



October 14-17th, 2019

**Enjoy with us this amazing APULIAN landscape and  
"The Destination Wedding Conference by Kevin Lee"**

Join our **PUGLIA TOUR** and we will discover this magnificent Italian region together.

This Tour is designed to introduce the operators to the territory and its services and let them understand how to create a complete wedding project to manage correctly the destination wedding request to Puglia region.

Discover beautiful and innovative wedding locations full of culture and history and beautiful landscapes transferred by our buses and boats transportation and tasting some of the best wines and food of the region.

Over four days, a group of maximum 20 wedding industry operators from Italy and abroad will have this enchanting and motivating opportunity to travel around this region of Italy which is becoming very popular for wedding couples from all over the world.

Our friendly and intimate atmosphere allows you to learn, discover and enjoy at the same time during our four days tour and especially during our curated lunches, dinners and experiences all dedicated to this fabulous region of **PUGLIA**.

Our structure, in contact with the press of various sectors, aims to support the communication of individual Tourist Resorts, Hotel Groups, Consortia, Municipalities, Pro Loco, Regions, Hotels, Tourist Villages and Wedding Companies, for to disclose welcome proposals and enhance the uniqueness of products and services, supporting both online and social communication activities, through an exciting sharing of

photographic and video content, and directly involving wedding planners and journalists in immersive experiences in the territories, to discover excellence often hidden, tracing a path that makes them emerge with great emotional impact, through a narrative dedicated to the sector's employees who overcome standardized concepts and allow to create interest by providing ideas and reflections.

With its 52 recognized places of universal value, Italy also excels in the Cultural Offer and holds the record in the list of World Heritage, which counts 1,001 sites worldwide: 777 cultural assets, 194 natural and 30 mixed, present in 161 countries of the world. From the map of Italy we can see the spread, from north to south, of these treasures, testimony to our millenary historical and cultural stratification that deserves to be better disclosed in the press and to an increasingly wider audience of tourists and visitors, with a contribution of the highest profile to the unique experience that our country can offer with a mix of elements that can only be found in Italy.

The numbers and statistics confirm Italy's leading role in the Destination Wedding sector with a growing demand from countries such as Russia, the United States and China and India for high value-added services, professionalism in organizing events and weddings and high-level facilities able to welcome in the maximum comfort and in the right discretion, wealthy foreign guests who choose our country to celebrate their wedding or to replicate them in a symbolic way, offering their guests an experience immersed in Italian beauties. It is important to propose and make these destinations better known, structured and associated to accommodate these important business opportunities through a dedicated offer.

**Our “Undiscovered Italy Tours” are proudly supported by**



**ZANKYOU**



## PROGRAM

**Day 1- Monday - October 14th, 2019**

Arrival to the Hotel nearby Bari/Brindisi airport

Visit the Resort and its wedding peculiarities explained by the Manager

Cocktail and welcome dinner by a beautiful and charming villa immersed in the typical pugliese landscape of Trullis constructions





Celebrity Event Planner

**KEVIN LEE**



**Masterclass "The Destination Wedding Conference by Kevin Lee"  
starts Today!**

**DAY TWO - TUESDAY - October 15th, 2019**

**Kevin Lee's Masterclass first session - introduction -**

Visit and lunch to nearby Resort at 15 minutes **wedding planners with journalists**

**Kevin Lee's Masterclass second session**

**For Journalists only: Visit to Polignano a Mare**

**For Journalists only: Enjoy your visit with the Manager of Tenuta Monacelle**

Evening of magic cocktail and dinner at a wonderful wedding venue **wedding planners  
with journalists**

Back to the Resort



**DAY THREE - WEDNESDAY - October 16th, 2019**

**Kevin Lee's Masterclass third session**

**Only for Journalists: Visit to Alberobello**

Visit and lunch at characteristic pugliese Masseria and lunch **Wedding Planner with journalists**

**Kevin Lee's Masterclass fourth session wedding planner with journalists**

Special dinner Experience on the beach venue **wedding planner with journalists**

Back to the Resort

**ENJOY THIS LANDSCAPE WITH US!**



**Enjoy gastronomical experience with us!**

**DAY FOUR - THURSDAY - October 17th 2019**

Awake to have your breakfast at Tenuta Monacelle

**For Journalist and planners together: visit and eno-gastronomical cooking class**

2pm **departures** for Journalists and Planners

(possibility of additional night for Planners at special rate by Tenuta Monacelle)





**Our Press Partner**



**Join us for a living this beautiful experience!**



**Official Rate for Puglia Tour + Kevin Lee's Masterclass**

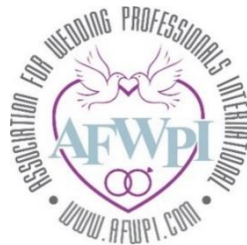
**€ 898**

**(Airline ticket and transfers to/from Hotel not included)**

**Please, let us know if you need help with flights reservation**

**Special rate fo AFWPI Associates or other Wedding Planner Associations**

**€ 798**



**(Airline ticket and transfers to/from Hotel not included)**

**Please, let us know if you need help with flights reservation**

**For information & bookings**

**[info@undiscovereditalytours.it](mailto:info@undiscovereditalytours.it)**

**Paypal payment**

**[Paypal.me/madreperlaevent](https://www.paypal.me/madreperlaevent)**