

A BRAND NEW BOLOGNA CONVENTION AND VISITORS BUREAU FOR THE PROMOTION OF THE CITY AS A BUSINESS DESTINATION

The new Convention Bureau has been created as a division of Bologna Welcome and it will promote and position the city as a destination in the MICE (Meetings, incentives, conferences, and exhibitions) market, both in Italy and at the international level, coordinating the operators' activity in all actions to attract new events in town.

Bologna, January 20th 2016 – As it was already written in the public tender by the Comune di Bologna for the promotion of Bologna as a destination in Italy and abroad, a brand new **Convention and Visitors Bureau of Bologna** has been created, in order to promote and position this destination in the MICE market both in Italy and at an international level, to coordinate the activity of all operators when proposing new projects to attract events in town.

Created as a division of Bologna Welcome, with a dedicated staff collaborating in full synergy with all the existing functions of Bologna Welcome, the new Convention Bureau has the important role of communicating the destination, also through info and promotion materials, with a particular focus on international congresses, business meetings, sport and cultural events.

Also, a Coordination Technical Committee has been created: this special administrative organ will define all marketing and communication activities in the Convention Bureau and will propose specific projects in the Meetings, incentive, conferences and exhibitions sector. The Committee is composed by:

- Celso de Scritti - Presidente del Comitato di coordinamento tecnico
- Patrik Romano
- Anna Bettelli
- Mario Buscema
- Donato Loria
- Giovanni Trombetti
- Daniela Sala
- Marcello Andriani

The aim is to attract new events and be prepared to receive business tourists, through the infopoints in Piazza Maggiore and at BLQ Airport and through all channels and instruments Bologna Welcome is already using in its strategy towards leisure tourists.

The new Convention Bureau starts with the adhesion of 44 operators, gathered thanks to an agreement made by National and International Category Associations (CBI, Federcongressi, ICCA, European Cities of Marketing) and divided in four different categories:

- Congress centers, fairs and multifunctional buildings
- Hotels in Bologna and Metropolitan Area, Historical buildings, theatres and museums, both public and private
- PCO (Professional Congress Organisers)
- Service suppliers

Bologna Welcome does not want to replace the private initiative, but is willing to support the local system to identify new market opportunities, creating quality and sustainable products for tourism. The endorsement of local institutions, first of all by the Municipality of Bologna, is a warranty for all involved partners.

The Convention Bureau will also take care of promotion and creation of new candidatures for national and international events in the whole MICE sector.

The new organ will also participate to sector fairs, workshops – in collaboration with CBI, Unione prodotta città d’arte, APT Servizi, ENIT – and will propose Educational Tour and Sales visits for the national and international market.

Mario Buscema, President of Federcongressi&eventi, express great satisfaction and enthusiasm for the birth of the new Convention & Visitors Bureau Bologna. “The peculiarity of this new organ is that it was born with the complete agreement and participation of local institutions, especially the support of the Municipality of Bologna. Now it is the turn of all local operators to use this great opportunity.”

“The new Convention and Visitors Bureau of the city - states *Matteo Lepore, Assessore Economia e promozione della Città, Turismo, Relazioni Internazionali* – is an entrepreneurial project with a strategic importance for all the metropolitan territory. In the same way we worked hard to attract leisure tourists, so we will be able to work in order to give more value to the traditional importance of business tourism in our territory.”

Celso De Scrolli, President of Bologna Welcome, concludes: “The birth of the **Convention and Visitors Bureau** completes the promotional project of “Bologna as a Destination”, already promoted by Bologna Welcome. The new structure gives us the opportunity to adjust the Italian offer to the international one. Our aim is to attract new segments of tourists on this area, which is very attractive also for business tourists. The results of Bologna Welcome so far are a very good premise for the future of the **Bureau**.”

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Bologna Welcome è la DMO (Destination Management Organization) di Bologna e si occupa dello sviluppo e della gestione delle attività di accoglienza turistica, nonché della promozione della Città Metropolitana, sia a livello nazionale, sia internazionale. Bologna Welcome vuole supportare il sistema di offerta locale per identificare nuove opportunità di mercato, costruire prodotti di qualità economicamente sostenibili e realizzare azioni promozionali efficaci nei confronti dei target identificati, con l'obiettivo comune di rendere Bologna una destinazione turistica di primaria importanza a livello nazionale e internazionale.