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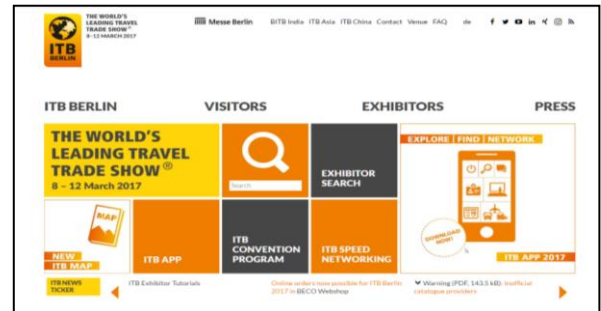
## Come and meet us at the ITB Fair!

8-12 March 2017, Berlin

We are proudly announcing that the EU COSME Project **DIVERTIMENTO** enters the global distribution channel starting from the ITB 2017. It is promoting exceptional experiences at heritage places through the **EUROTHENTICA** Trilogy across Europe: <http://divertimentoenterprise.eu>

On the occasion project partners will be at your disposal at the ITB exhibition in Berlin from the 8<sup>th</sup> of March until the 11<sup>th</sup> of March 2017. On **Wednesday the 8<sup>th</sup> of March 2017** DIVERTIMENTO is kindly hosted by the Region of Campania at the Italian Pavilion:

- 12.00 hours: Opening of Italian Pavilion with the Italian Minister of Culture, Heritage and Tourism.
- 15.00 hours: A Press Conference to present our latest product: the **EUROTHENTICA** Experience, Chapter Italy, **“Looking for Myths”** is hosted at the Italian Pavilion by the Region of Campania. The hon. Corrado Matera, Counselor for Tourism, Region of Campania, Italy will attend the Press Event.



We are kindly inviting representatives of public and private tourism organizations to come and meet us, to discover experience based products for cultural heritage tourism.

70 heritage destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey, are coming to light through the **EUROTHENTICA** Trilogy (Cultural Route – iBook/epub - Heritage Games). The Trilogy is inspired by the heritage principles of the **COUNCIL OF EUROPE** and is exploiting both the technology intense and the authentic experience in the territory, crowned by quality services. Free samples are available at:

<http://divertimentoenterprise.eu/index.php/divertimento/eurothentica>

To arrange a meeting with us, please [contact us](#).

More about **DIVERTIMENTO** at <http://divertimentoenterprise.eu/>

This project is funded by the COSME program and aims at diversifying the tourist offer to regional destinations of Europe generating innovative networking, promotions and experiences.

**CALL:** COS-TOUR-2015-3-04 Supporting Competitive and Sustainable Growth in the Tourism Sector

**THEME 2:** DIVERSIFYING EU TOURISM OFFER & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM PRODUCTS

**Project:** Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

**Acronym:** *DIVERTIMENTO*



Partners:

