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## **ABITARE LA STORIA**

### **A SOPHISTICATED, FRESH APPROACH TO TRAVEL AND TOURISM**

In its annual presentation to the press, Abitare la Storia confirms that the association and its members have seen steady growth over the last year. Abitare la Storia, a free association set up in 1995 to bring together independent tourist establishments operating in historic houses, is gaining recognition amongst tourists, organisers of events and congresses, and amongst professionals working in the field. Currently the association numbers 32 members, including hotels, stately houses, restaurants and congress centres all of which share two essential characteristics: they all occupy buildings of great architectural beauty and they all offer their guests a special welcome which is absolutely unrivalled. Abitare la Storia is a guarantee of quality. The brand promotes and represents historic and period buildings such as hotels (3, 4, 5 stars), historic restaurants and congress centres, places with a wealth of history, culture and charm, places which are open for guests throughout Italy, in seaside, lake and mountain locations and of course in cities of art.

"Our intention - explains the chairman, Ferdinando Dal Pozzo D'Annone - is to continue to expand, welcoming establishments into our group which meet our requirements, paying particular attention to areas where we do not currently have affiliates".

Because new generation tourists increasingly seek out authenticity, aiming to discover places, and live the experience as intensely as possible, the organisers of events and congresses therefore focus on quality and the unique character of the chosen location, preferring historic buildings. "Abitare la Storia - states the vice-chairman, Fernanda Giulini - means love for our local region and dedication towards our guests; for this reason we work to create itineraries connecting the associated establishments, suggesting a trip to Italy to discover landscapes, art, culture and good food".

Abitare la Storia is a fresh approach to travel and is destined to grow nationally and internationally in terms of numbers of associates and recognition by the tourist industry.

Abitare la Storia is a founder member of the European Federation of Hospitality in Historic Buildings, an organisation set up in order to offer guests both time-honoured and new itineraries across Europe, staying in castles, manor houses, convents, palaces, monasteries and historic villas; a wide family grouping over 1000 historical establishments in 17 European countries.

We invite journalists who wish to have further information on the association to contact Abitare la Storia by e-mail ([mailbox@abitarelastoria.it](mailto:mailbox@abitarelastoria.it)).

We are available to provide whatever information is required.

Sincerely

### **ABITARE LA STORIA**

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