

## Friuli Venezia Giulia, best creative destination in Italy

**PromoTurismoFVG receives the prize from the International Jury of Creative Tourism Awards for its ability to enhance local communities and offer tourists authentic and sustainable experiences**

Villa Chiozza di Cervignano del Friuli, March 31, 2021 – Friuli Venezia Giulia wins the award as **“Best creative destination in Italy”** in the “Regions” category, thanks to the PromoTurismoFVG project concerning **ambassadors**.

The international jury of **“Creative Tourism Network”**, the international reference organization for developing and promoting creative tourism, announced the winners of the **“Best Italian Creative Destination”** competition. Among the many proposals received, it chose Friuli Venezia Giulia for the ability and courage to gamble on a differentiated tourist offer and for focusing on creative tourism.

To convince the commission, composed of experts in tourism marketing and creative economy from all over the world, the project conceived by PromoTurismoFVG - the institution that deals with the management and enhancement of regional tourism – **which involves ambassadors** who by telling the story of their territory with their own voice, through **authentic narratives and as exceptional guides**, shorten the distance with their audience, promoting a destination through its specialities and putting local communities at the centre, making guests feel like true **“temporary citizens”**.

### THE AWARD TO FVG AND OTHER DESTINATIONS AWARDED

“The exceptional strategic approach of the Friuli Venezia Giulia Region and the commitment to **build experiences able to enhance agri-food and artistic resources**, in connection with cultural and environmental heritage, creating customizable proposals for every tourist” are the reasons that led Friuli Venezia Giulia, the only Italian region in the competition, to receive an award.

In all, five destinations of the Peninsula received an award as **“Best Italian Creative Destination”**, for which PromoTurismoFVG sent the application last March 9. The award for the **“Best Italian Creative Destination (City Category)”** went to the **Municipality of Florence** (Tuscany). The “Best Strategy for the Development of Creative Tourism” went to Cernobbio (Lombardy) ex equo with the Amalfi Coast (Campania). Lastly, Laterza, in Puglia, won the “Special Mention: **Best Emerging Creative Destination”**.

The main criteria with which the winners were selected was the use of creativity to **design authentic experiences**, the **diversification of the tourist offer** through the **enhancement of its intangible cultural heritage** and the creation of a local ecosystem.

### WORLD CREATIVE TOURISM

The **“Best Italian Creative Destination”** competition is an initiative of the Creative Tourism Awards’ annual program, promoted by the **Creative Tourism Network**. It is the international reference organization for the **development and promotion of creative tourism**, based in Barcelona which brings together destinations worldwide recognized as **“CreativeFriendlyDestinations”**. The goal is to reward projects and destinations that demonstrate commitment to this type of virtuous tourism and **enhance the Italian destinations** that bet on creative tourism. Interest in this new way of travelling has grown very quickly in recent years, with “traveller” tourists wanting to overcome the concept of traditional tours and share unique and sustainable experiences with locals.

### OTHER EXAMPLES OF MADE IN FVG CREATIVITY

From **talking maps**, with theatrical guided tours also in the night version (in Aquileia and Trieste) to the **“Pic&Taste”**, the original format that includes picnics in vineyards, but also in orchards, mountains and other characteristic locations, and finally the **“Pancor”**, an extraordinary example of how to transform a natural disaster into an opportunity for the territory,

creating a bread made with flour from the bark of fir trees felled by the terrible storm. The idea was awarded in February 2020 at the "Food&wine Italia Awards for sustainability. These are other examples of creativity that Friuli Venezia Giulia can offer and other than the ambassador project for which the region has been awarded: although not in competition, these projects, which enhance the territory, **make the destination unique and special.**