



## FRIGERIO VIAGGI LAUNCHES “TRAVELS IN A BOX” THE GIFT IDEA FOR CHRISTMAS 2020

**Milan, 26 November 2020** – Frigerio Viaggi launches the exclusive “**Travels in a box**” gift idea on the market perfect for both individual customers and for companies and Cral which, despite the very particular year, does not want to give up making a welcome gift, at the right price, without forgetting to do good for those who need it he needs more.

“**Travels in a box**” was born from a simple and almost impossible to realize idea: **putting the magic of a journey**, its images, its stories, its adventures and even its flavors in a box, to succeed to give those who receive it emotions, fun, beauty and entertainment, even during these difficult times” comments **Paola Frigerio, Leisure, Marketing & Network Director Frigerio Viaggi**. All “**Travels in a box**” include 1 code to access the OpenCITY App digital contents, to also **visit Milan** while remaining comfortably **seated on the sofa at home**. The code is contained inside a ball of opening plexiglass, which can be used as a Christmas tree ornament, personalized with a family photo. In the Boxes the user can also find **thematic maps, Christmas delicacies and drinks** for a **toast from a distance**. “We have developed 4 different options to allow everyone to purchase gifts with peace of mind, also **online** at <https://www.frigerioviaggionline.com/idee-regalo/#regdl=travel-in-box> starting from €12.90”.

**Open City App** represents the **first true example of digital tourism**. Its **format, totally innovative and unique in the world**, it was created to accompany the traveler in a live exploration of the places described, but it quickly adapted to the current restrictions, providing an alternative and unique response in of its kind to all those who do not want to give up the magic of a trip or who are perhaps unable to go out. There are two product lines present in the App: **Walking Tours** (thematic “walks and routes”). company of an authoritative expert) and **Adventures** (“puzzle challenges” or “treasure hunts”, which transform the visitor into the protagonist of a film, through a unique gaming format, with places from discover and puzzles to solve).

### **COVID-19 EMERGENCY**

*Sales of “Travels in a Box” contribute to the support of the **Sos Bambini** and charities **World Friends**. Part of the proceeds will be allocated to the “Adopt a family” project by SOS Bambini for Italian families in difficulty and to the World Friends program to combat the effects of the Coronavirus in the slums of Nairobi, Kenya.*

**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 customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable solution every time.

For more information:

**FRIGERIO VIAGGI PRESS OFFICE** - Erika Biancotto

Tel 0362.350.300, e-mail: [ebiancotto@frigerioviaggi.com](mailto:ebiancotto@frigerioviaggi.com)