



*Giunta Regionale della Campania
Direzione Generale per le Politiche Culturali
e il Turismo*

Unità Operativa Dirigenziale
Operatori turistici e sostegno ai nuovi turismi
La Dirigente

PRESS RELEASE

Campania.Divina: an ideal stage for the Meeting Industry

Campania boasts a wealth of knowledge that finds a valuable and indispensable partnership in congress tourism and the meeting industry.

Said partnership promotes this hospitable destination and its advanced reception systems for conferences, congresses, and events.

Campania expresses its traditional know-how in the craft of one-of-a-kind objects: coral and precious jewels, Nativity figurines, inlaid furniture, tailored clothes, ceramics, wines, delicacies, and iconic dishes such as Neapolitan pizza, highly appreciated in Italy and the world.

“Our regional riches”, states Felice Casucci — Councillor for Tourism of Regione Campania — “could increasingly become the preferred setting for congress tourism. Our task is to enhance and promote the richness of Campania in its composite and diversified offer. With its five provinces distributed between the coast and inland areas, full of surprising villages, Campania offers a range of places, landscapes, faces, stories, specialties, and an immense tangible and intangible heritage: an ever more experiential and emotional kind of tourism.

“The role of trade associations and convention bureaus” — he goes on — “is of fundamental importance. Through the support of specialized agencies, they can supply dedicated services and logistics for the various needs of conference tourism”.



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“A reception system relying on major infrastructures — points out Rosanna Romano, general manager for Cultural Policies and Tourism of the Campania Region — such as the International Airport of Naples, the main airport of southern Italy, or the dense network of hotels equipped to host business meetings, conferences, and conventions, as well as the wealth of museum sites whose spaces are available for congress events combining art and tourism.

To name but a few, Paestum and its Greek temples, the city of Naples - whose historic center is a UNESCO World Heritage Site - glamorous Capri, the Sorrento Peninsula, and the whole area of Campi Flegrei have a solid tradition of high-end hotel hospitality whose services range from 24/7 reception, to rooms of different capacities equipped with simultaneous translation systems, to quality lunch services based on typical products and dishes of the Mediterranean diet.

In addition to the institutional offices of the Maritime Station, Città della Scienza, Mostra d'Oltremare, one can choose from a wide range of historical locations in Naples: Castel dell'Ovo overlooking the Bay, or Castel Sant'Elmo, Villa Floridiana, the church of San Severo al Pendino, the Royal Palace, the Archaeological Museum of Naples, the National Railway Museum of Pietrarsa, the Donnaregina Complex, the Polytechnic and Artistic Circle, the Made in Cloister Foundation, the Museum of Contemporary Art Madre.”

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