from the date of the first positive swab)

- That you have tested negative for Covid-19 with a molecular or antigen swab test in the 48 hours prior to entry into Italy. (Children under the age of 6 are exempt from the pre-departure swab test)

Failure to provide any of these documents will result in a mandatory 5 day period of self-isolation upon entry, at the end of which an antigen or molecular swab test will be carried out.

## **List D**

The countries included on List D have changed. As of now, the countries included on List D are **Albania, Saudi Arabia, Armenia, Australia, Azerbaijan, Bosnia and Herzegovina, Brunei, Canada, United Arab Emirates, Japan, Jordan, Lebanon, Kosovo, Moldova, Montenegro, New Zealand, Qatar, United Kingdom** (excluding the territories, not on the European continent), **the Republic of Korea, Republic of North Macedonia, Serbia, Singapore, United States of America, Ukraine, Taiwan, Hong Kong, and Macao Special Administrative Regions**.

Specific Rules have been adopted for entry from Japan, Canada, and the United States of America, more on that below. For travelers from countries on List D to avoid a mandatory period of self-isolation upon arrival, they must present one (or more) of the following:

- Fill out the Passenger Locator Form as listed above. The form can be filled out in both digital and paper formats.

- Show proof of a negative molecular or antigen swab test taken within 72 hours before entering Italy. Travelers coming from the UK must take the test within 48 hours before entry.

- Show proof of vaccination of one of the vaccines listed above for List C.

If travelers are unable to present either a negative swab test or proof of vaccination upon arrival, they will be required to complete 5 days of self-isolation with a molecular or antigen test taken at the end of the period. Travelers who will self isolate must do the following:

Fill out the same passenger locator form listed above.

Take a molecular or antigen test with the same rules listed above.

- Notify the prevention department of the local health authority of your arrival in Italy. See contact details here:

- Travel to your final destination in Italy by private transport only.

- Remain in self-isolation for 5 days and take another test at the end of the period.

Vaccination certificate guidelines are the same as for countries in List C

### List E

**List E includes all other countries not mentioned previously except for Brazil, India, Bangladesh, Sri Lanka, Japan, Canada, and the United States of America as specific rules apply to these countries.** Entry into Italy from any country on List E does not require any authorization from the Ministry of Health, but is allowed only for specific reasons:



- Work
- Health reasons
- Study reasons
- Absolute urgency
- Return to one's domicile, home, or residence

Upon entry into Italy from a country on List E one must follow these guidelines:



- Have tested negative within 72 hours of arrival into Italy with either a molecular or antigen swab test.
- Complete the Digital Passenger Locator Form
- Notify the prevention department of the health authority responsible for the area of your entry.
- Reach your final destination in Italy only by private transport.



- Undergo fiduciary isolation and health surveillance for 10 days.
- Take another molecular or antigen swab test at the end of your 10 day isolation period.

### **Japan, Canada, and the United States of America**

Travelers from these countries are allowed to enter Italy without the need for motivation or undergoing a 5 day isolation period. However, certain restrictions do apply to travelers from these countries:

- Upon entry, travelers must present the Passenger Locator Form as well as proof of a negative result from a molecular or antigen test taken within 72 hours of arrival.
- Travelers from these countries must provide valid proof of vaccination of one of the vaccines listed earlier that have been approved by the European Medicines Agency (EMA). The proof of vaccination must be provided in one of the following languages: Italian, English, French, or Spanish.
- Or a valid certificate showing that someone has recovered from Covid-19.

Travelers who only have proof of a negative molecular or antigen test must self-isolate for 5 days and take another test once their period of self-isolation is finished.

For more information on the travel restrictions for Brazil, as well as how to apply for authorization from the Ministry of Health, visit the following [link](#)

For additional information on travel restrictions in Italy, visit [salute.gov.it](https://salute.gov.it)

## Milan Rebirth – A New Way to Look at Furniture in Milan



A special edition of the Milan Furniture Fair, called Supersalone, turns pandemic constraints into a chance for innovation and anchors a five-day design celebration throughout the city.

With 423 exhibitors, about a quarter of the usual number, Supersalone is a scaled-down affair, “but in a certain way it is bigger in terms of our capacity to experiment with the format,” said Stefano Boeri, a Milanese architect and the event’s curator. Exhibitor booths have been replaced with display walls that are hung with products and allow for free circulation

It has been 60 years since Salone del Mobile Milano, the premier annual exhibition of furniture, was founded, and two and a half years since crowds last gathered in Milan’s exhibition halls to admire the relentless creativity of international designers and manufacturers.

One Salone tradition has not been altered: Throughout the week of the fair, design is also being celebrated in shops, galleries, parks and palaces throughout Milan. What follows are some highlights.







# Salone del Mobile Milano



Stella  
Polare

# CONNECT TO KNOW, KNOW TO DECIDE

Graciela Cutuli - Periodista Agencia ANSA (ARG)

**A network of tourism professionals is the best tool we can have when we want to know what a destination has to offer**

A network of tourism professionals is the best tool we can have when we want to know what a destination has to offer: and I'm not not talking about the visible landmarks, the most outstanding or what we can all know at first glance, but what really makes the difference and can give us an experience that is truly unique.

Only if I know, thanks to the contribution of these tourism professionals, what are the most relevant, the most original, the most attractive places and experiences in a given place, can I make the best decisions: what to recommend, what to communicate, to whom and how to do it.

As a communicator, knowing that I can appeal to a professional tourism network is essential, because they are the ones who know the proposals in depth, who are aware of the news, who direct the gaze of those who write or communicate towards what they want their audience to know. Especially when we address an audience that may already be mature and experienced in travel and that is really looking for the best or most innovative that a destination as developed as Italy



**Graciela Cutuli**

can offer: a destination that is also very broad and continues to grow in experiences, so that the connection with those who develop those experiences and put them in value is key when choosing what is best to attract the attention of our readers. ■

 Graciela Cutuli - Gedece

 Graciela Cutuli - Gedece



## Civita di Bagnoregio

### Lazio town that refuses to die

The spectacular mediaeval hilltop town of Civita di Bagnoregio, known as the "castle in the sky", is located in the province of Viterbo, 110km north of Rome. Perched on exceptionally unsound foundations, the hamlet has gradually been reduced in size due to centuries of earthquakes and landslides which have chipped away at its soft volcanic base. The original town centre remains intact, however, surging out of the desolate Calanchi valley whose chasms and chalky cliffs resemble a mini-Grand Canyon. The town is about 1,200 years old but its origins date back to the sixth century BC and the Etruscans, whose caves can still be visited.







## POLENTA CONCIA

### THE GOOUEST POLENTA OF THEM ALL

Pierangelo Dal Ben - Italian cuisine expert

**This hearty summer stew is a favourite all over southern Italy.**

This rich and indulgent polenta recipe from the Aosta Valley is mountain cooking at its best. The polenta is mixed with butter, milk and the region's famous Fontina cheese, making it a perfect side dish to rich stews such as Carbonnade Valdostana.

This comforting polenta dish from Valle d'Aosta (or the Aosta Valley) is hugely popular across the tiny northwest region. Rich with milk, butter and the area's famous Fontina cheese, it's incredibly indulgent and the perfect

fodder for staving off the cold mountain weather.

If you're struggling to get your hands on Fontina, then it can be substituted with Toma or Taleggio (two other famous northern Italian cheeses), or you could even use Emmental, Grùyere or Gouda. However, for the real Aostan polenta experience, only Fontina will do!



## Ingredients

- 250g of polenta
- 1l water
- 200ml of whole milk
- 80g of fontina cheese, or another alpine cheese such as Emmental, Toma or Taleggio
- 80g of unsalted butter, softened, plus a little extra melted butter for drizzling
- salt
- freshly ground black pepper



SERVES 6



60 MINUTES,



EASY

## REGION: Valle d'Aosta



**Step 1** - Bring the water to the boil and add plenty of salt. Whisk in the polenta and simmer for 45 minutes, stirring often to break up any lumps. If the polenta becomes too thick and starts sticking, add a little more water

**Step 2** - Remove the rind from the cheese (if it has one) and dice into small cubes

**Step 3** - Stir the milk into the polenta to loosen, then add the cheese and butter and continue stirring until melted. Taste for seasoning and serve with plenty of black pepper (and a little more melted butter) on top







*"Spreading and promoting the beauty and the joy of Italy is our aim. It makes us proud and enthusiast to allow people from all over the world to know a different face of the Bel Paese."*

Itineraries, hidden gems and unique stays are part of our daily life and still, we get surprised of the magnificent experiences Italy could offer.

If you want to become part of Connect2Italy network, contact us at [business@connect2italy.com](mailto:business@connect2italy.com)

