

EXECUTIVE CONTRACT FOR THE AWARDING OF THE "TOURISM DIGITAL HUB - TDH" BY MEANS OF SUPPLY ORDER UNDER THE FRAMEWORK AGREEMENT FOR APPLICATION SERVICES FOR PUBLIC ADMINISTRATIONS SIGNED BY CONSIP - ID 2212 - LOT 1

DERIVATIVE TENDER ID CODE 8924679E15 - UNIFORM PROJECT CODE J51B21002940006

Tourism Digital Hub

Editorial Guidelines Document for Partners and Regions

Version: 10.0

04/10/2023



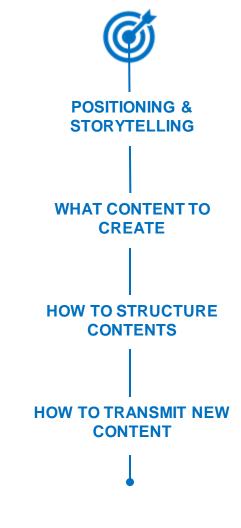
inanziato





Objective of the document

Introducing the new **Tourism Digital Hub** and the strategic vision with which to **develop content**, as well as conveying **the editorial guidelines to be followed** to produce content consistent with the positioning and structure of the new Italia.it portal







AGENDA

1 **Introduction to the Tourism Digital Hub** 2 **Content areas and types** 3 **Editorial Guidelines SEO Guidelines** 4 5

Data transmission via TDH022

AGENDA

1 **Introduction to the Tourism Digital Hub SEO Guidelines**

Tourism Strategic Plan

The objectives set out in the Strategic Plan 2017-2022 are in line with the project activities defined in the NRP - in particular the actions within the scope of the Tourism Digital Hub Investment.

01

04 03 02 offer Increasing the competitiveness of the tourism system by creating a

Innovating, specialising and integrating the national offer, building interregional tourism offer itineraries

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Achieving efficient and participatory governance in the drafting process and definition of the tourism plan and **policies** through communication systems and comparison and dissemination of data on tourism

Developing marketing that is effective and innovative through the unified promotion and image coordination of Brand Italy and a digital infrastructure for the marketing of the



What is TDH?

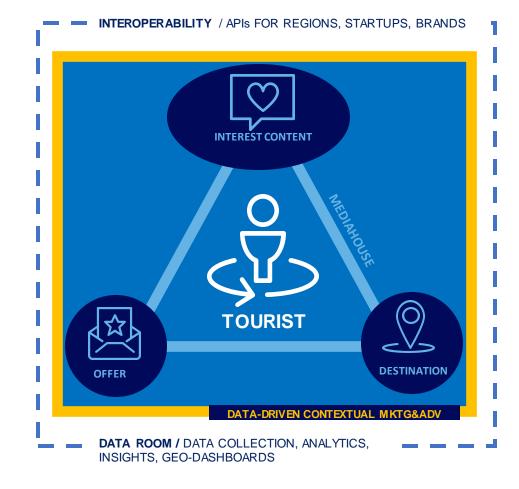
TOURISM DIGITAL HUB

The TDH responds to the objectives of the strategic plan, building a bridge between the tourist and the ecosystem of the tourism offer through a platform that not only digitalises the tourism offer but also aggregates and enhances data and enables continuous collaboration between Italian tourism players.

Attract, engage, convert and retain both visitors and suppliers by providing content, services, hyper-personalised contextual experiences and useful B2B data.

Create strong and lasting relationships between individuals and Italy before, during and after the tourist experience. OUR MISSION IS TO UNLOCK ALL THE POSSIBLE EXPERIENCES THAT ITALY HAS TO OFFER TO ALL TYPES OF TOURISTS

New Digital Ecosystem of Italian Tourism





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 NextGenerationEU

Concept and narrative

#LIVE ITALIAN

Italian localism, endless layers of accumulated history and culture, and a singular approach based on the differences typical of Italianness combined with the worldwide dream of the *Italian Lifestyle* fuel a unique and high-impact narrative.

The TDH wants to develop **a new way of telling the story of Italy,** emphasising Italy's distinctive features and the **wealth of its lands**, all while **avoiding any clichés**. This will allow travellers not only to take a trip to Italy but also to share their experiences.



LIVE YOUR DREAM DREAM

We help people navigate the infinite possibilities offered by our country by suggesting unique and authentic ways of experiencing the Italian dream, as everyone desires. Our unique and exciting touch of authenticity can be provided only by natives of all the individual microcosms stretching across Italy.





Values to be respected and transmitted

The new format of Italia.it is based on a set of values of **uniqueness**, **belonging**, **offering** and **respect for the travel location** that should guide the collaboration and creation of valuable content. Applications from project partners and regions will be evaluated according to their adherence to these values.

GUIDED BY AUTHENTICITY



To be authentic is to create original content that expands the user's dream toward **new** and **unexpected scenarios**.

#Uniqueness #Wonder #Authenticity

RESPONSIBLE AND SAFE LEADERSHIP



Set yourself up as a credible and safe guide to **direct the user throughout their experience**, so that it is simple, clear and easily accessible.

#Accountability #Safe #Guidance

SENSE OF BELONGING AND TOGETHERNESS



Build a relationship with users, offering local knowledge and putting it within reach in order to create a sense of belonging.

#BuildRelationship #Belonging #Inclusion

FAIR AND RESPECTFUL TOURISM



Offer advice and suggestions in order to facilitate a complete **immersion within the travel location while fully respecting the area** and the people who inhabit it.

#Environment#Sustainability







The people we address: trip cluster

We have three main clusters of tourists to whom the production of site content will be directed:

LUXURY	LEISURE	BUSINESS
They seek unique and elite experiences. When they travel, they look for the best and demand services that live up to those expectations in all respects.	They travel for pleasure and are generally focused on the activities to do in the travel destination and places to explore. They want to have real experiences.	They look for comfort and services so they can carry out their work. They often plan trips at the last minute but are not willing to give up the experiences that a destination can offer.
Interests to be developed:	Interests to be developed:	Interests to be developed:
 Exclusive experiences of relaxation and connection with nature Wellness and/or fitness retreats in prestigious and increasingly sustainable locations 	 Local experiences to explore the culture and traditions of the places visited Experiences related to tourists' passions: festivals, concerts, exhibitions, sports 	 Smart-working trips, including extended stays Short experiences or visits in time off from work commitments
 Unconventional and extraordinary experiences in exclusive locations 	 Short trips to escape the routine (weekends in cities of art or places of interest) 	 Opportunities to unplug and team-building experiences
 Shopping holidays fashion, design, art 	 Experiences or trips with a positive environmental and/or social impact 	Eco-friendly travel





AGENDA

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Introduction to the Tourism Digital Hub

Content areas and types

Editorial Guidelines

SEO Guidelines

Data transmission via TDH022

Content areas & themes

The editorial structure envisages the development of 3 macro content areas: destinations, activities and services, which will then be presented for each thematic area of interest and each identified target group.

	AREA	OBJECTIVE	THEMATIC AREAS
1	DESTINATIONS - WHERE TO GO - locations and settings for a	Inspire the tourist and support the discovery of the unusual and the unexpected , which differentiates each destination	Food and Wine Guides and Organised Tours Wellness, Spa,)) Spa centres)))
	"memorable experience"	and makes it unique	Accommodation facilities Find the second study trips facilities fa
	ACTIVITIES	Become the indispensable tool to be consulted before, during and	
	- WHAT TO DO - itineraries and routes that	after the trip to find ideas for a unique and authentic	Travel Business Automotive Transport
2	inspire "moments to be remembered"	experience , a unique way of seeing the world	
			Luxury and fashion Accessibility Inclusiveness
		Support and simplify travel	A A A A A A A A A A A A A A A A A A A
•	TIPS & SERVICES - HOW TO DO IT -	management with local expertise and know-how not	Sports Tourism Sea, Mountain and Countryside
3	"travel planning" support	only to inspire and attract, but also to orient, accompany and guide,	(pro, amateur, club)





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Macro Prioritisation Plan 2023-2024

The thematic areas were then prioritised throughout the year, following the **topics most searched for by users in each period** (deduced from a preparatory analysis of **search intelligence and social intelligence**) to which strategic evaluations derived from ongoing dialogues with **interlocutors in the TDH ecosystem** were added. Each month, regions and partners can prioritise the Priority 1 topics indicated here, or produce content on the other topics, based on their experience and ability. For better indexing of content, it is recommended to produce content in advance, so that publication can take place at the right time.

	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
PRIORITY 1	 Cities of Art Sport Business travel 	 Food and Wine Cities of Art Wellness, spa, spa centres 	 Health tourism Sport Food and Wine 	 Sport Study trips Culture 	 Sea, mountain, country experiences Nautical Cities of Art 	 Food and Wine Cities of Art Wellness, spa, spa centres
PRIORITY 2	 Food and Wine Cities of Art Inclusiveness/accessibility Accommodation facilities Tourist guides Health tourism Sea, mountain, country experiences Natural parks Sport Automotive Nautical Luxury Fashion Business travel Religious tourism Study trips 	 Food and Wine Cities of Art Inclusiveness/accessibility Accommodation facilities Transport Health tourism Wellness, spas, spa centres Natural parks Sport Automotive Nautical Luxury Fashion Business travel Religious tourism Study trips 	 Sea, mountain, country experiences Tourist guides and organised tours Inclusiveness/accessibility Culture Cities of Art Health tourism Natural parks Sport Automotive Nautical Luxury Fashion Business travel Religious tourism Study trips 	 Food and Wine Cities of Art Inclusiveness/accessibility Accommodation facilities Tourist guides Health tourism Sea, mountain, country experiences Natural parks Wellness, spas, spa centre Automotive Nautical Luxury Transport Business travel Religious tourism Study trips 	 Food and Wine Inclusiveness/accessibility Accommodation facilities Tourist guides Health tourism Sea, mountain, country experiences Natural parks Wellness, spas, spa centres Automotive Nautical Luxury Fashion Transport Culture Religious tourism Study trips 	 Food and Wine Inclusiveness/accessibility Accommodation facilities Tourist guides Health tourism Sea, mountain, country experiences Natural parks Wellness, spas, spa centres Automotive Nautical Luxury Fashion Transport Culture Religious tourism Study trips



MINISTERO DEL TURISMO

AGENDA

Introduction to the Tourism Digital Hub

Content areas and types

Editorial Guidelines

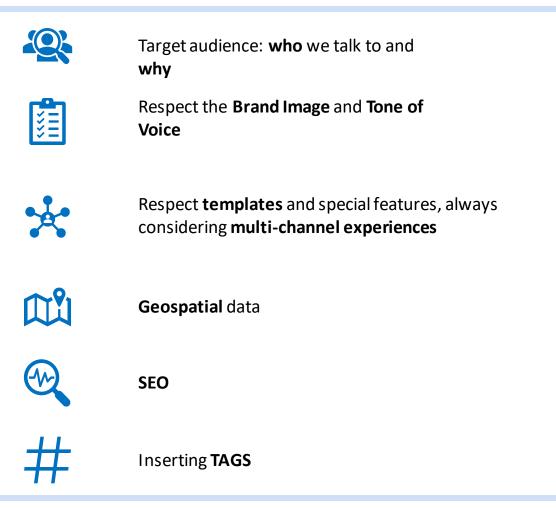
SEO Guidelines

3

Data transmission via TDH022

Focus and priorities for an optimal experience

To ensure the **highest quality** of user experience and content, the following principles must always be kept in mind:







Tone of Voice - introduction

In order to keep the same language throughout the new portal, regions and partners will have to follow the **guidelines** and **tone of voice** for the drafting of new articles:

The **tone of voice** reflects the personality traits of Italia.it, **an Italian friend** that leads the visitor to discover the truest experiences: it is **authentic**, **fresh and friendly**, but always informed and inspirational for the reader.

The language is simple and concrete, never too technical or formal.

The form is **dry and essential**, becoming descriptive if necessary, but without ever being wordy or boring.

Headline texts must be **eye-catching** and concise: it is better to favour numerical lists, short periods, easily readable even by a distracted eye.

Particular attention should be paid to headings, paragraphs, bold type, quotations always using **accessible** and **clear vocabulary**.

Key concepts to remember while writing content: LIVING ITALIAN LOCAL LOOK **TERRITORIALITY AUTHENTICITY**





The 4 golden rules of publishing



Capturing attention

It is essential to write headlines that make the content of the article, and especially its consistency, clear from the first distracted glance.



No mincing words

Once you find the right topic, you have to get straight to the point, without big words and rhetoric.



Breaking down text walls

Insert subtitles describing the subject of the paragraph: short but explanatory. Use bold type to highlight keywords. Use the ranking formula whenever possible, which appeals to search engines and facilitates overall reading.



A picture is worth more than a thousand words

Including one for each paragraph will make the impact with the text less challenging and will entice the user to want to find out more about what they see and thus to read on.





Practical examples of tone of voice application

Titles should be concise: short periods that can be read at a glance.

WHAT TO DO



ARTE E CULTUR Tra musei e bellezze a cielo aperto



I tratturi del Molise





5 scoperte avvincenti al Museo 7 città d'arte in meno di un'ora di del Cinema, un gioiello dentro I... della Scienza e della Tecnologi... treno da Milano

I tratturi del Molise

Roma: i Fori Imperiali

Monte San Giorgio, per un viaggio nel mondo di 230 milio...

MINISTERO DEL TURISMO

A Torino, nel Museo Nazionale del Cinema, un gioiello dentro L





WHAT TO AVOID

L'ITALIA DEL MUSEI

bellezza



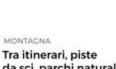






As the categories are very broad, one has to keep the headlines high and **not go into** specifics.

For example, the MOUNTAIN section contains articles about all the activities one can do there, from skiing to spas to hiking trails, so one must remain general.



A Torino, nel Museo Nazionale

da sci, parchi naturali e terme incantate

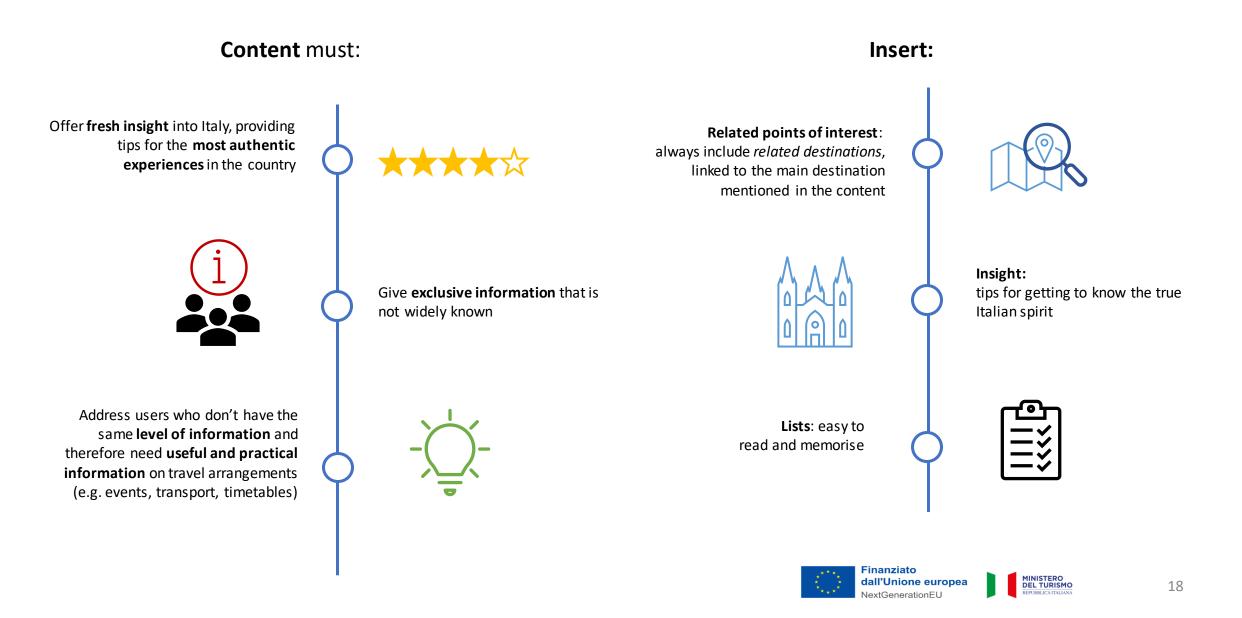
Scopri di più



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Essential content characteristics (1/2)



Essential content characteristics (2/2)

Content theme	Helpful user information
Historical sites and monuments	 How to reach the site Explanations on how to visit the site Possible guided tours and languages available Resources for booking the visit
Natural areas, beaches, trekking	 How to reach the site, means of transport and parking Children- and family-friendly places Available activities Information on accessibility and bookings
Specific locations and cities	 How to get to and get around the location Main points of interest The main activities on offer Local Food & Wine highlights
Information for business trips	 Suggested activities as diverse as possible Specific information on how to move between POI After-work activities: other places in the city you can visit or places outside the city that are quick to reach, typical places where you can dine if you finish work late, sports activities



Multimedia content (1/2)

The images depict moments of everyday life. The treatment is real, with close-ups that bring the user closer to Italian authenticity and **originality**. The image quality is high (send images horizontally and with the highest resolution available).

Moments are transformed into experiences that stand out in the midst of nature or architectural and artistic riches.

DO NOT DO

No vintage, black and white, grainy or artefactual treatments



No posed subjects, in-camera looks and set subjects.



No busy cities. No pollution-related elements. No waste or refuse. No plastic or derivatives.

(X)

No photos that are too bright or dark. No grainy photos. No photos with watermarks.



All photographs and videos submitted to accompany the article must be complete with:

- Credits
- Commercial use rights (in the case of time-limited rights, indicate the expiry date

The Media House reserves the right to replace images that do not comply with the guidelines.





Multimedia content (2/2)

N.B.: Video content shared must always be complemented by text content

WHAT TO DO

- Shorts format: 15 mins
- Long format: 60 mins
- Resolution: 1920x1080 (min. 720p)
- Safe area: 1530*860
- Ratio: 16:9
- Sans Serif font (preferably Montserrat)
- NO Voice Over
- Sharp transitions that rhythmically follow the sounds cape.
- Size: 300 MB
- Formats: .mp4, WebM



The colours of the shots are full and saturated.



The subjects are always photographed in spontaneous poses, in the style of captured moments.

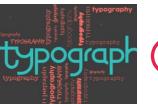
WHAT NOT TO DO



No headline superimposed over the main subject. No unreadable contrasts. frame.



transitions.



Avoid combining too many different fonts.

(X)



No videos that are too bright or dark. No grainy videos. No videos with a watermark.





Avoid text that is too large or too small (mobile first).











No busy cities. No environments related to pollution. No waste or rubbish. No plastic or derivatives.



No playful/template





Subjects should not be posing, staged.

looking at the camera or look

No vintage, black and white,

grainy or artificial filters



Types of editorial content





They mainly deal with destinations within a city or a specific territory (POI). They can cover topics such as: Art and Culture, Nature, Accommodation, Food and Wine, Sport, Shopping, Spirituality, Villages.



5 isole di Venezia dove

godersi il fascino della laguna

ARTICLE/MAGAZINE

This type of article has more of a 'blog' slant, deals with crosscutting topics and aims to intrigue the reader by illustrating, for example, 'The 10 ideal islands for children'.





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Organised in day-byday stages, these articles propose routes of varying difficulty to the tourist, to be undertaken on foot or by vehicle, and recommend the best places to stop for rest and food. (Available from August)



EVENTS

Event-specific articles in which there is a descriptive part and one with service information.

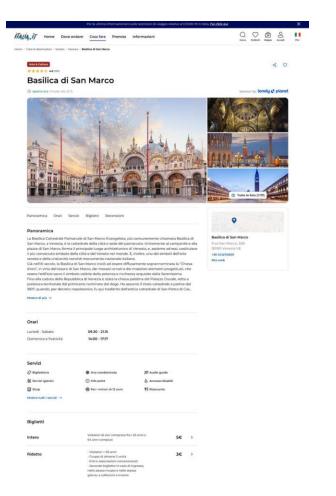






Content type – Destination





C	ontent Structure	Description
Title*	7–15 words	The Destination content is used to talk about Points of Interest (ex: Piazza Maggiore) and all articles detailing specific locations, such as ski resorts, beaches,
Body of the text *	200 to 400 words	rivers, lakes, monuments and museums. The locations indicated must be distinct, physical and geolocatable. This type of
Image *	2480x1000 (min.1max.10 img)	article provides details on a specific place, giving all the different information (historical, cultural, interesting facts) that the user needs, specifying the services associated with that particular point of interest (e.g. Ticket offices, audio Guides,
Additional fields	 Geolocation * Reviews Timetables/Tickets Services Primary tags* AEM tags* 	restaurants, etc.). The same template, with the addition of subject-specific components, will also be used for Where to Sleep , Where to Eat and Experiences . This type of content falls under the Destination section.
Content Fragment	Destination	 Here are two examples from Italia.it: <u>Palazzo Madama</u> <u>Colosseum</u>

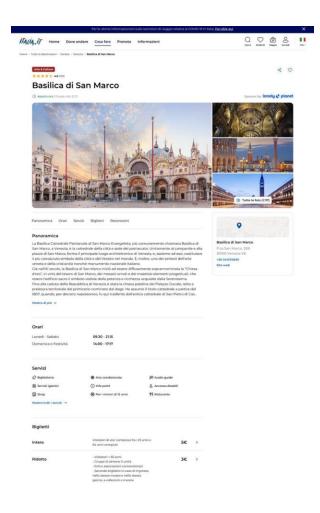
* Required fields





Content layout – Destination

Following the content production guidelines for Italia.it is essential to achieve the correct layout for both the website and app version







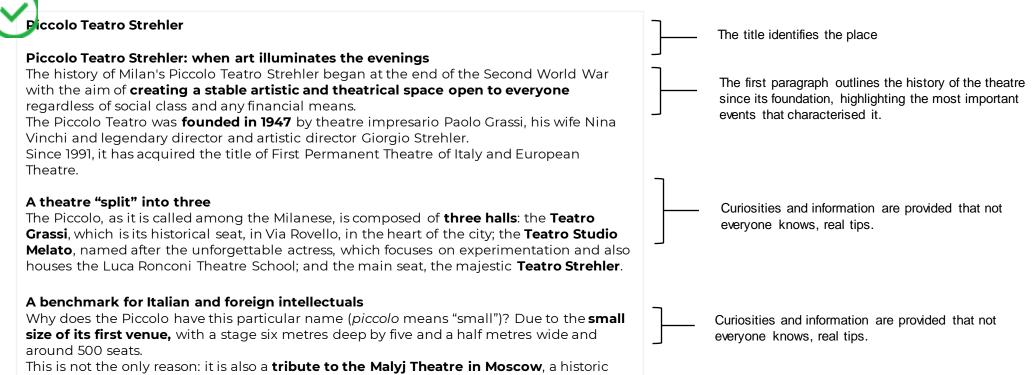




MINISTERO DEL TURISMO

REPUBBLICA ITALIAN

Practical examples of tone of voice application - DESTINATION



Russian theatre founded in the 19th century, whose name means 'Small', as opposed to the Moscow theatre, Bolshoi, literally Big Theatre.

Between 2008 and 2009, the historical venue in Via Rovello underwent renovations that made the 488-seat hall and the stage more functional.

The text is divided into paragraphs, each with a title to identify it. The information is clear, simple, direct and tips are given on the history and interesting aspects of the destination.





Practical examples of tone of voice application - **DESTINATION**



The Main Theatre of Naples

In the region of Campania, the theatre par excellence is the San Carlo in Naples: built years ago by King Charles of Bourbon to give the city of Naples a new theatre to represent royal power, as part of the urban renewal of Naples, the San Carlo took the place of the small San Bartolomeo Theatre in a project entrusted to the architect Giovanni Antonio Medrano, Colonel of the Royal Army, and to Angelo Carasale, former director of the San Bartolomeo. Decades after its construction, during the night, a fire ravaged the building, leaving only the perimeter walls and the added body intact: what we can admire today is in fact its reconstruction followed by skilful renovations. The title does not identify the place, it does not connote it

The name of the theatre is only mentioned in the first line, but no information on the foundation is given, such as the specific date.

The language is not direct, but arty, there are many subordinate clauses .

Tips on the history of the theatre are given but are not contextualised: the user reading them has the feeling of not knowing everything there is to know.

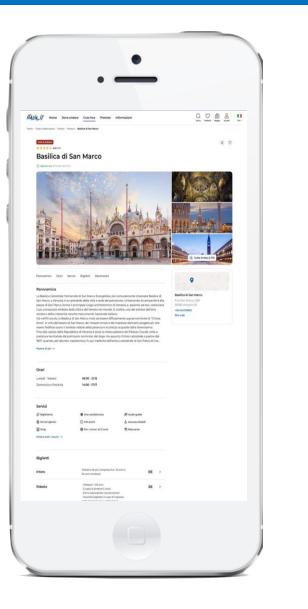
The text is not divided into paragraphs. There are no bold typeface to help reading, the syntax is not simple and straightforward. The information is not clear and specific.





Managing Interlinking: DESTINATION





- Insert a maximum of 4 links per 800 characters (800 characters correspond to approximately 120-140 words)
- Do not include links to generic category pages or events
- Links should **lead** to **related pages**, such as the city where a monument is located or other related places. The links inserted must not be articles (except for an in-depth study of cities/regions)
- For destinations such as monuments, churches etc., insert the **link** to the official source **to purchase the entrance ticket**.
- Note: When adding an external link, if the same language version of the linking page is not available (such as German or Spanish), use the English version. If there is no English version, please link to the Italian version.







API Interface Compilation Guide



GENERAL	DestinationName (mandatory field)	Name of the point of interest, for which a Place ID will be generated, which can be used for geolocation		
GENERAL	Description (mandatory field)	Body of text - Description of the point of interest - 200/400 words - 2 additional fields: shortDescription (not mandatory, 200-400 characters) and longDescription (not mandatory, 5000 characters)		
ONLINE CONTACT	PhoneNumber	Destination phone number. This field must be filled in only if it concerns the contact relating to the specific point of interest (E.g.: yes for a museum, an a dventure park, no for a neighbourhood)		
	OpeningHours	Point of interest opening hours. If there is no precise information, insert the following sentence: To find out the days and times of the event, consult the official xxx website		
MEDIA	Media/image (mandatory field) *	Image size: 2480x1000 (min 1 max 10 img) N.B. it is important that the URL image field [{ imageURL []* imageHeight []* imageEndDate []* imageDescription [] imageLicense [] imageWidht []* ImageCredit [] ImageLicenseURL [] imageTitle []		
LINKED DESTINATION	linkedDestination	Fill in this field when it is necessary to insert references for interlinking management within the body copy		
LANGUAGE	language (mandatory field)	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written		
LIST OF SERVICE	listOfservices	In a ddition to listOfservices in the swagger there is also the + otherServices field to be able to a dd services not already present in the list		
TAGS	AdditionalTags (mandatory field)	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites		
		Finanziato MINISTERO		



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Content type – Article/Magazine





Ogni anno richiama a sé milioni di visitatori ed è una delle città che più rappresenta iconicamente l'Italia nel mondo. Stiamo parlando di <u>Venezla,</u> piccolo grande gioiello di architettura e tradizione che custodisce alcuni degli scorci più fotografati d'Italia.

Il segreto per vivere il lato più autentico di questa metropoli sull'acqua però sta nell'allontanarsi da Piazza San Marco e avventurarsi più lontano, tra le calli più isolate o approdando su una delle 56 isole che compongono la Laguna e il Litorale.

Vale per i turisti, vale per chi è a Venezia per lavoro e decide di concedersi qualche momento del tempo libero lontano dalle rotte turistiche più comuni. La **laguna di Venezia** racchiude arte e storia, tra antichi palazzi, splendide opere d'arte e un paesaggio che non ha eguali al mondo.

Con un vaporetto, o meglio ancora con un taxi dal fascino hollywoodiano, le isole minori di Venezia sono raggiungibili moto velocemente trasformandosi in luoghi d'elezione dove fare una gita o, meglio ancora, decidere di alloggiare in un contesto senza pari.

Lazzaretto Nuovo e Lazzaretto Vecchio	Isola di Murano
Isola di Burano	Mazzorbo
Isola Santa Cristina	



	Co	ontent Structure	Description
9:41 . ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Title*	7–15 words	
← Articolo ♡	Subtitle	15–17 words	
4 Cose da fare a Venezia durante il Carnevale	Body of the text *	Min. 800 words	The Article content is used for general topics (What to do
taliait • 5min Sponsor by	Image*	Image size: 1600x1000 Minimum 1 img per slider + 1 img per paragraph	in, 48 hours in, The best beaches for children). Topics can be region/city specific, but can also be cross-region or cross-city. The Magazine articles use more of a 'blog' style with catchy, colloquial language. An Italian gives tips and talks about the places of their country.
	Additional fields	 Primary tag * Overtitle Reading time Sponsors Map * Destination * Aem tags * Related 	 The objective is to intercept users' interests (SEO) and direct them to the area. This type of article falls under the Article/Magazine section. Here are two examples from Italia.it: Easter Sunday and Monday Archipelagos Italy
INDICE 1. Harlequinade Ball 2020	Content Fragment	Article Paragraphs Destination	* Required fields







Practical examples of tone of voice application: ARTICLE/MAGAZINE - focus headlines and paragraph



Title: 3 territories where you can get a taste of the Italian passion for wine

Paragraph 1:

FOOD AND WINE The heroic vineyards of Valtellina

The valley overlooking Sondrio, overlooking the Adda River, is home to the glorious Nebbiolo Chiavennasca vines. Grapes with great body and character that unleash their unique flavour thanks to extremely mineral soils, warmed by the summer sun and strengthened by the sudden drops at night. Perched on rock walls, vines grow and are tended here in a heroic manner, between slopes and ditches. Sassella, Grumello, Inferno and the king of the valley, Sforzato. These are purity wines that have impressed the international palate and interest in recent years. Among the famous wineries, some producers have chosen to reintroduce ancient and biodynamic methods, small productions dedicated to true connoisseurs. Boffalora, Terrazzi Alti and Le Strie are some of them, not forgetting Ar.Pe.Pe, whose Sassella 'red rocks' is one of the most awarded wines in the world.

Paragraph 2:

FOOD AND WINE As if Sassicaia were not enough

Tenuta San Guido is located on the Etruscan coast between Livorno and Grosseto, in the Maremma celebrated in the verses of Giosuè Carducci, and stretches 13 kilometres from the sea to the hills. This is a **'Super Tuscan' wine** producer, but if a glass of an extraordinary wine such as Sassicaia DOC is not enough, here you can find two other industry leaders: the Razza Dormello Olgiata thoroughbred and the Rifugio Faunistico Padule di Bolgheri, first in Italy. Definitely worth a visit.

Paragraph 3:

FOOD AND WINE From oblivion to prominence: The Susumaniello of Apulia

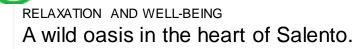
A sapling-shaped plant with another particular characteristic: that of **producing an inordinate amount of bunches**. Hence the name, which translates into Italian as 'Asinello' (little donkey). A wine that had been forgotten for years and was just a few steps away from extinction has been rescued and, above all, revalued. Once considered a blending wine or even used to divide the rows of wines mistakenly considered more valuable, it is now **one of Puglia's flagships in the world**, and a point of interest for oenologists and sommeliers.

Discover Susumaniello in the province of Lecce and Brindisi, amidst olive groves and vineyards overlooking the turquoise sea. Where to start? Masseria 'li Veli' and Tenute Rubino.





Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs



The **Ionian coast, which runs from Santa Maria di Leuca to Taranto**, laps beaches and hidden coves. To find a place that takes your breath away, far from the mass tourism of Salento, the must stop is **Porto Selvaggio Natural Park**. Between the elegant town of Santa Caterina and the picturesque Sant'lsidoro, a dirt road starts among Mediterranean conifers that reveal, like a curtain, the fiord of Porto Selvaggio. **Prickly pears, wild rosemary and cicada concerts** frame this enchanted place. Its crystal-clear waters are filled with delicious urchins as well as protected fish species. A snorkelling paradise, this bay offers the chance to relax on the white sand or enjoy adrenaline-fuelled dives from the rocks. At the end of the day, the sunset aperitif at the historic 'Fico D'India' in Torre Uluzzo has been a tradition for all locals for years. And soon it will be for you too. The title in a few words and with simplicity entices one to read, because it promises fresh, interesting content and not common tourist information.

Let us make it clear that we are not talking about a classic and therefore super-crowded tourist destination.

Concrete information is given on how to reach a place/attraction.

The tale of the place makes you want to go there.

All the activities that can be done there are described.

They are given the kind of expert advice that a local friend would give.

Information is offered that is unknown to most, but rooted in culture and that only those who know a place well can give.

From the title to the conclusion, the reader clearly understands that he or she is about to access information that is not touristy, that he or she is 'unlocking' an experience to which a visitor would not normally have access.

The language is informed but also simple and friendly.





Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs

PATH OF THE FRANCISCAN PROTOMARTYRS

Have you ever heard of the 'Land of the Protomartyrs'? A small corner of the world nestled between the Sacred Valley of Rieti and the Umbrian Latium mountains, where **St Francis** lived for a long time. You can follow in his footsteps, discovering him slowly by walking the **Franciscan Protomartyr's Way.** It begins and ends in the enchanting **Terni**, the city between the waters, the ancient Roman Interamna, but also the city of art rebuilt after the destruction of the Second World War. In **six stages**, the route passes through the cities that gave birth to the martyrs Berardo, Adiuto, Accursio, Pietro and Ottone, sent to Spain by Francis to evangelise the lands of the Saracens.

Rediscover a taste for adventure, and with your backpack you can admire delightful urban centres, mysterious abbeys and spectacular natural sites while feeling part of nature and rediscovering yourself.

Do you want to become a true pilgrim? Then, before you leave, we advise you to apply for the **Credential**, a personal 'passport' that is stamped in the places of hospitality. If you finish the walk, you can obtain the prestigious **Pilgrim's Certificate** at **St. Anthony's Church**.

A word of advice: don't make your backpack heavy, remember that you will always carry the weight. Lightweight boots are ideal for walking many kilometres. So, are you ready to go? Your journey into the divine begins now.

It is a long period in which various information is given . It would be good to divide the text into paragraphs, spacing them out so as not to give the idea of a wall of text.

Do not use advertising language, the tone of voice should be that of a local friend giving directions and advice, in simple, natural and direct language.

The paragraph lends itself to becoming the finale.

The 'buddy' tends not to use rhetorical questions, because they make the language unnatural.

Move the paragraph on the taste for adventure and backpacking to the end, reformulated to enhance the Live Italian concept. E.g., "The backpacking trip is made even more memorable by the Italian culture, landscapes and hospitality, which allow you to go from the enchantment of an abbey to that of a lasagna and end with a breathtaking panorama. Always feeling at home."

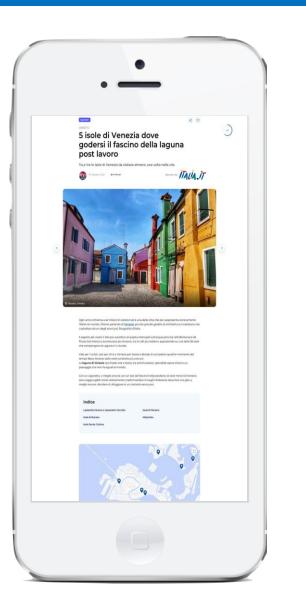




Managing Interlinking: ARTICLE/MAGAZINE



ARTICLE/MAGAZINE



- Do not insert links in the opening lines
- Insert links that are of real use to the reader, i.e., content of interest (in-depth articles) that is relevant to the topics covered in the article and consistent with what the user might want to explore further
- In the body of the text, do not include links to generic category pages (e.g. https://www. italia.it/it/italia/cosa-fare/spiritualita; and to 'destination' pages (e.g. https://www.italia.it/it/lazio/roma/villa-adriana-roma), the main destinations will be on the map and the detailed ones in the related content of each paragraph.
- Each paragraph must have a maximum of 4 links per 800 characters (800 characters correspond to approximately 120-140 words)

(hint: to find out the number of characters, you can use Microsoft Word's 'word count' tool to verify the number of characters including spaces)

- Do not insert links to event pages
- Links to external sources should be limited as much as possible. External links may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website. If there is not one or more internal pages (of the POI type) cited in the paragraph to be linked with teaser cards, the body of the text must link to one or more external authoritative sources providing relevant information on the destinations described. These external links must be mapped out, so they can be promptly replaced as soon as missing POI are added to the website. If external links are not available in the same language version as the linking page (such as German or Spanish), the English version must be used. In case there is no English version, please link to the Italian version.



Content type – Articolo/Magazine

API Interface Compilation Guide

Destination Itinerari Article/ Magazine Eventi

	title (mandatory field)	7/15 words
GENERAL	subtitle	15/17 words
GENERAL	description (mandatory field)	Brief introduction summarising the topics covered in the various paragraphs
	contentURL (mandatory field)	200 cha racter string. Insert the link that refers to the original content
MEDIA	media/image (mandatory field)	Image size: 1600x1000 (1)
	paragraphTitle (mandatory field)	Title of the paragraph
PARAGRAPHS OF THE ARTICLE (max 800 parole description + paragraphs)	media/image (mandatory field) *	Image size: 1600x1000 (1 per paragraph) N.B. It is important that the URL image field is completed [{ imageEndDate []* imageHeight []* imageURL []* imageWidht []* imageLicense [] imageDescription [] imageTitle [] ImageLicenseURL [] ImageCredit []
	paragraphText (mandatory field)	Body text of each paragraph
LINKED DESTINATION	destinationID (mandatory field)	Enter the referenced destinations in this field if the topic revolves around one or more destinations
LANGUAGE	language (mandatory field)	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written
TAGS	Tags (mandatory field)	Fill in with " content-ad-hoc " in the case of <i>Premium content,</i> written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites



dall'Unione europea NextGenerationEU



Practical examples of tone of voice application – ITINERARIES

,000-step itinerary for exploring the centre of Naples The title of the article identifies the place 1. The Promenade and Villa Comunale: among the most beautiful views in the world The title of the first paragraph indicates the first stage of the itinerary The long Naples promenade begins at what can deservedly be considered a must-visit place in Naples: the Lungomare. When strolling along it in the morning, or better still even earlier, you will be treated to some of the most fascinating scenery you can imagine. Precise advice is given on when to begin the walk: with You can enjoy this 3-kilometre walk at a fast pace, stretching from Mergellina to Via Nazario Sauro, specific indications of the kilometres to be covered and admiring Vesuvius in all its glory, as it overlooks the gulf. After coming across the magnificence that is how to travel them. Castel dell'Ovo, which seems almost to float on the islet of Megaride, you can catch a glimpse of Capri The list of stages is specific and detailed and the hills of Posillipo. As you walk along the famous Via Caracciolo, which flanks the Villa Comunale park and the Riviera di Chiaia, you can breathe in the sea breeze and the fresh air of a green space that reaches as far as Piazza Vittoria. Vomero Hill stands in the background. After so much aerobic exercise, you will need to replenish your energy. Along the bustling Via Partenope you can stop for a drink, choosing from the many bars and clubs that bring the street to life, Interesting information and useful tips that not everyone or tuck into a more satisfying pizza (Sorbillo's pizza is top notch). knows are provided On the Mergellina side, you can stay at one of the many chalets. Finally, behind the Castle, you will find traditional fish restaurants in the Borgo Marinari. The choice is yours.



The route to cover is described in a detailed and specific way, with details of the journey, enhanced with tips and advice.

Each point of interest along every stage is indicated in bold to make them more visible.





Content type – Itineraries

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Cosa vedere a Venezia in 1 giorno

Sponsor by: Name water

A piedi	1 giorno	DIFFICOLTÀ Per tutti	Settembre, Ottobre
---------	----------	-------------------------	--------------------

Basta un giorno per vedere Venezia? Con i consigli giusti sì: ecco un itinerario e 10 cose da vedere per vivere la città al meglio e senza corse.

🖉 Scarica Mappa 🛛 @ Scarica GPX

Canal Grande



Si può visitate Venezia in un giorno 7 Se lo chiedete a chi la ama inconduzionatamente vi dia di no vi dia chie bisogna finanzia i lango por pentrara i segretti qui qui usuta città affanciante e faccettata, comprendenne in piane transita fina qui anti a la sua mile di remarkativano, la casala di ano vi di respera i suoi visitato gi al prime gazzato indire alla sua mile di remarkativano, la casala e respera i suoi visitato gi al prime gazzato. Inotte i numero collegamenti autozatale i ferrovano con tuto i nordi-esti città aggio anti aggio administrato a prime a la casala nel toto moto per coli capoluogo viento i persia bene ad una visita bene è di no tuto la attaziona questa aggine tronate tutta e informazioni che vienenco per innamorani di Venezia in meno di 24 ore un interarato aggie el 10 Occos divetere.





Itinerario sug	gerito * 4.6(57) Palazzo	Ducale	Ø
2	+4.6(57) Basilica Marco	Salva cor di San	me tappa
Il mio tempo Esplora	C Wallet	‡ Itinerari	Altro

Conte	ent Structure	Description
Supertitle	Max. 4 words	
Title*	7–15 words, it must be made clear that it's an itinerary	
Body of text stops *	200 to 400 words	The Itinerary content is used to detail the many Italian routes with stages that visitors
Image *	1600x1000	can travel by foot, car, bicycle, motorbike or boat.
Additional fields	 Type * Duration * Difficulty * Number of stages/stops * Map * Destination stages/stops * Distance between stops Primary tags * AEMtags * Sponsors Related 	 The article is divided into paragraphs, each one representing a stage/stop on the itinerary. The difference between an itinerary and an excursion lies in the length of the journey: one or more days for itinerary, a range of hours for excursion. Each article must detail the route and specify the length, duration and features of each stage/stop. N.B.: The itinerary must be divided into 'days', indicating the stages/stops associated with each day. Each stage/stop must also correspond to a <i>destination</i>, which will also be the title of that stop. This type of article falls under the section ltinerary. Below is an example: <i>Polignano a mare</i>
Content Fragment	ltinerary	

Content Fragment

nt Fragment

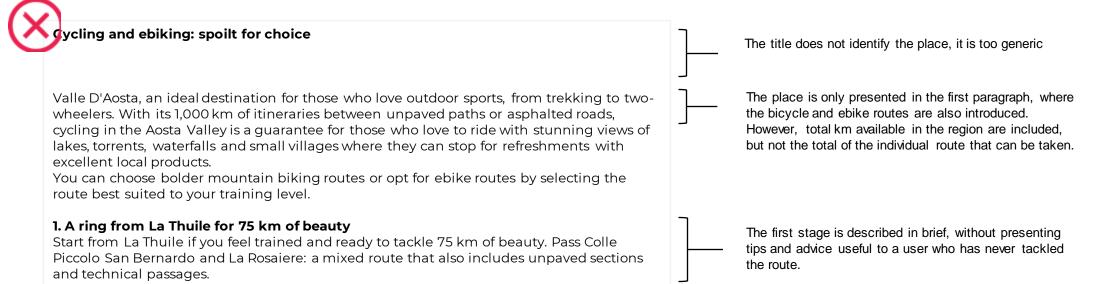
Stages/Stops Destination *Required fields*







Practical examples of tone of voice application - ITINERARIES



PARAGRAPH OF AN ITINERARY



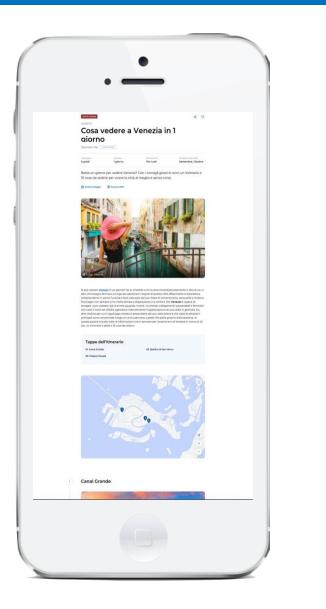
The route to be covered is not described, it is only briefly introduced. There are no tips and advice, and the stages to be covered are not described.





Managing Interlinking: ITINERARIES





- The AnchorTextused, of a maximum of 3-4 words, must be telling and evocative compared to the content linked
- The Destinations shown in the cards at the end of each paragraph must refer exclusively to the places mentioned in the title of individual stops. The main stop must be one per paragraph and visible on the map.
- A maximum number of **4** links per 800 characters (800 characters correspond to approximately 120–140 words) may be inserted in each paragraph.
- The links to be included should refer to relevant destinations, mentioned in the paragraph, for the user.

In order of priority, you should link:

- 1. HUB page, if it's a city with HUB pages
- 2. Pages with Article template, if they exist and are relevant to the destination in question
- 3. Pages with the Destination template
- Links to external sources should be limited as much as possible. External links may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website. If external links are not available in the same language version as the linking page (such as German or Spanish), use the English version. In case there is no English version, please link to the Italian version.





Content type – Itineraries

API Interface Compilation Guide



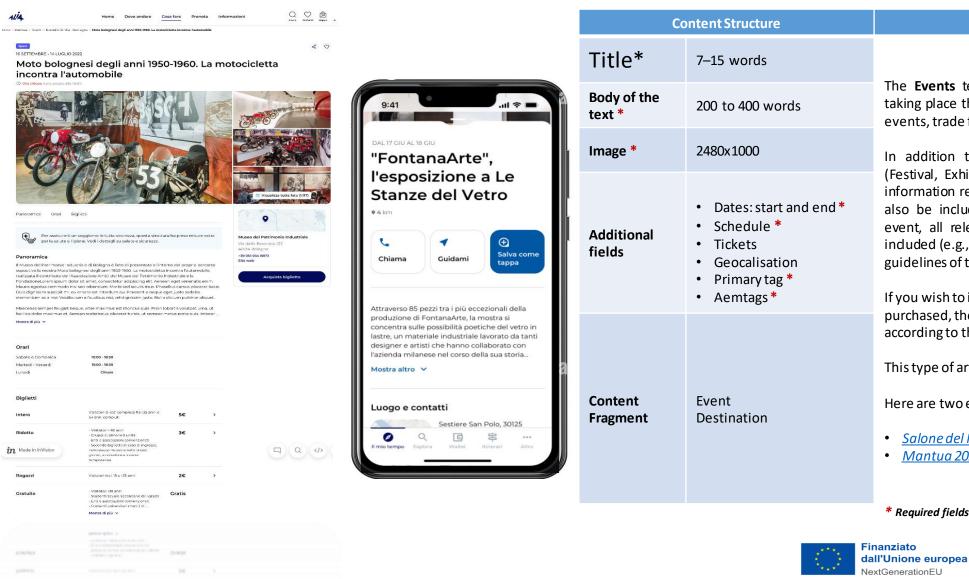
GENERAL	title (mandatory field)	7/15 words
	validfrom/validto (mandatory field)	Date from which the itinerary is valid / date until which the itinerary is valid
	description (mandatory field)	Brief introduction that can briefly describe the route
	difficulty (mandatory field)	Enter the difficulty of the itinerary (Easy, Medium, Hard)
	duration (mandatory field)	Enter the duration of the itinerary (specify the stages divided by days)
	primaryTag (mandatory field)	Al ways insert primary tag «Route»
	numerotappe (mandatory field)	Enter the number of stages that make up the itinerary
	tipologia (mandatory field)	Specify the type of itinerary (on foot, by car, by bike, etc.)
MEDIA	media/image (mandatory field)*	Hero Image cover dimensions: 1600x1000 imageURL []* imageHeight []* imageEndDate []* imageWidht []*
STAGES (max 800 parole description + paragraphs) (mandatory field)	parTitle (mandatory field)	Name of the stage
	text (mandatory field)	Image size: 1600x1000 (1 img per paragraph)
	media/image (mandatory field)	Indicate the path to take, describing the context in which it is found
	order (mandatory field)	Order of the stops within the itinerary
	linkedDestination (mandatory field)	Use this field to indicate the destinations of each individual stage of the itinerary
LANGUAGE	language (mandatory field)	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written
TAGS	AdditionalTags (mandatory field)	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites





Content type – Events





The **Events** template is used to describe the main events taking place throughout Italy, including cultural events, sports events, trade fairs, etc. In addition to a descriptive section detailing the event (Festival, Exhibition, Concert, Sports event, Parade) specific information regarding hours, ticket price and location should also be included. For the Destination associated with the event, all relevant information about the venue should be included (e.g., services, timetable, address, etc.), following the guidelines of the Destination template.

Description

If you wish to include the **link** through which the ticket can be purchased, the link will be assessed on a case-by-case basis according to their usefulness for the end user.

This type of article falls under the section **Events**.

Here are two examples from Italia.it:

- Salone del Mobile
- Mantua 2023

* Required fields

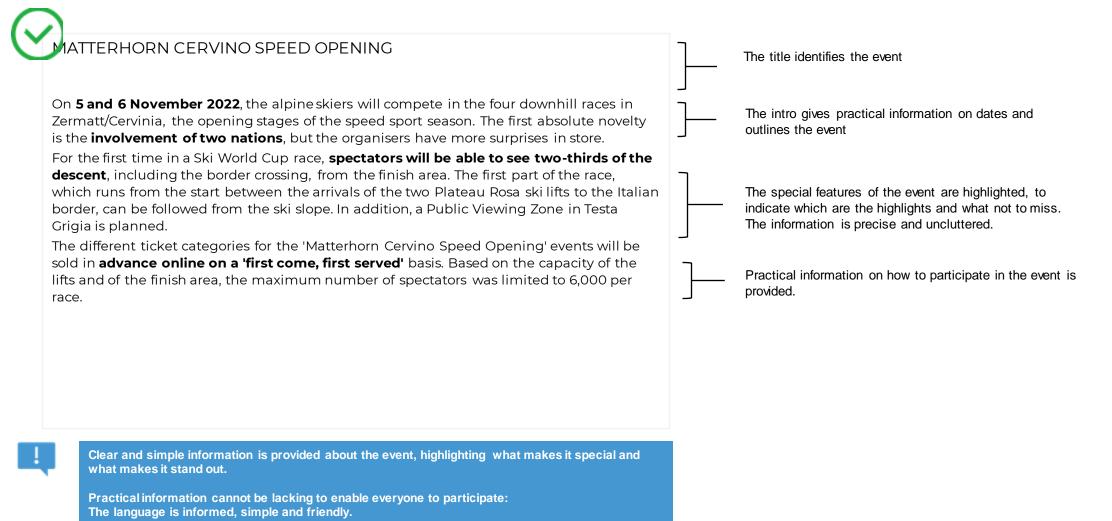




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Practical examples of tone of voice application -

EVENT

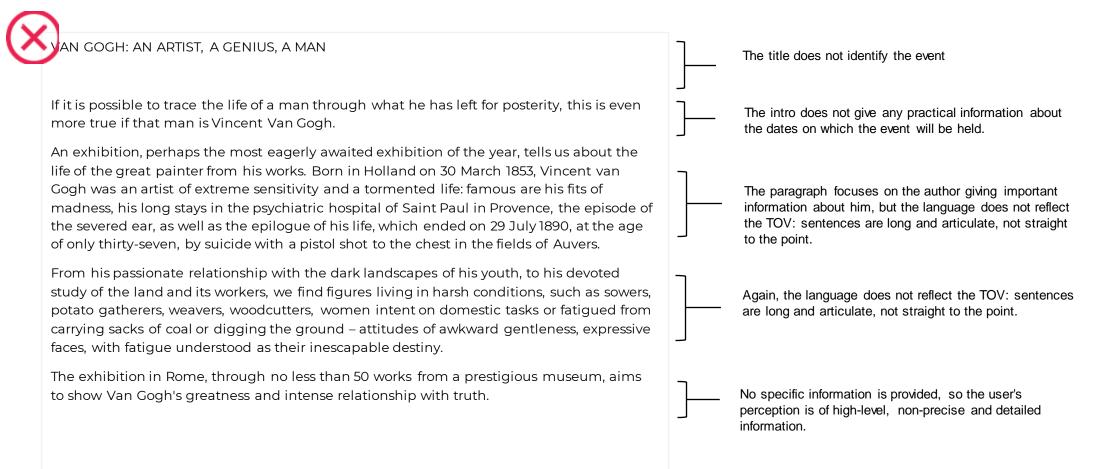


PARAGRAPH OF AN EVENT



Practical examples of tone of voice application -

EVENT





The information provided is not precise: it lacks the practical and fundamental clues to contextualise the event, such as the dates and location.

While practical information cannot be lacking, the language used also does not reflect the TOV: sentences are long and complex, not simple and direct. In addition, there is no bold typeface, which is useful to simplify reading.

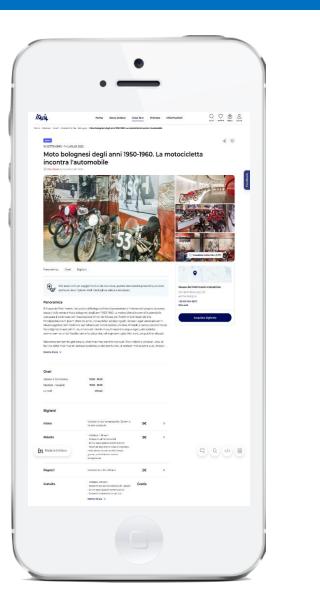
inanziato



Managing Interlinking: EVENTS



EVENTS



- Insert a maximum of 4 links per 800 characters (800 characters correspond to approximately 120-140 words)
- The links to be included should refer to relevant destinations, mentioned in the paragraph, for the user.

They may be linked, in order of priority:

- 1. HUB page, if the city where the event is held has one
- 2. Pages with content Article, if they exist and are relevant to the destination in question
- 3. Pages with Destination content
- **Do not** insert links to **generic** category pages

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- In event pages, the link to the official event website must be included;
- The recommended wording to use for external links is as follows:
 - for tickets: "For event information and ticket costs, visit the official website"
 - for *schedules*: "To find out more about the event's schedule, visit the official website"

If the external link is not available in the same language version as the linking page (such as German or Spanish), the English version must be used. In case there is no English version, please link to the Italian version.







Content type – Events

API Interface Compilation Guide



	title (mandatory field)	7/15 words
GENERAL	description (mandatory field)	Body of text - 200 to 400 words
	startDate (mandatory field)	Event start date (YYYY-MM-DD)
	endDate (mandatory field)	Event end date (YYYY-MM-DD)
	openingHours	Event opening/closing times If there is no precise information, insert the following sentence To find out the days and times of the event, consult the official xxx website
	price	Costs and information relating to tickets If there is no precise information, insert the following sentence: To find out how to access and ticket costs for the event, consult the official xxx website
	image (mandatory field)	Image size: 2480x1000 (min 1 max 4 img) imageURL []* imageEndDate []* imageWidht []* imageHeight []*
MEDIA	media	Field to be filled in if you want to insert an Audio or a Video mediaURLindicates the audio/video URL isExternal in dicates if it is an Audio/video coming from external sources (Example YouTube). Fill in with yes/no mediaDescription indicates the description of the audio/vide mediaCredit indicates the credits of the audio/video mediaLicenseURL Audio/video license URL mediaEndDate Media validity date
LINKED DESTINATION	linkedDestination (mandatory field)	Select the place/city where the event takes place. If not present on the CMS, create a new destination
LANGUAGE	language (mandatory field)	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written
TAGS	Tags (mandatory field)	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites







AGENDA

Introduction to the Tourism Digital Hub

Content areas and types

Editorial Guidelines

SEO Guidelines

Δ

Data transmission via TDH022

What is SEO for?

IF GOOGLE DOES NOT FIND YOU, NO ONE WILL FIND YOU

SEO is designed to **maximise** the **visibility** of a **website** on search engines, so it can be **positioned on the first page** for the **terms most searched for, in the tourism context,** by users.

What are the objectives of performing SEO?

- ✓ Technical optimisation
 - Making it possible to find, scan and index website pages
- ✓ Search Intelligence
 - Identifying the issues of greatest interest to users
 - Evaluating website performance
- Semantic and editorial optimisation
 - Define the topics to be covered in the editorial plan on the basis of users' interests. This step is crucial for producing quality content that can be rewarded by Google.





SEO section dedicated to publishing partners

SEO Guidelines Publishing partners

The next slides are **dedicated to editorial partners** and aim to give operational (SEO) guidance on recommended optimisation to be used during content production, prior to data transmission via TDH022

On-page optimisation consists mainly of two areas:

- Optimising the HTML code and structure of a site.
- Optimising the **text** and **image content** of a site.

What are the main objectives of these activities?

Positioning for relevant keywords

By inserting keywords frequently searched for by users in our target group, we can convert our work into clicks and site visits.

Otherwise, our pages will not appear in the SERP of users who are searching for us.

Increase the 'Click-through-rate'

The Google results page provides users with a preview of our page.

Media House will optimise them from a technical and editorial point of view to invite the user to click on our page.

Keep users on the website

One of the metrics used by Google to define the quality of a page is the **user dwell time on the site.** If this value is high, it means that we have **content deemed useful or interesting** by the user. Otherwise, this metric will help Google exclude useless or problematic sites.

Generate relevant content

If a piece of content is of quality or high value to users, it will be **shared** by other **sites and/or social networks**, improving their ranking and attracting more traffic.



SEO: checklist to follow for text production

1.	Present the topic of the text into 2-3 target keywords	Present the topic of the text into 2-3 main target keywords that correspond to the potential search intentions that the copy produced might intercept (free tools to use are recommended in the next slides)

2.	Insert target keywords in the text	Enter the target keyword considered to be the main one in the title of the article and the other keywords in the first paragraph, in bold . The Media House will finalise and revise the SEO optimisation of the text.	
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3. Do NOT propose content copied and/or duplicated from third-party sites or other online sources
Duplicate/copied content can cause penalisation by Google. Not submitting texts with these characteristics to the Media House is recommended. The Media House will carry out checks on the freshness and originality of the texts received.





SEO How to use keywords within the content

⊘ HOW TO OPTIMISE CONTENT

- Choose the main keyword and secondary keywords related to the content topic and place them within the text and headlines in a natural way within the discourse.
- The main title must effectively describe the content of the page.
- The main title of the content must contain the main keyword for which you want to position the page in search engines.
- Subdivide the text into paragraphs and insert secondary keywords where possible within the paragraph headings.

DO NOT DO

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Avoid keyword stuffing, i.e. the practice of numerously repeating a target keyword throughout the text to make it seem relevant.

Main Title with **KEYWORD1**

Lorem ipsum dolor sit amet, **KEYWORD1** consectetur adipiscing elit. Praesent sed nisi ipsum. Suspendisse condimentum malesuada lacus, ut consectetur eros fringilla sed. Etiam posuere mi in tellus blandit ultricies. Nothing is easy. Curabitur efficitur dictum dui, eu elementum nibh consequat non. Vivamus **KEYWORD1** scelerisque erat at elit feugiat interdum. Sed interdum <u>link</u> met pharetra facilisis. Morbi blandit tempus lorem a hendrerit. In condimentum in quam vel egestas. Cras tincidunt iaculis lorem a vehicula. Sed nec neque sem. Nulla **KEYWORD1** convallis sed ante vitae porta.



Subtitle with **KEYWORD2**

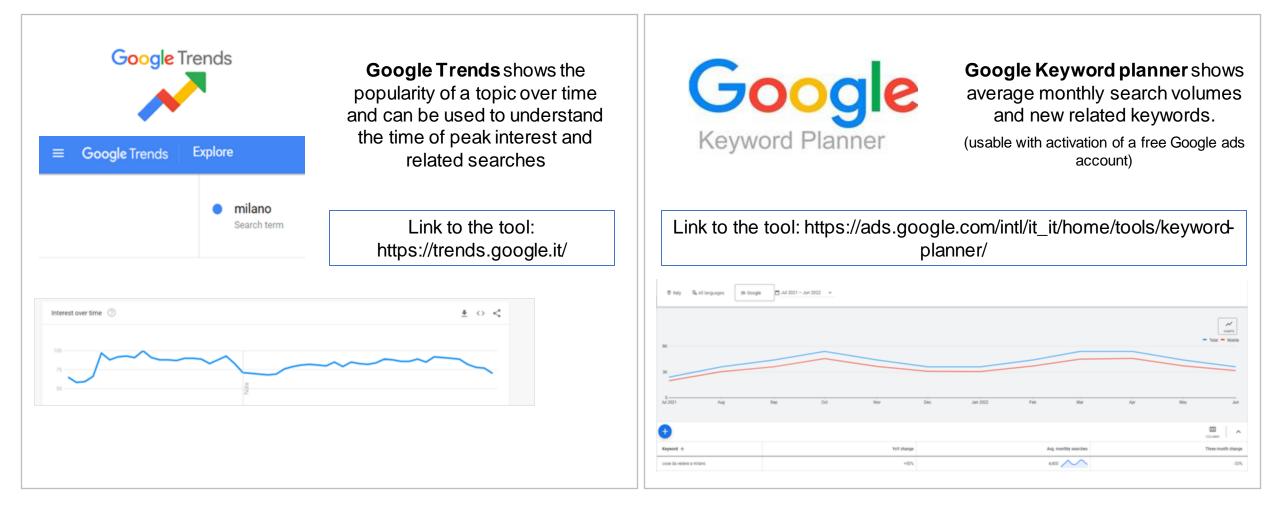
Nulla eget auctor eros. Nunc KEYWORD2 molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit a met quam eget sa pien porttitor tincidunt eget at est. Cras quis sapien quam. Sed KEYWORD2 sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros omare. Vestibulum condimentum est sed KEYWORD1 sollicitudin commodo. Fusce id mauris turpis.

Subtitle with **KEYWORD3**

Nulla eget KEYWORD3 auctor eros. Nunc molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit a met quam eget sa pien KEYWORD1 porttitor tincidunt eget at est. Cras quis link. Sed sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros ornare. Vestibulum condimentum est sed KEYWORD1 sollicitudin commodo. Fusce id mauris turpis.



SEO Recommended free tools for keyword selection







AGENDA

Introduction to the Tourism Digital Hub

Content areas and types

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Data transmission via TDH022

Key Role of Partners and Regions

The Project Partners and the Regions, with their knowledge of the territory, key attractions, historical and cultural peculiarities, and the local population have a key role in this plan, they will be one of the main sources of content to meet the needs of the identified targets.

EDITORIAL COLLABORATION

The contribution from Partners and Regions will play an important role in **producing articles** that will expand the content already present on **Italia.it**, delving **deeper into the characteristics that make our territory unique**.



GUIDELINES

To develop a coordinated image of the Italy Brand and optimise the contribution of each partner, the **editorial group Media House** provides **content templates and editorial guidelines** that each article produced must follow, such as topics to be covered, Tone Of Voice, length of texts, quantity and quality of images and templates to be used.

OPEN API TDH022

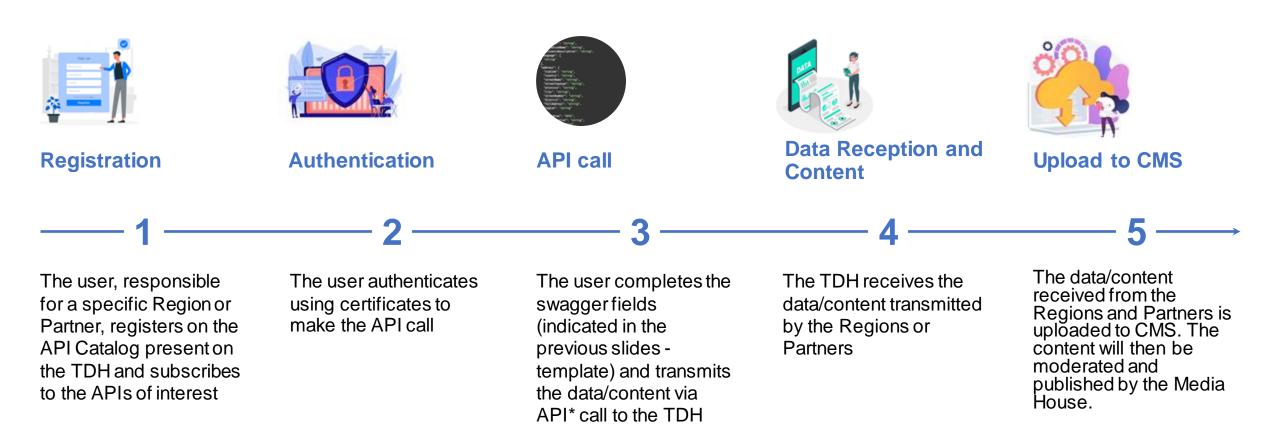
Articles in the websites of individual regions and partners will be automatically injected by a third party in the GTW API, integrated with AEM. The exchange of materials will thus be made possible thanks to this new function, creating a continuously updated ecosystem.







Data and content transmission via the TDH022











Partner Content Sharing Process

The main way of sharing through TDH022 is by drafting editorial content created ad hoc for Italia.it and sent electronically

Ad hoc content drafting

Sharing editorial content *drafted ad hoc* in line with the editorial plan of Italia.it, for which no curation will be carried out by the Media House. This method allows partners to gain greater visibility by sharing content on Italia.it social media channels.

When sharing via the API, *Premium* content must be marked with the tag 'content-ad-hoc'.

Sending published content

Sharing editorial content *already published* on the Partner's website, for which *curation* will be provided by the Media House.

Since this method increases review time, priority will be given to the publication of content drafted ad hoc for Italia.it.

When sharing via the API, content already published on other sites must be marked with the tag 'content-standard'.

REMEMBER!

- Content **sharing** must be done **via API** (TDH interoperability protocol).
- Content to be published will be **selected** based on the **themes** set out in the monthly editorial plans to ensure it's coherent and organic, with precedence given to content drafted *ad hoc*;
- External links should be used sparingly: to specific pages such as event registration, which are essential to access a service.
- Content must be submitted exclusively in Italian.
- For both content that is drafted ad hoc and already published, the words *'Powered by'* and the Partner logo must be inserted
- Content created for Italia.it will also be visible on the Mobile App





Displaying Partner logos

For all template types (*destination – article – itinerary – event*), it will be possible to insert the words **Powered by** with the **logo**

Aperto ora Chiude alle 21.15

Searcer by ITALIA.IT

By clicking on the Partner's logo, the user will be redirected to a *dedicated partner page*, featuring all content compiled in cooperation with the Partner.

Technical Requirements

- Logo dimensions: **120*40 SVG** format
- Sharing the logo in digital format, both positive and negative



5 idee di viaggio per un Sar Valentino speciale in Italia

Sponsor by: **Jonely & planet** @ & Misual

Lonely Planet







L'inverno sulle Alpi fra sci e

Sponsor by: lovely & planet 9 % Minuti # Film

ittà d'arte ital



Casa editrice di una **delle guide turistiche** più amate al mondo. Dispensa consigli, itinerari dettagliati, esperienze, **mete, percorsi e molto altro. Punto di riferimento e fedele compagno per chi ama viaggiare**

Thank you





