



## FRIGERIO TRAVEL AT THE 56TH EDITION OF TTG TRAVEL EXPERIENCE

**Rimini, 9 October 2019** – The **Frigerio Viaggi Group** participates in the 56th edition of TTG Travel Experience in Rimini, in collaboration with **Fidenza Village** and **Savini Milano 1867**, consolidated partners on the Incoming front: **Pavilion C5, Lane 2, Stand 055-056**.

The Incoming Frigerio Viaggi division was founded in 2014 as support for Expo 2015 and the results are excellent: 600,000 tickets sold, many of which associated with workshops and multi-thematic experiences in the city of Milan. In recent years, developments have been important and, precisely on the occasion of TTG Travel Experience, the first edition of the new brochure "**Explore Milan & Around**" was released, a collection of the best proposals for tourists visiting Milan and its surroundings.

The programs touch not only the Milanese capital with visits, walking tours and experiences, but also the beauties of Italy easily reachable from **Milan** by GT coach or train transport. First of all, **Lake Como**, a top seller that has achieved a leading position in the imagination of foreign tourists, then the **Bernina Express** and the best **art cities** of Northern and Central Italy: Turin, Bergamo, Vigevano, Venice, Verona, Modena, Bologna and Rome. Unmissable the shopping space with proposals in collaboration with **Fidenza Village**: in addition to **Shopping Express**, the bus transport that connects Milan to Fidenza daily, Frigerio Viaggi has created packages that combine transport with a visit to the Masone Labyrinth or the Culatello Museum, excellences in the Parma area.

Ample space dedicated within "Explore Milan & Around" also to **Open City Milan**, the project that debuted last year and which consists of a traditional **Card** (hop-on hop-off buses, museums and attractions, conventions) and an innovative **App** to visit Milan absolutely unconventional, through Walking Tours (thematic walks in the company of authoritative experts) and Adventures (challenges with puzzles, on the trail of mysteries to be revealed and secrets to be discovered).

In 2019 the OpenCITY Milan project was further enriched with the birth of **Minicard themes** (Kids, Jeans, Leonardo and Family) and above all with products dedicated to **Leonardo Da Vinci**, undisputed character of 2019, the year in which the five hundredth anniversary of his death occurs. In addition to a fixed program every Friday on the Last Supper and two Minicards dedicated to him, within the OpenCITY App **three specific digital contents**: the adventure "The enigma of Leonardo's will" and the Walking Tours "Leonardo in Milan" and "Leonardo in Lombardy", which retrace the signs and the traces left by the Genius and also analyze it from another point of view, with an unusual look and outside the more traditional patterns.

To conclude with 1 **map** dedicated to Leonardo in Lombardy: everything there is to discover in the years he spent between Milan, Vigevano and the Adda river. The most important things to see and those not to be missed. But also the most surprising curiosities, the mysteries of his works and his thoughts to know. Still in the field of maps, OpenCITY has published also **Top7forKids**: a map of the heart of Milan + stickers, entirely designed and dedicated to children, with all the attractions to discover, the places not to be missed, the museums to visit, the curiosities to look for places to eat and drink. And then games, challenges and suggestions to get to know, explore and experience Milan while having fun.

**FRIGERIO VIAGGI - The Frigerio Group today brings together over 80 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, holidays, business and corporate travel, meetings, incentives, conferences 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 customers, in addition to care and to the attention that is part of its tradition, a unique and unrepeatable solution everytime.**

For further information:

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