



## **Lonely Planet “Best in travel 2016”: Friuli Venezia Giulia made the list!**

**Only two Italian destinations are included in the guide: Friuli Venezia Giulia and Rome.**

For a region that, for years, has been wagering on tourism as a lever for development, this is amazing news: Friuli Venezia Giulia has made the list of “Best in Travel 2016”, the annual guide published all over the world by Lonely Planet, in which are revealed and suggested the latest travelling trends and the destinations predicted to be the most popular and in-demand for 2016. Lonely Planet experts and authors compile three special rankings listing the countries, regions and cities that will top next year’s travellers’ wish lists.

There are just two Italian destinations included in the traveller’s bible for 2016: the Friuli Venezia Giulia region and the city of Rome. This makes such a classification all the more noteworthy. In particular, the region is included on the special list of world regions. Why? The region’s wine-producing areas are a unique tourist attraction and their popularity as tourism destinations increases year-on-year. From the simple agritourism tables, to fine dining and wine-tasting in the vineyards, every cellar in the region today is representative of an authentic way of life, in which fine quality food and wine form a non-negotiable value.

In Friuli Venezia Giulia, there is a lasting bond between the food and the land. Perhaps, it is precisely through the cuisine that you can immediately sense the legacy that is handed down through centuries of encounters between different peoples and cultures, and that you can understand the great variety of regional landscapes that enable you to go, in just a few hours, from gazing out over the sea’s horizon to admiring majestic mountain peaks or the view of gently rolling hillsides covered in vineyards for as far as the eye can see. Indeed, the territory of the region is one great vineyard that lies between the mountains and the sea, a terrestrial paradise, in which some of the best white wines in Europe, excellent reds and unbeatable dessert wines are produced every year; all this in eight DOC (Protected Designation of Origin) areas, three DOCG (Protected and Guaranteed Designation of Origin) areas and two DOC interregional areas. The food products, too, tell their own story of the Friuli Venezia Giulia region: DOP delicacies, such as San Daniele ham or Montasio cheese, nine Slow Food Presidia, unique culinary practices and speciality dishes from every geographical area.

Details of the news will be presented on 3 November in Campidoglio, Rome, during a press conference involving representatives from Rome, Friuli Venezia Giulia and the United States.