



# MERAVIGLIA, *the OPEN*

Italian Tourism Conference 2023

**AGENDA** | 24<sup>th</sup> - 25<sup>th</sup> November 2023

📍 Grand Hotel Dino - Lago Maggiore - Baveno (VB) - Italy



Automobile Club d'Italia

Posteitaliane



# Agenda

## DAY 1 | 24th November 2023

A two-day event on key opportunities for developing the tourism sector in Italy

### 12.30 PM REGISTRATION AND WELCOME

#### 2.00 PM INSTITUTIONAL GREETINGS

**Ignazio La Russa**

President of the Italian Senate

**Alberto Cirio**

President of Piedmont Region

**Luca De Carlo**

President, 9<sup>th</sup> Commission, Italian Senate

**Alberto Luigi Gusmeroli**

President, 10<sup>th</sup> Commission, Chamber of Deputies

#### 2.45 PM OPENING REMARKS

Scenario and Results Presentation

**Daniela Garnero Santanchè**

Minister of Tourism

Accompanied by **Regional Tourism Councilors** and the **Regional Presidents in charge of Tourism**

### 3.15 PM TASTE

Territory, flavours, traditions and eating style: food and wine tourism is increasingly central in travellers' choice of destinations. This dramatic growth enhances rural landscapes and the artisanal sector, while relying on a virtuous model of collaboration between entrepreneurs and local authorities.

**Francesco Lollobrigida**

Minister of Agriculture, Food Sovereignty and Forestry

With the participation of

- Brunello Cucinelli  
Founder, Brunello Cucinelli SpA
- Massimiliano Giansanti  
President, Confagricoltura
- Ettore Prandini  
President, Coldiretti
- Maurizio Zanella  
Founder and Chairman, Ca' del Bosco

### 4.00 PM THE TOURISM DIGITAL HUB (TDH) AND STATISTIC DATA PRESENTATION

### 4.30 PM TOURISM AT THE CORE OF THE GOVERNMENT'S AGENDA

Italy as protagonist on the world stage. Tourism as a strategic key for the competitiveness of Italy.

INTERVENTION BY

**Giorgia Meloni**

Prime Minister of Italy

### 5.00 PM Coffe Break

#### PRESENTERS

**Nicola Porro**, Presenter Quarta Repubblica e Stasera Italia, Rete 4  
**Paolo Del Debbio**, Presenter Dritto e Rovescio, Rete 4

# Agenda

## DAY 1 | 24th November 2023

### 5.30 PM ACCESSIBILITY

Accessibility is fundamental for the attractiveness and competitiveness of tourism destinations and the quality of the tourist experience. It is a cross-cutting issue intertwined with inclusion, sustainability and the accessibility of transport and accommodation. Even more important is the issue of user-friendliness, i.e. the opportunity for people with disabilities not only to access tourist attractions, but also to experience them to the fullest.

**Alessandra Locatelli**  
Minister for Disabilities

#### With the participation of

- Vincenzo Falabella  
President, FISH Onlus
- Diego Gastaldi  
Paralympic athlete and travel influencer
- Vittorio Messina  
President, Assoturismo
- Mariana Oleskiv  
Chairperson, State Agency for Tourism Development of Ukraine
- Luca Pancalli\*  
President, Paralympic Committee

### 6.10 PM QUALITY

The strength of Italian tourism has always been linked to the prestige of its brands and products. This inseparable link between Made in Italy and tourism has the potential to attract visitors with a high spending capacity.

**Adolfo Urso**  
Minister of Enterprises and Made in Italy

#### With the participation of

- Bernabò Bocca  
President, Federalberghi
- Carlo Capasa  
President, National Chamber of Italian Fashion
- Dario Costantini  
President, CNA
- Lino Enrico Stoppani  
President, FIPE
- Matteo Zoppas  
President, ICE Agency

### 6.50 PM ROOTS

For descendants of Italian migrants, the ancestral call to explore their roots has the potential to give rise to an inclusive and sustainable new form of tourism, enhancing economic and cultural resources for regions that have been historically marginalized in the geography of tourism.

**Antonio Tajani**  
Vice-President of the Council of Ministers and Minister of Foreign Affairs and International Cooperation

#### With the participation of

- Arrigo Cipriani  
Entrepreneur
- Elisabetta Fabri  
President and CEO, Starhotels
- Alberto Galassi  
CEO, Ferretti Group
- Ivana Jelinic  
CEO, Enit
- Marina Lalli,  
President, Federturismo

### 7.30 PM CLOSING

### 9.00 PM Gala Dinner

# Agenda

## DAY 2 | 25th November 2023

### 9.00 AM CENTRALITY

Recognising tourism as an economic lever offers important opportunities for the transversal and strategic development of Italy. The tourism sector can aspire to become a primary contributor to the Italian GDP.

#### **Giancarlo Giorgetti**

Minister of Economy and Finance

#### **With the participation of**

- Ramón Aragonés  
CEO, NH Hotel
- Lamia Kamal-Chaoui  
Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
- Manfredi Lefebvre d'Ovidio  
CEO, Abercrombie & Kent
- Intesa Sanpaolo\*

### 9.40 AM TOGETHER

Tourism is an important factor in peacebuilding: a great way to encounter other cultures and learn about one's own, it is a social phenomenon that helps to promote understanding and tolerance among peoples. Historically, tourism has contributed to the realisation of new forms of international solidarity. Sojourns and other exchange initiatives have also promoted a peaceful system of inter-state relations, and may contribute to restoring peace in war-torn regions.

#### **Daniela Garnero Santanchè**

Minister of Tourism

**With the participation of foreign Ministers and high representatives of Tourism**

### 10.20 AM LIFESTYLE

Italy is well-known for the Italian lifestyle. High-quality services and professionalism is especially important in the field of wellness so as to enhance the attractiveness of the tourist experience.

#### **Anna Maria Bernini**

Minister of University and Research

#### **With the participation of**

- Massimo Baldo\*  
Vice-President Europe, Baglioni Hotel
- Massimo Caputi  
President, Federterme
- Maria Carmela Colaiacovo  
President, Confindustria Alberghi
- Alvaro Garnero  
Brazilian Lifestyle TV Host and Ambassador of Tourism

### 11.00 AM Coffe Break

# Agenda

## DAY 2 | 25th November 2023

### 11.30 AM PASSION

Sporting opportunities, both for personal practice and for participation in major events, is a driving force for the growth of this sector focused on physical well-being and athletic experiences. It is an opportunity to deseasonalize tourist flows, attracting new generations with a high economic potential.

#### Andrea Abodi

Minister for Sport and Youth

#### With the participation of

- Flavio Briatore  
Brand ambassador, Formula 1
- Stefano Domenicali\*  
CEO and Chairman, Formula 1 Group
- Giovanni Malagò  
President, CONI
- Marco Mezzaroma\*  
President, Sport e Salute
- Angelo Sticchi Damiani  
President, ACI

### 12.10 PM BEAUTY

Our intangible heritage offers us valuable opportunities to meet tourists' desires for authentic immersion in the lifestyle and culture of the places they visit. New forms of travel, which promote cultural education, Italian cuisine, and spiritual experiences, are especially targeted at young people.

#### Gennaro Sangiuliano

Minister of Culture

#### With the participation of

- Gianni Onorato  
CEO, MSC Cruises
- Carlo Ratti  
Architect, Founder, SENSEable City LAB MIT
- Eike Schmidt  
Director, Uffizi Galleries in Florence

### 12.50 PM PERSPECTIVES

The main industry associations discuss about the growth of organized tourism.

**AIDIT, ASSOVIAGGI, ASTOI, FIAVET, FTO, MAAVI**

### 1.15 PM Light Lunch

### 2.30 PM MOBILITY

The development of transport is fundamental for the competitiveness of destinations, which needs new business models for more accessible and sustainable shared mobility, and important investments in infrastructure and information technology.

#### Matteo Salvini\*

Vice-President of the Council of Ministers  
and Minister of Infrastructure and Transport

#### With the participation of

- Luigi Ferraris\*  
CEO, Ferrovie dello Stato
- Andrea Incondi  
Senior Managing Director, Flixbus Italia e Black Sea
- Antonino Turicchi,  
President, ITA Airways

### 3.10 PM FINAL REMARKS

**Daniela Garnero Santanchè**  
Minister of Tourism

### 3.40 PM Closing