

ITB Berlin 2023 - VENETO

'Mastering Transformation' is the motto for the 2023 edition of the ITB Berlin.

The event is a unique opportunity to talk with experts and professionals from all over the world about innovative topics such as travel technology, marketing and distribution, future travel, MICE, sustainability and social responsibility, hospitality, business travel, future work and much more.

The Region of Veneto and its 17 destinations have been devoting particular attention to the issue of sustainability for some time now. In fact, the Annual Tourism Plan 2023 (in implementation of the Regional Program for Veneto Tourism 2022-2024) provides important initiatives on this topic.

These start with the Veneto coast for which, since 2021, the Veneto Region has been committed to supporting the "Costa Veneta - Zona Blu" Project of the Venice Sands Business Network, with the aim of improving the quality of the tourism area, directing it towards an increasingly sustainable management.

For the spa sector, particularly affected by the pandemic, the Euganean Hills spa area has recently seen the launch of the candidacy process of the territory as a UNESCO MAB Biosphere Reserve, thanks to the European project "Take it Slow" which is coordinated and directed by the Tourism Department of the Veneto Region. In 2022, a training programme on sustainability issues and the publication of a Sustainability Manual were also launched as part of the same project.

Regarding the organisation of the tourism offer, there are many initiatives in the PTA 2023 of the Veneto Region that are aimed at developing slow tourism. Thanks to the regional tourism product club "*Cycling in the Land of Venice*", all destinations have been mobilised to work on improving the cycling tourism offer, introducing more reliable technologies and open data sharing systems, focusing in particular on the organisation of the MTB offer and Bike Parks.

In addition to cycling tourism, the Veneto Region is working on other 'slow' products such as the Venetian Roads. With the definition of a new Charter of Services for river tourism and new financing lines of the Regional Operational Programme ERDF, the theme of ecological and digital transition will become central, for example in the renovation of accommodation structures with a view to a green and digital transition and in making hospitality structures completely accessible to all.

Finally, an important project on hospitality has begun with the adoption of "The Charter of Reception and Hospitality of Venetian Tourism", a real manual (adapted to the different types of tourism) that summarises the founding values of quality tourism, to be applied and adapted in the different destinations, involving all the operators of the supply chain. This tool has already been implemented by the Belluno territory in view of the next Winter Olympics Milan Cortina 2026.

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