

A JOURNEY TO DISCOVER THE WORLD
CREATED BY MAN

THE FIRST INTERNATIONAL FAIR OF CULTURAL TOURISM

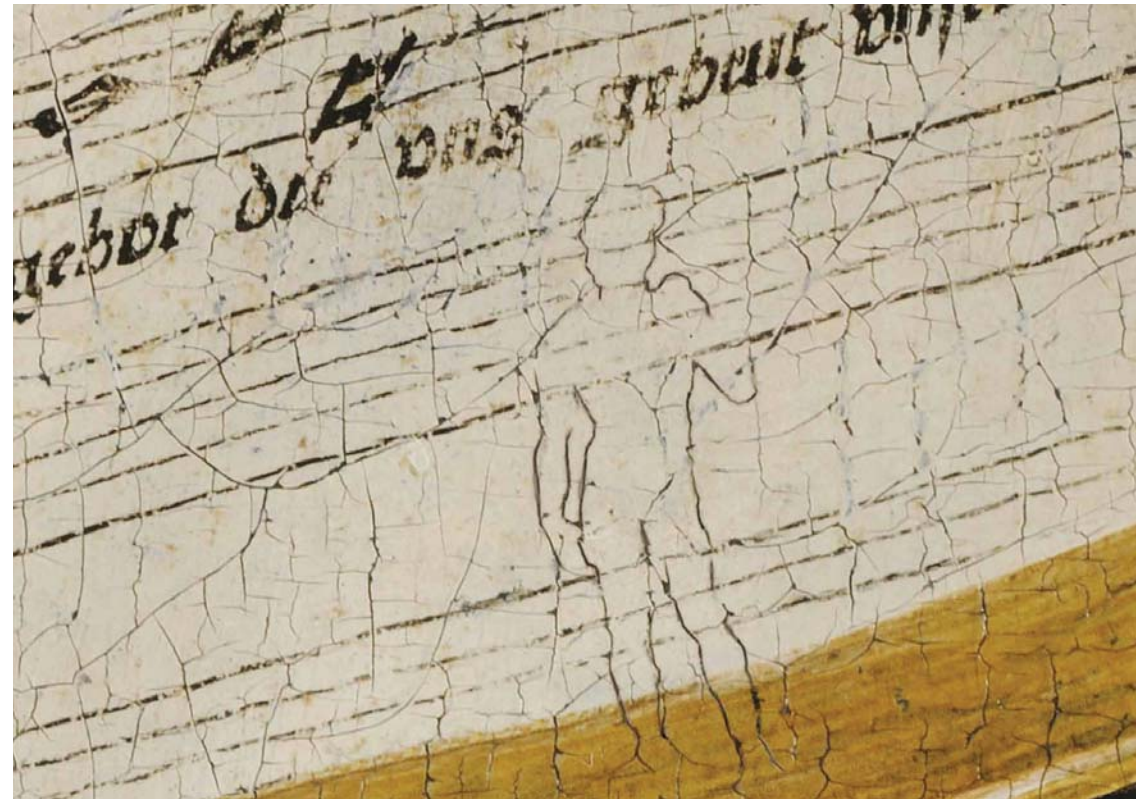




FLORENCE 18-19-20 MAY 2012
ART & TOURISM

The "birth" of the first fair for art and cultural tourism takes place in Florence. The Tuscan capital is the natural and outstanding venue for such a great international event, dedicated to the world of beauty as conceived and created by man. An appointment for museums, galleries, festivals, cities and areas with a strong cultural heritage and tourism operators to get to know each other and present the best of themselves.

"THE AMBASSADORS" • HANS HOLBEIN THE YOUNGER • THE METROPOLITAN MUSEUM OF ART





CULTURE
AN UNRIVALLED DESTINATION.

From the Florence of the Uffizi to the Paris of the Louvre, from the terracotta warriors of Xian to Moma in New York, from the Festival of Literature in Mantua, to the Edinburgh International Festival. New discoveries and new initiatives contribute to the wealth of the world heritage of art and culture every day. Art&Tourism showcases them.

"PORTRAIT OF A YOUNG WOMAN" • PETRUS CHRISTUS • GEMÄLDEGALERIE





910 MILLION PEOPLE
TRAVEL AROUND THE WORLD EVERY YEAR:
330 MILLION OF THEM CHOOSE A CULTURAL DESTINATION.

Travel connected with art and culture accounts for 30% of the global revenue of the tourist sector. This Fair will provide a global audience with answers to their needs as well as the guarantee of ever-new attractions. In just one place the allure of art and the excitement of travel.

"THE BIRTH OF VENUS" • SANDRO BOTTICELLI • UFFIZI GALLERY

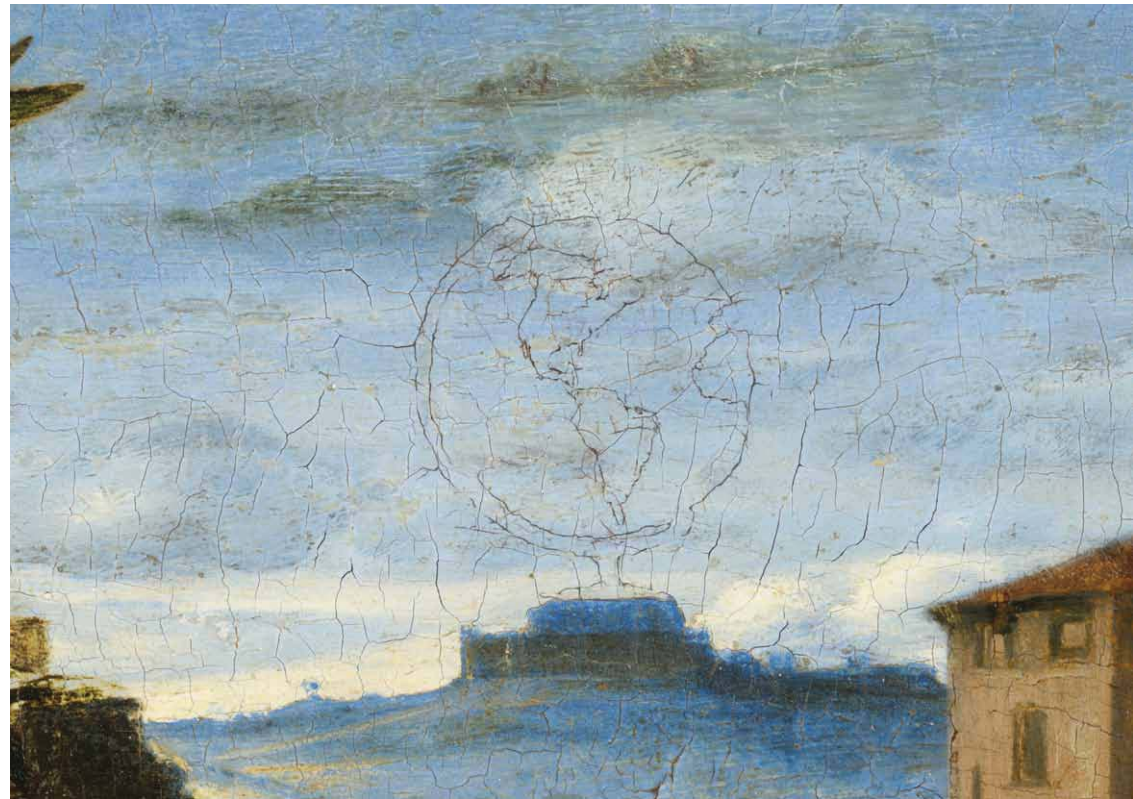




ART & TOURISM, A JOURNEY AROUND THE WORLD CREATED BY MAN

An event designed to serve not only as a meeting place for the important players offering cultural tourism, but also an unmissable appointment for thousands of visitors. A three-day fair, with one day dedicated to professionals and the other two open to the general public.

"ST. FRANCIS IN THE DESERT" • GIOVANNI BELLINI • THE FRICK COLLECTION





CULTURE IS HERITAGE
THAT'S WHY IT DESERVES A FORTRESS

If culture is heritage for all, where better to display it than in the Fortezza da Basso in Florence? Art&Tourism is copying the exhibition model of the global village which enables it to publicise what the world of art and cultural tourism has to offer.

"MARIE-ANTONINETTE DE LORRAINE-HABSBURG, QUEEN OF FRANCE, AND HER CHILDREN"
LOUISE ELISABETH VIGÉE-LEBRUM • PALACE OF VERSAILLES





TTG. SINCE 1973 MOVING THE WORLD
OF TOURIST TRADERS

TTG Italia is part of the Rimini Fiera Group, leader in communications and services for the business tourism sector where it has been active since 1973: it creates events and fairs, publishes the most authoritative trade magazine in Italy and promotes the matching up of supply and demand in business to business tourism over the internet. Every year it organizes the most important international fair, in Rimini, for b2b in the sector in Italy.

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IN COOPERATION WITH



Regione Toscana



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WITH THE SUPPORT OF



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ART&TOURISM

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