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

MIRABILIA - EUROPEAN NETWORK OF UNESCO SITES
A network of Chambers of Commerce to promote Cultural Tourism
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

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)