



# SHOWCASE USA – ITALY 2004

## Sorrento, Naples

November 3-6, 2004



### Preliminary Program

#### Wednesday November 3<sup>rd</sup>

- 12.00 pm Transfer from Rome Fiumicino Airport to Sorrento (exact meeting point TBA);
- 03:15 pm Arrival in Sorrento, afternoon free;
- 07.30 pm **Briefing;**
- 08.00 pm Welcome dinner

#### Thursday November 4<sup>th</sup>

- 08.30 am Breakfast;
- 09.30 am Departure for a memorable full day excursion of the surroundings: the *Amalfitan Coast* is considered one of most breath-taking places in Italy;
- 01.00 pm Lunch en route;
- 07.30 pm **Open Forum** (speakers and final program of the Open Forum TBA);
- 08.45 pm Dinner

#### Friday November 5<sup>th</sup>

- 08.30 am Breakfast;
- 09.15 am **Workshop Session I:** Scheduled appointments with Tour Operators, Incentive Houses and Media;
- 01.15 pm Buffet lunch;
- 03.15 pm Arrival of Travel Agents from all Italy invited by the Visit USA Association Italy and Alitalia to meet with US and Italian travel professionals and for a week-end in Sorrento;
- 03.30 pm **Workshop Session II:** Non Scheduled Appointments with Travel Agents;
- 08.30 pm Gala dinner with music and show

#### Saturday November 6<sup>th</sup>

- 07.30 am Breakfast;
- 08.30 am Transfer to Rome - Fiumicino airport;
- 12:00 am Arrival in Rome, Fiumicino and departure to London or back to the U.S.