



MINISTERS' MEETING ON TOURISM

13-15 NOVEMBER 2024
Firenze

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ABOUT THE G7

The Group of Seven (G7) is an informal forum that brings together Italy, Canada, France, Germany, Japan, the United Kingdom, and the United States of America. The European Union also participates in the Group and is represented at the summits by the President of the European Council and the President of the European Commission.

The Group was established as a platform for economic and financial cooperation in response to the 1973 energy crisis. The first Summit of Heads of State and Government was held in 1975 in Rambouillet, France.

Over the years G7 has progressively expanded its focus. From an *ad-hoc* gathering to discuss financial challenges, it has become a more formal, prominent venue to address major global issues. This evolution became even more evident at the beginning of the new millennium, as the G7 recognized the need for more technical and detailed discussions on these complex issues. Consequently, it initiated the first thematic Ministerial Meetings, to delve deeper into specific topics and bring more nuanced insights into the G7's deliberations.

Compared to an international organization, the G7 does not have a permanent administrative structure. Each year, starting from the 1st of January, one of the Member States takes over the leadership of the Group on a rotating basis. The Nation holding the Presidency serves as a temporary secretariat and hosts the Group work and the Leaders' Summit. Most importantly, the Presidency plays a key role in setting the agenda and identifying key priorities.

The Summit, the G7 Presidency's centerpiece, is attended by the Heads of State and Government of the seven Member States, representatives of the European Union, as well as States and International Organizations invited by the Presidency.

ITALIAN G7 PRESIDENCY 2024

On the 1st of January 2024, Italy assumed, for the seventh time, the Presidency of the G7: the group that brings together Italy, Canada, France, Germany, Japan, the United Kingdom, and the United States of America. The G7, in which the European Union also participates, is united by common values and principles and plays an invaluable role in defending freedom and democracy and addressing global challenges.

The Italian Presidency will last until 31 December 2024 and will feature a dense programme of technical meetings and institutional events throughout the country.

A key focus of the Italian Presidency will be the defence of the rules-based international system. Russia's war of aggression on Ukraine has undermined its principles and triggered growing instability, with multiple crises unfolding worldwide. The G7 will give equal importance to the conflict in the Middle East, with its consequences for the global agenda.

The relationship with developing Nations and emerging economies will be central. The engagement with Africa will be a key priority. We will work to build a cooperation model based on mutually beneficial partnerships, away from paternalistic or predatory logics. Particular attention will also be paid to the Indo-Pacific region.

Italy will ensure great attention to migration, together with some of the greatest challenges of our time, including the climate-energy nexus and food security. The G7 has the responsibility and duty to identify, together with its global partners, innovative solutions.

Artificial Intelligence (AI) will also feature in the Italian programme. This technology can generate great opportunities but also enormous risks, affecting geopolitical balances. It is necessary to develop governance mechanisms and ensure that AI remains human-centered and human-controlled, giving concrete applications to the concept of algoethics

The G7 Summit

The Summit of G7 Heads of State and Government under the Italian Presidency was held in Borgo Egnazia, in Apulia, on 13-15 June 2024.

With its natural and artistic beauties and an innate vocation for hospitality, Apulia is a highly representative place of Italian culture and attractiveness. Moreover, it historically plays a bridging role between the East and the West of the world and over the centuries has welcomed different peoples, cultures and religions, which have left a profound legacy, still visible today on its territory and in the habits of its people.

MINISTERS' MEETINGS

In addition to the Apulia Summit, during 2024 Italy will host 23 Ministerial Meetings. The meetings take place in various Italian cities, as part of a logistical effort that includes a leading role of the local institutions.

Dates and details of the events may be subject to possible changes.

THEME	DATE	CITY
INDUSTRY, TECH AND DIGITAL	13-14-15 March	Verona and Trento
TRANSPORT	11-12-13 April	Milano
FOREIGN AFFAIRS	17-18-19 April	Capri
CLIMATE, ENERGY AND ENVIRONMENT	28-29-30 April	Torino
JUSTICE	9-10 May	Venezia
FINANCE	23-24-25 May	Stresa
EDUCATION	27-28-29 June	Trieste
SCIENCE AND TECHNOLOGY	9-10-11 July	Bologna and Forlì
TRADE	16-17 July	Villa S. Giovanni and Reggio Calabria
LABOUR AND EMPLOYMENT	11-12-13 September	Cagliari
CULTURE	19-20-21 September	Napoli
AGRICULTURE	26-27-28 September	Siracusa
INTERIOR	2-3-4 October	Mirabella Eclano (AV)
GENDER EQUALITY AND WOMEN'S EMPOWERMENT	4-5-6 October	Matera
HEALTH	9-10-11 October	Ancona
INDUSTRY AND TECHNOLOGICAL INNOVATION	10 October	Roma
INCLUSION AND DISABILITY	14-15-16 October	Assisi and Solfignano
TECHNOLOGY AND DIGITAL	15 October	Cernobbio (Como)
DEFENCE	18-19-20 October	Napoli
DEVELOPMENT	22-23-24 October	Pescara
SUSTAINABLE URBAN DEVELOPMENT	3-4 November	Roma
TOURISM	13-14-15 November	Firenze
FOREIGN AFFAIRS	25-26 November	Fiuggi-Anagni

MINISTERS' MEETING ON TOURISM

The G7 Tourism Ministers' meeting will be held in Firenze from November 13th to November 15th.

The meeting will be chaired by Italian Minister Daniela Santanchè. Ministers and Heads of Delegation from Canada, France, Germany, Japan, Italy, the United Kingdom, the United States of America and the European Union will come together for the first time in the history of the G7 at a meeting devoted to Tourism, to affirm the right political recognition in view of its economic, social and cultural importance. The work will be aimed at elaborating a solid shared position to steer the future of the tourism industry and to make the sector more sustainable from an economic, social and environmental point of view in a context of rapidly evolving technologies.

The Agenda, divided into several sessions, will be enriched by the participation of International Organisations such as OECD, UN Tourism, some countries invited for outreach and representatives of the private sector. The working priorities identified by the Italian Presidency are:

- ***Tourism and socio-economic development opportunities;***
- ***Human capital - work, inclusion and skills;***
- ***Digitalisation and artificial intelligence.***

The meeting will provide an opportunity to explore these issues, sharing good practices already adopted and reflecting on new growth opportunities for the entire tourism ecosystem. The aim is to generate awareness about tourism as an engine of economic growth and social development. The leitmotif of the approach to the work is tourism that puts the human being at the centre, in fact, the human factor is the essential component of the tourism experience and industry. This will require reflection on the evolution of artificial intelligence-based technologies in tourism and the adoption of digital tools.

The G7 will be preceded on 13 November at 14:00 at Palazzo Spini Feroni by a Side event, a meeting between international players and the private sector which, by turning the spotlight on the impact of AI and on the investments of the major Italian brands – fashion, music, cruises, catering, food and wine, design, industry – in the tourism sector, will focus on the present and future challenges of a sector that is increasingly crucial in the panorama of social and economic strategies.

HOST CITY

FIRENZE



Firenze

Firenze, the city that was the birthplace - among others - of Dante, Botticelli and Vespucci, that saw the Italian Renaissance flourish and that was the capital of 15th century art, with its medieval streets and picturesque quarters, has been a symbol of beauty and culture throughout the world for over a thousand years.

The Tuscan capital boasts a historic centre that has been a UNESCO World Heritage Site since 1982 and some of the world's most renowned museums - from the Uffizi Gallery to Palazzo Pitti - so much so that it was the first Italian city to be awarded the title of European Capital of Culture in 1986.

The very venues where the ministers' meeting and the press conference will take place are a magnificent example of the rich treasure chest that is Firenze: the Salone dei Cinquecento, embellished by the magnificent coffered ceiling, marble statues by Michelangelo and Giambologna and walls frescoed by Vasari; and the Sala dei Gigli, enriched by wall frescoes by Domenico Ghirlandaio and the bronze statue of “Judith and Holofernes” by Donatello.

The G7 Tourism will be a real journey within a journey. First of all, the event will allow people to discover and appreciate Firenze: from the Uffizi Gallery, one of the most important museums in the world, which includes the Vasari Corridor, the collections of Palazzo Pitti and the Boboli Gardens; to Palazzo Spini Feroni, an important example of medieval architecture in Gothic style, as well as a reference point in Florentine fashion at an international level; passing also, during the gala dinner, through Palazzo Gondi, a monumental building to be considered as a national artistic heritage, also mentioned in the UNESCO constraint of the historic centre.



Monteriggioni

In addition to the Tuscan capital, the typical Italian peculiarities and villages will be highlighted through a journey to Monteriggioni on board of a historic train that will pass through one of the most fascinating and evocative territories in the whole country, allowing the delegates to enjoy the beauty of Italy's landscape.

Monteriggioni is an outstanding example of mediaeval military architecture, with its well-preserved circle of walls and fourteen towers, and the main entrance to the castle - the Porta Romea - is linked to the Via Francigena for pilgrims on their way to Rome or Jerusalem, on a footpath from the village to Siena.

MEDIA AGENDA

13-15 November 2024

13 November – Side event

3:00 pm

“Innovation, inspiration and sustainability. Visions for the future of tourism” – Side Event between international actors and the private sector.

Introduction – Fabio Tamburini, direttore *Il Sole 24 Ore*

Welcome, vision, conclusions – Daniela Santanchè, *Ministro del Turismo*

1° Panel – Inspiration

2° Panel – Innovation

3° Panel – Sustainability

Palazzo Spini Feroni

Open to accredited press

Following

Visit to Museum Ferragamo

DAY 1 - 14 November

8:30 - 9:00 am

Arrival of Heads of Delegation and welcome by Minister of Tourism Daniela Santanchè

Palazzo Vecchio - Handshake

Host Broadcaster + Official photographers and videomakers + Photographers/Cameramen

9:00 - 10:00 am

Opening remarks by the Italian G7 Presidency

Speech by the Italian Minister of Tourism Daniela Santanchè

Session I – G7 Tourism Ministers Meeting

Palazzo Vecchio – Tour de table

Host Broadcaster + Official photographers and videomakers

MEDIA AGENDA

13-15 November 2024

10:00 - 10:30 am

Arrival of Outreach Ministers

Palazzo Vecchio

*Host Broadcaster + Official photographers and videomakers +
Photographers/Cameramen*

10:30 - 12:00 am

Outreach Session

Palazzo Vecchio – Tour de table

Host Broadcaster + fotografi e videomaker ufficiali

12:15 am

Family Photo

Loggia dei Lanzi

Host Broadcaster + fotografi e videomaker ufficiali + Photographers/Cameramen

1:40 - 6:20 pm

Train trip to Monteriggioni

Florence Rifredi Railway Station

Host Broadcaster

Photos and videos will be sent to the press

DAY 2 - 15 November

9:00 - 10:15 am

Session II – G7 Tourism Ministers' Meeting

Palazzo Vecchio – Tour de table

Host Broadcaster + Official photographers and videomakers

10:30 - 11:30 am

Session III – G7 Tourism Ministers' Meeting

Palazzo Vecchio

Host Broadcaster + Official photographers and videomakers

11:30 - 11:40 am

Concluding remarks by the Italian Presidency

Palazzo Vecchio

Host Broadcaster + Official photographers and videomakers

12:00 - 12:30 pm

Press Conference of the Italian Minister of Tourism

Galleria degli Uffizi

Host Broadcaster + Official photographers and videomakers + Journalists + Photographers/Cameramen

MEDIA PROGRAMME: INFORMATION

Journalists, photographers and TV crews interested in attending the media programme, the Italian final Press Conference, and accessing the Media Centre, may request **accreditation** by 12 November 2024 at 10:00 am (local time) through the accreditation section of [G7-24 \(g7-2024.it\)](https://g7-24.g7-2024.it)

For first-time registration applicants must fill in the form providing the required details and upload a copy of the following documents (PDF or JPEG format, max 2MB):

- Valid passport or ID card (mandatory)
- Photo (exclusively JPEG format, max. 2MB)
- Letter of assignment on official letterhead (mandatory also for freelance journalist)
- Press card

Early accreditation of journalists, photographers and interested media operators is mandatory. Media already accredited to previous meetings of G7 Ministers, need specific accreditation for this Ministers' Meeting.

Please note that press representatives from some countries must obtain a visa to enter Italy. Information on visa procedures must be checked in advance by accessing the [visto per l'Italia \(esteri.it\)](https://visto.per.l'Italia(esteri.it)). The visa requirements must be met before arrival in Italy.

Following approval of the registration, accreditation badges will be provided to media representatives at the **Accreditation Centre** located at **Hotel Albani** (via Fiume, 12, Firenze) and it will open:

- on 13 November from 9:00 am to 8:00 pm
- on 14 November from 9:00 am to 6:00 pm
- on 15 November from 9:00 am to 11:30 am

The **Media Centre** is located on the ground floor of Palazzo Vecchio and it will open:

- on 14 November from 8:00 am to 7:00 pm
- on 15 November from 9:00 am to 7:00 pm

On 13 November, the Press Room will be set up at Palazzo Spini Feroni and will be accessible from 1:00 pm (local time).



The **Press Conference** for the Tourism Ministers' Meeting will take place in Galleria degli Uffizi at **Sala delle Reali Poste** on **15 November 2024 at 12:00** pm local time.

The conference will be attended by Daniela Santanchè Minister of Tourism.

The press conference will be held in Italian, with simultaneous translation provided in English and it will be broadcasted live in English on the [YouTube channel](#) of the Italian G7 Presidency and in Italian on the [YouTube channel of the Ministry](#).




A selection of the photos and videos produced by the official operators, including the family photo, will be available on the Ministry website and on the Italian G7 Presidency website.

CONTACTS



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MINISTRY OF TOURISM SOCIAL MEDIA ACCOUNTS

-  **X**
<https://x.com/MTurismoItalia>
-  **Facebook**
<https://www.facebook.com/MinTurismo/>
-  **Instagram**
<https://www.instagram.com/ministeroturismo/>
-  **Youtube**
<https://www.youtube.com/@ministerodelturismo8087>

G7 SOCIAL MEDIA ACCOUNTS

-  **X**
<https://twitter.com/G7>
-  **Facebook**
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-  **Instagram**
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-  **Youtube**
<https://www.youtube.com/@G7Italy2024>

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