

Friuli Venezia Giulia, an “undiscovered treasure” for German tourists

The Region took part in the Itb Berlin fair, presenting the wonders of the territory in a virtual press conference in which it was described as a safe destination with great potential for Austrian and German guests

Villa Chiozza in Cervignano del Friuli, March 16, 2021 – Open spaces, sustainable and safe destination, a mix of culture, nature and food and wine, with the opportunity to discover a territory through various activities and authentic experiences suitable for slow tourism. An **“Undiscovered treasure”**: this is how **Oliver Graue** defines Friuli Venezia Giulia, **the editor-in-chief of the German magazine “BizTravel”, an extraordinary testimonial** who was a guest at the English press conference organized by PromoTurismoFVG at Itb Now, the digital edition of **the Berlin International Tourism Fair (Itb)**, held this year from March 9 to 12 in virtual format.

“Friuli Venezia Giulia, the emerging destination in Northern Italy - The new luxury of wide-open green spaces and travel “bubble” between the Dolomites, the Collio vineyards and the Adriatic Sea” was the title of the event. The first part consisted of a **presentation of the region through its “specialities”**, with an overview of its natural beauties. Experiences can be enjoyed along the 130 kilometres of coast, on the Alps and Dolomites, through the cities, the Unesco heritages, the great variety and richness of the food and wine tradition and some of the main projects that summarize and express the cross-border soul of Friuli Venezia Giulia. These include the “Alpe Adria Trail” and cycle route Alpe Adria, but also the “Made” and “Walk of Peace” projects, which last October, together with Slovenia, obtained the title of best Interreg project.

“A diverse destination with great potential, exactly what German tourists are looking for”. According to the journalist, at the head of one of Germany’s leading trade magazines aimed at tour operators and travel agencies, the region offers great opportunities thanks to the variety of landscapes, views, and experiences it provides. It represents **a safe destination**, counting a population of 1,2 million inhabitants for about 8 thousand square kilometres of territory. Easy to reach for German-speaking tourists even by car, the region ranks among the **lesser-known but most authentic destinations**, mostly characterized by small realities that help appreciate the region’s traditions and customs.

Still quoting Oliver Graue’s words - who had the opportunity to get to know Friuli Venezia Giulia better in 2019 on the occasion of the business-to-business workshop organized by FVW Medien (media reference for the tourism sector in Germany) and was fascinated in particular by its history. “It is a part of Italy different from other regions, which manages to bring together different appreciable influences not only in **a past that relives in its history and architecture** but also in the **strong identity**, languages and dialects, which make this **little jewel of the Northeast even more unique and fascinating”**.