



Benchmarking trip Milan report **(«St. Petersburg – Saimaa Lakeland travel corridor» cross-border project)**

Dates: 15.-17.11.2021

Organizer of the trip: All project partners of LakeSaimaa region and Marco Acher-Marinelli

Participants:

Mirka Rahman, Travel Corridor, City of Lappeenranta
Maisa Häkkinen, Travel Corridor, Miksei Mikkeli Development Company Ltd
Tarja Vesalainen, Travel Corridor, Miksei Mikkeli Development Company
Saimi Hoyer, Hotel Punkaharju, Visit Saimaa2 – Lakeland Finland
Katja Vehviläinen, goSaimaa Ltd
Eija Joro, Lappeenranta Airport
Jaana Komi, Travel Corridor, Savonlinna Travel Ltd, Savonlinna
Marco Acher-Marinelli / MAM Press
(Minna Penttinen, Local interpreter)

Programme:

Monday 15.11.

Breakfast
11.30-14 Benchmarking trip to the center of Milan, Duomo Cathedral
c. 15.00 Team meeting and final planning of the press event
16.30 Walk to the venue Combo
17.00 Packing the PR-material

Educational briefing/ Marco Acher-Marinelli / MAM Press, prospects for tourism in the Italian marketing perspective of Travel Corridor

18:00 Briefing with the partners and test of presentation with Saimi Hoyer
19:00 Arrival of media representatives (c.45 pax)
Networking and discussions with participants
20:00 Presentation in Flux Room: Saimi Hoyer and Travel Corridor Team presents the Lake Saimaa and St. Petersburg travel area, its attractions and opportunities. Katja

Vehviläinen from Lappeenranta was the hostess of the evening.

21-23 Dinner with media representatives (altogether app. 45 persons)

Tuesday 16.11.

10.00 Breakfast
10.30-12 Feedback meeting among project partners
12.00 Benchmarking of culture tourism: visiting 900 Museo Del Novecento
20.00 Dinner and planning for future actions of Lake Saimaa and St Petersburg marketing and cooperation

Wednesday 17.11.

Breakfast and check out
11.25 Departure from Milan Malpensa Airport, AY 1752
15.30 Arrival at Helsinki-Vantaa Airport

Report:

Partners from South Karelia and South Savo regions decided together arrange Benchmarking trip to Milan and common media event for Italian influencers and media representatives. This kind of media event has not been arranged before. Milan is very important marketing target destination for LakeSaimaa region, because of the regular straight flights from Milan to Lappeenranta. Combining visit to St. Petersburg region in LakeSaimaa tourism products has increased widely interest of Italian tour-operators. Therefore, the visibility and media presence of LakeSaimaa and St Petersburg in Italian media is awareness-rising.

Meetings with partners from the LakeSaimaa region and discussions with MAM Press representative Marco Acher-Marinelli as part of the benchmarking trip took place on December 15th, 2021 in Hotel Combo before Media Event. The benchmarking report represents information about general results and a summary of the trip.

The aim of the benchmarking trip was the more detailed review of the territory of the region and inspection of its tourist infrastructure and objects of interest in the region. Italian tourists are one of our main international target groups in LakeSaimaa area. Milan area is important for us, because there are straight flights from Milan to Lappeenranta and vice versa. The result should be promotion of the final tourist product for the target group and the tourist market in general after the project is finished.

The partners from the LakeSaimaa region are responsible for organizing and holding of meetings during the trip.

As part of the preparation for the trip the agendas of the project group meetings were made ready. The meetings of the project group were devoted to questions like the situation with the implementation of the project, for example the development of new tourism products for Italian

markets combining LakeSaimaa region and St Petersburg as well as Leningrad region and communication and marketing actions after project.

Key topics of the meetings:

- 1) Accessibility, flight connections, incl co-operation with Ryanair
- 2) Development of new tourism products for Italian markets
- 3) Are Italian tourists interested in combining LakeSaimaa and St Petersburg?
- 4) Are Italian tour-operators interested in combined tours?
- 5) Getting visas for visiting St. Petersburg (ordinary and visa).

Results of the meetings:

- Agreement on further development of cooperation,
- Discussion of opinions and plans of partners on future development of tourist products and package tours within the project.

Media representatives were impressed by the possibilities of LakeSaimaa and St Petersburg region. For many of the participants LakeSaimaa region and its possibilities were unknown. And they were impressed. Participants were also invited to Media FAM trip (by VisitSaimaa2 -project and gosaimaa) to LakeSaimaa area (it was no possible to visit in Russian side because of the covid19) and 7 of them accepted the invitation. Media FAM trip took place in the beginning of December. As conclusion, the evening and the event altogether was very successful and our area gained a lot of attention in Italian media.

Description of locations:

The Duomo of Milan - visit 15th November

Milan is known as a metropolis of fashion, but the soul of the city is one of its main attractions. Milan's Duomo di Milano is a picturesque attraction, where visiting is guaranteed to be an unforgettable experience.



The Cathedral of Milan and its square are the main tourism attractions in Milan, so they cannot be

ignored while visiting Milan. The Duomo, as the Cathedral Church of the Archdiocese of Milan tells a story of faith and art spanning over six centuries.

Work for the construction of Milan cathedral began in 1386 when the style of Gothic cathedrals had reached its peak. It was decided that the new church should be built in the area of the ancient basilicas of Santa Maria Maggiore and Santa Tecla, the remains of which, together with those of the Baptistry of San Giovanni alle Fonti, are still visible in the Archaeological Area.

The Duomo of Milan is located right in the city center, in Piazza di Duomo. The nearest metro station is also named after the church, so it is easy to find the Duomo stop by exploring the map.

The church has always been at the heart of Milan, since its completion. The first church was erected on the site, the new basilica of St. Ambrose in the 4th century, which was then expanded and renovated over the years. The renovation of the church was a long project and Milan's cathedral - the Duomo di Milano - has faced other difficulties, including a fire. The church was not finally completed until the 20th century.

The building styles of the special period can be seen in the church, although it is a Gothic church building. The Cathedral of Milan is also worth knowing that it:

- It is the second largest cathedral in Europe
- It is as high as 157 meters long
- Allows up to 40,000 people to attend church services and events

Tickets and opening hours

Free entry through the side door of the Duomo

Every day: 6.50-8.30am *

Free entry through the façade (north door)

Every day: 8am-6.30pm * (last entry 6.30pm)

* Opening times may be subject to change due to liturgical services in the Cathedral

If you want to see more the tickets are definitely worth buying for different sections. The price depends on what you want to see.

- Just inside the church and its main parts
- To the crypt inside the church
- To the Duomo Museum in connection with the church
- To the archaeological sites inside the church
- On the church roof deck

For example, it is worth going to the roof of Milan's cathedral, as it offers absolutely stunning views over Milan. There are also plenty of details and even contemporary art on the roof!

Website: <https://www.duomomilano.it/en/>

The Museo del Novecento – visit 16th of November

The Museo del Novecento, located inside the Palazzo dell'Arengario in Piazza del Duomo, hosts a collection of over four thousand works that catalyze the development of 20th century Italian art.

The Museo del Novecento was established on 6 December 2010 with the goal of spreading knowledge of 20th century art and offering a more comprehensive insight into the collections that the city of Milan has inherited over time. Beside its core exhibition activity, the Museum is active in the conservation, investigation and promotion of 20th century Italian cultural and artistic heritage with the final aim of reaching an ever wider audience.



The educational activities enable the public to experience the Museum as a place for encounter, learning and experimentation. It is indeed a space to live and inhabit, providing a multidisciplinary schedule while focusing on accessibility, mediation and cultural exchanges.

The Museo del Novecento is at your disposal for information about its activities, to receive proposals for cultural events, and to discuss sponsorship opportunities addressed to companies that are focused on the enhancement of culture, and much more.

CONTACTS

To keep up to date with the activities of the museum and for subscribe to our newsletter write to: c.museo900@comune.milano.it

Groups and school groups, guided tours and art labs

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<https://www.museodelnovecento.org/en/>

Combo, Milan – hostel, restaurant and venue – media event 15th of November

The venue stands within 5 minutes of walking to Via Valenza Alzaia Naviglio Grande bus stop and 400 metres of Porta Genova tube station. Guests can take advantage of allergy friendly rooms, a sun deck and live performances, and make use of a laundry room, 24-hour security and housekeeping service provided on-site.

The accommodation is located 3 km away from Milan city centre and about 5 minutes' drive from Royal Palace of Milan. The Renaissance fortress "Sforzesco Castle" is less than 2.5 km away. Serving a wide range of dishes, Il Montalcino and Pizzeria Naturale can be reached within 5 minutes' walk. This hostel is set in close vicinity of I Navigli. The property contains 216 rooms. For meetings they have Flux

space, garden terrace and outdoor space. Modern and different venue for events. And as they say: “we are part courtyard, an eternal sanctuary which, in this city of constant motion, offers respite and renewal”

Our media event was held on Combo premises.

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