

A scenic view of a Venetian canal, likely the Grand Canal, with colorful buildings lining the water and several gondolas. The image is split diagonally, with the top right showing the canal and the bottom left showing a white background with a red triangle.

Itali bsolutely

Travel Talk, News & Experiences

ItaliAbsolutely.com is much more than a site. it is a dedicated travel and tourism digital hub that puts an innovative multimedia spotlight on Italy.

A market place where foreign buyers can meet the best italian inbound players and keep up to date with all the latest news and views. And it also features luxury and lifestyle, food and wines, events and trends and lots more.

- updated news
- all-device friendly
- social oriented
- interactive tools and features
- interviews, insights and specials



Target

Over 70,000 international buyers mainly from

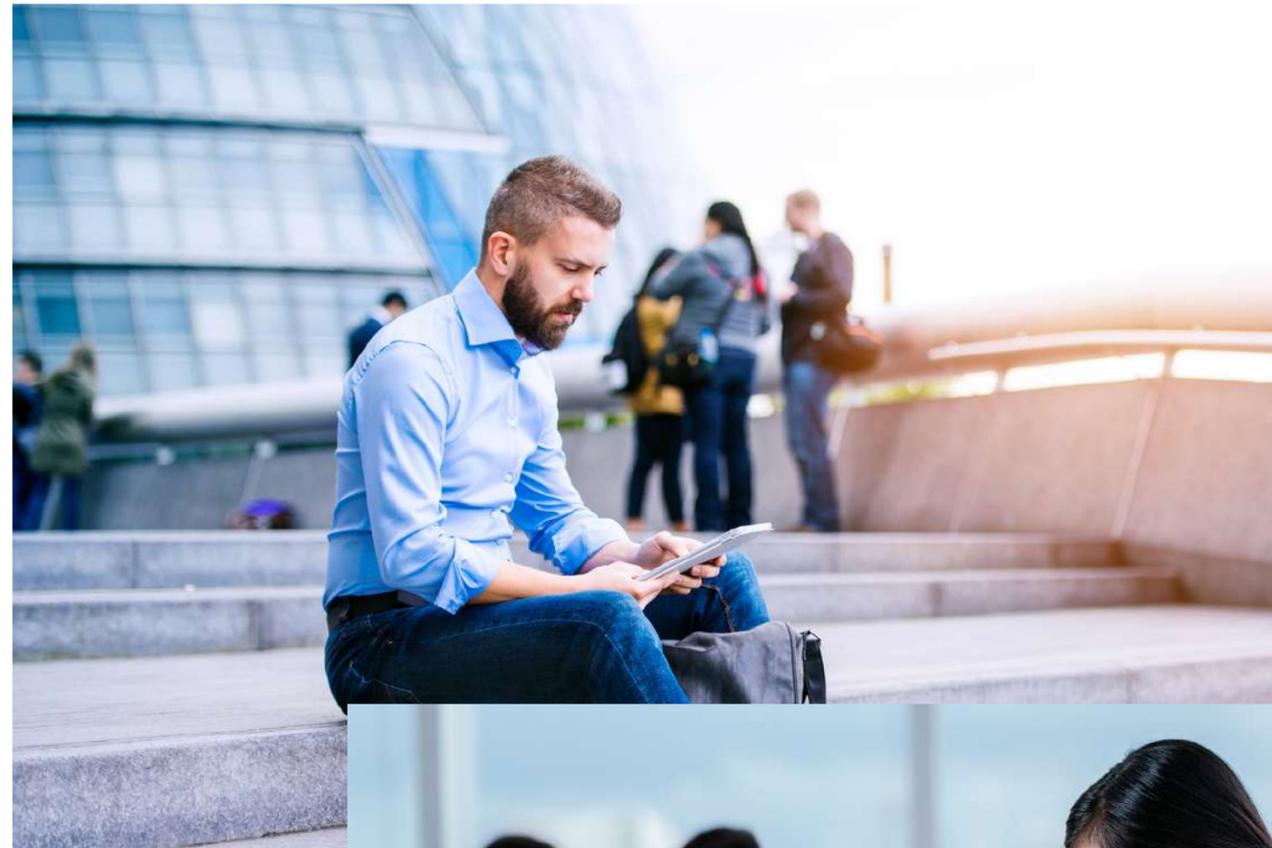


USA AND CANADA



EUROPE

but also the Middle East, the Far East and emerging markets





- 1 Web content written by specialized travel trade journalists
- 4 Promotional videos

- 2 SEO positioning on international markets
- 5 Promotional box offers with e-shop

- 3 Native ads
- 6 Display and mobile ads



NEWS

Hotels, Transport, Tour Operators, Digital, Events, Associations



E-COMMERCE

Travel packages, experiences and stays can be purchased on the site



INSPIRATIONS

Travel experiences and Made in Italy for your travel packages

FOCUS



Benefits for companies

- Articles and advertorials only in English
- Banner advertising, native ads, video advertorials, newsletters, social media advertising
- Reports
- Podcasts, video interviews, video advertorials and cross-media campaigns
- Travel offers and exclusive inbound promotions
- Content in co-marketing with companies in transversal sectors



Content edited by professionals and native speakers



Leads from foreign buyers



Visibility of multimedia content in English-speaking markets



Online sales





The company

The Travel Group specializes in publishing, web and tourism marketing, and is the publisher of Travel Quotidiano, for 32 years one of Italy's most respected travel trade newspapers.

For the past 10 years we have promoted travel and trained tourism professionals, organizing over 500 travel events in Italy and abroad. A winning format that has revolutionized B2B meetings for the travel industry in Italy.





The inbound Italian market

Italy can boast the highest concentration of tourist destinations and attractions in the world. From its food and wine to the great art cities, from UNESCO World Heritage to archaeological sites, and from the sea to the mountains, this beautiful country is one of the top choices of international travellers.

Organizers of Made in Italy travel often use multiple online and offline sources, ending up with fragmented and dispersive information. Moreover, not all foreign travel professionals have the chance to visit Italy, attend travel fairs and hammer out deals. Now they have a new, reliable and authoritative site that simplifies the researching, updating and creation of standout travel packages



Contacts

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