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Programma
dal 18 al 21 Ottobre



meet
Tourism Messina
18-19-20-21 OTTOBRE 2023

*Itinerari culturali
e destinazioni d'eccellenza*

CULTURAL ROUTES & DESTINATIONS OF EXCELLENCE



WEDNESDAY 18 OCTOBER 4:00PM

Opening plenary at the Palacultura di Messina

Meet Tourism Messina, towards Mediterranean Tourism.

4.00 pm - Institutional greetings and opening of the proceedings
Coordinated by Alberto D'Alessandro

Federico Basile, Mayor of Messina.

Institutional Greetings

Speakers

Pietro Franza, Chairman of Sicindustria Messina

Development of the Messina destination and hotel and extra-hotel offer.

Fabrizio Spada, European Parliament Representation in Italy.

The valorization of cultural heritage through the actions of the European Parliament.

Giuliana De Francesco, Head of unit Coordination of activities of European relevance and international, Service III International Relations of the MiC General Secretariat.

European Cultural Itineraries and valorisation of territories, tools and guidelines, from Europe to the local.

Raffaele Palumbo OIET - International Tourism Emergency Observatory.

International tourist scenarios of cultural tourism, what impact on the territories?

Leandro Ventura, Central Institute of Intangible Cultural Heritage.

Intangible heritage and territorial identity: a value for tourism promotion.

Marco Zaccarelli - Roots tourism, President of Radici Piedmontese

Roots tourism, memory journeys: the importance of narration.

Claudio BOCCI, President of the Travel Culture Association

5:15pm - Italian Blue Route - Coordinated by Sabrina Busato

Carmen Bizzarri, European University.

Mediterranean and Tourism: development opportunities and prospects.

Renato Carafa, President of the Italian Naval League - Tor Vergata University Delegation

Educating for conscious and sustainable tourism: the values of the sea.

Massimo Castellano, Italian Blue Route - Mediterranean Tourism.

Blue tourism, an ally for the sustainability of the blue economy of the future.

Pietrangelo Pettenò, MEDFORT - Cultural Itineraries in the Mediterranean.

Mediterranean Cultural Itineraries: planning together valorisation of the Mediterranean.



WEDNESDAY 18 OCTOBER

Welcome and Presentation of the event

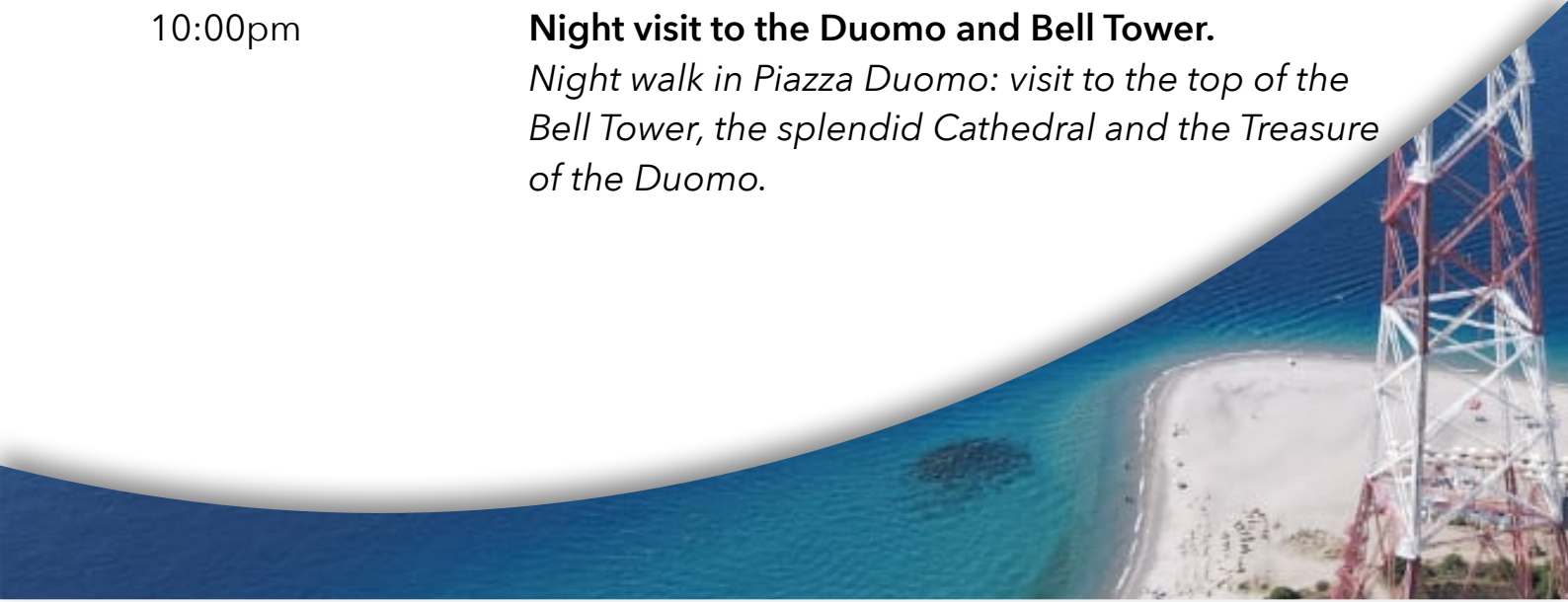
- 4:00pm **Opening plenary at the Palacultura in Messina:
Meet Tourism towards the Mediterranean.**
*Planned interventions: institutional greetings by
and speakers from the Cultural Paths of Europe.*
- 9:00pm **Welcome buffet at the monumental complex of
Monte di Pietà (reserved for buyers).**
*Convivial moment where you can enjoy good food
immersed in an evocative historical Monte di Pietà
Monumental Complex.*
- 10:30pm **Visit to Cristo Re, Rocca Guelfonia and Belvedere of
Messina.**
*A walk between the ancient walls and on the most
beautiful terrace in the city guided by the Rocca
Guelfonia Association (reserved for buyers).*



THURSDAY 19 OCTOBER

The Sea, the myth of Ulysses and the legends among the waves.

- 9:00am **The Feluccas.**
Visit to the Storage yard and presentation of tourist activities related to hunting swordfish.
- 10:00am **Seaside Village of Ganzirri: by boat on the lakes.**
Experience on board the boats with the operators of Lake Ganzirri organized by the Coop. Lago Grande.
- 12:00am **Capo Peloro, the most Beautiful beach in Europe.**
Walk to Capo Peloro, the tip of Sicily, where the Ionian meets the Tyrrhenian Sea and gives life to Myth and Legends.
- 12:30am **"Between Scylla anche Charybdis"**
Boarding on the SunSicily catamaran and crossing the Strait with the narration of myths and legends.
- 3:30pm **Free time at the Hotel.**
- 6:00pm **Workshop: verification meeting and B2B.**
Daily comparison and presentation of program for the following day, followed by B2B tables between participants and city operators. All on the terrace overlooking the sea of the Corte dei Mari (free entry).
- 8:30pm **Buffet Dinner** (reserved for Buyers).
- 10:00pm **Night visit to the Duomo and Bell Tower.**
Night walk in Piazza Duomo: visit to the top of the Bell Tower, the splendid Cathedral and the Treasure of the Duomo.



FRIDAY 20 OCTOBER

Caravaggio, Antonello and the Liberty Style of Messina

9:00am

Regional Museum of Messina - MuMe.

Visit to the Regional Museum and its heritage including the magnificent works of Antonello da Messina and Michelangelo Merisi known as Caravaggio.

11:45am

The Messina granita under the Bell Tower.

Daily performance of the commissioning of the Bell Tower with the largest astronomical clock of the World.

1:00pm

Visit and lunch at the Monastery of San Placido Calonerò (reserved for buyers).

Enchanting place, located on a hill in the southern area of Messina, rich in history and a vineyard for the production of an excellent wine.

4:00pm

Free time at the Hotel.

6:00pm

Workshop: verification meeting and B2B.

Daily comparison and presentation of program for the following day, followed by B2B tables between participants and city operators (free entry).

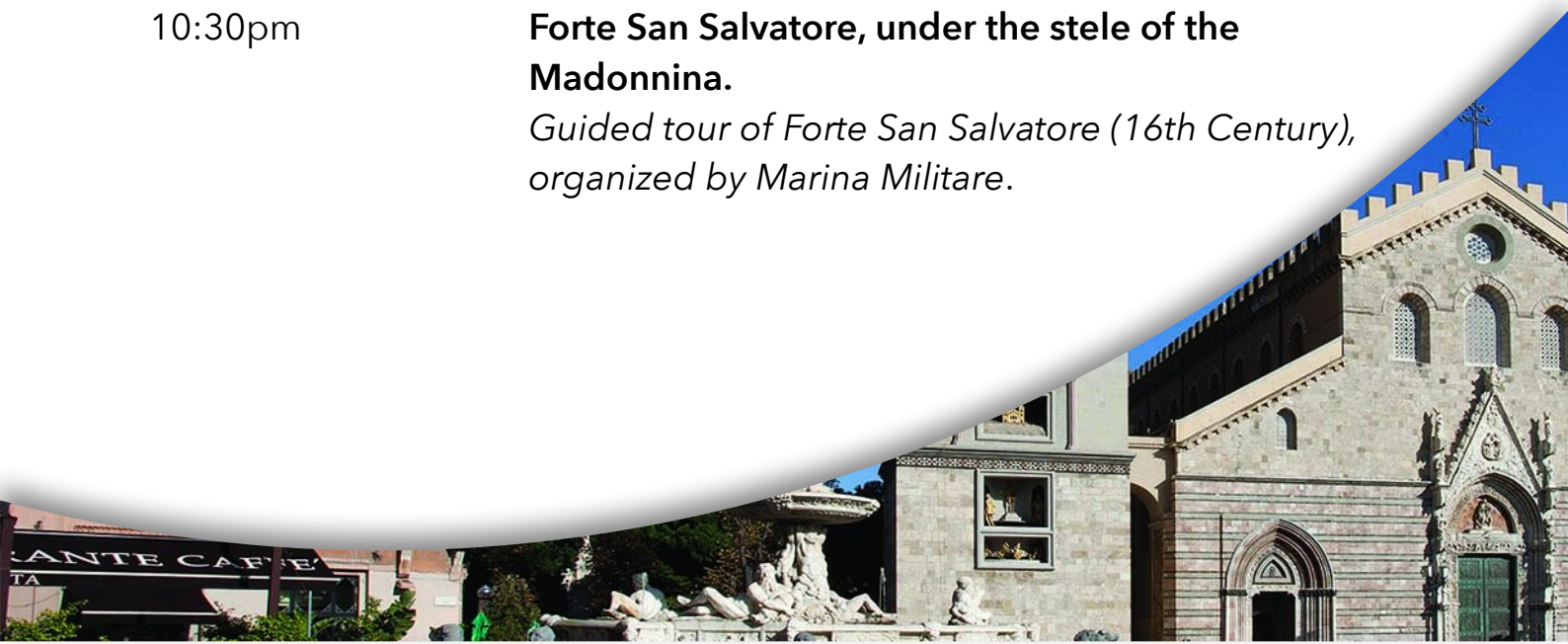
9:00pm

Buffet: Scents and flavors of the sea (reserved for buyers).

10:30pm

Forte San Salvatore, under the stele of the Madonnina.

Guided tour of Forte San Salvatore (16th Century), organized by Marina Militare.



SATURDAY 21 OCTOBER

The Peloritani Mountains: between the Ionian and the Tyrrhenian.

- 9:00am **Off-road excursion in the Peloritani Mountains.**
- 1° Step **Visit Forte Puntal Ferraro (19th Century).**
- 2° Step **With e-Bikes up to Borgo Musolino.**
Opportunity for a short route with e-Bikes among the greenery and paths of the Peloritani Mountains.
- 3° Step **Off-road routes.**
From Borgo Musolino to the Dinnammare Sanctuary on the ancient military roads.
- 4° Step **Dinnammare: the Sanctuary of the Two Seas.**
The spectacular panorama of the Messina Strait from the highest point of the city.
- 5° Step **The Peloritani Botanical Garden.**
Visit to the botanical garden of the Azienda Forestale.
- 1:30pm **Lunch at the Four Roads** (reserved for Buyers).
Tasting of Pane alla Disgraziata at the "Casa di Cura di Don Minico" on the San Rizzo Hills.
- 3:30pm **Free time at the Hotel.**
- 5:00pm **Workshop: Conclusions and verification meeting.**
Daily comparison and conclusion of the Meeting. (free entry).
- 8:00pm **The Liberty Style in Messina:**
closing of the event (reserved for Buyers).

