

## **PROMOTUR S.R.L.**

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Founded in 1974 to manage business travel, tourism and corporate incentive, Promotur is specialized in the organization of conferences and events in Piemonte, Italy and worldwide, and is located in Turin, with more than 30 professionals employed.

In almost 50 years, Promotur has accompanied visitors all around Piemonte, revealing its unknown beauty.

Our exclusive "Royal Palaces and Castles Tour" has the aim to let you discover the most important royal estates and the private stately homes which are usually closed to the public.

We have the keys to open these wonderful mansions not only in Piemonte but also all over Italy. These residences, once delights of hunting and alcoves for clandestine love affairs or cautious watchtowers, are still guarded by the descendants of the same families who built them centuries ago: it is a unique experience to meet these custodians of the past and, above all, of the future.

All our tours are tailor-made: whether it is a dinner for two, a business meeting, or a work conference, we will find you the perfect place, unlocking the doors of the most stunning Italian historic houses.

In addition to the usual tourist activities (guided tours, hotel reservations, etc.), Promotur coordinates training management experts, to implement various team building activities. Among our customers, we can mention "Guerlain", "Champion", "Big Mat", "Arexons", "Reale Mutua Assicurazioni", "Fiat Lubrificanti" and several car companies.

Our experience in conferences and congresses in recent years in Piemonte includes:

2019: in collaboration with Confindustria, IX Young Entrepreneurs Forum: "the necessary innovations".

2018: Droidcon Conference "The best way to predict your future is to create it".

2016: F.E.A.M.A. (Forum for European Aerospace Market Analysis) providers.

2015: "Nikon Live" event", in five Italian cities.

"What Challenges for Innovation?", by U.C-I.D. (the Christian Union of Entrepreneurs and Executives).

2014: E.F.U.C.A. (European Federation of UNESCO Clubs, Centres and Associations) Congress "Global Ethic and Equal Opportunity: the contribution of women to the development of Europe and the Mediterranean".

Conference "Smart Payment: change the way you pay to modernize the country " by VISA CartaSi.

2011: "Italian Engineering Congress", with more than 1.100 people in Turin,

"Dante Alighieri Society World Congress",

"Italian Cooking Academy" National Assembly.

2008 and 2020: XXXI, XLIII A.D.S.I. (Associazione Dimore Storiche Italiane) National Assemblies.

2006: "Casa Sassonia" events planner for the XX Olympic Winter Games.

2004: "Forum France-Italy", by I.I.S.P.I. (Istituto per gli Studi di Politica Internazionale), at the presence of the two Foreign Affairs Ministers

Our agency cooperates with the "Soprintendenza per i Beni Architettonici e per il Paesaggio" (Commission for the Architectural and Landscape Heritage) and it is the reference point for the Piedmontese delegation of the Italian Historical Housing Association (A.D.S.I.).

Our agency is member of the G.E.B.T.A. (Guild of European Business of Travel Agents), founder member of "Accessible Italy" and "Accessible Europe", a pool of European travel agencies with expertise in accessible tourism services for people with special needs, and founder member of TTS-WelcomeGroup. Promotur is the Italian partner of T.S.I. (Travel Solutions International), and also member of the "Strada Reale dei Vini" (the Royal Road of Wines), the association that enables visitors to discover the rich cultural heritage in the surroundings of Turin through beautiful vineyard landscapes.

## PRODUCTS

- **From Ancient Romans to the Middle Age in Piemonte**

Full day dedicated to the origins of Piemonte region, by private bus and a licensed tour guide.

Guided visit to the Roman ruins of "Iulia Augusta Taurinorum" (Torino) and to the Museum of Antiquities, where the Marengo Treasure, recently restored, is kept.

Then proceed in the surrounding of the town to admire the remains of a large Roman villa dated back I century a.D.

Arrival to Susa, village situated in the Alps, to taste a very special lunch, cooked according to the original recipes of Ancient Romans; the meal, prepared especially for our group, will be a unique opportunity to taste the recipes described by Apicius, author of the first treaty of Culinary Arts.

Tasting of Ice Wine, rare product of the Val Susa, whose grape harvest takes place in winter, when temperatures go below 0 ° C.

Visit of Susa, rich in Roman remains, among which is the Roman arch, celebrating the alliance between Caesar Augustus and Cozio, king of the Celts. Prosecution to Cenischia Valley and arrival in Novalesa; visit of the abbey, one of the most ancient in Europe, founded in 726 a. D.

You will visit the small archaeological museum and the St. Eldrado Chapel, with well-preserved frescoes, dating from the late XI century. Return in Turin.

- **Tour between gardens and monasteries, around the lakes of Piemonte**

Full day excursion from Turin to discover the hilly area between Mottarone Mountain and the Orta and Maggiore Lakes.

Departure from Turin by private coach. Arrival in Verbania village, meeting with the tour guide and visit to Villa Taranto Gardens; here you will admire terraced gardens and floral species from various parts of the world.

These gardens, considered among the 18 most extraordinary in the world, are basically English style, although there are Italian inspirations as statues, fountains, ponds and terraces.

Villa Taranto hosts a lot of events, from the Tulip Festival to the very famous Dahlia Exhibition.

Continuation of the tour visiting a picturesque church built in Romanesque style.

Lunch in a restaurant, tasting the typical recipes of the area.

Arrival to the base of Mottarone Mountain. Visit to the Alpina Botanical Garden, with alpine and subalpine plants, coming from Caucasus, China and Japan.

Arrival in Pella village, boarding on private boat and visit to the San Giulio island; according to legends, in 390 a. C., Saint Julius crossed the waters of the lake over his cloak, founding the church that still exists today. Farewell of the guide and return to Turin by private coach.

- **Hidden Treasures of Italy**

Everybody knows Rome and the Colosseum, Florence and the Uffizi Museum, Milan and Duomo...but all these towns hide wonderful attractions far from the mass tourism. For instance, in Rome you will walk into the halls of princely palaces, admiring paintings known by the finest art curators; you will have the chance to enter into a mithraeum to admire Pagan and Christian frescoes, far from the tourist crowd, and you will visit private archives that jealously guard documents of world importance. In Florence you will walk into the biggest private garden of Europe, and you will discover art collections unjustly forgotten. In Milan you will speak with the most famous designers, visiting their own homes and in Naples you will have the chance to attend a private concert, played by baroque musical instruments.

But all Italy is rich of town and villages that will surprise you: just in this country you can visit the smallest theater in the world, or visit the unique Palladian villa that does not follow the classical proportions. Let us to accompany you in this unexpected trip!