

ItaliAbsolutely

ItaliAbsolutely.com is much more than a tourism website. It is a dedicated B2B e-zine that puts an innovative multimedia spotlight on Italy. A market place where foreign buyers can meet the best Italian inbound players and keep-up to date with all the latest news and views. But it also features luxury and lifestyle, food and wines, events and trends and lots more.

The Company

The Travel Group specialized in publishing, web and tourism marketing, is the publisher of Travel Quotidiano, for 32 years one of Italy's most respected travel trade newspapers and of ItaliAbsolutely. For the past 10 years we have promoted travel and trained tourism professionals, organizing over 500 travel events in Italy and abroad. This is the reason why we have created a winning format that has revolutionized B2B meetings for the travel industry in Italy.

The inbound Italian market

Italy can boast the highest concentration of tourist destinations and attractions in the world. From its food and wine to the great art cities, from UNESCO World Heritage to archaeological sites, and from the sea to the mountains, this beautiful country is one of the top choices of international travellers. Organizers of Made in Italy travel often use multiple online and offline sources, ending up with fragmented and dispersive information. Moreover, not all foreign travel professionals have the chance to visit Italy, attend travel fairs and hammer out deals. Now they have a new, reliable and authoritative site that simplifies the researching, updating and creation of standout travel packages.