



# WORLD TOURISM EVENT

## INTERNATIONAL TOURISM EXHIBITION

PALAZZO DELLA MERIDIANA

# GENOA

12/14 September

# 2024

For World Heritage Sites

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THE HISTORIC **PALAZZO DELLA MERIDIANA** IN THE CENTRE OF GENOA IS THE PRESTIGE VENUE OF THE **15TH EDITION OF THE WORLD TOURISM EVENT. AN EXHIBITION FOR WORLD HERITAGE SITES SCHEDULED FROM 12TH TO 14TH SEPTEMBER 2024.**

The well-established format of the World Tourism Event features:

#### Exhibition area

The Exhibition area is reserved for all Italian and International World Heritage Sites and for all professionals, including tour operators who want to help their clients get the most from their holidays in a World Heritage Site Region. The WTE exhibition area will offer information on each World Heritage Site and assist with tourist accommodation offers and communicate with tourism operators. Free admission to the exhibition for visitors for all three days of the WTE.

#### Workshop

The b2b Workshop has become a key event for operators. The b2b Workshop will take place on 12 September 2024, with two sessions, one in the morning and one in the afternoon. The workshop is reserved for international buyers, selected in collaboration with ENIT - Italian National Tourism Agency, and for Italian sellers who are based and operate in the areas included in the Unesco World Heritage List. Including all who intend to promote the territory, accommodation and cultural experiences of these areas.

#### Events and Experiences Area

One of the most exciting aspects of this next edition is the 'Events and Experiences Area'. It is a place that we have created where professionals can bring their culture directly to the people. It remains always open and here you might find demonstrations (cooking, craft, performances), lectures or book presentations on the unique architecture or landscape or authentic and profound slow travel experiences.

It is an ever-evolving space for learning that brings a personal experience directly to the event participants. And, it is all free with admission for all three days of the WTE.

Specific focus will be on education in local schools, to help raise awareness in the next generation for the protection of Unesco treasures, offering new opportunities to grow and work.

**The choice of Genoa**, as the location for this year's World Tourism Event, is because of so many Heritage Sites within the city and in the Liguria Region. And because of the dynamic and varied tourism sector operating in the area, Genoa is the perfect choice for WTE exhibitors to connect with tourism professionals in Liguria and all the North-West of Italy.

The World Tourism Event for 2024 offers itself as a privileged showcase both for **exhibitors** who intend to promote the tourist offer in World Heritage Sites as well as for the **attentive traveler** who finds ideas, proposals and information for a rich, responsible and sustainable holiday. It is an unmissable opportunity for synergistic meeting between supply and demand operators. It offers a place where people can interact and exchange ideas that better serve the preservation of all Heritage Sites and where professionals can meet and enrich the tourist experience.

The World Tourism Event 2024 will be held thanks to the collaboration and contribution of the **Municipality of Genoa** and the **Region Liguria**. We will apply for the official recognition of the **Ministry for Culture** and of the **Ministry for Tourism** as well as for the collaboration and official recognition of **ENIT** – the National Tourism Agency, **ICOMOS Italia** – the Italian National Committee of the International Council on Monuments and Sites, **FEACU** – the European Federation of Unesco Clubs, **FICLU** – the Italian Federation of Unesco Clubs, **FIAVET** – the Italian Federation of Associations, Travel and Tourism Agencies **and** of the **Association of Italian World Heritage Sites**.

We hope to see you present at our event and we remain at your disposal to identify the best solution for your participation.

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



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