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## LOMBARDY AN INTERNATIONAL ATTRACTION: AN AGREEMENT SIGNED WITH SACBO FOR TOURIST PROMOTION AT MILAN BERGAMO AIRPORT

Lombardy climbs to new heights in its promotion of tourism and the beauty of the area on an international level. In the wake of collaborations with the airlines Ryanair and easyJet, an agreement has now been signed between the Lombardy Region, represented by the councillor for Tourism, Territorial Marketing and Fashion Lara Magoni, and SACBO, the company managing **Milan Bergamo Airport**, represented by the **managing director Emilio Bellingardi**.

The aim of the agreement is to render the airports the “main port of arrival” for tourism in Lombardy.

“The collaboration with **Milan Bergamo Airport** is strategic - said the councillor Magoni -. It is one of the most important airports in Italy, counted among the top **destinations** in Europe, and represents a fundamental access point not only for the Bergamo area but also for the entire Lombardy region and Northern Italy, considering the annual movement of **almost 14 million passengers in 2019**”.

“The objective of the airport is to serve as an ideal calling card for tourists arriving in Lombardy - added Lara Magoni - Efficient services, cutting-edge infrastructure and attractive proposals for tourists. The Lombardy airports, from **Bergamo** to Malpensa and Linate, well-connected to the main motorway and railway hubs, allow the general public to quickly reach the main tourist destinations in our region; first and foremost Bergamo, as well as all the cities of art, the lakes and the mountains. The airports are therefore an excellent driver for tourism in our territories. They will play a fundamental role in the recovery of movement following these difficult months”.

The agreement between the Lombardy Region and SACBO has a number of objectives. First of all, to raise awareness and promote the *inLombardia* tourism brand on an international level. Furthermore, the collaboration provides for the sharing of information on passenger flows and air traffic for monitoring international mobility. The agreement will also allow for collaboration in communication for the competitive repositioning of the Lombardy destination and the recovery of international tourist movement. To this end, the aim is to develop initiatives of reciprocal interest, focusing on digital instruments for the promotion of the Lombardy area (internet and social network channels, LCD monitors in the airport...). Lastly, it will also ensure reciprocal hospitality for B2B and/or B2C activities of common interest.

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The logo for Milan Bergamo Airport, featuring the text "MILAN BERGAMO AIRPORT" in a smaller font and "BGY" in a large, bold font, both in white on a dark blue background.

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