

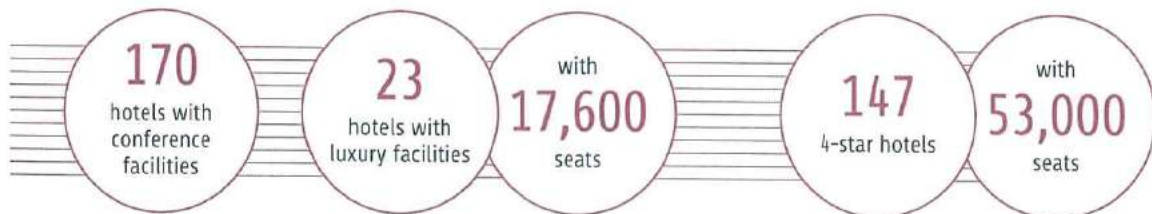
□ 이탈리아 주요 관광 정책

Hospitality and Congress Centers

ROMA AND LAZIO AT A GLANCE:



ROMA, THE CITY OF CONFERENCES:



The Convention Bureau

Partnerships between the Institutions (Roma Capitale, Lazio Region) and MICE operators (formed as companies on 21 June 2017)

Members and partners for the entire chain:

Congress Centres & Venues
Hotels
PCO-DMC-Incentive House
Services Providers
Strategic Players

Mission:

Destination marketing
Coordination of supply
RfP management
Candidacy bid for the destination of major events

Meeting. It's our business.

THE FAMOUS EXPRESSION "ALL ROADS LEAD TO ROMA" STILL ECHOES TODAY, BUT IN NEW AND MORE COLOURFUL WAYS. ROMA WAS THE FIRST GREAT METROPOLIS THAT HUMANITY EVER KNEW. IT IS EUROPEAN TOURISTS' FAVOURITE CITY AND ONE OF THE TOP 10 MOST BELOVED WORLDWIDE. IT IS ONE OF THE MOST-VISITED DESTINATION AND THE NUMBER ONE IN ITALY. IT IS A MELTING POT THAT CONNECTS CONTINENTS, CULTURES AND PEOPLE. SOME OF WHOM HAVE ALREADY MADE THEIR MARK IN HISTORY AND SOME WHO ARE SET TO SHAPE OUR FUTURE.

HOWEVER, BEING UNIQUE IS NOT ENOUGH. ROMA WISHES TO REIGN IN THE FIELD OF TOURISM. AND MOST ESPECIALLY IN THE PARTICULAR TYPE OF TOURISM THAT IS KNOWN AS THE "MEETING INDUSTRY".

That is why Roma, with its portfolio of culinary, natural, archaeological and historical excellence, is going to reinvigorate the entire region starting with its move into the **Roma and Lazio Convention Bureau**.

This path has given way to the consolidation of a new form of public-private partnership that has already been tested in 2014 with the Convention Bureau Italia. Roma and the Lazio Region on the one hand and the operators of the region's Meeting Industry on the other, have succeeded in working in harmony.

The shared goal was to give impetus to the economy by acting on the region's most productive tourism sector. The Meeting Industry stands out for its average daily expenditure level per participant and this is far higher than the average per capita daily expenditure of other tourism sectors.

After years of plans and initiatives, Roma and Lazio Convention Bureau has been established and we salute the pragmatic approach that has marked the final stages of its creation.

In the first few months 86 members and partners joined the Convention Bureau. Hosts of the most internationally prestigious congress centres including **La Nuvola**; trade fairs such as the **Fiera di Roma**;

strategic players such as the airport system; more than 30 business-oriented hotels with 5, 4 and 3 stars; more than ten PCO, DMC and Incentive House companies, including internationally experienced operators; and finally, 40 Service providers to complete the entire supply chain, all joined to make this happen.

There was an enthusiastic response from the promoting associations, operator representatives and institutions when the proposal was addressed to all at the Meeting Industry stakeholders meeting in May 2017.

This is a hugely important initial step that has resulted in the immediate co-ordination between operators and institutions, creating a **Convention Bureau System**. The goal is to go back to being leaders in the **Serie A of the global Meeting Industry Championship**.

It is fundamental to work with great commitment in order to meet the international demand that does not tolerate inadequate facilities, infrastructures or services.

It is an initiative that will bring the Roma that is dreamed of by millions of people worldwide, in to reality.

The operation will make use of a great joint effort. It is fundamental to the economy and to the people who experience our wonderful region every day.



Meeting.
It's our history.

**ROME:
HISTORY, UNIQUENESS AND BEAUTY.**

ROMA IS THE CITY OF ETERNAL CHARM. ITS MOST STRIKING FEATURE IS THAT EVERYWHERE YOU TURN YOUR GAZE, THERE IS ALWAYS SOMETHING INTERESTING TO SEE OR DO. ROMA HAS THOUSANDS OF YEARS OF HISTORY. IT WAS THE FIRST GREAT METROPOLIS BUILT BY HUMANITY. IT WAS THE CAPITAL OF THE ROMAN EMPIRE AND THE BEATING HEART OF ONE OF THE MOST IMPORTANT ANCIENT CIVILISATIONS. ITS HISTORICAL AND ARTISTIC HERITAGE IS OF GREAT IMPORTANCE TO THE WORLD. ITS HISTORICAL CENTRE HAS BEEN INCLUDED IN THE LIST OF UNESCO WORLD HERITAGE SITES. ROMA BOASTS THE HIGHEST CONCENTRATION OF MONUMENTS AND ARCHAEOLOGICAL SITES IN THE WORLD. IT IS THE CITY OF GREAT BEAUTY. EVERY CORNER, STREET, CHURCH OR NEIGHBOURHOOD HAS STORIES, SECRETS AND LEGENDS TO TELL THAT HAVE GROWN OVER TIME. ROMA IS AN IMMENSE THEATRE WITH SUMPTUOUS SCENERY. THERE ARE A MULTITUDE OF CLOISTERS WITH SECLUDED CHARM. SLENDER TREES AND PINES EMANATE SERENITY AND MAJESTIC DOMES AND OBELISKS HARNESS AND TRANSFORM LIGHT IN TO MAGIC.

THE CITY OF MUSEUMS

Roma's museums are full of an immense wealth of art and treasures that are unique in the world. From classical archaeology to the Renaissance artists. From Baroque to 19th century collections. From the futuristic lines of the twentieth century to revolutionary avant-garde. Including the diversity of contemporary art. Roma has it all.

The city has a widespread museum network and hundreds of sites of archaeological and cultural interest. The most visited include the Villa Borghese Museum, the Vatican Museums, Castel Sant'Angelo, the National Gallery of Modern and Contemporary Art, Palazzo Venezia and the National Gallery of Ancient Art in Palazzo Barberini.

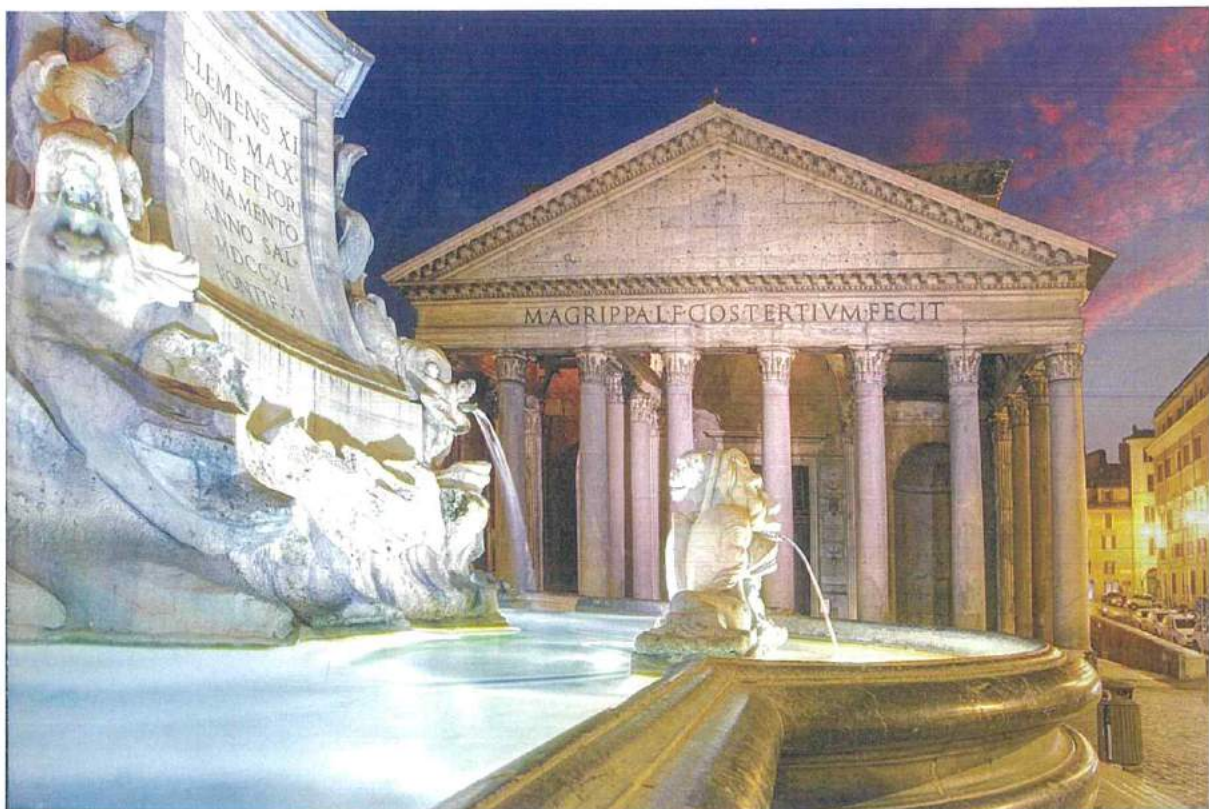
In addition to these Roma has the World's oldest museum open to the public, the **Musei Capitolini**. It was commissioned in 1471 by Pope Sixtus IV. These national treasures were visited by over 432,000 people in 2016. The museum network includes 21 municipal museums that counted 1,556,875 visitors in 2016. There are also more than 200 state and private museums with over 2 million visitors.

ARCHITECTURE AND ARCHAEOLOGY

Roma offers the excitement of a glorious past. Its archaeological sites are a fascinating and constant reminder of the city's glorious history. Spectacular symbols of the **Roman Empire** range from the largest amphitheatre in the world to the **Pantheon**. The **Colosseum** is a piece of eternity towering over the **Imperial Forums**. There are architectural masterpieces such as the **Roman Forum** and the **Palatino**, to the **Baths of Caracalla** and **Circo Massimo**. Not forgetting the **Domus Aurea** and the **Domus Romane** in **Palazzo Valentini**.

A visit to the most famous squares which include **Piazza di Spagna**, **Piazza Venezia**, **Piazza Navona**, **Campo de' Fiori**, **Piazza San Pietro** in the **Vatican** and **Piazza del Popolo**, is a must. Then there are the fountains and the villas, the parks, gardens and terraces. So many have breath-taking views.

But it is not all about the ancient. The city also offers modern architectural experiments that are capable of attracting millions of tourists every year. One outstanding example of industrial archaeology is **Centrale Montemartini**. It is a former power plant that has been converted into a museum and is now a new exhibition space for **Musei Capitolini**. It can house more than 400 ancient sculptures in a spectacular setting. It combines classical and industrial elements to great effect.





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LAZIO: A REGION OF TRADITION, NATURE AND FLAVOURS.

THERE IS A WEALTH OF NATURAL BEAUTY AND UNSPOILT LANDSCAPES, HISTORICAL INTRIGUE AND CULINARY DELIGHTS IN LAZIO THAT MAKE IT A SPECIAL REGION WHICH IS FULL OF SURPRISES. IT HAS QUIANT ALLEYWAYS AND CHARMING SQUARES AND THE ENTIRE REGION OFFERS UP STUNNING ANCIENT VILLAGES. MANY OF THESE ARE BY THE SEA OR ON HILLSIDES. SOME OF THEM LIE ALONG LAKES OR RIVERS AND SOME ARE EMBEDDED ON STEEP AND BEAUTIFUL SLOPES.

SMALL VILLAGES

These villages give visitors lasting memories and stories and are perfect for slow, thoughtful tourism. In addition to the medieval district of **San Pellegrino** and the Gothic Palace of the Popes in **Viterbo**, the villages of **Sermoneta**, must not be missed. For decades now they have been renowned tourist destinations thanks to the presence of the magnificent **Caetani Castle** with its beautiful cathedrals, and **Anagni** with its crypts and museums. There is a beautiful and striking example of these villages which had been abandoned and then reclaimed called **Civita di Bagnoregio**. The so-called "dying city" can only be reached by a long and narrow bridge. It is located on the border with Umbria and overlooks the Tiber Valley. **Civita** is a candidate for a UNESCO World Heritage site.

AROUND ROME

Calcata can't be missed either. Its streets, alleys and tunnels are so charming that its historic centre feels like it is in a fairytale. **Ninfa** and its gardens, in the province of **Latina**, are a splendid example of medieval poetry and architecture. It is an untouched site that has been a source of inspiration for artists and writers over the centuries.

Castel Gandolfo, also known as the City of Popes, is in the volcanic area of the **Castelli Romani**. It is still the Pope's summer residence. It is located between the lake and the sea and is one of the most well-known and visited places in the region. Its position and history ensure that it is included among the Most Beautiful Villages of Italy.

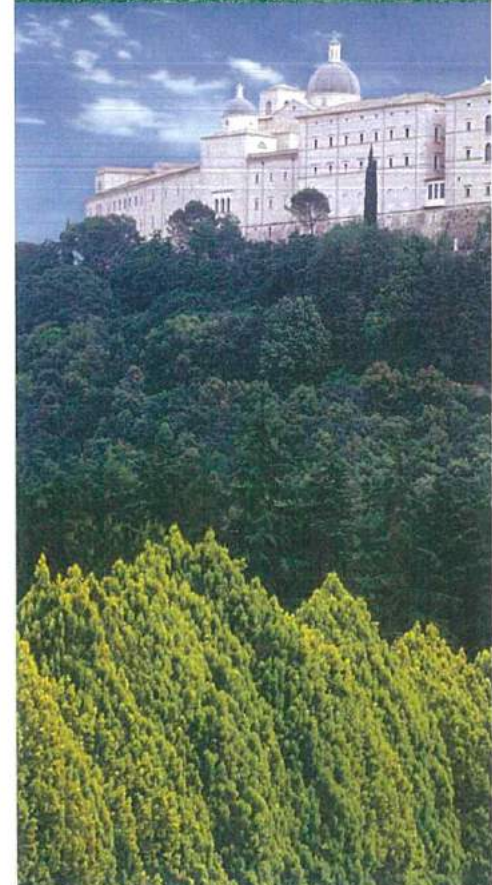
THERMAL BATHS

Due a mixture of landscape and history, the culture of Wellness has found a home in the healing waters of the **Fiuggi Thermal Baths**. These were used by Pliny the Elder and Michelangelo. There are also the Pope's Thermal Baths in **Viterbo**, which were used by the Etruscans.

Surrounded by churches, shrines and with several underground tours, the city of **Rieti** is worth a visit. It was both Roman and Medieval, as well as a free city and then the residence of Popes. **Latina** and its province are teeming with splendid beaches and picturesque villages.

One must not forget the National Parks of **Circeo** and **Tuscia**; plus **Ciocciaria** which is an oasis of nature and history.

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NATURE

Lakes, countryside, mountains and sea are all very close to Roma. Lazio's many cities of art make it an ideal place for getting around at a leisurely pace. Either by car, on foot, by bicycle or on horseback; along beaches, on mountain trails, through woods or along rivers, the unspoiled natural environment will not disappoint. The **Rete dei Cammini** was created by the Lazio Region for the Jubilee. It is a network of paths that wind along suggested routes. **Via Francigena** to the north and south from **St Francis Way**. From the borders of Lazio to Roma and **St Benedict's Way**; from Umbria to Campania.

There are also protected natural parks and oases that offer different routes for reaching Roma. There is the Etruscan to Lazio route that makes it possible to reach the Umbrian border of Lazio from the **Monte Mario Nature Reserve** in Roma. You will find yourself travelling along stretches of ancient roads with thermal baths, Etruscan necropoli, waterfalls and caves.

The **Lazio side** of the National Park of **Gran Sasso Monti della Laga** offers hundreds of trails through unspoiled nature. Many of which are even accessible in snow. Here you can still see bears, wolves, chamois and golden eagles.

Southern Lazio also offers nature trails. For example, in the National Park of **Circeo** you can walk on Roman trails like the ancient **Via Flacca**. These run along cliffs which are also perfect for climbing. There are hundreds of climbing trails between **Sperlonga**, **Itri** and **Monte Orlando** in **Gaeta**. The latter offers a wall for practising a type of sea "mountaineering", with a famous climb overlooking the cobalt blue of the Gulf.

The underwater tours the region offers can't be missed either. The beautiful seabeds of the **Pontine Islands** should be visited. Here you can go hunting for wrecks of submerged ships, exploring underwater caves, and swimming over plains of Poseidon's Grass and lobsters. Diving along the underwater cordillera near **Scoglio Grosso** is highly recommended. It is a destination that is well known to underwater enthusiasts.

The mountains along the region's borders are no less impressive. **Terminillo** and **Simbruini** offer trails of various levels of difficulty throughout the year. They are also with well-equipped ski resorts in winter.





FOOD AND WINE

Discovering Lazio through **culinary tours** is certainly the tastiest way to reach the heart of Italy. The region is rich in traditional products for a Mediterranean diet as their growth and ripening is supported by the ideal conditions of the local climate. **Short trips** can be organised within each province in order to discover authentic flavours. Stop in small trattorias, restaurants and agrotourism facilities, even inside Lazio's Parks, where **traditional dishes** and their reinterpretations by great chefs can be enjoyed. All of these dishes can be accompanied by excellent **local wines**. At the end of the trip visitors can bring back excellent local produce, along with their memories of the amazing flavours. There are **day excursions** to visit vineyards, wine cellars, farms and mills that are open to the public and that can't be missed.

Lazio's traditional gastronomy is almost unchanged in time. Many characteristics, such as strongly flavoured cured meats, like coppiette, strips of horse meat dried with chili pepper, are still popular today. There are also first courses such as the typical bucatini from Amatrice in the Reatini Mountains or **Bucatini all'Amatriciana**, to be precise, that are firm favourites. Not forgetting 'pajata', the traditional

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Roman gnocchi which is known around the world.

The famous **porchetta**, the reigning queen of the Castelli Romani, and coda alla vaccinara, fava beans with Peco Romano cheese, are a must try for visitors to the regio **Artichokes 'alla Romana'** or **'alla Giudia'** taken from Lazio cuisine, are just another example of the variety of products on offer.

In the Summer the **Nemi** variety of **strawberries** of the Castelli Romani and those from Terracina are abundant in the Winter the **chestnuts** of the **Cimini Mountains** have always been found on the tables of Lazio's homes.

The region also offers numerous varieties of excellent products such as Canino and Sabino.

Historically, the **Albani Hills** around **Lake Albano** are a great wine producing region thanks to the volcanic soil. DOC wines are produced throughout Lazio such as Alea di Gradoli, Colli Etruschi from Viterbo and Est Est Est from Montefiascone in the Viterbo area. There is also Colli della Sabina from the area around Rieti, up to **Moscato di Terracina** and **Cesanese del Piglio**. This was the first DOCG wine in Lazio. These wines are a perfect accompaniment to the food of the region and are a must to be enjoyed by all visitors.

Meeting. It's our mobility.

MOBILITY

Roma offers an extraordinary number of transport connections. The capital can be reached using airports, train stations and motorways. All these options guarantee that the city can be reached quickly and efficiently. The city has three metro lines, plus tram and public bus routes.

FIUMICINO AND CIAMPINO AIRPORTS

Roma has Italy's main airport system with its two airports. **Fiumicino** - "Leonardo da Vinci" is 26 km from the city centre. **Ciampino** - "Giovanni Battista Pastine" is about 20 km from the city centre. These are both connected to the city via train, subway and bus. In 2016, they welcomed over 47 million passengers. More than 230 destinations can be reached worldwide thanks to the 100 airlines operating in the two airports.

"Leonardo da Vinci" airport's capacity to handle travellers to and from non-Schengen countries has been doubled with the recent opening of the new Terminal E. There are 14 new gates and a major shopping gallery with a glass roof, 40 retail shops and a piazza entirely dedicated to Made in Italy products. In addition to great Italian fashion brands, there are also 10 restaurants offering guaranteed quality with the presence of starred chefs such as Heinz Beck. These chefs know how best to combine haute cuisine with the need for speedy airport catering. The area covers 90 thousand square metres and can accommodate up to 6 million additional passengers every year. The total investment was 390 million euros.

It is expected that by 2044 it will be able to accommodate double today's numbers.*

LEONARDO EXPRESS

The centre of Roma can be reached quickly from **Fiumicino Airport** using Trenitalia's rail services.

The **Leonardo Express** located within the airport is a non-stop service dedicated exclusively to transporting airport passengers to/from the **Roma Termini train station**. There are departures every 15 minutes and it is a journey time of 30 minutes.

*SOURCE: WWW.ADR.IT





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It's our connection.



PORT OF CIVITAVECCHIA

The City also boasts a port in nearby Civitavecchia. This is a departure and arrival point for cruises in the Mediterranean, as well as ships to and from neighbouring Sardinia.

In 2016 the port welcomed 1,537,907 passengers coming and going, and 2,271,652 cruise passengers.

24 Shipping companies and 300 shipping lines reach the main national, European and international destinations.

It is the number one port for cruise ship traffic in Italy and it clearly overshadows the ports of Venice and Naples.*

*SOURCE: WWW.PORTIDIROMA.IT