

www.mirabilianetwork.eu



A network that connects unexpected places of historical, cultural and environmental significance to UNESCO World Heritage Sites

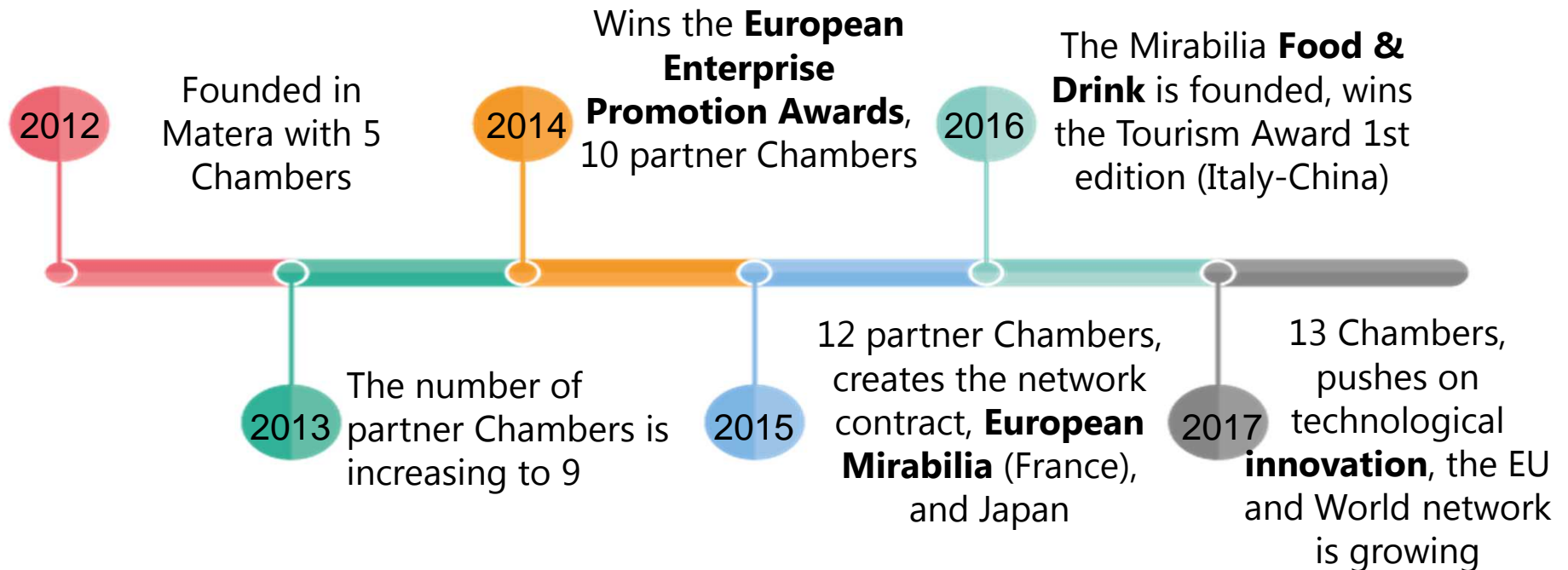
Con il Patrocinio del:
Ministero del Turismo e delle Attività Culturali e del Turismo



MIRABILIA - EUROPEAN NETWORK OF UNESCO SITES

A network of Chambers of Commerce to promote Cultural Tourism

HISTORY



Mirabilia organizes **International Cultural Tourism Exchange** every year
B2B meeting between partner territories and major international tourist buyers

AIMS

Primary

- Promote UNESCO sites and surrounding areas
- Enhance the landscape, historical, artistic and enogastronomic heritage
- Create business opportunities between supply and demand

Intermediate

- Become a landmark for consumer (international public) and trade (working in the sector)
- Increase the number of national partners
- Promote growing of the European network

Related projects

- Create a SME network model
- Support the training of companies
- Enhance food&wine and local crafts

STRENGTHS

Project started from
the territory and from
SMEs

Internationally
recognized heritage

National and international
institutional partnership

Local partnership with
a business network



THE TOURISM EXCHANGE 2017



The best of the sector was present at the International Tourism Exchange in Verona

The event confirmed the winning model with:

- 13 Italian Chambers of Commerce
- the Chambers of Commerce of Bulgaria, Canada, Croatia, Greece, France and Slovenia
- 80 buyers
- 300 sellers
- 2700 scheduled appointments.

THE TOURISM EXCHANGE 2017



The multi-level project joined:

- Tourism-culture
- Agribusiness
- Artistic craftsmanship



Tourism Exchange

Mirabilia Food & Drink

Mirabilia Art in Art

THE TOURISM EXCHANGE 2017



The EUROPEAN NETWORK project was presented

- Give more value to UNESCO heritage sites
- Promote initiatives on the net
- Create a European system



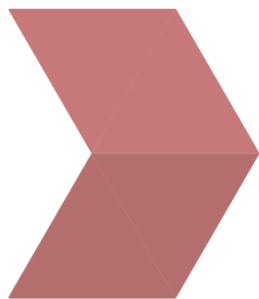
2018 CULTURAL HERITAGE YEAR IN EUROPE

PERSPECTIVES



DEVELOPMENT ACTIONS:

- Consolidate B2B contacts (the Tourism Exchange is a periodic appointment)
- Welcome other possible partners (interest from other Chambers)
- Continue with international contacts (EU and Far East)
- Open to the general public (Italian and international travelers)
- Strengthen the brand



INSTRUMENTS AND RESOURCES:

- Training and consulting for companies
- Organization of «blogger tour», «post tour buyer»
- Collaboration between Chambers of Commerce and schools
- Technological innovation and new digital communication tools

DIGITAL TECHNOLOGIES



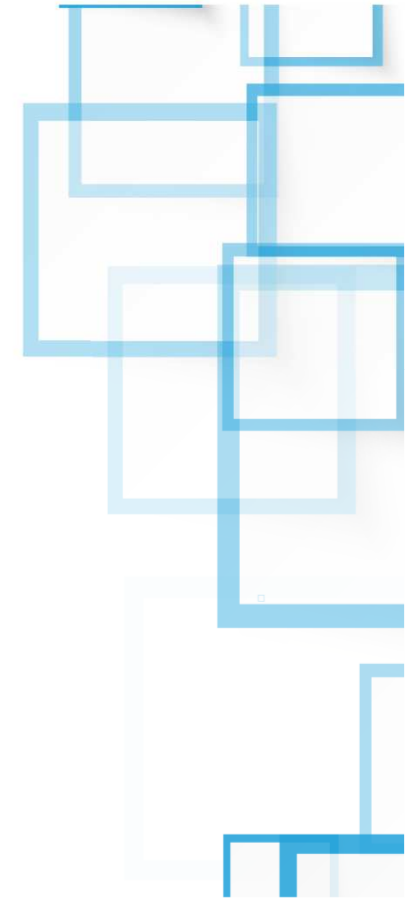
MIRABILIA
EUROPEAN NETWORK OF UNESCO SITES

WEBSITE AND SOCIAL NETWORK

- New communication and tools for visibility

TECHNICAL ASSISTANCE TO COMPANIES

- Digital promotion and training to support innovation and increase performance
- Consultancy for innovative ICT solutions
- Creating a digital platform for matching sellers and buyers of technological services



*The real voyage of discovery
consists not in seeking new
landscapes, but in having new eyes.*
(Marcel Proust)

MIRABILIA is a
project by:



Project manager
Dott. Vito Signati

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