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Connections to host second edition of Italian Tourist Board Experiential Workshop in London

Event will provide platform to cultivate meaningful business opportunities between the UK and Italy

Connections, the international private community for senior executives in high-end travel, will host the second edition of the Italian Tourist Board Experiential Workshop in partnership with ENIT this autumn.

Hosted at the 'Wrenaissance'- inspired L'oscar in London on 26 September, the evening event will be an intimate celebration of Italy for senior executives in the high-end travel industry, with up to 50 decision makers invited to attend.

Following last year's successful first event, Italian luxury suppliers will meet with selected UK-based meetings & incentives buyers in "The Connections Way", the company's approach to facilitating long-lasting business relationships through memorable shared experiences.

Senior executives will participate in meetings and experiences with an Italian flair. Activities planned will highlight the country's rich history, culture (in recognition of the 500-year anniversary of Leonardo da Vinci's death) and cuisine, and will include the sampling of Italian dishes with wine provided by St James's Hotel & Club.

Flavio Zappacosta, Manager for UK & Ireland, ENIT, said: "We are delighted to be working with the Connections team on this event in London which will allow us to showcase a number of Italian luxury services to buyers here in the UK. Connections runs professional and efficient events, bringing only the best buyers from around the globe to experience our destination. Our private sector continues to benefit from the relationships made at Connections; this new, innovative way of doing business has proved to be invaluable."

Micaela Giacobbe, founder of Connections, said: "This will be our fifth event in collaboration with the Italian Tourist Board and we cannot thank it enough for their invaluable support and contribution. Since our first event together at Rocco Forte Verdura Resort, Sicily, in 2016, we have worked together at events in London, Puglia, Tuscany and Courmayeur."



For more information about Connections, visit www.weareconnections.com

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Note to editors:

About Connections:

Connections is the international private community for senior executives in high-end travel with a focus on luxury, meetings & incentives, wellbeing, adventure and weddings. The brand brings together the industry's most respected travel agents and suppliers throughout the year in destinations across the world.

Over the past five years, Connections has pioneered the *The Connections Way* - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted 30 global events, giving decision makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, Europe's largest travel and hospitality B2B media company. Other brands within the group's market-leading portfolio of print, digital and event products include Travel Weekly, Aspire, The Caterer and Travolution.