

Going2Italy presented to the United States' Travel Advisors

A focused narrative on an exclusive program of holiday experiences was the leitmotif of the roadshow in 6 cities partnering with ITA Airways, ITALO and Starhotels. The best of Italian vacations is now on the market, for travelers seeking uniqueness

New York, May 24th, 2023

The Going2Italy roadshow in the United States was a remarkable event that showcased an exclusive program of holiday experiences for travelers seeking uniqueness. This roadshow, organized by Going2Italy, a new business unit dedicated to bespoke travel services to Italy and part of the MSC family, aimed to present their exceptional travel experiences in six cities across the United States. The roadshow was a collaboration with esteemed partners such as **Starhotels**, **ITA Airways**, and **ITALO**, the renowned railway company.

The tour commenced in Miami and continued through Washington DC, Los Angeles, San Francisco, Boston, and finally concluded with a grand finale in New York City. The primary objective was to engage with travel agencies and travel advisors who cater to high-profile and luxury customers.

Rosario Mariani, the chairman of Cisalpina Tours US, the company representing Going2Italy in the United States, expressed their commitment to creating tailor-made, innovative, and unique travel programs for their clients.

During the roadshow, the emphasis was on building a focused narrative around holidays in Italy, highlighting the essence of an exclusive travel experience. The participation of key players in the Italian tourism industry, including ITA Airways, ITALO, and Starhotels, was pivotal in achieving this goal. ITA Airways, as the national airline, as well as other airlines, provided more than 35 daily direct flights between Italy and the United States during the summer season, facilitating seamless travel experiences. ITALO, the renowned railway company, transformed high-speed service into a product suitable for international tourism, offering convenient and efficient transportation options within Italy.

Additionally, Starhotels, a distinguished Italian hotel chain, showcased their unique style of hospitality, contributing to the overall narrative of luxury and exclusivity. By partnering with these industry leaders, Going2Italy was able to create a captivating narrative that placed the essence of an exclusive travel experience at the forefront, capturing the attention of the participating travel agencies and advisors.

With the summer season approaching and the increased availability of direct flights, Going2Italy is

poised to fulfill the dreams of their customers by crafting unforgettable trips to Italy. The roadshow served as a platform to communicate this vision to the US travel industry and establish Going2Italy as a go-to provider of bespoke travel experiences, delivering on the desires of discerning travelers.

For PRESS

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Note for the editors

*Based in Milan and Rome with representative offices in New York, **Going2Italy**, is the new business unit of the tour operator Going, founded in 1982 in Turin and owned by MSC Cruises. It consists of a team of product managers and travel designers of experienced and talented professionals, benefiting from solid international commercial relationships thanks to the synergies with MSC Group. Going2Italy's target is a traveler who loves Italy and exclusive holiday experiences, tailor-made, with competence and creativity. For reservations and real-time quotations, the North American trade can count on a state-of-the-art digital B2B platform.*

Over 25 years on the market, the tour operator Going focuses on highly bespoke travel experiences, with 40 destinations planned and 4 further operating divisions:

GOING4You is a B2B digital platform for dynamic packaging;

Going Resort plans all inclusive holidays for the Italian market;

Going4Cruises plans stay extensions combined in pre/post cruises in the most important international home ports of MSC Cruises;

Going2Italy as the brand new incoming programs and marketing abroad of the best holiday experiences in Italy aimed at a luxury target.