

VareseNews

Ticino Park receives the TripAdvisor “award”

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Parco del Ticino

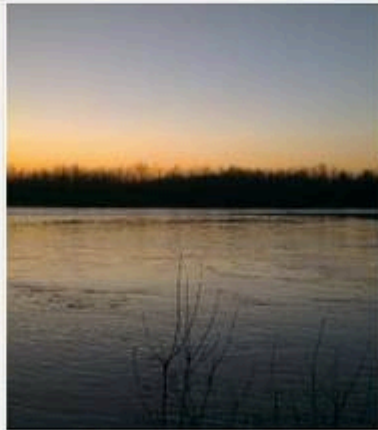
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Aspetti migliori evidenziati dai contributori di TripAdvisor

The Ticino Park was awarded “The Certificate of Excellence 2015” from the TripAdvisor portal, the largest travel website with 340 million monthly visitors, 225 million reviews and opinions. The Park Authority, therefore, has been awarded the symbol of excellence in the hospitality industry, as already noted on top of the [dedicated page on TripAdvisor](#).

How do travellers find the best facilities in the world? “They look for the ‘Certificate of Excellence’, a prestigious award that only facilities that consistently receive excellent reviews on the travel portal largest in the world can get,” writes Marc Charron, president of TripAdvisor for Business. “For five years, TripAdvisor has distributed this award on behalf of travellers around the world. **We hope you are proud to see the Ticino Park recognised** as one of the best in the hospitality industry by customers.”

“This award,” says the president of the Ticino Park, **Gian Pietro Beltrami**, “is the **result of the work of the entire Board of Management** that for three years, has wanted to give new impetus to regional marketing. A decision that is not much left on “paper” but that has had an important development in the promotion of our region through the creation of a new portal “Il Germoglio del Ticino”, the revaluation of our Park Centres and the new impetus given to our **excellent food recognisable in “Brand Park Ticino controlled goods”**. Territorial marketing initiatives, aimed at promoting a new culture of tourism that emphasizes the quality, originality and environmental sustainability. A tourism that considering the enormous heritage and natural landscape of our park is intended to help grow the territories. All the initiatives undertaken in recent years have allowed our agency to reach more people

informing them on environmental issues, confident that knowledge and awareness are the best form of protection. **A work that continues with further enhancement of our Park Centres** such as the Sforza or Lanca Ayala in Vigevano, I Geraci in Motta Visconti and the new Centre with Hostel in Monte Diviso of Gallarate. In addition to promotion initiatives such as the presence of our organisation on the canals in Milan for the Expo out that was a great success last week and Annuciata of Abbiategrasso, where every weekend we supply products with the Park brand for 'L'Ambasciata del gusto' managed by the chef Carlo Cracco."

di Translated by Prof. Robert Clarke