**PRESS RELEASE**

**7 March 2.30 p.m. ITB Berlin**

**Veneto Region stand (Pav./Halle 1.2 - Stand 105).**

**A new network of historic Villas, Castles and residences of the Veneto region presents the brand *VilleCastelliDimore* to the travel trade at ITB BERLIN**

The new tourist brand ***VilleCastelliDimore – Timeless Moments in The Land* *of Venice*** will be presented at ITB in Berlin - the most important travel trade show in the world on Tuesday 7th March, 2023 at 2.30 pm within the Veneto Region stand (Pav./Halle 1.2 - Stand 105).

ITB Berlin is attended - among others - by tourist boards, tour operators, airlines and tourism professionals from all over the world. The mission of this international trade show is to bring together the global travel, tourism and hospitality community. The event hosts all the suppliers and sellers of the tourism value chain.

This is why ***VilleCastelliDimore – Timeless Moments in The Land* *of Venice*** chose ITB as the first international stage to present itself to the world tourism industry as an excellence in the Italian and Venetian scenario.

***VilleCastelliDimore*** brings together more than 30 prestigious historic locations of the Veneto region - close to Venice, Italy - representing a wide constellation of refined tourism spots that range geographically from the Po Delta to the Dolomites, from Lake Garda to the Brenta Riviera, passing through the Berici and Euganean Hills, up to the Prosecco Hills.

***VilleCastelliDimore*** was born when some owners of Venetian Villas, Castles and Historic Houses of the Veneto region met in order to start a unique tourist venture offering hospitality and authentic experiences surrounded by the great beauty of Italian art and history.

The story of these ancient villas, castles and houses began when Venice no longer turned its gaze towards the sea but towards the hinterland, building the Venetian Villas. ***VilleCastelliDimore*** opens the doors of different kinds of historic houses - including castles and mansions, all of them shining bright as stars in the precious sky which is the tourism industry in the Veneto region.

“The civilization of the Venetian Villas is a world to be discovered – declares the Secretary for Tourism of the Veneto Region, Mr Federico Caner - around which the entire social and economic system of the Serenissima Republic of Venice used to gather for its business on the mainland.

The villas have always been symbols of art and culture but now constitute a virtuous system that can attract tourist flows to great destinations of our territory.

They offer a variety of authentic quality services - from excellent wines to refined stays and experiences, surrounded by the masterpieces of world-famous architects such as Palladio and renowned Venetian artists such as Veronese or Tiepolo.

The ***VilleCastelliDimore*** project brings together many of these authentic jewels of art and culture and offers the opportunity to discover the great beauty of our destination - the land of Venice, located close to the sea and the lagoon, featuring important highlights such as the UNESCO hills and the Dolomites, Lake Garda and other beautiful lakes and surprising cities of art such as Verona, Padua and Vicenza”.

At ITB, ***VilleCastelliDimore*** will officially present its new web portal [www.villecastellidimore.com](http://www.villecastellidimore.com) to the public and to the travel trade.

The website shows the wide range of experiences that this network offers and also allows to book stays and holidays filled with multiple types of experiences - from wine and food to art and culture, without forgetting relaxation and wellbeing.

The tasting of excellent wines - some of them produced since centuries - while staying comfortably seated in splendid lounges overlooking the UNESCO landscapes of the Veneto region is one of the experiences featured in ***VilleCastelliDimore***’s website.

Another one is walking in beauty, while admiring splendid frescoed rooms and enjoying the good company of the owner of the residence, who is often the descendant of ancient noble families of the Serenissima Republic of Venice.

The portal is also designed to accomplish bespoke wishes of the visitors - for example finding exclusive locations for unique private once-in-a-lifetime moments such as weddings and ceremonies, business and corporate events, team buildings, video shootings - and to help B2B operators design the best tailor-made experience for their customers.

***VilleCastelliDimore*** therefore offers charming stays, relaxing holidays, beautiful art immersed in outstanding nature, refined experiences and obviously the most prestigious locations for events in the Veneto region.

***VilleCastelliDimore*** operates in accordance with the brand positioning of the Veneto Region as “The Land of Venice” and remarks the important value of the history of Venice in the mainland through the payoff *“We have always existed. Now it’s time to meet.*"

This is the reason for its presentation on an international tourism stage of such an importance - the homes of ***VilleCastelliDimore*** enhance the natural and cultural heritage of a land that has a very high concentration of UNESCO sites, such as the Prosecco hills, Vicenza, Padua and other destinations where ancient villas, residences and castles are important highlights of universal artistic value.

Giulio Vallortigara Valmarana, co-owner of Villa Valmarana ai Nani, a 18th-century Venetian villa famous for the extraordinary cycle of frescoes by Giambattista Tiepolo, tells us: "This project is funded by a regional initiative and involves 31 owners of villas, castles and historic houses in the Veneto. Its main purpose is the international commercialization and promotion of tourist products on diversified clusters - both B2B and B2C - and to several foreign markets, particularly DACH and USA, without forgetting the Italian trade.

The uniqueness of our offer including stays, rentals and experiences is well presented through the different tourism clusters of culture, nature, relaxation and wellbeing for each of which our homes are positioned as an absolute excellence".

According to ENIT - the Italian National Tourism Board, the tourism industry continues to see the presence of those trends born during the pandemic and highly raised afterwards such as slow tourism, multigenerational travel with family and friends, but also bespoke and tailor-made travel. The global economic crisis will characterize the forthcoming years - with an impact on travel spending capacity - and will make the 'spending divide' even more evident, with a much faster recovery of luxury tourism.

The project will also be presented in detail to the Italian press during a dedicated conference.

**Thanks for announcing the news**

Info and contact: www.villecastellidimore.com