

SAN MARINO TOURISM PROMOTING CHRISTMAS AND WINTER



The small republic of San Marino continues to promote various activities for visitors for all four seasons, but now the authorities has turned the spotlight on winter. The 14th edition of 'Christmas Wonderland' is the highlight of San Marino tourism year.

"Our campaign is moving in the right direction and continues to bring us great benefits," said the secretary of state for tourism and sport, Teodoro Lonferini. **"Our intention is to give our guests the opportunity to live the journey as an experience," he added.**

The event is a month-long series of shows and activities starting from December 3 and ending on January 8. The program of the event revolves around the main theme of the star.

"It marks an artistic journey," says Nicoletta Corbelli, director of San Marino tourism. "The exploratory journey of all attractions and initiatives related to the main theme will be another key element."

In the historical center of the city state, lights and games will welcome visitors, as well as Christmas decorations. The Christmas market will be another point of reference and will be divided into two parts. One dedicated to local crafts and the other to street food, favoring domestic productions.

"2016 remains a good year and we hope to finish it well with the winter season," concludes Lonferini. "Over the summer we recorded a growth of 3% of San Marino tourism with a steady progression from the start of the year. Even in August we had visitors in our historic downtowns, despite the appeal of the beaches of the Adriatic Sea being stronger."

Date: 2016-09-12

Article link:

<http://www.tourism-review.com/san-marino-tourism-authorities-marketing-christmas-news5120>