

*Press release*

**New locations in Paestum for the 16th edition of the  
Mediterranean Exchange of Archaeological Tourism**

From thursday 14th to sunday, November 17th, the 16th edition of the Mediterranean Exchange of Archaeological Tourism will take place for the first time inside the ancient city of Paestum: the Archaeological Park, the National Museum and the Basilica Paleocristiana will be the new locations of the event.

In order to highlight the connection between Cultural Heritage and Tourism - in agreement with the politics of the Italian Government, who has assigned their tasks to a single Ministry - **the Workshop in collaboration with Enit between foreign buyers and offer operators**, scheduled for saturday, November 16th, **will take place in the halls of the Archaeological Museum, surrounded by extraordinary finds like the Tomb of the Diver or the Assteas' Crater**, with a great international mediatic response.

In the effort to **regain the market of Northern and Central Europe**, always interested in our Country but oriented towards other destinations in the last years, the demand will be represented by the **Top Five tour operators working with the archaeological segment of cultural tourism** from Austria, Belgium, Great Britain, France, Germany, Netherlands, Spain, Switzerland.

Trying to create a system with a unique brand, the buyers will enjoy **the suggestive itinerary "South Italy Magna Graecia"**, that will touch the great archaeological sites of Campania, Calabria, Puglia and Basilicata - like Paestum, Velia, Sibari, Taranto, Metaponto.

**The Exchange is the only event in the world that allows the meeting of this extraordinary segment of cultural tourism with professional business, travellers and schools**, with the aim to promote sites and destinations of archaeological relevance, help marketing of destinations, contribute to deseasoning and increase economic and working opportunities

Home of the **greatest Exhibition Hall of archaeological heritage in the world** - this year set **next to the Temple of Ceres** in a tensile structure of 3.000 sq.m. - **and of ArchaeoVirtual, the international exhibition of interactive and virtual technologies**, the Exchange proves to be a successful format, as testified by the participation of the summits of **UNESCO, UNWTO and ICCROM**, and by **8.000 visitors, 150 exhibitors with 25 foreign Countries (Official Guest in 2013 will be Venezuela), 50 conferences and meetings, 300 speakers, 350 offer operators, 150 journalists.**

**During the Exchange**, it is possible to stay in the **hotels with discounted rates** and participate to **guided tours to the UNESCO sites of Paestum and Velia**. Special offers are available for those who travel by train or plane. For further information: [www.archaeologicaltourism.org](http://www.archaeologicaltourism.org)

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*Conceived and Organized*