



WORKSHOP: “BUY ITALY FOR ALL”

Fiera di Vicenza and 'Village for all' are pleased to invite you to take part in the first edition of the “Buy Italy for all” workshop dedicated to an encounter between what Italy has to offer and the demand from tour operators, travel agencies and associations, which will be held at the Vicenza Fair during the Gitando leisure time show (24 – 27 March).

You will be our welcome guest, both as regards your journey and your stay.

Some information on the area in which the workshop will be held:

"In 2008 and 2009 Vicenza celebrated the fifth centenary of the birth of the architect Andrea Palladio who left the greater part of his legacy - consisting of villas and palazzos - right here in this area. This led to the city's enrolment in 1994 in Unesco's list of World Heritage Sites, which was then extended in 1996 to include all Palladio's villas in the Veneto region. Palladio was unquestionably one of the greatest and most influential architects in history as demonstrated by the fact that the style known as Palladianism developed after him, the only one that recalls the name of an architect. Palladio unwittingly became the master for generations of artists and architects who found construction methods in his works that became universal and spread throughout Europe and across the ocean, thanks to enlightened scholars of the calibre of Inigo Jones and Thomas Jefferson. Vicenza is therefore an obligatory stopover for an understanding of the history of architecture."

Vicenza is also defined as the heart of the Veneto region and is one of Italy's most beautiful artistic destinations, located 50 km from Venice, 40 km from Verona and from Abano Terme, and 30 km from Padua. The city and its hinterland can provide a total of over 13,000 beds including more than 3,000 in 4-star hotels and more than 4,000 in 3-star ones.

Furthermore, there are other renowned tourist localities in the surroundings of Vicenza, such as Marostica, the Asiago plateau and Bassano del Grappa, which are ideal for stopovers as well as for excursions.

There are three 18-hole golf courses in the province of Vicenza alone, one of them among the highest in Europe at an altitude of 1000 m on the Asiago Plateau. Vicenza is an extremely



important fair and trading centre and, in particular, is considered to be the European capital of jewellery.

Vicenza's cuisine is among the most renowned in Italy as are its splendid wines and excellent grappas. Given their characteristics, the City of Vicenza and its surroundings are an ideal location for organized tourism.

Thank you in advance for your presence which will make a significant contribution to the success of the initiative.

We look forward to seeing you in Vicenza.

Kind regards,

Roberto Vitali

PROGRAMME

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Vicenza 25-27 March

Considering the variety of what Vicenza and its surroundings can offer for tourism, which it will not be possible to let you see and get to know in its entirety for obvious reasons of time, we decided to concentrate the visit on the Fair and on cultural tourism.

Friday, 25 March

- Arrival and accommodation in the hotel
- 4.00 p.m.: visit with English-speaking guide to
 - The city centre
 - The Teatro Olimpico
 - The Basilica Palladiana
 - Villa Capra known as “La Rotonda”
- 7.00 p.m.: return to the hotel
- 9.00 p.m.: dinner and presentation of the workshop and the fair

Saturday: 26 March

- 9.00 a.m.: departure for the Fair
- 10.00 a.m.: start of the workshop
- 1.00 p.m.: end of the workshop
- 1.30 p.m.: lunch in the Fair
- 3.00 p.m.: free visit to the Fair
- 6.00 p.m.: return to the hotel
- 8.00 p.m.: dinner of typical dishes with piano bar

Sunday: 27 March

- Departures

N.B.: The programme is NOT yet definitive and could be subject to change