

The new Trieste Convention&Visitors Bureau, A project that starts from afar and looks ahead

Trieste, May 10, 2021 - The pandemic has interrupted a growth trend for tourism in Friuli Venezia Giulia that **in 2019, for the first time, brought over 9 million tourists** to the regional territory.

With the so-called "**new normal**", a **new awareness** emerges, such as the generalized fear of overcrowded spaces, greater attention to safety and hygiene, a growing awareness of environmental issues, more digitization and a feeling of uncertainty that accompanies a latent desire to make up for "lost time". These new trends lead to a search for new contexts, such as less populated destinations and discovery methods attentive to nature, well-being, open spaces and safety factors, to be investigated through online platforms.

The **Trieste Convention&Visitors Bureau** is a protagonist of this changing context, leading the city to become the engine of territorial and economic development within the congress and tourism sector. A project that started in Trieste but has involved the whole regional territory.

Thanks to the union between the **Friuli Venezia Giulia Region and PromoTurismoFVG, the Municipality of Trieste, the Technical panel for tourist tax** and the involvement of the system of hoteliers and local operators united through **Terziaria**, the **first conference hub at a regional level was created with a new conference centre of international size and level** located in the centre of the **Old Port**, one of the most interesting areas of industrial recovery throughout Europe. The new convention centre represents the **largest auditorium in the North East of Italy with 1,856 seats, 5 additional rooms (from 420 to 56 seats) for a total capacity of 2,770 seats, an exhibition area of 5 thousand square metres**, a large foyer with a café bar, kitchens and a large terrace overlooking the sea.

The new Convention Centre completes a wide range of venues available in Trieste: the Maritime Station, numerous hotel spaces, institutional and historic houses present in the surrounding area.

The Conference Centre, which extends over **Warehouses 27 and 28**, is the answer to the ever-increasing demand for a venue that can host **sustainable and innovative events** in Trieste. It can hold many participants and various events, from national and international congresses to corporate meetings, summits, fairs and exhibitions, and concerts and social events.

LEISURE TOURISM

The offer for business tourism is flanked by the so-called **leisure tourism** in line with the new market needs and **the creation of new outdoor-oriented tourism products**, including slow holidays, culture, and enhancement of local excellences (crafts, food and wine, history, science, literature).

There is also **exciting news on the hotel front**: the renovation of the Hotel Duchi d'Aosta with the transition to the 5-star category, the opening of new 4-star hotels in the centre: Modernist, Double Tree Hilton, Solum, You.me, along with many other high-quality hotels. One aspect not to be underestimated considering the great appeal registered in recent years by Trieste and the whole region is wedding-related tourism.

WEDDINGS, WITH INCREASING ATTENTION TO SUSTAINABILITY

Integrated under the two umbrellas of congress and *leisure* tourism, on the one hand, is the **development of services to welcome national and international weddings** and, on the other, a **project dedicated to sustainability**. It was founded at a regional level by PromoTurismoFVG to offer holidays, congresses, weddings with less impact on the environment and the enhancement of local realities.

From the market analysis, it is estimated that in 2019 about a hundred foreign couples decided to celebrate their wedding in Friuli Venezia Giulia. These events generated just over 6 thousand arrivals and 15 thousand presences on the territory for a turnover of about 5.5 million euros, with an average expenditure per event equal to about **62,200 euros**, in 2018 in the whole of Italy it was about 57 thousand.

The United Kingdom represents the first market of origin of foreign couples who choose Trieste to celebrate their wedding (concentrated in particular between Trieste and Duino-Aurisina). It is estimated that the city will become **a potential wedding destination attractive to international markets** for the future. Austria will consolidate its interest in the territory while there will be larger increases from the countries of the upper Adriatic, primarily Croatia and Slovenia.

CVB's objectives include the planning and promotion of the offer through specific tourist products thanks to the operation of a dedicated team in the headquarters of Warehouse 26, which, against a multi-year marketing plan, has activated the search for applications, with the **confirmation of the first congresses in autumn 2021**. The collaboration with the **Convention Bureau Italia for international promotion** has started updating the map of this offer.

According to the sixth edition of the **Italian Observatory of Congresses and Events**, monitored by **Federcongressi&eventi** carried out by ASERI-Alta Scuola di Economia e Relazioni Internazionali of the University Cattolica del Sacro Cuore, **in 2019, a total of 431,127 events** were held in Italy with a minimum of 10 participants each and a minimum duration of 4 hours (+2.3% compared to 2018), **for a total of 29,101.2 815 participants (+2.5%)** – on average 67.5 people per event (slightly up from 67.3 in 2018) – and **43,398,947 presences (+2.6%)**.

With the restart of congresses and tourism, new business opportunities are opening up for destinations such as Trieste and Friuli Venezia Giulia, which offer innovative and qualified products and, thanks to the new Trieste Convention & Visitors Bureau, also organizational support will be made available to the system.