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Forbes

Friuli Venezia Giulia: Timeless Beauty, Endless Innovation

Where Culture Meets Sustainable Growth

Friuli Venezia Giulia (FVG) is redefining itself as a region of opportunity, seamlessly blending its rich heritage with forward-thinking development. From its UNESCO-nominated landmarks to internationally celebrated events, FVG showcases its cultural depth while embracing sustainable tourism. Strategic investments in innovation, eco-friendly infrastructure & industry have positioned the region as a hub for economic growth & collaboration. This vibrant destination continues to attract visitors & investors alike, offering a dynamic environment where tradition coexists with progress, making FVG an exceptional place to explore, live & invest.



MASSIMILIANO FEDRIGA
President, Friuli Venezia Giulia Region

DRIVING GROWTH IN FRIULI VENEZIA GIULIA

Strategies for Sustainability

What strategies and projects are being implemented to attract foreign investments & enhance infrastructure?

We are actively attracting foreign investments through regional support initiatives, including the establishment of Select Friuli Venezia Giulia (Select FVG) to assist with large projects. This agency offers support at regional, state, and municipal levels while providing specialized financing options through local financial institutions. For public-private partnerships in infrastructure, the region covers up to 49% of investments, with the private sector contributing 51%. For example, 20 million euros have been allocated for a new sports arena in Udine, and a multisport facility is being developed in Trieste. An international investment project is underway with Triestina Calcio for a new training campus, involving a U.S. investor and a budget of 7 million euros for five new fields in Muggia, near Trieste. Logistics is a strong sector in our region, supported by the Port of Trieste, the largest in Italy, and intermodal hubs in Trieste, Gorizia, Udine, and Pordenone. We currently have a customs corridor which allows goods arriving in Trieste to be treated as international until they reach Austria, and have plans to extend to Munich. Another significant investment is the redevelopment of the Old Port of Trieste, a 66-hectare waterfront area in the city center. This project, led by the Municipality of Trieste through project financing, will exceed 1 billion euros and will focus on developing an innovation hub, particularly in naval mechanics with Fincantieri and life sciences, with a focus on pharmaceuticals.

What initiatives are being established to improve rail transport & promote sustainable mobility?

We have an important 500-million-euro plan to improve rail transport infrastructure, enhancing internal and external connections

in the region. We are also prioritizing sustainable mobility, as ours is the only region in Italy with a comprehensive cycling path plan, including the Alpe Adria route, which runs from Austria to Grado. This route will be enhanced with electric bike charging stations, QR code information points, and Wi-Fi access.

Our cycling network is among the best in the country, featuring dedicated routes that traverse forests and cities rather than mere bike lanes beside roads. A section of the Alpe Adria follows a former railway line, providing a unique experience through tunnels, which has led to a significant increase in cyclists in recent years. Since I became regional president, annual airline passengers have grown from 700,000 to 1.3 million, with connections to numerous European cities. We will further strengthen these links next year, including an important route between Trieste and Frankfurt. Additionally, a new Trieste-Berlin route will start this year, with connections to Stockholm planned for next year.

What actions are being taken to promote sustainable energy?

Due to the characteristics of our area, we cannot effectively utilize wind energy, as strong gusts are unsuitable for stable production. However, we have established the first transnational Hydrogen Valley in Europe, in collaboration with Slovenia and Croatia, aiming to generate 700 million euros in public and private investments over seven years. While hydrogen is not an immediate energy solution, regions are adopting long-term strategies to prepare for future challenges. We have implemented a regional plan to promote solar energy for private citizens, companies, and agriculture. In the last two years, we allocated 190 million euros specifically for private citizens, covering 40% of the cost of installing photovoltaic panels and storage batteries. Combined with a 50% national tax deduction, this effectively covers 90% of the costs for transitioning to clean energy. Additionally, we are establishing an energy infrastructure district in Friuli Venezia Giulia, attracting international companies due to the region's strategic location, and providing funding to support the development of new technologies and startups in this sector. ●

Luciano Gaudenzio



Lake Barcis, framed by the stunning Friulian Dolomites.



IACOPO MESTRONI

General Director, PromoTurismoFVG

FRIULI VENEZIA GIULIA: TOURISM BOOMS IN THIS UNIQUE REGION

Promoting Sports & Eco-Friendly Tourism

What were the tourism trends & statistics for the region last year?

Last year we achieved a record-breaking 10 million overnight stays in tourist accommodations and we are confident about maintaining this level through the end of the year. While Italian visitor numbers have slightly declined, we have seen a significant increase in international tourists, particularly from Germany and Eastern Europe, including the Czech Republic, Hungary, and Poland. These visitors are diversifying their experiences, choosing not only the seaside but also mountain holidays in the Dolomites & the Alps for trekking and biking. Of the 10 million overnight stays, 5 million visitors spent time at the beach, while 1.5 million enjoyed the mountains, with Trieste, Udine and Gorizia attracting approximately 1.2 million tourists combined. The seaside remains the most popular destination accounting for over 50% of overnight stays.

How are you adapting its tourism strategy to attract visitors beyond the summer season?

The region, historically dependent on summer tourism, is now working to extend its season by offering cultural, gastronomic, and sports alternatives. This shift reflects a broader trend as destinations worldwide adapt their approaches to attract visitors year-round. While the transition is challenging, we boast many attractions, including a rich and genuine culinary tradition and numerous cities of art that invite year-round exploration. For example, Gorizia will share the title of European Capital of Culture next year with Nova Gorica, marking a historic moment as these two cities, once divided after World War II, unite as a symbol of peace. This collaboration sends a powerful message of dialogue and harmony amid ongoing

geopolitical tensions. With these developments, the region is poised to showcase its diverse offerings throughout the year, enhancing its appeal to tourists and revitalizing local hospitality, particularly through major events such as concerts by Alanis Morissette, Sting, Robbie Williams, Massive Attack, and Thirty Seconds to Mars, as well as art exhibitions featuring Steve McCurry and Andy Warhol.

What initiatives are you implementing to promote sports tourism?

Biking tourism is a significant focus for us, particularly with the Alpe Adria bike route, renowned globally and attracting cyclists from countries like Poland and the Netherlands. This route, awarded the Best Long-Distance Cycling Route in 2015 & 2016, spans 400 kilometers, with 200 kilometers located in Austria and the other 200 in Friuli Venezia Giulia. The journey begins in Salzburg and concludes in Grado, traversing the Alps, scenic vineyards known for their exceptional white wines, and UNESCO World Heritage sites like Palmanova and Aquileia. Notably, in 2019, we recorded more bicycles arriving in Grado than cars for the first time, highlighting the route's environmental benefits. Additionally, the Pedemontana route recently received the Green Roof Award, akin to an Italian Oscar for eco-tourism, recognizing its eco-friendly design and services. This beautiful route stretches across the region from east to west, showcasing the diverse landscapes from the Dolomites to the Collio Hills renowned for exceptional wine production. Our region's location at the borders of Austria and Slovenia positions it as a central hub in the new Europe we are building. The Alpe Adria Trail spans 43 stages, linking Carinthia, Slovenia, and Friuli Venezia Giulia. It starts at the foot of Austria's highest peak, the Grossglockner, and winds through some of the region's most stunning lake and mountain landscapes, including those of Carinthia and Slovenia, all the way to the Adriatic Sea in Muggia, near Trieste. Cyclists can also easily traverse borders, making the 180-kilometer Pedemontana route particularly attractive, as it connects to various regions and offers stunning landscapes, slow-food areas, wine territories, and charming villages rich in culture and history.



The Alpe Adria Cycle Route features breathtaking landscapes & charming villages.

Nicola Broglio



Francesco Chiot

A sailboat participating in the Barcolana regatta in Trieste, one of the largest sailing races in the world.

In terms of sports, we are one of Italy's most athletic regions. We have initiated partnerships to promote our brand, "Io Sono Friuli Venezia Giulia," through local sports teams, including the prominent Udinese football club, which competes in Serie A against well-known teams like Inter Milan, Juventus, and AS Roma. Our branding is also featured on the jerseys of these teams. Additionally, we have partnered with the Swedish women's giant slalom ski team, which has chosen our ski resorts, including Zoncolan, as their training base leading up to the Milan-Cortina Olympics in 2026. This collaboration emphasizes our commitment to showcasing the region's sporting potential and attracting athletes and tourists alike.

What cultural & gastronomical events are planned in 2025?

Besides our events in Gorizia and Nova Gorica, we will be featuring a variety of gastronomical celebrations. One highlight is the "Friuli Doc" festival in Udine, showcasing our authentic culinary products. Additionally, the "Gusti di Frontiera" event in Gorizia will expand significantly, transforming the city into a vibrant marketplace with offerings from around the world, including dedicated areas for Istrian, Spanish, and Italian cuisine. Throughout the year, particularly in October, we also host numerous medieval festivals, highlighting our rich culture.

Our region offers a unique opportunity to explore diverse landscapes—from the Dolomites and the Alps to picturesque hills and the coastal lagoon, part of the WWF area dedicated to wildlife. We host numerous small events, including village gatherings and alpine hut activities, catering to visitors eager to enjoy the great outdoors. What sets our region apart is the ability to experience a range of activities in one day; for instance, visitors can hike the Dolomites in the morning and enjoy an evening aperitivo by the seaside while admiring snowy peaks. This diversity makes us particularly family-friendly, as it accommodates various interests, ensuring that everyone—parents and children alike—can have a memorable experience.

What incentives do you offer to attract investment in high-end hotels & how does this impact tourism development?

Friuli Venezia Giulia offers a unique incentive for investors looking to establish four or five-star hotels, providing a 50% funding support under a special law implemented last year. This initiative is set to continue for the next two years, making it one of the most generous offers in Europe for hotel development and investment in hospitality facilities.

This incentive underscores our region's strong commitment to investing in tourism. Demand often exceeds supply, highlighting the need for more upscale accommodations. In fact, if given the opportunity, many would open hotels immediately due to the year-round occupancy potential.

Additionally, we are targeting new markets, welcoming international clients who expect high standards. Our region can meet these expectations through our exceptional products, wines, and services, while we strive to enhance hotel offerings. Although we have made significant progress in recent years with new hotel openings, especially in the mountains, there remains a demand for more options.

Many are now discovering the beauty of our mountain areas, such as the Julian and Carnic Alps and the Dolomites, which are often overshadowed by more well-known destinations, which sometimes suffer from overcrowding, such as Trentino and Veneto.

What is your final message for the readers of FORBES?

Our upcoming message for January 2025 highlights Friuli Venezia Giulia, encapsulated in the phrase "the luxury of simplicity." This concept emphasizes the beauty and value found in simple things, showcasing how luxury can be intertwined with a straightforward, unpretentious lifestyle. ●



Marco Milani

Prosciutto & white wine, a perfect pairing of local flavors.



LYDIA ALESSIO-VERNI

Director General, Select FVG

SELECT FVG'S BUSINESS STRATEGIES

Supporting Economic Development through Innovation

What is Friuli Venezia Giulia's (FVG) strategy for attracting foreign investment while supporting business growth & which sectors are being targeted?

Our strategy is to promote the region by offering investors the best opportunities for business growth. We prioritize guiding them through our system and showcasing the region's financial support, logistics, and available sites. While Italy is well-known, we highlight our region as an innovative hub, home to over 150 global communities and the highest number of researchers per capita, particularly in Trieste. Its strategic location makes it a gateway to Central and Eastern Europe.

We are targeting companies that can take advantage of these strengths. Our goal is to emphasize our competitive edge in key markets like Germany, Austria, France, the US, the UK, and Japan. The region has strong ties to Germany and Austria, especially in automation and manufacturing. Major companies, such as Bosch near Udine, have already recognized this potential. FVG is particularly attractive for sectors like ICT, professional services, metalworking, Industry 4.0, engineering, life sciences, agribusiness, logistics, and energy. Companies in these fields will find not only partners but also a network of research centers and universities, enabling collaboration and innovation.

Additionally, FVG offers strong logistics and distribution infrastructure with three ports, one airport, and a network of interports and hubs. Access to neighboring ports and airports further enhances its strategic appeal. We also rank among the top regions

in manufacturing, offering businesses skilled workers, educational institutions, and regional services to support workforce recruiting and development.

What incentives does FVG offer to new investors & how does the region support companies throughout the investment process?

The Autonomous Region Friuli Venezia Giulia has a very accessible and well-developed incentive system that is transparent and efficient, with minimal bureaucracy. There are incentives available for the tourism sector as well as for other industries. First, there is tax relief for the initial years of operation: regional taxes on production activities are waived for new investments for the first three years and reduced by 2,9% for the following two years. Moreover, if the investment takes place in some specific mountain areas, the waiving is permanent. The region also offer subsidized financing through loans and mortgages with very competitive interest rates at the moment. On top of that, the Region provides grants to support investments, including research and development projects.

Moreover, there are a range of free services to companies. For example, there are free recruiting services tailored to a company's specific needs. The company shares the job openings and the regional offices handle everything from promoting the positions to finding candidates. There is also support for the interview process by assisting with the interviews or conducting the selection process entirely, depending on the company's preference.



Agribusiness plays a pivotal role in driving economic growth.



Port of Trieste: the anchor of FVG's economy.

In addition, our agency, Select FVG, offers comprehensive support to new investors, providing all the necessary information, organizing site visits, and facilitating communication with key regional stakeholders, such as research institutions and potential business partners. Our offices not only promote the region but also actively assist investors at every step of the process.

Can you tell us about the Porto Vivo project in Trieste & the investment opportunities it presents?

Porto Vivo is one of the key projects in our region, covering 66 hectares of new development along Trieste's coast. It is expected to significantly impact the region, and Select FVG has partnered with the consortium managing the project, Ursus, which includes the Municipality of Trieste, the Port Authority, and the regional government. Our role is to promote this area to investors, highlighting the exciting opportunities it offers.

The region itself has invested in this area for its new headquarters, acquiring three office buildings and one hub for new economic activities while offering standout properties in the city centre such as the Vucetich building, located on the waterfront with views of Miramare Castle. The buildings coming to market represent a major opportunity for Trieste's development, and as an agency, we assist investors by connecting them with the right offices and guiding them through the process.

The German market is crucial for us, especially in real estate. Last October, we attended Expo Real in Munich and made valuable contacts. Porto Vivo and other regional projects are highly attractive to investors. Trieste is currently the fastest-growing destination for hotel occupancy in Italy. The region offers subsidies and valuable services to support these developments.

What goals do you have for Select FVG in attracting international companies & fostering local economic growth?

The region tasked me with building this agency from the ground up five years ago. The goal is to create an international-level team that sets a new standard for business assistance. We aim to be the

premier investment attraction agency—highly professional and focused—while prioritizing local companies. By collaborating with regional businesses, we can better serve international investors. We are also developing a project for the region aimed at attracting international companies, positioning the region as a hub for new, innovative enterprises. These companies may not need to be here year-round, but they will want to maintain a connection through an infrastructure located in Porto Vivo.

The region has a strong tradition of research centers that have historically contributed to international development. Its autonomy allows it to shape its future daily, fostering a sense of community and commitment to development. This balance of international vision and local grounding is vital in order to be ready for economic centers focused on innovation and young companies.

Our team must be top-tier to support these projects. We have gained recognition for our efforts in attracting young professionals with international backgrounds, but there is still much work ahead. We are currently collaborating closely with companies in the United States, with Germany also in our sights as part of our broader international vision. Each day, we proudly showcase the unique value of FVG, increasing its visibility on the global stage.

What is your final message for readers of FORBES?

Italy is fascinating not only for its tourism and cuisine but also for its innovation and economic growth potential. Friuli Venezia Giulia is the Italian region that has tripled FDI in the last three years. We are proud to stand alongside the FVG Region in achieving these important results and invite you to come and see what opportunities we have in store for you to grow your business here. ●



ICT is a strategic sector for the region.



Nicola Brullo

A skier descends the slopes of Monte Zoncolan, a top winter destination.

INNOVATION IN FRIULI VENEZIA GIULIA: ITALY'S BEST-KEPT SECRET

Opportunities for Investment & Tourism Abound

Once an invaluable part of the Austro-Hungarian Empire, with key ports connecting the mainland to the Adriatic Sea, the northeastern Italian region of Friuli Venezia Giulia (FVG) has once again proven its importance to its German-speaking neighbors by providing investment and tourism opportunities alike. Last year alone, the region boasted a record-breaking 10 million overnight stays in tourist accommodations. Visitors are not only flocking to the famous seaside beaches of Grado and Lignano, but also embracing mountain adventures in the Dolomites & the Alps, culinary experiences, and cultural events, thereby transforming Friuli Venezia Giulia into an ideal year-round destination. And as the demand for tourism grows, so do opportunities for investment.

Among the new investments made by the region are the many hiking trails and cycling routes weaving through the Julian and Carnic Alps, including the Alpe Adria bike route stretching from Salzburg to Grado. This route provides cyclists with spectacular views and cultural landmarks, including Palmanova, a UNESCO World

Heritage site. For hikers, the Alpe Adria Trail spans 750 kilometers, featuring well-maintained paths that take trekkers through vineyards and villages including Cividale del Friuli, home to the Longobard Temple (UNESCO site).

In winter, the region transforms into a skiing paradise, with recently renovated resorts like Zoncolan and Sella Nevea catering to snow sports enthusiasts. "Historically dependent on summer tourism, the region is now working to extend its season by offering cultural, gastronomic, and sports alternatives," says Iacopo Mestroni, General Director of PromoTurismoFVG. A highlight of this effort is Gorizia's role

IACOPO MESTRONI

General Director, PromoTurismoFVG

“ Our region offers unique diversity: hike the Dolomites in the morning, & then enjoy a seaside aperitivo with a view of snowy peaks in the evening. ”

as a European Capital of Culture in 2025, shared with its Slovenian neighbor, Nova Gorica. This collaboration marks a historic moment, uniting two cities once divided after World War II as symbols of peace. Culinary enthusiasts will also find FVG inviting, with numerous investments made in gastronomic events planned for 2025. One standout occasion is the "Friuli Doc" festival in Udine, celebrating the region's exceptional food and wine. This event showcases local products, such as Montasio (DOP certified) artisanal cheese and renowned wines like the Friulano, with its floral notes which are unique to the region.

To further support growth in the region and to simultaneously meet the growing demand for high-quality accommodation, Friuli Venezia Giulia is offering unique incentives for investors looking to establish four or five-star hotels, providing 50% funding support. This initiative, set to continue for the next two years, aligns perfectly with the increasing interest in the region's mountain areas, such as the Julian and Carnic Alps and the Dolomites. As investment in the region flourishes and its cultural initiatives take center stage, Friuli Venezia Giulia stands ready to welcome tourists and investors alike, solidifying its status as a top destination in Italy no matter what time of year. ●

LOOKING FOR CULTURE? DISCOVER FRIULI VENEZIA GIULIA



Photo: F. Gallina



She is alive in the narrow streets laced by irrigation channels, in the palaces that adorn the city centre, in the handshakes at the taverns, in its mysterious origins and its historic link with the Republic of Venice. For some, it is the capital of the medieval Patriarchate of Aquileia, the Patria del Friuli, but for everyone it is Udine. If you are looking for culture, discover Friuli Venezia Giulia

IO SONO
FRIULI
VENEZIA
GIULIA



Trieste: currently the fastest-growing destination in Italy for investments in hospitality & real estate.

FRIULI VENEZIA GIULIA: A GATEWAY FOR INVESTMENT

Bridging Historical Ties with Modern Opportunities

Friuli Venezia Giulia (FVG) has long served as a vital link between its northern neighbors—Austria, Germany, and Switzerland. These connections have laid the groundwork for a thriving trade and investment partnership, one that is increasingly relevant in today's global economy. Now, FVG is emerging as a dynamic hub for innovation and business growth, inviting investors to explore its unique opportunities.

Lydia Alessio-Verni, Director General of Select FVG, emphasizes the Friuli Venezia Giulia Autonomous Region's strategy: "Our strategy is to promote the region by offering investors the best opportunities for business growth." FVG's strategic location acts as a gateway to Central and Eastern Europe. With over 150 global communities and the highest number of researchers per capita—especially in Trieste—the region is well-positioned to attract investments in automation, manufacturing, life science and ICT. Major companies like Bosch near Udine have already recognized this potential. Investors will find a region marked by strong logistical infrastructure, featuring three ports, one airport, and a network of interports that facilitate efficient distribution. This infrastructure underpins FVG's status as a prominent manufacturing hub, supported by a skilled workforce and local educational institutions. Select FVG plays

a crucial role in this support by providing new investors with essential information, coordinating site visits, and connecting them with regional stakeholders throughout the investment process.

To further incentivize investment, the Autonomous Region Friuli Venezia Giulia offers a transparent and efficient incentive system designed to minimize bureaucracy. New investors benefit from tax relief during the

initial years, with some incentives lasting indefinitely. Regional taxes on production activities are waived for new investments for the first three years and reduced by 2.9% for the following two years, while subsidized financing options provide competitive loan rates. This comprehensive support system also includes grants for research and development projects, creating an attractive environment for innovative companies. Additionally, the region actively engages in outreach efforts to inform potential investors about the numerous benefits and opportunities available to them. Projects like Porto Vivo in Trieste highlight the region's commitment to economic development. Covering 66 hectares along the coast, this initiative is ideal for hospitality projects and corporate offices. Alessio-Verni notes, "Our role is to promote this area to investors, highlighting the exciting opportunities it offers." The project also aims to draw significant interest from German-speaking investors, particularly in real estate, as Trieste is currently the fastest-growing destination for hotel occupancy in Italy. Through these efforts, FVG is fostering a new era of economic transformation, honoring its historical legacy while embracing modern innovation. As the region positions itself as a leader in sustainable development and technology, it invites its German-speaking neighbors to explore the emerging opportunities in this vibrant part of Europe. ●



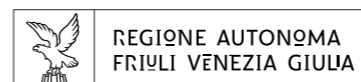
President Fedriga highlights the transformative vision of the Porto Vivo project.

FUTURE VISION GROWTH

Select
Friuli Venezia Giulia

Where future
meets vision
& drives growth

In **Friuli Venezia Giulia**, Italy, we blend innovation with tradition to shape the future. Our region offers **unique growth opportunities** where groundbreaking ideas meet rich cultural heritage. By investing here, you join a **vibrant ecosystem** that celebrates vision and drives sustainable progress. Select Friuli Venezia Giulia, **where your future vision becomes reality**, fueling growth for generations.



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RICCARDO ZANELLOTTI

General Manager of the Savoia Excelsior Palace
Trieste - Starhotels Collezione

Can you elaborate on the historical importance of the Savoia Excelsior Palace?

This hotel was built during the Austro-Hungarian Empire as a showcase of power and elegance. The catalyst was the launch of the battleship Viribus Unitis by the emperor. Trieste was a hub for shipbuilding, and during this grand event, dignitaries from all over Europe stayed at the hotel.

The construction was groundbreaking for its time. It was among the first buildings to use reinforced concrete and feature elevators. The architecture and craftsmanship set new standards, inspiring other iconic hotels worldwide. Our efforts to preserve these elements allow guests to experience history firsthand.

How does the hotel maintain its cultural & architectural heritage?

Protecting the cultural and architectural heritage of our hotels has always been in the company's DNA. This is why our motto is 'Italy in Our Heart', reflecting our deep-rooted commitment. It is within this context that the 'La Grande Bellezza - The Dream Factory' project was born, a contemporary patronage initiative by Starhotels aimed at promoting high-quality Italian craftsmanship. The Savoia Excelsior Palace underwent a massive, three-year restoration project to revive its original splendor while incorporating modern comforts. It's a listed building, so we worked meticulously to ensure that every detail, from balconies to historical frescoes, was preserved. Moreover, local artisans were involved within the renovation, creating an intimate connection with the soul of Trieste. This commitment goes beyond the building—it extends to preserving Trieste's identity and creating authentic experiences for our guests.

SAVOIA EXCELSIOR PALACE: A LEGACY OF LUXURY

Preserving the Past & Shaping the Future

Can you share how the hotel integrates its rich heritage into the modern guest experience?

The Savoia Excelsior Palace is iconic, not just in Trieste but across Europe. Commissioned by Emperor Franz Joseph, this grand hotel was built in Trieste to serve the needs of a city of primary importance and to host the most illustrious European visitors. It wasn't repurposed from another structure—it was designed from the ground up as a luxurious palace. For instance, its unique architectural design by Fiedler, featuring two wings and a central part, ensures optimal views and sunlight while enabling seamless guest service. This blueprint was so innovative it influenced the designs of grand hotels and instantly became a model for other hotels worldwide. The hotel's historical features, like the original elevators and the Emperor's bathroom, are preserved and displayed. These aren't just remnants of the past—they're functional pieces of history. For us, it's about weaving heritage into every aspect of the modern luxury experience while preserving the essence of Mitteleuropean art and architecture. We seamlessly incorporate Italian craftsmanship, particularly in our furniture.



Refined design & ultimate comfort in every corner



Timeless Grandeur: The Savoia Excelsior Palace in Trieste



Preserving culture isn't just about buildings; it's about celebrating the essence of a place."

Each guest brings unique expectations, and we strive to personalize their experience. For instance, our team is trained to understand cultural nuances, ensuring our service resonates with diverse traditions. This approach, paired with our deep knowledge of guest preferences, allows us to deliver exceptional hospitality.

How does the hotel address the challenges of sustainability in modern tourism?

Sustainability is complex but essential. At the Savoia Excelsior Palace, we've been ahead of the curve. Renovating a 120-year-old building with modern energy-efficient systems was no small feat. We've implemented energy management systems, water recycling technologies, and smart room features to reduce our carbon footprint. Additionally, our collaboration with local producers, including farmers, winemakers, and other local businesses, aligns with our sustainability goals and strongly supports the local economy. By supporting nearby farmers and artisans, we minimize environmental impact. This holistic approach to sustainability is part of our long-term vision.

How does the hotel contribute to Trieste's growing recognition as a travel destination?

Our strategy has been to position the city as a niche destination for high-end tourism. When I started in 2009, the challenge was to make Trieste more visible. For years, our hotel has been deeply committed to fostering partnerships with local stakeholders, including regional authorities and businesses. By investing significantly in local marketing initiatives and co-founding the Convention Visitors Bureau, we have actively contributed to promoting the city's unique offerings. The focus has been on creating experiences that highlight Trieste's beauty, culture, and history while preserving its authentic character. Our concierge team is delighted to unveil the city's hidden gems, including exclusive access to the 'Craft Experience' of the La Grande Bellezza - The Dream Factory project. These experiences will take visitors on a journey to the most authentic artisan workshops, offering a unique immersion into the heart of local craftsmanship.

Who are your main guests & how do you cater to their needs?

While North American travelers are a growing segment, our primary market comprises guests from German-speaking countries like Austria, Germany, and Switzerland. These visitors feel a natural connection to Trieste, given its historical ties to the Austro-Hungarian Empire.

How does the hotel leverage technology to enhance modern hospitality?

Technology is crucial for enhancing both guest experiences and operational efficiency. We focus on two aspects: "hard technology" and "soft technology." The former includes smart room features like automated lighting and temperature controls, as well as advanced security systems. These innovations ensure comfort and safety while minimizing environmental impact. "Soft technology," on the other hand, involves optimizing hotel operations. Our CRM system, for example, collects data to better understand guest preferences. This helps us anticipate needs and provide personalized service. However, no technology can replace human connection—empathy and genuine hospitality remain at the heart of what we do.

Looking ahead, what is your vision for the hotel & the region?

Our vision revolves around slow tourism, where guests can immerse themselves in the natural and cultural richness of Friuli Venezia Giulia. This includes exploring the region's mountains, lagoons, and vineyards, as well as enjoying niche experiences like sailing and cycling. Trieste's strategic location also plays a key role. As a maritime hub, it's becoming a focal point for sustainable logistics. Projects like Porto Vecchio and the development of science and research facilities further enhance the city's appeal. Our goal is to balance tourism growth with preserving Trieste's unique character.

What legacy would you like to leave at the Savoia Excelsior Palace?

I'd like my legacy to be rooted in creating a sustainable, high-quality tourism model. Protecting Trieste's beauty and culture while fostering economic growth is a delicate balance, but it's achievable with collaboration. I also hope to inspire others to value slow tourism and recognize Trieste as a destination that offers more than meets the eye. Ultimately, my message to everyone is simple: visit Trieste. Experience its charm and history for yourself—you won't be disappointed. ●



The iconic hotel overlooking Trieste's waterfront

TIMELESS ELEGANCE: TRIESTE'S ICONIC SAVOIA EXCELSIOR PALACE

Heritage & Modern Luxury Redefining Hospitality

The Savoia Excelsior Palace, a historic 5-star luxury hotel in the heart of Trieste and part of Starhotels Collezione, offers an unparalleled experience of sophistication and comfort. Renowned for its timeless

architecture and refined interiors, the hotel stands as a symbol of grandeur and hospitality. Guests are welcomed into an atmosphere of relaxation and opulence, with rooms and suites that combine classic

charm with modern amenities. Culinary delights await at the Savoy Restaurant, where locally inspired dishes are crafted with contemporary flair, celebrating the rich flavors of the region. For those seeking relaxation, the hotel's elegant lounges and reading rooms provide the perfect escape. Its prime location near Trieste's vibrant waterfront and historic landmarks makes it an ideal starting point for exploring the city's cultural treasures.

Business travelers benefit from state-of-the-art conference facilities, while leisure visitors can enjoy proximity to high-end shopping and the picturesque Piazza Unità d'Italia. The Savoia Excelsior Palace also caters to sustainability, offering electric vehicle charging points and eco-friendly initiatives, ensuring luxury with a conscience. Whether for a romantic getaway, a family retreat, or a business trip, this iconic hotel delivers an unforgettable experience, blending historic grandeur with modern luxury in the heart of Trieste. ●



Savoia Excelsior Palace Trieste



Hotel d'Inghilterra Roma

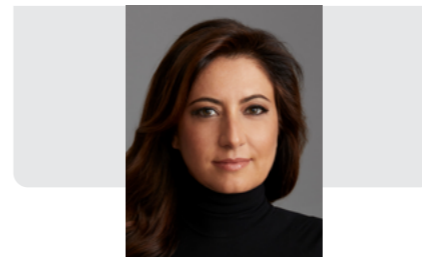
The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in **Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.**

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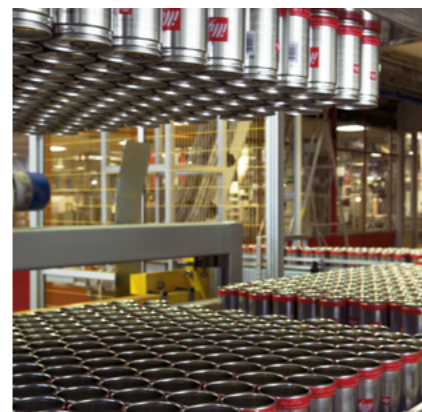
The Leaders Making a Difference in Friuli Venezia Giulia



CRISTINA SCOCCHIA
Chief Executive Officer (CEO)
illycaffè

How does illycaffè balance sustainability with delivering high-quality coffee?

At illy, sustainability isn't just a buzzword—it's part of who we are. We have built decades-long relationships with growers in nine origin countries, some spanning 30 years. These partnerships enable us to engage in regenerative circular agriculture, reducing the carbon footprint of coffee farming while respecting the environment and promoting biodiversity. This approach was created and expanded by Andrea Illy and reflects our belief that true quality is inseparable from sustainability. For us, it's not just about crafting the finest coffee; it's about ensuring that every step, from farm to cup, supports local communities and preserves the planet for future generations. By working directly with growers, we create shared value, fostering innovation, environmental stewardship, and a brighter future. This harmony between exceptional coffee and sustainability defines who we are and drives us forward every single day.



ROBERTO DIPIAZZA
Mayor, Trieste

How has the Trieste evolved, and what makes it unique for visitors & investors today?

Trieste's evolution is extraordinary. From our time as a hub for Eastern Europe until the 1990s to becoming one of Italy's leading ports, our transformation has been remarkable. Tourism has been our focus, with 750,000 cruise passengers visiting last year, rerouted from Venice due to our natural deep waters. We're revitalizing the Old Port—a €600-million project with hotels, marinas, museums, and university facilities. Investors and tourists alike are drawn to our multicultural charm, stunning architecture, and unique geography. Our history as a crossroads of cultures, from Italian and Slovenian to Serbian and Greek, is reflected in landmarks like the second-largest synagogue in Europe and Miramare Castle. The Karst hills, minutes from the sea, add to the region's allure. Where else can you see Italy, Croatia, Slovenia, and Austrian mountains from your kitchen window?



ALBERTO FELICE DE TONI
Mayor, Udine

How does Udine balance heritage preservation, tourism & regional collaboration?

Udine's history and culture are our pride, from our UNESCO-nominated castle to events like Friuli Doc, celebrating local gastronomy. We promote sustainable tourism through eco-friendly cycling routes, attracting visitors from Austria, Germany, and beyond. Collaboration with neighboring cities enhances our reach, as seen in the coordinated regional festivals like Trieste's Barcolana regatta and the literary festival in Pordenone. This approach highlights each city's unique offerings while fostering unity. Udine's culinary traditions, including Ein Prosit, showcase world-class food and wine, blending culture and tourism. Our focus on revitalizing historic districts while ensuring accessibility also demonstrates our commitment to heritage preservation while events like Friuli Future Forum encourage dialogue on innovation while respecting tradition. By preserving heritage, we're building a globally resonant city true to its roots.



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