



MERAVIGLIA, *the OPEN*

Italian Tourism Conference 2023

AGENDA | 24th - 25th 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

PRESENTERS

Nicola Porro, Presenter *Quarta Repubblica e Stasera Italia*, Rete 4
Pietro Senaldi, co-editor in chief, *Libero*

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, 9th Commission, Italian Senate

Alberto Luigi Gusmeroli

President, 10th Commission, Chamber of Deputies

2.30 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**

3.00 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

3.45 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

Agenda

DAY 1 | 24th November 2023

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

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

6.10 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

6.50 PM THE TOURISM DIGITAL HUB (TDH) PRESENTATION

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

- Matteo Del Fante
CEO, Poste Italiane
- Lamia Kamal-Chaoui
Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
- Manfredi Lefebvre d'Ovidio
CEO, Abercrombie & Kent
- Pierluigi Monceri
Regional Director, 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 can 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
- Eugenio Massetti
Vice Presidente Vicario, Confartigianato

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
- Urbano Cairo
CEO and Chairman, RCS
- 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

- Nicola Maccanico
AD e Direttore Generale, Cinecittà S.p.A.
- Gianni Onorato
CEO, MSC Cruises
- Eike Schmidt
Director, Uffizi Galleries in Florence

12.50 PM PERSPECTIVES

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

Daniela Garnero Santanchè

Minister of Tourism

With the participation of

AIAV, 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 Cantamessa
CEO, FS Treni Turistici Italiani
- 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