



# WORLD TOURISM EVENT



## WORLD TOURISM EXHIBITION

# VERONA

September 15th /17th  
**2022**  
For World Heritage Sites

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### THE 2022 WORLD TOURISM EVENT FOR WORLD HERITAGE SITES WILL BE HELD IN VERONA FROM 15th TO 17th SEPTEMBER

The historic **PALAZZO DELLA GRAN GUARDIA** is the prestigious venue for the **13th edition of the World Tourism Exhibition dedicated to World Heritage Cities and Sites**. This year's event is **dedicated to the 50th anniversary of the World Heritage Convention** and offers an opportunity to interact and discuss that is not to be missed.

2022 is the **50th Anniversary of the Convention dedicated to the Protection of the World Heritage** and offers a moment of reflection not to be missed as it will create an opportunity for exchange and discussion worldwide, defining the key principles of Heritage - Tourism reciprocal relations. **Unesco** promotes and conserves territories and traditions of cultural and natural significance through responsible and sustainable tourism.

For this reason the 13th edition of the **World Tourism Event** will be **dedicated to the significant 50th Anniversary of the World Heritage Convention**, offering an enriching program of meetings and conferences and granting the participation of selected Italian and international tour operators.

**The 2022 World Tourism Event** will be held in the heart of **Verona** at the magnificent, historic **Palazzo della Gran Guardia**, from **15 to 17 September 2022**, with the support of the **Veneto Region** and the **Municipality of Verona**.

The World Tourism Event features:

- **an exhibition area where UNESCO sites** from all over the world can show their cultural and natural heritage from their own display, and visitors (the general public, Italian and foreign travel professionals) can get information on cultural and nature itineraries, and tourist accommodation and facilities offered by the various sites taking part at the event;
- **a b2b workshop** open to Italian and international travel professionals. The workshop is organized in collaboration with ENIT, including a large number of both Italian and foreign operators specialized in cultural, experiential, sustainable and conscious tourism. Participating in the workshop gives tourism professionals an excellent networking opportunity.
- **a rich program of meetings and conferences** dedicated to cultural and touristic topics specifically related to the World Heritage Sites and Cities. During the three days there will be presentations, debates and interviews organized in collaboration with the Italian World Heritage Association. This important section of the event is aimed at students, tourism and travel professionals and the general public.

The World Tourism Event has brand sponsorship of the **Ministry of Tourism**, the **Italian Association of World Heritage**, **ENIT**, and the **Veneto Region**.

Even in this uncertain and difficult period for tourism, the **Unesco brand** has shown that it possesses a strong capacity for impact by acting to attract tourists at national and international level and as a guarantor of the quality of the sites.

**The World Tourism Event** offers itself as a privileged showcase for the visitor interested in a trip to **Unesco sites** as well as an unmissable opportunity for synergistic exchange between supply and demand operators.

We hope to see you at our event and we remain at your disposal to collaborate on the best way you can participate.

For further information see: [www.wtevent.it](http://www.wtevent.it)



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