



**FRIGERIO VIAGGI®**

**FRIGERIO TRAVEL**

## **OFFICIAL TOUR OPERATOR OF WORLD ROUTES 2021**

Milan, 07 October 2021 – The most important event in the aviation industry will be held from Sunday 10 to Tuesday 12 October in Milan, at MiCo: World Routes 2021, organized by Informa (an important international events, intelligence and research group academic), which brings together every airports, airlines and the main tourism authorities in the world, with the aim of developing new air connections on a global level. SEA Aeroporti di Milano is the host of World Routes 2021 and hosts the event in Milan in partnership with the Lombardy Region, the Municipality of Milan, ENIT and Bergamo Airport and other local players. World Routes includes not only 3 days of in-person events (10-12 October), but also 3 days of virtual events (18-20 October), to allow everyone to participate, in person or remotely, in this very important event. Frigerio Viaggi is the Official Tour Operator of the event.

“We are truly proud to participate in World Routes 2021 as Official Tour Operator” comments Paola Frigerio, Leisure, Marketing & Network Director of Frigerio Viaggi “and to have this opportunity to meet an international audience in Milan and finally also in person.

The delegates belong to airports and airlines all over the world, to date the event features over 600 registered operators, including more than 220 airlines: who are the best interlocutors to keep an eye on the travel situation at a global level?”

Participation in World Routes is an opportunity for the Frigerio Viaggi Group to bring attention of delegates from all over the globe the Incoming programming in which it has invested in recent years. “The forced break caused by Covid” concludes Paola Frigerio “has inevitably led us to update the products and implement them further. Today we can guarantee a complete and safe service to all foreign visitors. Experiences in Milan (Cenacolo Vinciano, Duomo, Castello Sforzesco, Wine experience) and outside the city: Bernina Express, Lake Como, Lake Maggiore and the Royal Palace of Monza, a pearl of rare beauty for the valorization of the territory. We also offer day programs to visit Florence, Turin and Venice. Without forgetting the passions linked to Italianness in the world, such as fashion and motors: the Alfa Romeo Museum for four-wheel enthusiasts and, for all shopping addicts, two prestigious shopping villages such as Scalo Milano Village”.

Finally, the flagship of Incoming by Frigerio Viaggi is OpenCITY: the app developed by Frigerio Viaggi to visit and discover Milan, the first true example of digital tourism. Its format, totally innovative and unique in the world, was created to accompany the traveler on a live exploration of the places described, through an immersive experience.

The World Routes 2021 delegates were able to count on the support of the Official Tour Operator Frigerio Viaggi before departure, with a dedicated website specifically developed for them [www.frigerioviaggiwr2021.com](http://www.frigerioviaggiwr2021.com), and they will also be able to do so during all the days of the event in person: the Incoming Frigerio Viaggi staff will be available in MiCo at the MILANO CITY TOURS & INFO DESK, for all operators who want to visit Milan and its surroundings.

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable.

For more information:

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