



Official Participant

Report Template for EU Events at EXPO

Event Title :	Sustainable Tourism in Europe	Date:	28 th July 2015
Event Organiser:	Brunella Dorigo – Journalist Italy		
Event Target Group:	Press Conference		
Rapporteur:	Brunella Dorigo	Email:	bru7bru@gmail.com
Event Concept			
<p>Look beyond the Award EDEN European Destinations of Excellence and discover European Excellence Destinations through a new website/Blog Italy News Tourism Web link: http://www.italynewstourism.com The initiative is independent of the European Commission, and was founded by passion and competence acquired by a freelance travel journalist - Brunella Dorigo – realizing, in recent years, reports targeted by 14 Excellence Destinations visited in seven European countries. The publishing initiative includes a catalogue e-book, the blog, and a specific events Info-training for the public, for Travel agencies-Tour Operator- Destinations Management and for Journalist from 2016.</p>			
Expected Outcomes			
<p>The event organized in the EU Pavilion has further enhanced the work done by Brunella Dorigo, creating good expectations that are developing after the event EXPO 2015.</p>			
Main Conclusions			
<p>The innovative editorial initiative is developing in Italy in order to make known to the public (general and professionals) the all winning Italian Excellence destinations.</p>			
What follow-up actions emerged from this event?			
<p>In Italy the EDEN Award is not very known, and this initiative we have allowed us to enhance even more our daily work in an international showcase how EXPO 2015, hosted in the EU pavilion, creator of the EDEN project in 2006.</p>			