

Come home, come back to Italy

2ITALY

#DOLCEVITA

MAY 2021

POWERED BY



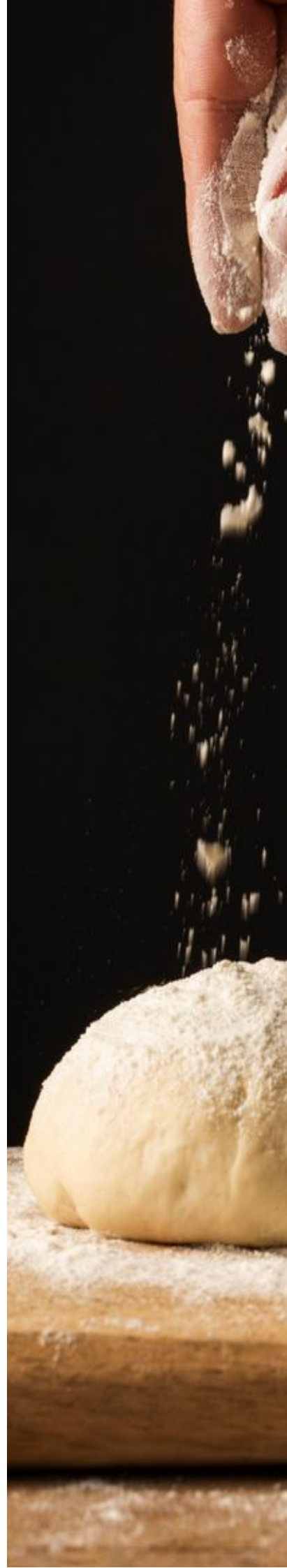
A black and white photograph of the marble statue 'The Rape of Proserpina' by Gian Lorenzo Bernini. The statue depicts Proserpina being abducted by Pluto. She is shown from the waist up, her head tilted back in a scream, eyes wide open. Her long, curly hair is being pulled back by Pluto's hand. Another hand is visible on her hip. The background shows the ornate ceiling of a grand hall.

The Rape of Proserpina Bernini's Masterpiece

This story revolves around the abduction of Proserpina, the daughter of Jupiter and Ceres. While picking flowers, Proserpina was attacked by an enamored Pluto, the god of the dead, who burst from the earth in a chariot pulled by four black horses. While Ceres heard her daughter scream while being dragged into the underworld, she was unfortunately too late.

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BACK TO TRAVEL AGAIN

First travel mission after a while...

Alessandro Mancini - CEO Mancini Worldwide



Here we go! We started travel again...

Of course, world's travel situation changed completely after Covid but anyhow everything is starting back.

The great progress of the worldwide vaccination is helping to go back to a certain normality. Mancini Worldwide started this month of May going back to Dubai, we did attend to the amazing International Participants Meeting of all the Expo2020 Countries and was a great chance to meet old friends and co-workers.

At the same time, in Dubai we did have the second tier of B2B meetings with a lot of Tour Operators involved into the promotion of Italy and their strong interest about Italian's cities, shores and attractions gave us so much positivity.

I must thank Turkish Airline as Connect2Italy airline partner that made our trips safe and comfortable and moreover we are developing a wonderful program of Fam Trips with them, both for Tour operators and Influencers: this will be our "therapy" to help our beautiful Country to go back to the normality.

Once back from UAE, we were involved to lead a commercial mission to Mexico City and I was overwhelmed by the great excitement of Tour Operators about travel solutions to Italy. Enogastronomical tours, religious itineraries, villa's stay and art cities were the common request and Mancini worldwide's presentation about the Italian beauties and attractions seems never ending....

Never ending because now that we are back to Milan, we are processing lots of mail inquiring for staying, weddings, tours and Italian's experience.

What to add more... we are back on track! We haven't given up and now we are facing a new era of tourism; A digital era for meetings; travel's new habits....

But the good news is that ITALY stands again with all its beauties and keep fascinating all the world.

Alessandro Mancini

Official presentation of 2Italy Mag
@Italian Embassy in Mexico City



Participation at IPM Expo Dubai 2020



Italian corporate Delegation @Italian
Embassy at Mexico City

International Participants Meeting
@Expo Dubai 2020



2ITALY MAG



CONNECT2ITALY

News from the Club



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Talks about italian beauty



DISCOVER2ITALY

Italian hidden gems



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SECTIONS



THE EXTRAORDINARY

ITALIAN STYLE

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Italian excellences worldwide



FOLKLORE2ITALY

Italy and its local traditions



TASTE2ITALY

Discover Italy through its gastronomy



INTERNATIONAL CORNER

Feedback from International stakeholders

A black and white profile photograph of a man, likely Marcello Mastroianni, looking towards the right. He has dark, wavy hair and is wearing a dark jacket with a light-colored collar. The background is out of focus, showing some vertical lines and light spots.

La Dolce Vita **Federico Fellini, 1960**

Fellini shot the movie in 1959 on the Via Veneto, the Roman street of nightclubs, sidewalk cafes and the parade of the night. His hero is a gossip columnist, Marcello, who chronicles "the sweet life" of fading aristocrats, second-rate movie stars, aging playboys and women of commerce.

There may be no such thing as the sweet life. But it is necessary to find that out for yourself.





ITALY SWEET ITALY

CONNECT2ITALY & UET TO SPREAD OUT ITALIAN EXCELLENT PROVIDERS

Marina Ambrosecchio - President, UET Italia

Italy has been a staple tourism destination since the late 1700s, mainly due to the upper class tradition of taking a “Grand Tour” of Europe upon coming to age. Since then, it has developed to be accessible to the masses, becoming the 5th most popular location in the world according to the UNWTO.

It is home to 55 world heritage sites, the most found in any country, and contains the world’s most popular tourism location: Venice, which alone accounts for 20 to 30 million yearly visitors.

Due to its popularity, Italy’s tourism industry has become extremely noteworthy for its economy, 13% of its GDP to be exact (as of 2019). This has caused Italy to be put into an even more vulnerable position due to the latest catastrophe to have hit the world: Coronavirus disease.

COVID has impacted Italian tourism greatly, halting its continuous growth suddenly and causing massive economic strain on the country. Although it is possible to see that there may be positive outcomes from COVID’s disruption of the industry.

A recent article from the New York Times has even estimated a completely new identity arising in the tourism industry: Rooting tourism.

We understood how being forced to return to the family homes, witnesses of the happy holidays of our adolescence, can be part of a new and interesting segment, all to be discovered and expanded, the Rooting Tourism, perhaps with an eye to the migratory phenomena of return that can bring the great-grandchildren of elderly emigrants to discover the roots of their family and the name they bear.

The beauty of Tourism, is that if the phenomenon is not there, you can create it and the lesson to be learned is that you can rise from the ashes, provided that you have the tools and the sensitivity to understand that "PANTA REI" and men change with their needs and why not, their emotions.

I would say that Italy is a country that has figured out what is important in life – family, friends, good food, beautiful things, some kind of connection with nature, human warmth and conviviality – and dedicates as much time as possible to the pursuit of these simple virtues.



The places you stay in Italy, the hotels and villas, can be lovely, especially if they blend the country's talent for design with the aforesaid human warmth but what really counts, is what lies beyond the hotel doors and villa gates: the capacity to create an emotion.

Last born in Tourism is, therefore, the form of Emotional Tourism, whose objective is not only to involve in the experience, but to leave a more indelible trace as the stronger is the emotion that has enveloped us in living the other" condition" and that will always remain in the heart, with the desire to repeat it.

The required tools to understand how to restart in this hectic period and how to answer to the changed requirements of tourism global industry is at the basis of UET programs of studies which are constantly updated to face the demand of innovative approach for more spendable curriculum in an international dimension. ■



UET University School of Tourism offers, graduated, post- graduated, Masters and MBA programs in Hospitality and Tourism Management, and is involved in permanent and continuous education of professionals for updating their competences and skills and supporting development and re-qualification of human resources already employed in the global tourism industry

For further informations:



UET



HOTEL DE LA VILLE
ROME

A ROCCO FORTE HOTEL

‘A lively 18th-century palazzo in a peerless position, **Hotel de la Ville both embodies and overlooks life in the Eternal City**’.

The confluence of classical Roman romance and contemporary cool, sweeping city views, buzzing drinking and dining spots and fresh, zestful design make for Rome’s most exciting new arrival. Fall for its enchanting courtyard, exquisite food from Fulvio Pierangelini, effervescent rooftop bar, street-side bistro and Sicilian-inspired spa.

Channel your inner Audrey Hepburn à la Roman Holiday and hop on a Vespa to explore the Eternal City. Scooteroma tailors each tour to your tastes, based around themes of food, classic sights, cinema, street art and Rome at twilight. Whizz past traffic on your way to the farmers’ market in Testaccio, the colourful murals in Ostiense, the ancient Colosseum and the ruins of the Terme di Caracalla. For those who’d prefer a steadier vehicle with more than two wheels, Scooteroma also offers tours in its vintage three-wheeled Piaggio Ape Calessino.



A new style in the eternal city

HOTEL DE LA VILLE, SPANISH STEPS, ROME



MEMBER OF
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ITALY CALLS OUT TO ALL KINDS OF TRAVELLERS

Shifa Merchant - International Travel Blogger (IND)

If there is one place in this beautiful world that I want to keep re-visiting with my family, with all my heart, then ITALY totally tops the chart!!

I literally fell in love with Italy right at the first glance. It has the perfect mix for all kinds of explorers right from - slow travellers, backpackers, destination weddings, luxury, family getaways or for a business trip. My husband and I fell in love with Italy's warm and ever welcoming hospitality which genuinely feels like home. The locals are super friendly and hence for us luxury seekers and slow

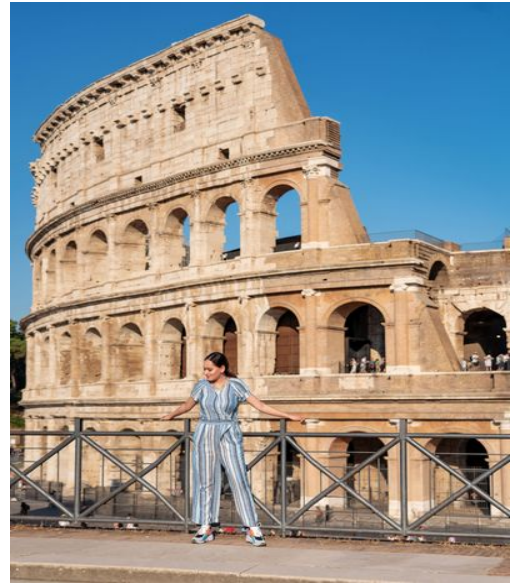
travellers Italy happens to always top the charts. The Indian culture and Italian culture feel so similar when it comes to family values or treating guests like Gods. That's the beauty of visiting any part of ITALY – it will make you feel like you always belonged there. I am so in love with it's sheer beauty, cleanliness, affection and history that I secretly hope to own a home here someday.

Safety, connectivity, domestic places to visit in a country, ease of travel within a country, types of experiences and holiday packages offerings for family, etc will always be a part of every travellers checklist before they narrow down a destination

Plus, with every region and city that you visit, you'll get to experience a different Italy, right from the cuisines to it's stunning landscapes, everything will be jaw droppingly phenomenal. With the current new normal of living in covid times, I am looking forward to soon travelling to Italy with my husband and new baby as I know for a fact the Italian Government has tackled the pandemic so bravely and efficiently.

They have also been taking all the necessary steps to ensure normalcy prevails and safe tourism emerges. This is the biggest assurance for us as travellers.

I feel really happy travelling to a country that puts "safe travels" on priority. It further assures me of making the right choice. In a post pandemic world when it comes to travelling, many are looking forward to travel together as a family and shortlisting a destination that puts a travellers mind at ease along with easy connectivity, these will be their most preferred choices.



We are so big on experiences ourselves. For us, one of a kind experiences matter and we believe no matter what budget you're looking at, holidays are meant to be tailor made for one and all. We feel flying to any part of Italy is so smooth from India with easy layovers and they have brilliant connectivity to all cities within the country as well, which further makes your choice of selecting ITALY as a destination a total WINNER.

I think Italy is an apt destination for travelling with family especially as they have so many different activities in and outside the properties that one stays at, which can be enjoyed by all age-groups. Italy is perfect for your kids to experience the best of MOTHER NATURE like how we humans are intended to know – REAL, RAW AND ORGANIC. Plus, the amazing AQI levels further means clean, fresh and pure air which you cannot get anywhere else in the world.

I start missing Italy's pure air the minute I get home.

Here are some of my personal favourite places from ITALY which I cannot wait to re-visit with my family :

MATERA

This World Heritage Site as declared by UNESCO in the year 1993 will blow your mind. It's commendable how after 10,000 years of history the "Città dei Sassi" (meaning city of stones) has been restored and how. It is a cultural hub and it beautifully connects the past with the present. As you walk down the streets of MATERA you'll spot the difference between the old city and the new co-existing happily as ever. You'll get to live in the ancient cave hotels that speak about its rich history.



ROME

Rome for me is and will always be a WORK OF ART! With its historic monuments, world famous fountains, breathtaking architecture, all while retaining its old world charm, it truly is an eternal city.

This city is so vast and is every traveller's paradise. It comes as no surprise why Rome is the capital of world's most powerful ancient empires. It made us fall in love with it and on every trip we discover a new Rome, trust me it's that magical. Right from its Vatican City, Colosseum, St. Peter's Basilica, Trevi Fountain, Pantheon, Roman Forum, etc. at every step history greets you.

TAORMINA

It is the dreamiest and a beautiful hilltop town from Sicily. It allows you to soak in the island vibes along with some stunning Ionian seascapes. I'll never get over the most notable landmark in Taormina – their Greek theatre which also has some of the best and the most dramatic viewpoints overlooking the blue waters of the Ionian coast and the Calabrian Coast. You can now be a part of live performances here where once upon a time "gladiatorial battles" were held. Truly ICONIC!!

About

Shifa Merchant is an international travel, and lifestyle blogger known for her blog Sassy Shif Says. An ex-bollywood film marketer, her blog gives her audience a peek into her wanderlust world, covering art, heritage, culture and luxury travel.



@SassyShifSays



www.sassyshifsays.in

VERONA

This city of love will always have such a special place in my heart! My most memorable Italian getaway happens to be from this town simply because it is where JULIET'S house is, from the famous Shakespearean play "Romeo & Juliet". You'll spot the courtyard filled with love notes, locks and so many couples belonging to different parts of the world of different age groups, all united by LOVE!! This 14th century house and its iconic balcony calls out to every traveler or lover.



MILAN

I call Milan as my city, it goes ahead and mesmerizes you immediately. It really is love at first sight and a signature Italian city that offers so much of exploration. This fashion and shopping capital of the world will spoil you silly with it's rich architecture, historic masterpieces, authentic Italian cuisine and most importantly it will leave you with memorable experiences for life!!! Its again ideal for all kinds of travellers.

I could go on forever about Italy as it's deep rooted family values are so similar to home and it feels like it is an extension of our very own Motherland.

I learnt on my first trip to Italy how they value family time, each other and celebrate grand parents. For them spending time with family is of utmost importance and this one value I totally support and stand by myself. Once you come to Italy as a traveller, you will surely keep going back for more as one single trip cannot do justice to it's glory and charm. Once things are safe and back to normal in India, ITALY as a destination is TOP on our charts!!

There are so many unexplored and hidden gems in Italy which my husband and I cannot wait to explore with our little baby!!

Also, you can imagine how special Italy is as our baby's very first international trip will be to ITALY I'm sure of that!

Ti Amo Italia, until we see each other again!

C2I – OPENING NEW, EXCITING DOORS TO INTERNATIONAL BUYERS

Luiz Fernando Chimanovitch - General Manager - EDU World Tours (CAN)

When in Italy, all I want is to savor the Italianness, the italianità, those soul-touching moments that elate, thrill your senses when they are embraced by the colors, sounds, tastes of the bel paese, its people, and history.

I returned from Italy for the last just time just a couple of weeks before the world as we know changed.

I had visited Italy in other two opportunities – the inspiring Rome and Vatican tour when I was a young traveler, then a romantic stay in Milano with my then-girlfriend – now the mother of mia prole – and then the 2020 BIT fair expedite break in Milano.

In my opinion, Italy is like tiramisu or lasagna: a multilayered experience.

I realized I have barely scratched the coating when I start to learn content from “Connect 2 Italy” vast net of contacts. I suddenly got exposed to different realities and Italianness is now more attractive, sophisticated, but easier to explore. And have you ever missed something you had never experienced or a place you’ve never been to?



That is the feeling after all the B2B webinars I attended with locals from Cilento, Maremma, Venice, Sicily, and beyond. These people are experts in telling fascinating stories, sharing their own lives and their authentic experiences.

I am now empowered and capable to pass it forward, tell their stories, enchant my clients.

The roads to Italy are opening again soon – Connect 2 Italy is our best shortcut! ■

For Further information



Educational World Tours

Pitigliano - A 'Little Jerusalem' in the Heart of Italy

In the heart of Pitigliano's Old Town, at the beginning of via Marghera, just below the Cathedral of Saints Peter and Paul, is the Ghetto, the ancient Jewish quarter. Built in the second half of the 16th century, after the arrival of the Jewish community in Pitigliano, the Ghetto was the hub of Jewish community life in the Tuscan village.





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Pristine sandy beaches are reachable by car in less than 10 minutes.

A Luxury Condotel located few kilometers away from the most beautiful beaches in **Sardinia**, and...

For more information:

[🔗](#) Porto Cervo



ROITALIA & CONDO

We wish to offer a unique stay, made not only by elegant and comfortable apartments, but also additional experiences to make guests know the Italian Way of Life!

You would be able to discover the Emerald Coast with our Ferrari California or to explore more than 100 Elba Island beaches with the legendary Vespa 125 cc.



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CONNECT2ITALY



Allegroitalia Elba Capo D'Arco **located in the prestigious area of the Capo d'Arco**, with private access and guardian service, it has a panoramic terrace with a breathtaking 180 degree view of the sea.

Only 500mt from the beach and salt-water pool carved into the rock. The units come with tiled floors and fully equipped services.

For more information:



Elba Capo D'Arco



ALLEGROITALIA
ELBA CAPO D'ARCO

ITALIAN OUTDOORS: THE CHANGING PREFERENCES OF CHINESE TRAVELLERS PANDEMIC EFFECT OR LONG-TERM TREND?

Simone Sturla - General Manager A-trails, Made With Italy - Partner (CHN)

The Chinese market today represents a sort of remote but tangible Eldorado, of which almost everyone has heard about the miraculous effect but has great difficulty in grasping its dynamics and above all in having a real and tangible exchange with it.

With its specific and unique ecosystem made up of local social media, influencers, and governed by different dynamics, it represents a challenge for newbies, and the well-established giants still slip on the different culture that defines this system.

A market where only in 2006, 134 countries were recognised as ADS (Approved Destination Status) and therefore eligible as destinations for tourists, and a country that only in 2008 saw the introduction of paid holidays: it is no coincidence that it is from this moment that Chinese outbound tourism was born: a business that eight years ago (2013) recorded 88 million international travellers; bringing the number up to 166 million in 2019.

According to COTRI Group, there will be 240 million Chinese international travellers by 2040.

Today, Chinese passport holders make up 11% of the population.

Today, the population belonging to the middle class is about 10%, while by 2030 this social segment is expected to increase to 35%, bringing the number to 396 million.

Upper-middle class people (276 million) will reach 19.7%, as of today 7.1%.; high-spenders will top at 14.5% (204 million), as of today 2.6%.

The potential and repercussions are obvious. This is a market that can define hospitality trends around the world.

According to a recent survey by China Luxury Advisor - and confirmed by similar studies - Italy is in the top 5 of preferred destinations; OTAs are the preferred tool for bookings, while traditional

tour operators are still operating steadily, even for the FIT segment which is clearly increasing.

SAFETY and NATURAL ENVIRONMENT

The key factors leading to the choice of a destination, which is selected on the basis of comments, recommendations, reviews from friends, bloggers, travel guides - in nuce the factor of social visibility within Chinese social media is simply crucial.

A new element that emerges is the preference for future activities:

OUTDOOR SPORTS, PARTICIPATION in an ATHLETIC COMPETITION and "ONCE IN A LIFETIME" are clearly increasing preferences.

This offers an interesting insight, **where the psychological repercussions of the pandemic shift preferences from crowded art cities to the open spaces of nature.** From culture to sports. From international hotel chains to smaller establishments, discovering the "Albergo Diffuso", which is beginning to take hold in China too. A trend that is now evident in China, observing the domestic market, which has already recovered since May 2020.

Surfing the Olympics wave, the government is particularly promoting this sport, setting important targets: 5.4 billion EU revenue per year from 2022 and 300 million skiers.

The appointment set by the 2022 Winter Olympics in Beijing (a city that will host both the summer and winter Games for the first time) **and the trend set by the government in developing a ski culture are also a determining factor.** This is reflected in the significant investments in ice and snow tourism from 2018 to 2020, which exceeded 139 billion dollars, while winter sports tourism in China is expected to reach 230 million visits from 2021 to 2022 and its revenue to exceed 60.39 billion dollars, according to the Chinese Academy of Tourism.



Simone Sturla is Atrails General Manager, Coordinator of the Sport and Tourism Working Group of the Italian Chamber of Commerce in China, Made With Italy - Partner.

For further informations:



Atrails

But it should also be pointed out that while winter is the focus of particular attention at the moment, summer is actually the holiday period with the greatest flow, and this applies to the Chinese Winter Olympic venue itself - Chungli/Taizicheng - Beijing's summer holiday destination.

Outdoor as a year-round destination is the key concept for the near future.

As a matter of fact, when examining and evaluating our country as a destination for the Chinese market, one must take into consideration not only holiday trends and service expectations - which are certainly fundamental - but also the *modus vivendi* and daily life that potential tourists experience in their everyday life: it is necessary to understand what is exciting, comprehensible, bearable and satisfying for people who live on the opposite side of the planet



In China, 14 cities have more than 10 million inhabitants. 164 cities have more than 1 million inhabitants. Beijing has 21 million inhabitants. Shanghai has 28. The commuting time experienced daily is about 3 hours on average. If you take a flight from Beijing, after 4 hours you are still in China.

Herein lies a fundamental aspect of Italy: within the same radius covered by the municipality of Beijing - which is only slightly greater than the area of Trentino Alto-Adige - tourists visiting the Italian territory are able to experience culture, good food and wine, history, art, the outdoors and sports: **they can live a completely different experience with a transfer not exceeding** their daily commute, and with the same distance reach an international airport or one of the icons of Italian tourism.

The possibility of creating synergies **using well-known destinations as highlights, but local areas as experiences** is the direction to distribute the right visibility to our whole territory, taking advantage of current trends: content to be promoted as a whole, and not as an alternative or antagonistic destination.

China-Italy Year of Culture and Tourism



We have seen how Covid's experience has led to a preference for outdoor and less crowded destinations: taking into consideration other areas beside the mountains, trails (cammini, sentieri) **are the perfect way to discover new significant routes linked to history**, and to revive second-tier destinations.

The traffic generated is extremely beneficial to local communities and could decongest the main destinations, redesigning a new Italian tourist route. The celebration of the tourist-cultural year 2022 with China, and the support of the Chinese government in promoting it, will be fundamental in these aspects.

Second-tier destinations will certainly receive a great deal of attention, both because of the novelty of the destination, the budget options and the smaller number of visitors.

Careful storytelling and itinerary design can dramatically improve the visibility and attractiveness of these destinations.

Let's also not forget **the extremely favourable sequence of appointments on the horizon**, which can ensure consistent perspective and attention from the Chinese public: Italy Guest of Honour at the World Winter Sport Events(WWSE) in 2021, the Italy-China Year of Culture and Tourism 2022, the Winter Olympics in Beijing in 2022 and to close, the Milan-Cortina Winter Olympics in 2026.

The important thing is to move. ■



THE VENETIANS! WE CREATURES OF FRESH AND SALTED WATER, ANCIENT SOULS WHO STILL LIVE SUSPENDED BETWEEN SEA AND SKY

Laurence Meccoli - The Venetian Travel Planner (ITA)

When we talk about Venice, the first word that takes shape into the mind is: 'Unique in the world'!

We are truly happy to celebrate this year 2021 **the celebration of the birth of Venice which happened 1.600 years ago!**

Undisputed destination for anyone at least once in their life, a constant destination for those who come every year for passion, at the top of the charts for those who get married!

The whole world comes to us because we are there for those seeking peace, for those chasing a romantic moment, for those who love history and architecture, artists and lovers of international events such as the Biennale Arte or the Film Festival or simply for those who love water and boats want to attend our Historic Regatta which with its costumes recomposes the ancient processions of the Serenissima Republic or the incredible Vogalonga, an event in which you



can admire boats of all types even never seen as long as strictly rowed!

And precisely in the sphere of boats, in Venice and only in Venice, the meeting between water and city takes place in a gondola, our historic boat, present in the city for many centuries, a unique boat in the world not only for its originality and beauty

**La Repubblica Serenissima
yes, because here, with
us, when you enter the
maze of magic of streets
and canals you can only
feel really serene!**



but for its technical qualities, together with dozens of different woods joined in an asymmetrical way, its elegance is truly fascinating and impressive when black and shiny it slides between the canals accompanied by its master who with a single oar stroking the water whispers its direction .

Venice, a crossroads of east and west, a city built in water where the Gothic floats in harmony with Palladio and one of the first examples in the world of a democratic republic.

We are a very sensitive community to the history of our city and to the fate of its future; during this pandemic many thoughts became concrete voices.

Allow me to introduce some examples: e-dock, The e-concept start-up is about to launch charging poles with the aim of revolutionizing lagoon transport from an electric ecological perspective.

I am a member of Connect2italy where I combine several experiences purely dedicated to the connect2italy partners from Venice to the major Unesco heritage sites like the Dolomites mountain discovery and our various wine lands.

Travel to Venice, come visiting me! ■

My name is **Laurence Meccoli**, I am a venetian travel planner, in love with my home blessed city and my mission goal is to accompany visitors travelling to my city within authenticity creating customized experiences upon guest's needs and wishes. [!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\)](#)



TURKISH AIRLINES - FLY HIGH AND FLY SAFE

Fatih Atacan Temel - General Manager, Milano - TURKISH AIRLINES (TUR)

Turkish Airlines keeps increasing the frequency of the flights by enlarging its network once more in order to widen your World.

Turkish Airlines is one of the most operating airlines in global scale despite of pandemic challenging conditions, we are currently flying to 44 destinations within Turkey and 182 beyond destinations.

Since Turkish Airlines was holder the title of that airline flies to more countries than any other, Turkish Airlines is eager to guard this title to reach any possible passenger waiting to reunite with their lovers.

Providing service during these difficult times is a sacred mission for us, that is why safety and hygiene is our top priority for the sake of our passengers.

Personal mask and hygiene equipment are distributed to every single passenger by our cabin crew in our flights. Hygiene Expert cabin crews will be appointed in our flights, in charge of lavatory disinfection and enforcement of all on-board hygiene and social distancing measures.

HEPA (High-Efficiency Particulate Air) filters in our aircraft uses a special filtration system that can remove 99.97% of all particles whose diameter is up to 0.3 microns in the air.

"A New era is starting in Aviation and Travel Industry, Italy will be one of the most important figures of Turkish Airlines during this evolution."



Italy played a key role in Turkish Airlines network before pandemic in terms of Leisure and Corporate travel hence **we covered the entire Italy with direct flights to 7 destinations.** Currently we already are flying to 5 of these destinations to connect Italy with the rest of the world and we are optimistic to fulfill our potential in Italy with normalization steps taken by governments and spreading of vaccination internationally.

Italy is getting ready to new summer and expecting to host tourists again

from all around the world, so **Turkish Airlines is doing also to help this purpose with our flights full of safety measures** in order to protect our passengers and their beloved ones. ■




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WE FLY TO MORE COUNTRIES THAN ANY OTHER AIRLINE



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A STAR ALLIANCE MEMBER 

THE NEW TRAVEL LANDSCAPE

Melissa Rush - Founder & Managing Director, Rushdown Travel (AUS)

Ciao da Melbourne, Australia.

Stiamo arrivando, più presto possibile. Ci manchi Italia!

My boutique travel company has been specialising in travel to Italy since 1990. Every trip to Italy has been a tonic for my body and soul. I feel lighter and more awake whenever I return. Why? It is difficult to put into words. Italian life stimulates my senses. The sounds, the scents, the vistas and the people bring me joy. From the moment I wake up in the morning to the smell of coffee and pasticceria, to the passeggiata at sunset and the moonlight dinner...my day is complete.

Over the years there have been many challenges that have disrupted travel, but the world has not experienced the impact of interruption on a scale as we have seen with this global pandemic. However I feel hopeful that we will return to travel and the joy of discovery that it brings in the not-too-distant future. But we need to be smart and protect ourselves and others, through vaccination,



quarantine and not traveling when unwell. We are all longing to travel again... to see and learn and experience. We want to see planes in the skies once again and we want to see an economic recovery for the sector. Travel is our ticket to freedom and growth, it ignites our curiosity and gives us life long memories.

I see a new travel landscape with changes, but these changes can be positive for us boutique agencies. Large group bookings will reduce.

Smaller groups and personalized itineraries will be our target market and modus operandi.

The moment passengers arrive, there will be strict health protocols which may be challenging for clients but which will be crucial for their health and well-being. Added costs may ensue but we must appreciate the importance of following the health guidelines of the country so that travel agencies can reboot and start planning wonderful travel experiences for our clients once again.

Accommodation will be 'boutique' style with fewer guests and more spacing. We will offer a large selection of catered villas which will provide safe and tranquil respite havens for our clients. We will offer helicopter and private plane chartered flights. We will arrange private chefs to cater for our clients' culinary requirements. We will arrange private transfers as an alternative to public transport. Visiting museums and exhibitions will be arranged safely on a restricted density basis. We will navigate new ways of working but we will adapt and meet the challenges.

Italy and Australia have a solid bond that is everlasting and unbreakable. The time is approaching when we will meet again and we cannot wait!

Ci vediamo , see you soon.


Rushdown Travel
Melbourne Australia



Rushdown Travel was established in 1990 by its founder and Managing Director, Melissa Rush, after her many years of travelling the world.

Melissa states that her defining business philosophy is attributed to Leonardo da Vinci: "Simplicity is the ultimate sophistication".

For more information:

 rushdowntravel.com.au



THE VOGALONGA STARTS AGAIN. IT WILL TAKE PLACE ON SUNDAY 23 MAY 2021 IN VENICE

The next edition will be dedicated to the 1600th anniversary of the birth of Venice. Despite the difficulties, Vogalonga cannot fail to be present at the celebrations of the 1600th anniversary of the birth of his city that must find new vigor, united with its lagoon, precisely from the boats, the oars and its rowers.

It all started one day in 1974 when three friends took part in a regatta in 'mascarete' boats. At the time, enthusiasts of Venetian style rowing (voga alla veneta) were few and far between in a world where many were more and more inclined to favour the use of motor crafts in the lagoon. A 30km course along the canals through the most pleasant and charming places in the lagoon was charted out. Boats were scheduled to meet up in St. Mark's Basin (Bacino S.Marco) opposite the Ducal Palace on the day of 'La Sensa' (Ascension Day).



In a very short time, this wave of enthusiasm gave rise to more than fifty rowing clubs. This peaceful protest against wave damage caused by heavy large engine boats, brings together Venetians and enthusiasts from all over around the world. ■



The Vogalonga is a non-competitive celebration for all rowers in Venice.



For further information: Vogalonga.com



DON'T DREAM IT, BE IT! THE AMERICAN MARKET WILL BE RETURNING SOON.



Leo Locke - President & Sales Manager, DonnaFranca Tours (USA)

When vacationers dream of Italy, “La Dolce Vita” lifestyle is one of the main attractions!

After just hours from landing, you realize that you are not in Kansas anymore. Your senses reawaken with the sights and sounds of La Bella Italia. Stop at a local café and indulge in a steaming cappuccino accompanied by a fragrant brioche expertly served by a smiling waiter.

Become mesmerized by the serene sounds of a bubbling centuries old fountain while gazing amazing architecture. Meander through immense piazzas and relax with an “apericena” treat while watching the world stroll by. With every gaze you quickly realize that time adjusts to La Dolce Vita’s way of life.

Here in the States, the vaccination process is proceeding at an amazing pace, and we are beginning to see more inquiries for the fall and for 2022.



New bookings are composed of small family clusters visiting the art cities. We also are receiving more inquiries for Sicily, small special interest groups focusing on spiritual and wellness themed programs.

Unfortunately the majority of our summer travelers have opted to reschedule to 2022, however what is most important is that they are determined to experience Italy and La Dolce Vita!

I personally anticipate more last minute bookings for the fall as Europe increases their vaccination numbers. ■



At Donna Franca Tours we strive to compliment those changes in order to better meet the needs of the new travel market.

Donna Franca Tours has been offering travelers personalized itineraries for the most discriminating independent travelers to Italy and Europe for over 54 years.



For further informations:
Donna Franca Tours



In 1995, Donna Franca, inspired by the overwhelming appreciation of all her clients who contributed to her success, composed a poem:

I AM ITALY.

She is proud to share it with you:

I AM ITALY

*I'm real, I'm alive
I'm happy, I'm Rome
I'm Florence and Venice
Pisa and Assisi
Taormina and Capri
I'm the Colosseum
I'm the David
I'm Valentino, Ferragamo and Gucci
I'm Ferrari
I'm the best cuisine in the world
I'm art, culture, nature
I'm a generous mother
My heart is 2,000 years old
I'm a friendly country
I bore such children as
Columbus and Pavarotti
Michelangelo and Rossini
Rudy Valentino
and Sophia Loren
I'm yesterday and today
I have the Mediterranean in my eyes
I don't know the cold
I'M ITALY
And I would like to tell you
I love you!*

Donna Franca Franzaroli

ITALY FROM ANOTHER POINT OF VIEW



New Vision Travel

Rashad Moustafa - Board member & Director, New Vision Travel (EGY)

I love Italy, I am addicted to La Dolce Vita and I am sure good times are coming back for the tourism in Italy.

Me, as travel agent dealing with Italy since long time, about 28 years now, and going through a lot of "ups and downs" in the tourism industry, definitely what we have been going through during the current period is for sure the toughest experience anyone could live.

The full stop of the world traffic of all kinds of transports for sure has been disappointing, but when I remember a beautiful country like Italy and all memories I have for it, gives me confidence that we are going back to organize again what we used to offer about Italy to our clients visiting all Italian's magnificent places.

I have been all around Italy and all those places were offered to our clients as a unique place. I really believe there is no other country like Italy and all cities, villages and places of interests I have been visiting were unique and amazing.

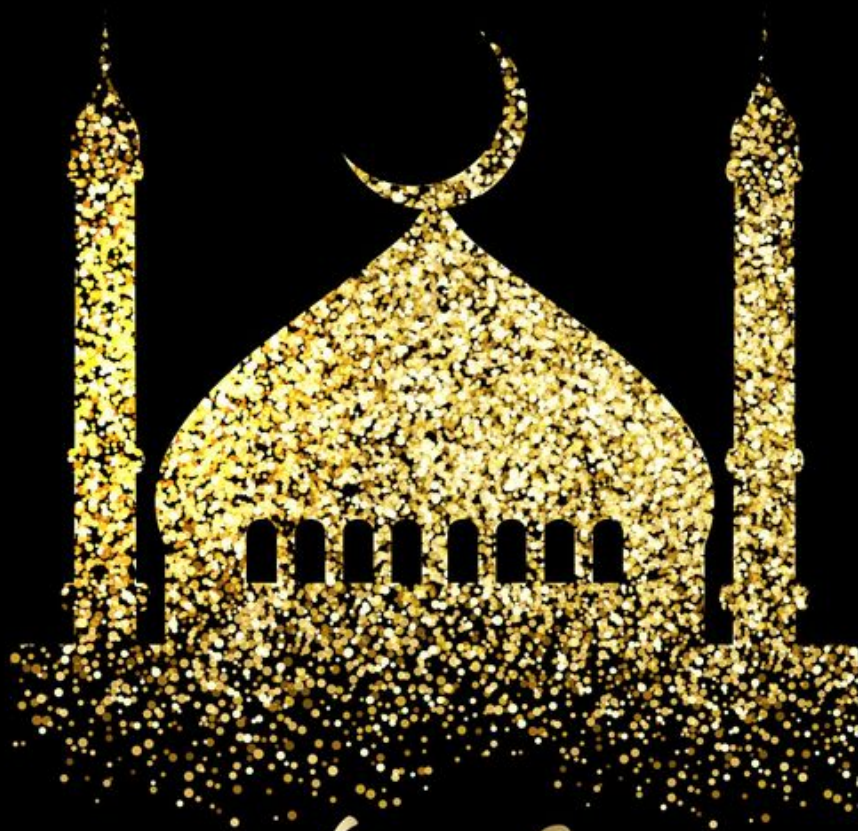
Today I may be focus on northern part of Italy, the lakes area, like Como lake with its shores and the surrounding of its mountains, beautiful residential villas and hotels are real inspirational for travellers from everywhere.

The scenery that the place offers, especially for people coming from the middle east, is the amazing green surroundings and the blue of the water. Although the great historical sites and the tremendous and unique architecture so well preserved in the numerous old cities and villages by the lake: parts of the towns along lake shore and the surroundings are simply breathtaking.

Once the traveller gets into this restful scenery, immediately will think about the large variety of food and drinks that Italy offers: Italy with its reputable cuisine fame will defiantly satisfy all your culinary desires.

The famous Italian kitchen is offered to all our guests through our tips and recommendations, places we personally know and visited as well and so we can propose to all our guests. Everyone expects from its Italian's visit THE DOLCE VITA... once guest finishes its visits the main landmark around Milan and Como areas we are used to give our recommendation also for the made in Italy fashion experience.

I am sure good times are coming back for the tourism in Italy.



Eid
MUBARACK

TIRAMISU

AUTENTIC ITALIAN RECIPE



Pierangelo Dal Ben - Italian cuisine expert

Often believed to be steeped in the history of Italian cuisine, tiramisu is in fact a relative newcomer to the field, with the first recorded recipes appearing in Italy in the 1980s.

Meaning 'pick-me-up' in Italian, the combination of strong coffee and sweet mascarpone cream does exactly that and is easily prepared in advance (even the day before) for a special lunch or dinner party.



Not one for the kids, this version is full of sweet Marsala but it can be substituted with a little vanilla extract if need be, although the boozy ladyfingers against the rich cream are the bit that does it for me the most.



Ingredients

200 gr of sponge fingers
2 eggs
75 gr of caster sugar
500 gr of mascarpone
110 ml of Marsala wine
4 tsp instant coffee granules cocoa powder



SERVES 8



45 MINUTES PLUS SETTING TIME



EASY



Step 1 - Begin by dissolving the coffee in 100ml of boiling water. Stir in 60ml of the Marsala and leave the mixture to cool in a shallow bowl or dish

Step 2 - Place the egg yolks in a bowl and whisk in the sugar until it becomes pale and frothy

Step 3 - Mix the remaining Marsala with the mascarpone in a separate bowl, then fold this into the yolk mixture

Step 4 - In a clean bowl, beat the egg whites with an electric whisk until soft peaks form, then fold gently through the mascarpone mixture. Transfer to a piping bag and set aside

Step 5 - Dip the sponge fingers in the cooled coffee on both sides, be sure to do this quickly to stop the sponge going completely soft

Step 6 - Line the bottom of 8 glasses with a layer of sponge, pushing them right to the edges, then pipe a layer of cream on top

Step 7 - Repeat with the sponge fingers and cream so that you have two distinct layers

Step 8 - Dust everything liberally with cocoa powder and place the glasses in the fridge for an hour to chill and set before serving

Step 9 - Serving cold and...**buon appetito!**

REGION:
Veneto





HOTEL DE RUSSIE
ROME
A ROCCO FORTE HOTEL

A true Roman luminary between Piazza del Popolo and the Spanish Steps, the classical and cosmopolitan come together at Hotel de Russie.

An enduring favourite of artists and writers, stars and politicians, Hotel de Russie was dubbed “paradise on earth” by French poet Jean Cocteau in 1917, and the accolade still stands today. Visit our stunning Secret Garden, indulge in one of Rome's best aperitivo experiences in our Stravinskij Bar, surrender to bliss in the sublime De Russie Spa and dine on fine Italian classics in Le Jardin de Russie.

Discover the costumes of ‘La Dolce Vita’ with a private visit to the Micol Fontana Foundation. Trailblazers in Italian high fashion, their now-legendary dresses were worn by some of the 20th century’s most inspiring women, including Ava Gardner, Liz Taylor, Audrey Hepburn, Grace Kelly, Maria Gabriella di Savoia and Jacqueline Kennedy. As part of this guided tour, **learn about the costumes they created for celebrities and cinema, see an impressive collection of haute couture designs crafted** between the 40s and the 90s and view over 2,000 sketches and photographs.



An oasis in the heart of Rome

THE SECRET GARDEN AT HOTEL DE RUSSIE, ROME



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"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