

**EXHIBITION OF THE REGIONAL TOURISM OFFERING UP TO THE 31th
JANUARY 2014 IN BRUSSELS ON THE INITIATIVE OF THE PROVINCE OF
PESCARA**

On the 13th December 2013, a promotional event of **the regional tourism offering** was hosted by **the Abruzzo Region in Brussels**. This event concluded with the projection of the film entitled **“Mountains close by the Sea”** dedicated to **the Province of Pescara**.

The Minister of Tourism of the Province of Pescara, Aurelio Cilli, supported by **ENIT in Brussels (The Italian Government Tourist Board)**, promoted this initiative as part of the co-marketing project with the **Abruzzo Region**, called **« Tesori e sapori dell’Abruzzo montano »** (Treasures and flavours of the mountainous Abruzzo), jointly funded by ROP ERDF Abruzzo 2007-2013 (Regional Operational Programme of the European Regional Development Fund) (initiative **“Montagne a portata di mare”**).

This initiative has involved the participation in the Tourism Fair, **“Travel Expo 2013”**, which took place from the 11th to the 12th December as well as some collateral awareness and dissemination actions intended for **international tour operators** and **specialized press**.

More specifically, in the evening of the 12th December, **the Province of Pescara** and **the Abruzzo Region** were invited by **Enit of Brussels** to take part to the traditional vow ceremony with the international tour operators and specialized press. This ceremony took place in the private residence of the Italian ambassador, **Alfredo Bastianelli**, who was himself present. On that occasion, **the film was shown in preview**.

At the same time, **a photo exhibition** relating to the same matter was launched in **the Abruzzo Region** and is **open to the public until the 31th January 2014**.

All these initiatives give another opportunity to strategically strengthen a significant market, which can take advantage of the air connections to and from **the Abruzzo Airport**.

Link "Mountains close by the sea" dedicated to the Province of Pescara
<http://www.youtube.com/watch?v=eVRP-DTV4vc>

Photo exhibition (Facebook Abruzzo Region Brussels):

<http://goo.gl/vfhMbM>

<http://goo.gl/o9mqK2>

<http://goo.gl/otzY6p>

(Regional Directorate for Presidency-Liaison activities with E.U. – 08/01/2014)