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**SILVER SCREEN ITALY COMES TO BIT 2021
THE NEW EXPERIENTIAL TOURISM, BETWEEN DREAM AND
REALITY**

- *From north to south, Italy is embracing a new form of travel, one that combines the real experiential holiday with the social world, reality meeting the dream thanks to a passion for the visual arts.*
- *The Italy for Movies portal showcases the many unique filming locations that the country has to offer.*

Milan, 22 October 2020 – The consumer is **no longer content** with just being a tourist. They want to be a “**temporary resident**” of the places they visit, **embracing an experience** or even a **dream** connected to the essence of the area.

In modern society, there is an increasing overlap between **real and virtual** and on social media – **from Instagram to TikTok** – we can even star in own visual dream. One innovative and appealing way to experience a destination with an experiential approach then is **cinema tourism** or, more generally, travel that sees us follow in the footsteps of the **most famous actors and directors** and visit the **most beautiful film locations**. And Italy, with its incredible wealth and variety of scenery, history, art and culture, is an increasingly popular location for international film crews.

BIT 2021, at fieramilanocity from 7 to 9 February, serves as an effective platform on which to **promote, discover and experience** the new forms of experiential tourism. It is no coincidence that the theme of this next edition will be **Step into a new journey**. **BIT Experience**, in particular, will be the area dedicated to new holiday ideas relating to nature, slow tourism, food-and-wine tourism and themed itineraries in general. **BIT FORUM** events will also include the **BIT TRAVEL INSPIRATION** section, which presents those experiential destinations that respond to this new demand from travellers. As always, the themes will be supported by Italian and international **best practices**.

But what are the most popular trends and destinations for those wanting to trace the making of their favourite film or series? In the **Marche**, there is renewed interest in places linked to **Leopardi** thanks to the success of *Il Giovane Favoloso*, the 2014 film in which a wonderful **Elio Germano** played the young poet. Interest that has been confirmed by events celebrating the **bicentenary of the writing of L'Infinito**, in 2019.

Puglia is particularly active on this front. There is already a lot of interest in the upcoming locations, around **Bari, Monopoli and Fasano**, used for *Lolita Lobosco*, the



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new RAI series based on the folkloric detective stories by **Gabriella Genisi**. **Luisa Ranieri** stars in this production by **Luca Miniero**. The producers also include Luca Zingaretti. Once of these will be **Pane e Pomodoro**, one of the best-loved beaches in Bari. **Bari, Polignano, Monopoli, Otranto, Castro, Santa Cesarea Terme, Conversano, Porto Badisco and Serrano** are the locations for **Carlo Verdone's** latest work, **Si vive una volta sola**, while the new film **Viaggio a sorpresa**, produced by and starring **Ronn Moss** (Ridge Forrester in the soap opera *Beautiful*), as well as **Lino Banfi and Paolo Sassanelli**, will feature **Fasano, Alberobello, Cisternino, Martina Franca and Monopoli**.

In nearby **Basilicata** it is also thanks to cinema, **from Pasolini to Mel Gibson**, that **Matera** has experienced a rebirth, even being named European Capital of Culture 2019. And that's not all. Rugged Basilicata city will also play a starring role in the next Bond film, **No time to die**, visitors already keen to identify the roads that **007** drives in his legendary **Aston Martin**. Further south, in **Sicily**, the success of **Inspector Montalbano's locations** continues, having relaunched not only the **Punta Secca sea**, home to the detective's legendary beach house, but the entire **Val di Noto** and its Baroque treasures.

In the south, any film location tour will take in **Naples** of course, made famous by icons such as **Totò, the De Filippo family, Sofia Loren and Massimo Troisi** and chosen by great directors as the setting for their stories. From **Paolo Sorrentino to Mario Martone and Ferzan Özpetek** and, going further back, **Vittorio De Sica, Dino Risi, Francesco Rosi and Lina Wertmüller**, to name but a few, there is no corner of the city that hasn't been captured on film.

Travelling back up the peninsula, **Lazio** has always been a tourist destination for those choosing to explore the wonders of **Rome** – which is hosting the Festa del Cinema – from a different viewpoint, taking in the roads travelled by **Gregory Peck and Audrey Hepburn** on a Vespa in **Roman Holiday** for example, or seeking out the original neorealist settings used in **Rome, open city** or **Bicycle Thieves**. The latest trend is to anticipate the release of a film. In coming weeks it is the turn of **Mission Impossible 7** with **Tom Cruise**, who is caught up in car chases, crashes and even the (staged) stealing of police motorcycles around the **Colosseum, the Imperial Forum and Via Nazionale**.

George Clooney's appeal still brings the tourists flocking to **Lake Como** while **Crema** and **Bergamo** are the destinations of choice for fans of the cult film **Call Me by Your Name** by **Luca Guadagnino**, who previously showcased **Milan** in **I am love**. In Crema, in particular, just a few months after its release, the nostalgic 80s vibe of the film had already led to an unexpected boom in visitors. The first seven months of 2018 saw more than **7000** visitors, exceeding the 2017 total of 6335, to the extent that **new services were introduced for the cinema tourists**, such as a new audio guide to the city and surrounding area and a bicycle and tandem bike rental service.



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Cinema is **an irreplaceable tool for the promotion of tourism** then, not only for the best-known spots but also, and especially, for those hidden corners of the Bel Paese, so varied and rich in treasures, whether cultural, architectonic or panoramic. Italy already has a tool with which to learn about the locations of our favourites films and series, the national portal for cinematographic and audiovisual production incentives and locations known as **Italy for Movies** (www.italyformovies.it), coordinated by the **Directorate-General of Cinema and Audiovisual** of the Italian Ministry of Cultural Heritage and Activities (MiBACT) and managed by the **Istituto Luce-Cinecittà** in collaboration with the Italian Film Commissions. Offering information sheets that outline the film locations and themed itineraries, the portal, and related **Italy for Movies app** (<https://www.italyformovies.it/app-page.php>), available on Google Play and Apple Store, provides inspiration for travel to some of the most iconic cinematic locations.

To learn how best to promote the opportunities of cinema and video tourism, trade visitors (and travellers) will meet at the 41st edition of BIT, the **International Travel Exhibition** organised by Fiera Milano, taking place at **fieramilanocity from 7 to 9 February 2021**.

For updated information: www.bit.fieramilano.it/en, @BitMilano.