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# Visit USA Association Italy

Activities 2008/2009

- Italian Delegates
- Country Market Profile



# POW WOW



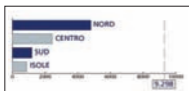
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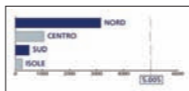


## 2008 Travel Agency survey by L'Agenzia di Viaggi

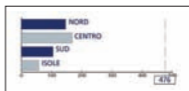
9.298 travel businesses of which 7.790 are retail agencies, 1.032 are tour operators, 476 inbound tour operators



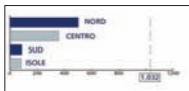
**Geographical Distribution:** The total of 9.298 agencies are: 4.810 in Northern Italy, 2.432 in the Center, 1.194 in the South and 862 in the Islands, Sicily and Sardinia.



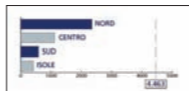
**Networks:** Of 7.790 travel agencies 5.005 are part of a network: 3.157 in Northern Italy, 1.075 in the Center, 513 South, and 260 in the Islands



**Inbound Tour Operators:** There are 476 incoming operators in Italy: 146 in the North, 168 in the Center and 105 in the South, 57 in the Islands.



**Outgoing Tour Operators:** 1.032 outgoing tour operators: 503 in the North and 359 in the Center, 88 South, 82 Islands



**Technology:** some 4.463 websites for 7.790 retail agencies, 2.350 in the North of the country, 1.110 Center, 586 in Southern Italy and 417 in the Islands



## agenzia di viaggi



L'Agenzia di Viaggi is the first travel trade daily paper in Italy, sent to 12.000 industry professionals all over Italy - 51% North, 26,7% Center, 22,3 South & Islands-

L'Annuario is the Italian Tourism Directory published in February every year for BIT. The entire databank is online [www.lagenziadiviaggi.it](http://www.lagenziadiviaggi.it) and on CD with 9.300 licensed travel agents and 3.000 travel related companies.

The L'Agenzia di Viaggi daily newsletter - Monday to Friday - is sent to 30.000 industry contacts. Visits to the website are over 2,500,000 monthly.

L'Agenzia di Viaggi - Rome - Italy - Via Tacito 74 00193 Tel + 39 06 32600149  
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## Summary

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2008 Visit Usa Italy brochure produced courtesy of L'Agenzia di Viaggi, Rome.  
US contact: Sharon Hakimian Planet Advertising Ltd.  
Phone: 516 829 4929 or 516 708 1791 - sharon@planetadvertisingltd.com  
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### people



C. Mantovani receives Media Award from B. Bannerman



M. Candiani, R. Nadalini and F. Naar



Massimo Terracina with Danielle Di Gianvito



M. Olivero, F. Santasilla, M. Coin and A. Scarrino



Cristina Ambrosini on HD



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IAC PowWow 2008



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**May 2008**

Dear Travel Trade Representatives:

Italian visitors to the United States last year registered the record number of 634,000 setting a new record that overpassed the previous one, established in 1999, when visitors reached 616,000.

The United States continues to be the preferred long-haul destination for Italian tourists, with a market share of approximately 20%.

The forecast in the next few years looks very good. The strong euro is playing a major role, as is the increased perception of safety and security of travel to and within the U.S. Traveling to USA is perceived to be easy, still exciting and not too expensive.

In the first quarter of 2008, visitors were 76,815 with an increase, over the same period in 2007, of 15%.

In this favorable environment the Visit USA Association Italy, in cooperation with the U.S. Commercial Service and TIA, is promoting the U.S. destination to the trade, media and travel industry through different activities. The objective is to strengthen the Visit USA Association, promote and support membership participation in exhibitions and general trade travel shows, as well as in targeted in-house events.

We encourage you to join us and are looking forward to having you as a member of the Visit USA Association Italy.

Eleonora Leccardi  
*President Visit USA  
Association Italy*

Massimo Loquenzi  
*Representative in Italy  
Travel Industry Association*

Rick de Lambert  
*Principal Commercial Officer  
U.S. Commercial  
Service Milan*

## **Visit Usa Association Italy Application form 2008 Usa sponsor category**

Join the Association for 2008/2009

*Annual Fee USD 1,200.00\**

Send following information by fax by June 30th 2008

Company .....

Address ..... City .....

State..... Zip Code .....

Telephone ..... Fax .....

e-mail ..... Web Site .....

Contact ..... Title .....

Business Description .....

Date ..... Signature and stamp .....

*\* Basic benefits: free catalogue distribution at trade shows (Roadshows, Showcase, BIT) link to [www.visitusaita.org](http://www.visitusaita.org); 10% discount Showcase USA Italy 2008*



## Visit USA Association Italy

The Visit USA Association Italy is an Association of private companies interested in and committed to the development of travel and tourism from Italy to the United States.

The members belonging to the Association have pledged both their expertise as well as their financial and human resources to a wide range of activities and programs, designed to promote travel and tourism to the United States of America within the Italian Trade and on the Italian territory.

### The Association purposes are:

- Encourage and develop outgoing tourism from Italy to United States of America;
- Improve the knowledge and promote the image of the United States of America as a tourist destination to the final consumer;
- Promote training courses for the trade to specialize on the United States of America as a tourist destination;
- The Association serves as a forum for Industry issues concerning travel to the United States of America;
- It is a non-profit Association. (From the BY-LAWS of The VISIT USA Association Italy)

To know more about us please visit our web-site: [www.visitusaita.org](http://www.visitusaita.org)



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## U.S. Commercial Service

### Mission

*The Commercial Service shall place primary emphasis on the promotion of exports of goods and services from the United States, particularly by small businesses and medium sized businesses, and on the protection of United States business interests abroad.*

### Vision

*We are the U.S. Commercial Service, the best source of customized solutions for U.S. business to compete and win in the global marketplace.*

### Values

*We the members of the U.S. Commercial Service take pride in public service and in knowing that our mission creates economic prosperity and more and better jobs for all Americans. We pursue excellence in client service and satisfaction. We develop public and private partnerships to better reach and serve our clients. Our work is meaningful and produces concrete results.*

*We believe that diversity makes us stronger. We reward performance, and we make integrity and accountability the solid foundation of our organization. We encourage creativity, and believe learning and change are integral to quality of service and to career development. Our leaders listen, inspire and empower. Coworkers show mutual respect. We work together in an environment that nourishes growth as team players and as individuals.*



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American Consultate General**

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## Touring Club Italiano - 2009 USA Special Issue



April 2008

Dear Tourism Executive,

The U.S. Commercial Service, the Visit USA Association Italy and the Travel Industry Association are pleased to share with you an exciting project aimed at promoting tourism to the United States of America in the Italian market along with a prestigious partner, The Touring Club of Italy (TCI).

Founded in 1894, TCI is an independent, nonprofit association with a long tradition, great prestige and high-quality services in the cultural/tourism sector. Qui Touring - the club's prestigious travel journal - is planning a special issue for January 2009, entirely dedicated to traveling in the United States of America.

The 180-pages Special USA issue will also feature the varied sights and sounds of the many beautiful states and cities in the U.S. and will therefore also be most useful as a promotional piece in Italy for the tourism and travel sectors of United States of America.

Thanks to TCI's various distribution channels - kiosks, 34 shops in Italy, over 400,000 members, its web page and a newsletter sent to over 45,000 members - the Special USA issue is a not-to-be-missed advertising opportunity.

For this reason, this undertaking has the full support of the U.S. Commercial Service, the Visit USA Association Italy and the Travel Industry Association.

Best regards.

Rick de Lambert  
Principal Commercial Officer  
U.S. Commercial Service

Eleonora Leccardi  
President  
Visit USA Association

Massimo Loquenzi  
Representative in Italy  
Travel Industry Association





## Members & Sponsors - Visit USA Association Italy

### Members

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Metropolitan Tucson CVB  
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Orlando Tourism Bureau  
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Puerto Rico Tourism Company  
Rocky Mountains International  
The Handlery Union Square Hotel  
Travel Oregon

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Guida Viaggi  
L'Agenzia di Viaggi  
Tia - Discover America Center c/o  
Master Consulting  
Touring Club Italiano  
TTG Italia  
U.S. Commercial Service - American  
Consulate General



## Marketing Plan 2008/2009

<b>September</b>	No Frills, Bergamo <i>(26th and 27th - B2B Tourism Workshop)</i>
<b>October</b>	<b>Travel Agents Training Session</b>
<b>October</b>	TTG Incontri**, Rimini <i>(24th to 26th - B2B Tourism Trade Show)</i>
<b>October</b>	<b>US Pavilion at Salone Nautico Internazionale, Genoa</b> <i>(4th to 12th - Consumer Show)*</i>
<b>November</b>	Showcase USA - Italy 2008 , Verona <i>(13th to 15th - USA Tourism Workshop)</i>
<b>November</b>	<b>US Pavilion at EICMA International Bicycle and Motorcycle Exhibition, Milan</b> - <i>(4th to 9th - Consumer Show)*</i>
<b>December</b>	VUSA bi-annual meeting, new President and Board candidates presentation
<b>January</b>	<b>TCI monographic on the USA presentation 's event</b> <i>(180 - pages Special USA edition)</i>
<b>February</b>	BIT 2009 , Milan <i>(19th to 22nd - Trade and Consumer Tourism Show)</i>
<b>February</b>	VUSA bi-annual meeting, new President and Board election
<b>March</b>	<b>Travel Agents Training Session</b>
<b>March</b>	Globe09**, Rome <i>(19th to 21st - B2B Tourism Trade Show)</i>
<b>April</b>	Spring Road Show - Southern Italy
<b>April</b>	<b>BMT, Naples (3rd to 5th april Trade Turismo Show)</b>
<b>May</b>	<b>Travel Agents Training Session</b>
<b>May</b>	IPW 2009, Miami - <i>(16th to 20th - B2B USA Tourism Trade Show)</i>

Please note: new activities from last year are in bold

\* major consumer shows, VUSA Italy will, tentatively, organize a US Pavilion at one of the listed shows.

\*\* VUSA Italy organize a US Pavilion only if requested by members and/or sponsors with 6 months in advance. VUSA Italy will provide ongoing distribution of 150,000 Discover America Guides during trade and consumer shows.



## Survey of Italian Tourism to the U.S.A.

The strong euro continues to drive Italian outbound tourism, especially to areas where the U.S. dollar is the primary currency. The favorable rate of exchange makes traveling abroad very attractive for all Europeans.

Italy ranks fourth in Europe, in terms of number of travelers coming to the U.S., following the U.K., Germany and France.

Five U.S. airlines – American, Continental, Delta, United Airlines and US Airways – and three Italian carriers – Alitalia, Eurofly and Air One – offer daily direct flights between major Italian cities (like Milan, Rome and Venice) as well as smaller cities (like Bari, Bologna, Lamezia, Naples, Pescara and Palermo) to a number of American destinations.

### Favorite US destinations & activities

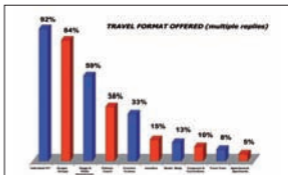
Best prospect destinations in the Italian market include the following areas: New York City; San Francisco, Los Angeles and the state of California; Miami, Orlando, the Florida Keys and the state of Florida; Las Vegas; Boston, Massachusetts and New England; U.S. National Parks and the Rocky Mountain Region; Philadelphia and Pennsylvania; Dallas and the state of Texas and Hawaii.

Some favorite activities for Italians visiting the U.S., both on leisure and on business, are: dining in restaurants; shopping; sight-seeing in cities; visiting historical places, museums; visiting small towns; visiting theme/amusement parks and national parks.

The U.S. Commercial Service in Milan, Italy, has recently published the 2008 edition of the tourism survey conducted in Italy on major tour operators (TOs), members of the Visit USA Association Italy, and other key players. This survey provides a clear overview of U.S. tourism packages sold to Italian tourists.

### Trends

- Over 50% Italian TOs publish a U.S. catalog once a year, 25% publish both summer and winter editions, and an increasing number - about 25% - sell only online.
- Preferred distribution channel is still via travel agencies with a 92% share, although 46% also declared direct sales (B2C) to the public. Internet sales represent 33% of the total, an increase compared to the 22% declared in 2006.
- Our TOs prefer to buy their services from receptive tour operators - 92% - although





The entire survey can be downloaded from the U.S. Commercial Service's website at: <http://www.buyusa.it>

almost three quarters of TOs interviewed report they also buy directly from the U.S. suppliers: car rental companies, hotel chains, ground handlers and entertainment companies.

- FIT trips are sold by 92% of interviewees and 84% sell group travel. Honeymoon trips are published by 59% of the TOs, escorted tours by 38%, and cruise trips by 33%. The MICE data are steady, while study tours continue to be important business for 13% of TOs interviewed.

- Different travel offers are published on 79% of Italian TOs catalogs: luxury travel is the most requested so far (indicated by 46% of the respondents), followed by adventure travel (43%) and motorbike tours (41%). The survey registered a modest decrease in beach and ranch vacations. Cultural trips and Native American reservation tours are instead on the increase, as well as trips connected to sporting events. Wedding tours are a new entry in this survey, and sold by 15% of the Italian TOs. Pre and post-cruise trips are also increasing, while fish, golf, ski trips and eco tourism are still a niche market.

- Italians in the U.S. like to drive: almost all Italian TOs include car, motorcycle and

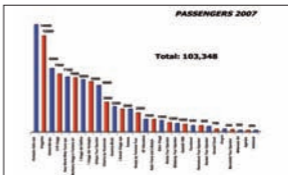
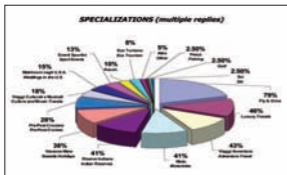
motor home rental in their catalogs, confirming the independent attitude of the Italian traveler.

- When it comes to air travel, Italians choose both Italian/European and U.S. carriers. Besides Alitalia, Lufthansa is sold to 67% of the TOs. Eurofly, British Airways, Air France/KLM and Swiss are all popular. Among U.S. carriers, Delta Air Lines is the carrier featured by the greatest number of Italian TOs, followed by American Airlines, Continental Airlines, USAirways and United Airlines.

- Most Italian TOs offer special promotions to their clients. Honeymoon travel is the most frequent offer, followed by advance booking discounts. Family trips get special offers in 15% of the TOs catalogs.

- The 29 Italian travel companies who have answered the survey report sales for a total of 103,000 travelers in 2007, representing about a 16% market share of the total Italian visitors to the U.S.

For further information, please contact:  
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## PowWow 2008 - Italian Delegation



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www.alidays.it

**Company Data:** Tour operator specialized in outgoing travels from Italy to the U.S.

**Visit USA member**

**% of U.S. business volume:** 76%

**Type of business in USA:** FIT, groups, rent-a-car, fly & drive and escorted tours, soft adventures, theme itineraries and customized product

**Number of years in USA business:** 16



### **Billabong T.O.**

Cristina Ballerini  
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50144 Firenze FI  
Tel. +39055367460  
Fax +39055367145  
billabong@billabong.it  
www.billabong.it

**Company Data:** Wholesale Tour Operator specialized in tailor made tours, escorted tours, fly & drive, city breaks and national parks as well as groups

**% of U.S. business volume:** 60%

**Number of years in USA business:** 13



### **Cielo Azzurro Viaggi Vac.**

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gianfranco@cieloazzurro.net  
www.cieloazzurro.net

**Company Data:** Young and dynamic tour operator, specialized in North America and Northern Europe.

**Visit USA member**

**% of U.S. business volume:** 30%

**Type of business in USA:** Group Tours; Fly and Drive; FIT

**Number of years in USA business:** 32

**Comments:** Pow Wow is the best way to know all the incoming t.o. in USA



### **CTS Viaggi S.r.l.**

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00161 Roma RM  
Tel. +390644111390  
Fax +390644111901  
sradicevic@cts.it  
www.cts.it

**Company Data:** Wholesale T.O., Business Travel, Escorted Motorcoach Tours Group, Travel Leisure, Travel, Fly/Drive, Individual Travel, Study/Student City

**% of U.S. business volume:** 50%

**Type of business in USA:** programming all USA regions

**Comments:** Visitors sent to the USA annually: 10,001-50,000



### **Eden Viaggi**

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Fax +39072124456  
silvia.brunetti@edenviaggi.it  
www.edenviaggi.it

**Company Data:** Tour Operator offering solutions for any travel need, from individuals to groups, from outgoing proposals, to the incoming department

**Type of business in USA:** Leisure, Honeymooners

**Number of years in USA business:** 3

**Comments:** Able to offer any kind of travel formula on the international market



## PowWow 2008 - Italian Delegation



**Gastaldi 1860 srl**  
Mariangela Candiani  
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20124 Milano MI  
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Fax +390269969189  
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**Company Data:** Small tour operator specialized on "à la carte" FIT, escorted tour, fly and drive and fly and ride itineraries, car and bike rentals, ad hoc groups, covering almost all the USA travel offer.  
**Visit USA member**  
**% of U.S. business volume:** 90%  
**Type of business in USA:** leisure  
**Number of years in USA business:** 2  
**Comments:** Two brochure's edition per year.



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**Company Data:** Small tour operator specialized on "à la carte" FIT, escorted tour, fly and drive and fly and ride itineraries, car and bike rentals, ad hoc groups, covering almost all the USA travel offer.  
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**Company Data:** Tour and Cruise Operator since 1987; cruises are our core business: we are gsa in Italy for Carnival Cruise Lines and Princess Cruises and preferred partners of Cunard Lines.  
**Visit USA member**  
**Comments:** We are now developing more and more a full USA product



**Hotelplan Italy**  
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Tel. +3902721361  
Fax +3902877558  
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www.hotelplan.it

**Company Data:** Brands of the company: Hotelplan, Turisanda, TClub and the brand-new Italian Secrets.  
**Visit USA member**  
**% of U.S. business volume:** about 12%  
**Type of business in USA:** FIT, Fly&drive, tailor made itineraries in all USA  
**Number of years in USA business:** 16  
**Comments:** Hotelplan is specialized in all USA, and is able to satisfy all the tailor made requests coming from clients



**Hotelplan Italy**  
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tel. +3902721361  
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a.alberi@hotelplan.it  
www.hotelplan.it

**Company Data:** Brands of the company: Hotelplan, Turisanda, TClub and the brand-new Italian Secrets.  
**Visit USA member**  
**% of U.S. business volume:** about 12%  
**Type of business in USA:** FIT, Fly&drive, tailor made itineraries in all USA  
**Number of years in USA business:** 16  
**Comments:** Hotelplan is specialized in all USA, and is able to satisfy all the tailor made requests coming from clients



## PowWow 2008 - Italian Delegation



### I Grandi Viaggi

Gianluca Resmini  
Via Moscona, 36  
20121 Milano MI  
Tel. +390229046300  
Fax +390229046322  
gianluca.resmini@igrandiviaggi.it  
www.igrandiviaggi.it

**Company Data:** Tour Operator incorporating many brands and also owner of renowned Resort Hotels in Italy and in selected tropical areas

**Visit USA member**

**% of U.S. business volume:** 12%

**Type of business in USA:** Wholesaler operator specialized on escorted motorcoach tours. First Class and Deluxe products

**Number of years in USA business:** 40

**Comments:** Our USA dedicated brochure is printed twice a year



### I Grandi Viaggi

Cesare Ferrari  
Via Moscona, 36  
20121 Milano MI  
Tel. +390229046300  
Fax +390229046322  
cesare.ferrari@igrandiviaggi.it  
www.igrandiviaggi.it

**Company Data:** Tour Operator incorporating many brands and also owner of renowned Resort Hotels in Italy and in selected tropical areas

**Visit USA member**

**% of U.S. business volume:** 12%

**Type of business in USA:** Wholesaler operator specialized on escorted motorcoach tours. First Class and Deluxe products

**Number of years in USA business:** 40

**Comments:** Our USA dedicated brochure is printed twice a year



### I viaggi del Toghiro

Stefania Tedesco  
Via Pozzo, 21  
16145 Genova GE  
Tel. +390103622489  
Fax +390103620805  
stefania@toghiro.com  
www.toghiro.com

**Company Data:** Tour Operator specialized for USA; Leisure and Study Holidays

**Visit USA member**

**% of U.S. business volume:** 20%

**Type of business in USA:** Leisure Travel, Individuals, Fly&Drive Tours, Students

**Number of years in USA business:** 10

**Comments:** We are very specialized in US and publish two separated brochure for Leisure and for Students



### Intertravel co srl

Luca Arioli  
Via Lamberti 39/41r  
50123 Firenze FI  
Tel. +39055280706  
Fax +39055212689  
larioli@intertravelviaggi.it  
www.intertravelviaggi.it

**Company Data:** Worldwide tour operator that offers a wide variety of services and works on an online booking system for Travel Agents

**% of U.S. business volume:** 50%

**Type of business of USA:** FIT, groups, Incentives

**Number of years in USA business:** 3

**Comments:** Willing to expand and diversify the range of products



### Kuoni Italia

Andrea Antonelli  
Mura di Santa Chiara, 1  
16128 Genova GE  
Tel. +390105968662  
Fax +390105968588  
aantonelli@kuoni.it  
www.kuoni.it

**Company Data:** T. O. specialized in long-haul travel, part of the Kuoni Group

**Visit USA member**

**% of U.S. business volume:** 30%

**Type of business in USA:** Visitors sent to the USA annually: 10,001-50,000

**Number of years in USA business:** 30

**Comments:** Kuoni Group is one of Europe's leading tourist travel corporations, named "World's Leading Tour Operator" for the 9th time in 2007.

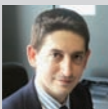


## PowWow 2008 - Italian Delegation



**Kuoni Italia**  
Roberto Nadalini  
Mura di Santa Chiara, 1  
16128 Genova GE  
Tel. +390105968688  
Fax +390105968588  
rnadalini@kuoni.it  
www.kuoni.it

**Company Data:** T. O. specialized in long-haul travel, part of the Kuoni Group  
**Visit USA member**  
**% of U.S. business volume:** 30%  
**Type of business in USA:** Visitors sent to the USA annually: 10,001-50,000  
**Number of years in USA business:** 30  
**Comments:** Kuoni Group is one of Europe's leading tourist travel corporations, named "World's Leading Tour Operator" for the 9th time in 2007.



**Kuoni Italia**  
Claudio Asborno  
Mura di Santa Chiara, 1  
16128 Genova GE  
Tel. +39105968688  
Fax +390105968588  
casborno@kuoni.it  
www.kuoni.it

**Company Data:** T. O. specialized in long-haul travel, part of the Kuoni Group  
**Visit USA member**  
**% of U.S. business volume:** 30%  
**Type of business in USA:** Visitors sent to the USA annually: 10,001-50,000  
**Number of years in USA business:** 30  
**Comments:** Kuoni Group is one of Europe's leading tourist travel corporations, named "World's Leading Tour Operator" for the 9th time in 2007.



**Melville  
Travel & Leisure**  
Elena Miglioli  
Largo Marco Gerra 9  
42100 Reggio Emilia  
Tel. :+390522272266  
Fax :+390522272288  
elena.m@melville.it  
www.melville.it

**Company Data:** Italian tour operator offering individual tailor made first class and deluxe fly & drive packages, incentives/group tours, special sport programs and marathons  
**Visit USA member**  
**% of U.S. business volume:** 50%  
**Number of years in USA business:** 6  
**Comments:** Covering all the USA travel destinations



**Meridiano**  
Massimiliano Radi  
Via Mentana, 2B  
00185 Roma RM  
Tel. +3906885951  
Fax +390688595233  
reservation@meridiano.it  
www.meridiano.it

**Company Data:** Tour Operator specialized in North and Central America  
**Visit USA member**  
**% of U.S. business volume:** 20%  
**Type of business in USA:** Groups, tours, fly&drive, FIT, congress, incentive  
**Number of years in USA business:** 40



**Naar Tour Operator**  
Lucia Alessi  
Via Privata C. de Grassi 12 A  
20123 Milano MI  
Tel. +39024855851  
Fax +3902700 594129  
lucia@naar.com  
www.naar.com

**Company Data:** Worldwide tour operator, based in Milan, with offices in Turin, Naples, Palermo  
**Visit USA member**  
**% of U.S. business volume:** 40%  
**Type of business in USA:** FIT and groups  
**Number of years in USA business:** 14  
**Comments:** Web-based t. o. with a strong bias on innovative technology, marketing to over 4,000 travel agents with a vast USA product for FIT and tailor made groups





## PowWow 2008 - Italian Delegation



**Naar Tour Operator**  
Frederic Naar  
Via Privata C. de Grassi, 12 A  
20123 Milano MI  
Tel. +39024855851  
Fax +3902700 594129  
frederic@naar.com  
www.naar.com

**Company Data:** Worldwide tour operator, based in Milano, with offices in Turin, Naples, Palermo  
**Visit USA member**  
**% of U.S. business volume:** 40%  
**Type of business in USA:** FIT and groups  
**Number of years in USA business:** 14  
**Comments:** Web-based t. o. with a strong bias on innovative technology, marketing to over 4,000 travel agents with a vast USA product for FIT and tailor made groups



**Nautilus TO & DMVC**  
Laura Crispo  
via Gianturco, 10/12  
09125 Cagliari CA  
Tel. +39070344194  
Fax +390703481130  
info@nautilusviaggi.com  
www.nautilus-viaggi.com

**Company Data:** Wholesale tour operator: FIT, hotels accomodation, italian escorted tours, ranches, self drive itineraries, motorcycle rentals  
**Visit USA member**  
**Type of business in USA:** programs all over the USA  
**Number of years in USA business:** 12  
**Comments:** Our product is distributed through our website and a yearly brochure



**Rallo Travel & Lifestyle**  
Silvio Rebula  
Via S. F. d'Assisi, 15  
20122 Milano MI  
Tel. +392303500454  
Fax +390258490810  
silvio.rebula@ralloviaggi.it  
www.ralloworldwide.it

**Company Data:** Rallo Travel & Lifestyle is an operator for luxury "designer" vacations across North America  
**Visit USA member**  
**% of U.S. business volume:** 20%  
**Type of business in USA:** Individual travel, leisure 90%, business 10%  
**Number of years in USA business:** 10  
**Comments:** Always looking for new ideas in order to consolidate and to expand our presence on Italian market



**Rallo Travel & Lifestyle**  
Mauro Coin  
Via S. F. d'Assisi, 15  
20122 Milano MI  
Tel. +3902303500454  
Fax +390258490810  
mauro.coin@ralloviaggi.it  
www.ralloworldwide.it

**Company Data:** Rallo Travel & Lifestyle is an operator for luxury "designer" vacations across North America  
**Visit USA member**  
**% of U.S. business volume:** 20%  
**Type of business in USA:** Individual travel, leisure 90%, business 10%  
**Number of years in USA business:** 10  
**Comments:** Always looking for new ideas in order to consolidate and to expand our presence on Italian market



**Reima Tours**  
Franco Cesaretti  
Via del Pianeta Venere, 85  
00144 Roma RM  
Tel. +39065297146  
Fax +39065297142  
franco@reimatours.it  
www.reimatours.it

**Company Data:** Wholesale Tour Operator, offering escorted tours, individual and adventure tours, accomodations and car rentals.  
**Visit USA member**  
**% of U.S. business volume:** 32%  
**Type of business of USA:** Covering almost all the USA travel offer  
**Number of years in USA business:** 19



## PowWow 2008 - Italian Delegation



### Simply Teorema Tour

Giuseppe Gerevini  
L.go Augusto 1/A  
20122 Milano MI  
Tel. +390276302500  
Fax +390276302705  
giuseppe.gerevini@teorematour.it  
www.teorematour.it

**Company Data:** Wholesale Tour Operator with a brochure featuring the main U.S. Regions

**Visit USA member**

**% of U.S. business volume:** 70%

**Type of business in USA:** mainly FIT (90%) but we do also ad-hoc groups.

**Number of years in USA business:** 15

**Comments:** Wish to expand our product to new U.S. destinations not yet featured in our brochure



### Tecnitravel

Ilaria Cassano  
Via Pantano, 40  
20122 milano MI  
Tel. +39028053903  
Fax +39028693351  
ilaria.cassano@tecnitravel.it  
www.tecnitravel.it

**Company Data:** Small wholesale tour operator offering FIT, escorted tours, individual and adventure tours, accommodations RV's, car rentals. Covering all the USA

**Visit USA member**

**% of U.S. business volume:** 95%

**Type of business in USA:** Mostly FIT - Medium-high level

**Number of years in USA business:** 35

**Comments:** Looking for always something new to propose to our clients



### Tourama Travel

Laura Bitursi  
Vicolo del Gallo, 10  
00186 Roma RM  
Tel. +390668300088  
Fax +39066896196  
laura@touramatravel.it  
www.touramatravel.it

**Company Data:** Wholesale Tour Operator offering FIT, escorted tours, fly & drives all over Usa

**% of U.S. business volume:** 10%

**Type of business in USA:** leisure/business

**Number of years in USA business:** 5

**Comments:** Usa destination incredibly increasing this year, we expect to change the percentage of Usa business in 2008 from 10 to 60%



### Venere.com

Cristina Daglio  
Via della Camilluccia, 693  
00135 Roma RM  
Tel. +3906361921  
Fax +390636192555  
daglio@venere.com  
www.venere.com

**Company Data:** Venere.com is an european leader for online hotel reservations. Established in 1995 in Rome

**Visit USA Member**

**% of U.S. business volume:** 10%

**Type of business in USA:** Hotel Accomodations

**Number of years in USA business:** 3

**Comments:** We offer over 20,000 properties all over the world and have generated over 3.600.000 room nights in 2007



### Venere.com

Francesca Smith  
Via della Camilluccia, 693  
00135 Roma RM  
Tel. +3906361921  
Fax +390636192555  
smith@venere.com  
www.venere.com

**Company Data:** Venere.com is a european leader for online hotel reservations. Established in 1995 in Rome

**Visit USA Member**

**% of U.S. business volume:** 10%

**Type of business in USA:** Hotel Accomodations

**Number of years in USA business:** 3

**Comments:** We offer over 20,000 properties all over the world and have generated over 3.600.000 room nights in 2007



## PowWow 2008 - Italian Delegation



**Viaggi del Ventaglio**  
Cristina Casati  
Via dei Gracchi, 35  
20146 Milano MI  
Tel. +390246754633  
Fax +390246754700  
cristina.casati@ventaglio.com  
www.ventaglio.com

**Company Data:** The second largest Tour Operator in Italy. It operates in 3 distinct areas of business: Tour Operating, Resorts managements and Aviation  
**Visit USA Member**  
**% of U.S. business volume:** 60%  
**Type of business in USA:** individuals and groups: accomodations, flights, tours, entertainment centers and car rentals  
**Number of years in USA business:** 20



**Viaggi del Ventaglio**  
Renato Scaffidi  
Via dei Gracchi, 36  
20146 Milano MI  
Tel. +390246754610  
Fax +390246754700  
renato.scaffidi@ventaglio.com  
www.ventaglio.com

**Company Data:** The second largest Tour Operator in Italy. It operates in 3 distinct areas of business: Tour Operating, Resorts managements and Aviation  
**Visit USA Member**  
**% of U.S. business volume:** 60%  
**Type of business in USA:** individuals and groups: accomodations, flights, tours, entertainment centers and car rentals  
**Number of years in USA business:** 20



**Viaggidea/Alpitour**  
Pier Ezhaya  
Via Sebenico, 7/A  
20124 Milano MI  
Tel. +390244405500  
Fax +390289500406  
piero.ezhaya@alpitourworld.it  
www.viaggidea.it

**Company Data:** "Luxury brand" of Alpitour Group. Specialized in tailor made products and long haul destinations  
**% of U.S. business volume:** 30%  
**Type of business in USA:** Escorted tours, Fly and Drive, FIT, City Break, Cruises, Adventure, Design hotels, Luxury products  
**Comments:** Searching for upscale products



**Viaggidea/Alpitour**  
Paolo Guariento  
Via Sebenico, 7/A  
20124 Milano MI  
Tel. +390244405500  
Fax +390289500406  
paolo.guariento@alpitourworld.it  
www.viaggidea.it

**Company Data:** "Luxury brand" of Alpitour Group. Specialized in tailor made products and long haul destinations  
**% of U.S. business volume:** 30%  
**Type of business in USA:** Escorted tours, Fly and Drive, FIT, City Break, Cruises, Adventure, Design hotels, Luxury products  
**Comments:** Searching for upscale products



**Wokita Tour Operator**  
Sandro Saccoccio  
Via Barberini 67  
00187 Roma RM  
Tel. +390642457160  
Fax +390642457161  
sandro.saccoccio@wokita.com  
www.wokita.com

**Company Data:** Part of the Meridiana Group - including Eurofly Airlines- WOKITA offers hotel accomodation, tailor made travel, city breaks, adventure, cruising  
**Visit USA Member**  
**% of U.S. business volume:** 15%  
**Type of business in USA:** Off line we handle groups and incentive travel  
**Number of years in USA business:** 3  
**Comments:** Looking for best accommodation at best price.



**SHOWCASE USA – ITALY 2008**  
**ALL INCLUSIVE PACKAGE**  
 Verona – Due Torri Hotel Baglioni  
 November 13-15, 2008

Preliminary Program

**Package includes:**

- Hotel accommodation at the Due Torri Hotel Baglioni in Verona for two nights, November 13 and 14 (taxes and breakfast included);
- One-on-one appointments with the most qualified Italian travel trade industry: tour operators, media, Visit USA Association members, qualified travel agents and incentive houses;
- All-inclusive meal plan, from dinner on Thursday, November 13, to breakfast on Saturday, November 15;
- Private tour in Verona with English speaking guide on Saturday morning.

Thursday, November 13<sup>th</sup>

Arrival in Verona, transfer on your own to hotel:

**Due Torri Hotel Baglioni**  
 Piazza S. Anastasia, 4 - Verona  
 Tel: +39-045-595044  
 Fax: +39-045-8004130  
<http://www.baglionihotels.com>

6:30 – 7:30 pm Welcome briefing  
 7:30 – 9:30 pm Informal dinner at hotel

Friday, November 14<sup>th</sup>

7:30 - 8:30 am	Breakfast
9:00 - 11:00 am	One-on-one meetings: U.S. exhibitors with Italian tour operators
11:00 - 11:20 am	Coffee Break
11:20 - 1:00 pm	One-on-one meetings: U.S. exhibitors with Italian tour operators
1:00 - 2:30 pm	Buffet lunch
2:30 - 4:00 pm	Open workshop for travel agents and media
4:00 - 4:20 pm	Coffee Break
4:20 - 5:30 pm	Open workshop for travel agents and media continues
	Wrap-up and closure of business
8:00 - 10:00 pm	Hosted dinner in the downtown area

Saturday, November 15<sup>th</sup>

Morning	English speaking guided tour downtown Verona
Afternoon	Free: departure or trip extension on your own

**PARTICIPATION FEES:**

**USD\$ 2,200** first delegate

**10% discount** for Visit USA Association Italy's sponsors

**USD\$ 1,100** all additional delegates

For further information: [simonetta.busnelli@mail.doc.gov](mailto:simonetta.busnelli@mail.doc.gov)

