



## **PRESS RELEASE**

### **Confcommercio Chieti goes to London World Travel Market.**

For the first time ever, Confcommercio Chieti\*, the Italian Association of Small & Medium Business, flies to London to take part in the World Travel Market, the most important tourism fair in Europe. Representatives of its newest trade section, B & B e Trabocchi, will be at the Abruzzo Pavilion\*\* to promote the culture and landscape of la Costa dei Trabocchi, trabocchi being the traditional wooden fishing huts that characterize the coastline, symbol of the nascent national park that spans from the Adriatic Coast of the Chieti province to the nearby Apennines.

Seven featured properties will be presented in London: Residence Italia, Il Cerchio e La Botte B & B and Restaurant, Papavero Rosso Country House & Restaurant from the town of Francavilla al Mare, Palazzo Franchi Bardavi B & B and its Restaurant Pane e Olio, Da Anastasia B & B, both from the hillside town of Arielli, Primavera B & B in Canosa Sannita, and Villa Monteferrante in Vasto Marina. For the occasion, Confcommercio B & B e Trabocchi will present its first brochure featuring the accommodations and the region; also, eco-friendly cotton bags with the logo and brand name will be distributed, a promotional tool association members hope trade show visitors will find useful. The trade show is one of the most prestigious, an annual event scheduled from 5 to 8 November in 2012. In 2011, there were 47,776 participants and 28,183 visitors with a turnover of more than EUR 1 million.

'The Brits love Abruzzo\*\*\*, our region and the province of Chieti,' explains Angelo Allegrino, provincial president of Confcommercio Chieti. 'British tourists appreciate its nature and the heritage of our territory. Moreover, many British have bought old ruins and restructured them, second homes they enjoy throughout the year.' Antonio Del Ciotto and Luigi Monteferrante, respectively president and vice president of B & B e Trabocchi section of Confcommercio Chieti, add. "Among the products most in demand: Abruzzo's National Parks, great for skiing and hiking; also popular, food and wine tours, cycling, golf and horse riding, never far from safe and sandy beaches and piazzas, a bucolic countryside, and the towering Apennines for hikes and bikes, are all within a 30-minute drive.'

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