



TRAVERSE

19

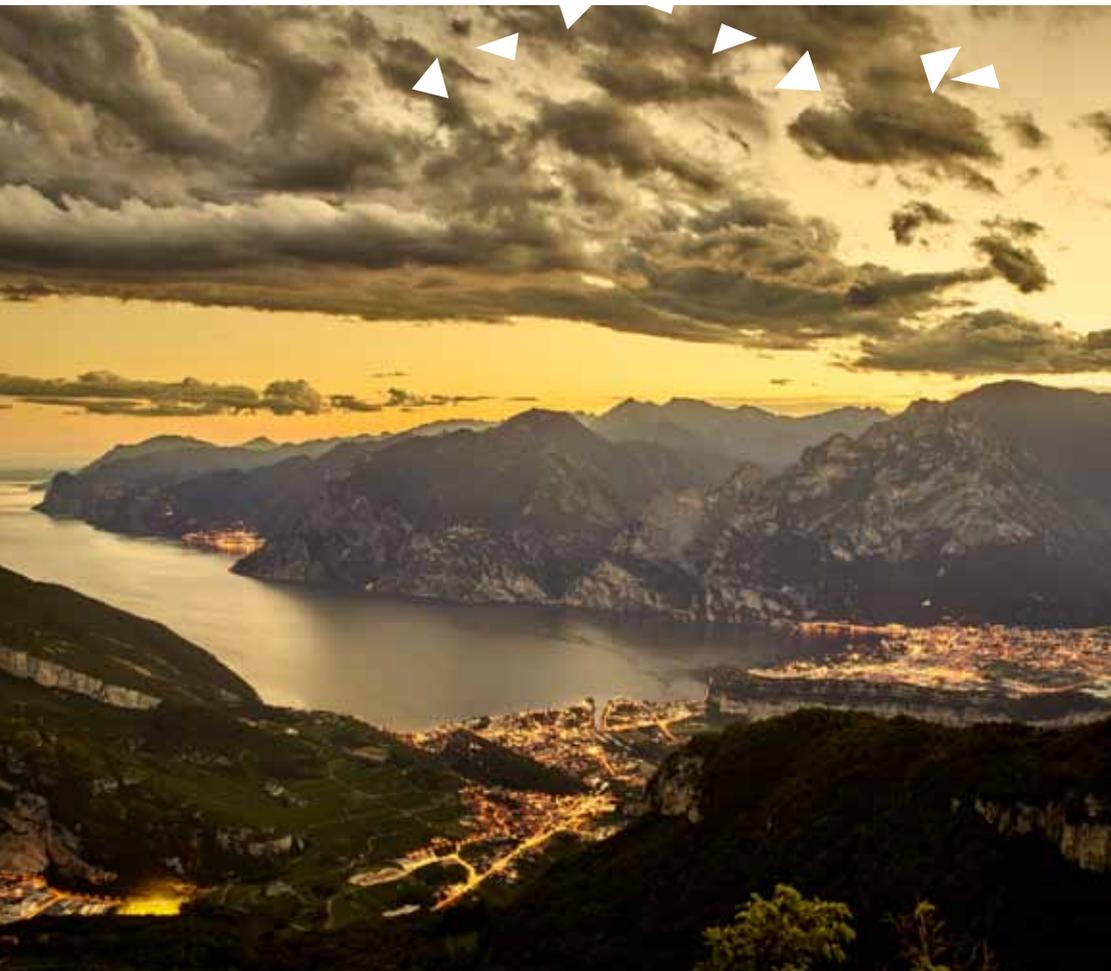
TRENTINO



The Alps with an Italian Touch

[#Traverse19](#) [#VisitTrentino](#)

Info guide



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Welcome Message



I welcome all of you, digital travellers, to Trentino: a warm welcome to all the bloggers, youtubers, instagrammers and, in general, to all the storytellers. It's a great pleasure for us to host Traverse's friends for their first time here in Italy. For years now, we have been really focused on the digital and social media world in order to describe and share our idea of Trentino. For this reason, the 2019 Traverse edition has important news: beyond meeting seminars and workshops, we organised - for those who want to join us a few days earlier - lots of activities that will allow you to experience what makes Trentino so special.

We've also planned 12 different activity programs, across beautiful mountain landscapes, lakes in which the Dolomites are reflected, city squares that inspire stories and of course delicious dishes.

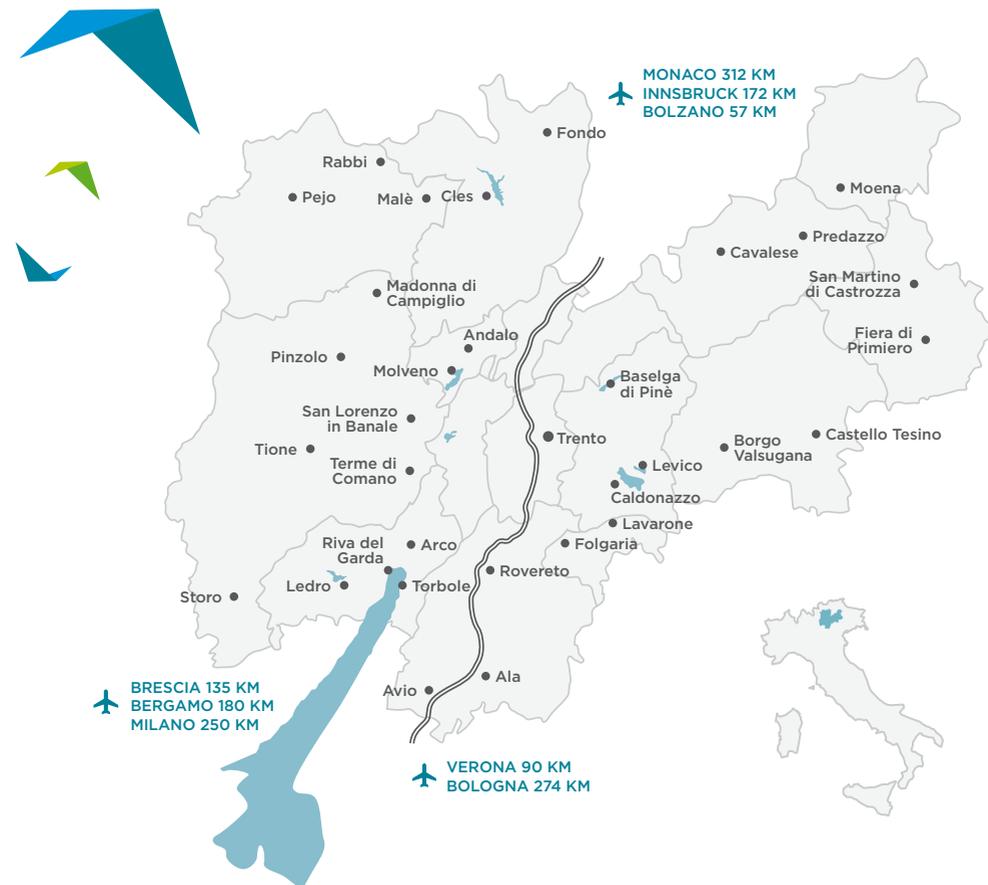
A unique opportunity to breathe and discover the most authentic Italian style in unusual locations, such as historic buildings, bars that overlook squares full of life and our silent alleys. Stop for a glass of Trentodoc before dinner and then choose whether to go to a gourmet restaurant in the city or to a hut in the mountains, maybe after a day full of outdoor sports, between hiking in the woods, MTB races and rock climbing, that allows you to breathe the pure air of our woods.

There are several things to do, lots of new friends to meet and stories to discover. Tales of this land, made of lakes, mountains and people that are looking forward to shaking your hand.

Welcome to Trentino!

Maurizio Rossini
CEO Trentino Marketing

Trentino, host destination



Garda Lake and Dolomites...two words to describe Trentino!
A varied territory rich of natural beauties,
but also cultural and gastronomic attractions.

Its valleys open like wings of a butterfly branching from the Valle dell'Adige, which runs from north to south. Below, a pleasant rural landscape, with valleys dotted with lakes where you can stroll and relax, hills covered with vineyards and apple trees. Higher up instead, green woods, typical mountain villages and the majestic peaks of the Dolomites. The perfect spot for a sporting holiday in contact with nature from hiking or mountain biking to climbing or water sports. For all relax-lovers in Trentino, you'll find welcoming hospitality, made of hotels, spas and farms where you can taste traditional dishes.

Quick facts

Dolomites

The Dolomites, declared by **Unesco World Natural Heritage site**, are a treasure that characterises much of Trentino, natural formations of **extraordinary geological and geomorphological importance** that enchant for their impressive verticality and scenic beauty, but also for their colours and shimmering contrasts.

Admiring them at sunset is a unique and enthralling experience. That is the time when the rocky walls, due to their peculiar calcium and magnesium carbonate composition, turn pink and give rise to the phenomenon known as **Alpenglow** (Enrosadira).

Nature

When we say **Trentino**, we think of a mountain world and its uncontaminated nature. And it could not be otherwise, considering that **17% of its surface area is under environmental protection**.

Trentino boasts three green lungs, the Adamello-Brenta and the Paneveggio-Pale di S. Martino Nature Parks, and the Trentino portion of the Stelvio National Park. The first one, in western Trentino, is one of the largest protected areas in the Alps, with thousands of deer, roe deer, chamois, golden eagles and more than forty brown bears. More than thirty peaks, **over 3000-metre-high**, characterises the Trentino portion of the Stelvio National Park.

Water

Clear waters reflecting a great variety of scenery, intense colours in which to lose yourself as you walk along the shores or plunge in when looking for heat relief or brave the wind.

The **300 Trentino lakes**, located mostly **above 1500 m a.s.l.** and of clear glacial origin, are a large and composite fresco - green and blue gems at the foot of mountain peaks, where all motors are banned. Tumultuous waters like those of the Noce River, here you can ride aboard canoes, rafts and hydrospeeds. There are also waters where you can fish in the traditional or the "no kill" way, respecting the balance of a valued fish fauna that includes marble trout and arctic char. And more, curative waters gushing forth from inside the rocks where to immerse yourself in one of the nine Trentino spas, with the added benefit of mountain air to regenerate and tone your body.





Air

From zero to **3000 m altitude**, you can walk on a trail network of over 5,000 km up to peaks, mountain dairies and 146 huts, which can also be joined up in quite spectacular multi-stage treks such as the “Dolomiti di Brenta Trek”, the “Dolomiti Panorama Trek”, the “Palaronda Trek”, vis-à-vis with nature, woods, rocks, glaciers and ever new thrills.

The “Path of Peace” winds for **520 kilometres** from the Cevedale group to the Marmolada through the front line, crossing Trentino’s Great War theatres along military roads and trenches, touching tunnels, high altitude stations and museums: a great memory route to reflect and meditate.



Taste

Are you looking for unique aromas and flavours? Then you are in the right place, because Trentino is the ideal destination for a food-and-wine holiday.

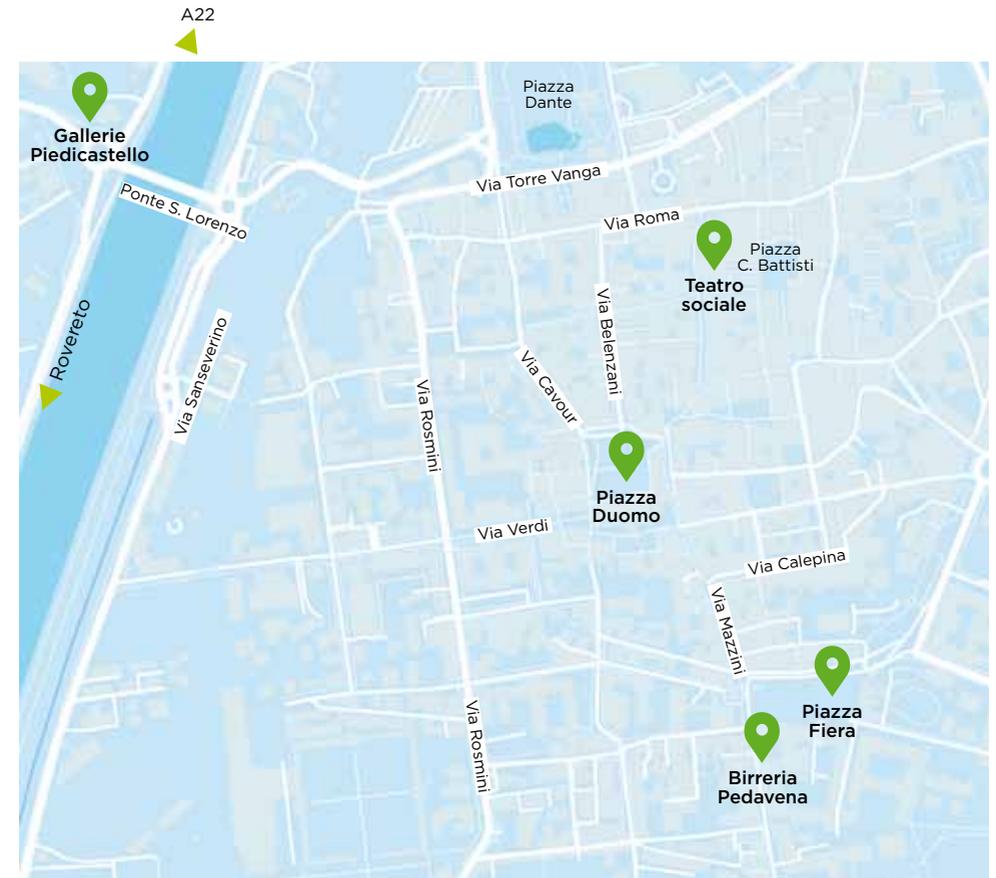
Each one of its valleys can offer traditional recipes. **Trentino Wine and Flavours Route** will guide you to the discovery of local food and wine. Excellence in a bottle: Trentodoc, Marzemino, Teroldego, Nosiola, Vino Santo and Müller Thurgau, as well as Grappa from Trentino. And then, the fine DOP* extra virgin olive oil from the Garda Trentino area and the renowned DOP apples from Val di Non.

Culture

Castles, medieval hamlets, old churches and museums. Trentino is a treasure trove of art, history and culture, full of testimonies of an important past brought back to life in the cities of Trento and Rovereto, and in the surrounding valleys.

The roots of the main town go back to Roman times: remains of the ancient **Tridentum** are still preserved in the archaeological site below the city centre. But also, the splendour of Renaissance times is still visible on the frescoed facades of the numerous Palazzi.

Trento, host city



Cultural hotspot, university town, centre of government: Trentino's historic capital fulfills all these functions with flair - and thanks to its wine-makers and chefs comes loaded with tasty delicacies to eat and drink.

It's hard to know where to start. There you are, on the streets of Trento, with mountains as your backdrop and a list of must-sees as long as your arm. This, after all, is the traditional **meeting-point of Italy and Central Europe**, former home of the Prince-Bishops of Trento, and the scene - between 1545 and 1563 - of one of the most famous of all the ecumenical councils of the Catholic Church. Castles, museums, palaces, Roman ruins; they're all here to be enjoyed, wrapped up in a vibrant Italian setting, where the aperitivo hour is announced by the popping Trentodoc spumante corks.

What to see

Stroll in the Old city center

The first thing to do is to go for a walk through the historical centre: from the Duomo [cathedral] to the enchanting Piazza with the Fountain of Neptune, and then among the palaces with frescoed façades, towers, and alleys.

Before stopping for an aperitif, we recommend you to take the chance to visit some of the historical shops and workshops in the city centre, a true heritage of this city. In Trento every workshop has a story to tell!

Go to the Buonconsiglio Castle

The Buonconsiglio Castle is the most important castle in Trentino, residence of the Prince Bishops and symbol of the city of Trento.

Today, the castle is also a museum hosting every year some very successful exhibitions, together with other smaller ones, accompanied by teaching activities, workshops and learning experiences for schools.

> **Via Bernardo Clesio, 5 - Trento**

Visit the Muse Science Museum

The Autonomous Province of Trento asked starchitect **Renzo Piano** to create in a disused industrial area of approximately **19,000 sqm** not just a museum, but a place to reflect on the relationship between nature and man.

That is how the MUSE was born - so successful that it was the only museum in Italy to be awarded an honorable mention at the **European Museum of the Year Awards 2015**. From the mountains to the challenges of sustainability, from the first men on Earth to the DNA's secrets. With "special effects" to experience virtually the same emotions of a climb on the Dolomites walls or a downhill skiing descent.

> **Corso del Lavoro e della Scienza, 3 - Trento**

How to get here:

It's very close to the city centre, just 10 minutes away from Piazza del Duomo. To reach the Museum from the historical centre, we suggest you to use the pedestrian subway connecting via Madruzzo to MUSE





Venture into the Canyon dell'Orrido

It is the Orrido di Ponte Alto - a deep canyon dug by the waters of the Fersina stream - a natural work of art, which encloses all the beauty of a wild place, the excitement of the height and the drop, as well as a valuable scientific and historical heritage.

Two ancient weirs create spectacular waterfalls, more than 40 metres high, which make their way through layers of red rock, creating spectacular light effects. Comfortable to reach by car or bus, the Orrido can be visited with a guide.

> Via Ponte Alto, 79 - Trento

How to get here:

You can reach the Orrido by bus from Trento and Pergine. It is also possible to reach Cognola "Scuole" by urban bus line 9 from the city centre.

Busa degli Orsi observation deck, Sardagna

It takes just a few minutes to admire the city of Trento from a privileged perspective!

The Sardagna cablecar, 200 meters from Piazza Dante, connects the city with this ancient village, with a splendid panoramic terrace that allows you to embrace the whole valley of the Adige River with your gaze. Getting to Sardagna is simple: every 15 or 30 minutes, depending on the time slot, a cabin connects the town to the centre.

> Strada alla Funivia, 13 - Trento

How to get here:

Use your Guest Card and reach Sardagna by cable car, Trento's station: Via Lungadige

It's Aperitivo Time!

After a long walk through the streets of the city centre, it's time for an aperitif! A cocktail or a glass of Trentodoc? Wine or a mug of beer? The choice is yours. In the bars of Trento, it's possible to accompany your aperitif with some local cheeses and cured meats.



Sardagna, an aperitif with a view Bistrot Trento Alta

We recommend you try the Bistrot Trento Alta in Sardagna, overlooking the city.

A "local" tip: the Bistrot can be reached by road or by cable car, which can be reached on foot from the city centre. Once you're up there you'll realise that a glass of wine has a richer taste with the splendid panorama of the city before you.

> Strada alla Funivia, 13 - Trento

How to get here:

Use your Guest Card to have free access to the cable car. Trento's station: Via Lungadige



Trento, **Il Posto di Ste**

This gourmet “panineria” has already become one of Gambero Rosso’s 22 Italian street food champions.

It brings the same high standards to its wine list, so order a glass of Nosiola and ask for the sandwich menu.

> **Largo Giosuè Carducci, 55 - Trento**

Trento, **UVA e MENTA Caffè**

Fancy a beer?
This old pub on Garzetti Square is your goal.

Transformed by a group of artisan beer enthusiasts, it has become a Craft Beer Centre, and offers three draught beers on tap, as well as a huge range of bottled brews from Trentino and beyond.

> **Piazza Giovanni Battista Garzetti, 4 - Trento**



Trento, **Plan**

Young, buzzy and heaven for snack lovers, Plan serves up a plate of food with every round of drinks you order – slices of pizza, olives, ravioli, prosciutto and much more.

Get a table outside, order wine, a craft beer or some cocktails, and get stuck in.

> **Largo Giosuè Carducci, 38 - Trento**

Trento, **Scigno del Duomo**

Now, you really are in Italy.

Scigno del Duomo scatters tables and chairs across the Piazza del Duomo, and offers front-row views of the cathedral, the Nettuno fountain and the Palazzo Pretorio. What do you drink? Trentodoc, obviously...

> **Piazza del Duomo, 29 - Trento**

Venues



Piazza Duomo, Trento **The Pavilions**

The main hub for Traverse 19 is right in the heart of Trento, in the central Town Square, where we built two pavilions.

This is the spot for attendees to head to at the start of the conference (8 June) to register, grab a coffee, meet sponsors, attend some sessions and more. The Pavilions will be home to the Partners Lounge where attendees will be able to meet and mix with the wonderful brands that are taking part in the Traverse 19.

> **Piazza Duomo - Trento**

Teatro Sociale, Trento **Conference Venue**

The vast majority of the Traverse 19 conference sessions will be taking place at Teatro Sociale. This will include the welcome talk and closing panel in the grand main arena. This venue is just two minutes from the town square and the Pavilions.

The Teatro Sociale of Trento founded in 1819 by Felice Mazzurana is the theatre of tradition and history of the city. The restoration made by architect Sergio Giovanazzi has brought it back to the glories of the past with gilded stuccos and neoclassical decorations.

> **Via Paolo Oss-Mazzurana, 19 - Trento**

“The Galleries”, Trento Opening party Venue

In 2007 the two tunnels crossing the Piedicastello district were closed to traffic and replaced by new ones. Instead of being abandoned, the old tunnels were transformed into a museum. One gallery is painted in white, the other one in black.

In the Galleria nera [Black Gallery] and Galleria bianca [White Gallery] an open and innovative cultural offer is being experimented on the history and memory of the city of Trento, of Trentino and of the regional area corresponding to historical Tyrol. The story of the Gallerie di Piedicastello, a section of Fondazione Museo storico del Trentino (Trentino Historical Museum Foundation) went all around the world. Not least because it is not a “museum” that was created here, but a living exhibition with lots of active participation.

The Galleries are located in the Piedicastello district, underneath Doss Trento. They can be reached in just a few minutes' walk from the old town, the train station and the Muse.

> **Piazza di Piedicastello, 38122 Trento**

Birreria Pedavena, Trento Closing party Venue

The Birreria has always remained in the same premises since its opening in 1921, bearing the same sign.

The renovation and expansion work carried out in 2002 have transformed the adjacent bowling alley to the brewery in a large circular room, furnished in style, with wooden tables and copper drums for the craft beer.

> **Piazza Fiera, 13 - Trento**

MART, Rovereto Traverse Creator Awards Venue

To celebrate the work and achievements of talented content creators the Traverse Creator Awards will take place at MART, Museo di arte moderna e contemporanea di Trento and Rovereto, one of the largest and most important museums of modern and contemporary art in Italy.

Its collection is extraordinary rich: from Futurism to Metaphysical Art, from “Arte Povera” to Conceptual Art, up to the most recent experimenting. Mart's main venue is wedged between two 18th century palaces, in a building designed by Swiss architect Mario Botta with the collaboration of Rovereto-born engineer Giulio Andreolli. In addition to producing exhibitions, events and workshops, the Mart hosts artists, curators, companies, and events both international and local, serving as a welcoming and accessible destination. Today the Mart is a modern, European museum, partnering with major international museums while showcasing the stunning local scenery. Mart is a cultural hub that generates constant stimuli for the public as well as for artists, collectors, businesses and local communities.

> **Corso Bettini 43, 38068 Rovereto**



Event Schedule



Mid-week events

The gorge of **Ponte Alto and its waterfall**

A unique experience in the deep canyon carved by the river Fersina and its charming waterfalls.

The gorge near Ponte Alto has attracted inhabitants and tourists since the 1800s. Here, in the 1500s some of the most ancient hydraulica works in the world were built, in order to protect the city from floods. Two weirs give rise to a magnificent 40m high water falls that flow through red rocks, thus creating spectacular light effects.

Tuesday 4th June

timetable: 17.00 – 19.00 | 19.00 – 21.00

Wednesday 5th June

timetable: 14.00 – 16.00 | 17.00 – 19.00

Meeting point:

a transfer will leave from via Torre Vanga (in front of the tourist office)

Group:

20 people

Thursday 6th June

timetable: 11.00 – 13.00

Friday 7th June

timetable: 14.00 – 16.00

Meeting point:

15 minutes before in Piazza Dante Trento (going by bus)

Group:

20 people





A glass with view

In just five minutes journey by cable car it's possible to reach an amazing and just renewed viewpoint above the city of Trento.

People will admire the breathtaking view of Trento at sunset light while enjoying a typical Italian aperitif: Spritz.

Tuesday 4th June
timetable: 17.00 – 19.00

Wednesday 5th June
timetable: 17.00 – 19.00

Group:
10 people

Meeting point:
15 minutes before the start of the tour at the cable car station (going by cable car)



Guided city tour of Trento, the painted city

A guided tour of the city of Trento, discovering its history, its palaces with painted facades, the Duomo Cathedral and the Buonconsiglio Castle.

At the end a unique visit of Torre Aquila, the most fascinating tower of Buonconsiglio Castle, which hosts a famous series of frescoes called *Cycle of the Months*.

Tuesday 4th June
timetable: 14.30 – 16.00

Wednesday 5th June
timetable: 14.30 – 16.00

Friday 7th June
timetable: 10.45 – 12.15

Meeting point:
10 minutes before the start of the tour in Piazza Dante (tourist office)

Group:
15 people

From vineyards to wine

Cavit winery gathers, inspects and selects the raw material produced by the associated wineries, carrying out controls at every stage, from maturation through to bottling, with complete respect for the environment.

A tour to learn more about the process behind the product.

Wednesday 5th June
timetable: 11.00 – 13.00

Meeting point:
15 minutes before, a transfer will leave from via Torre Vanga (in front of the tourist office)

Group:
20 people



Trekking among vineyards

Just 10 Km from the city of Trento, Valle dei Laghi is renowned not only for its enchanting landscapes and lakes, but also for its enological excellence, including the Trentino Nosiola, an autochthonous grape that only grows in Trentino and the Trentino Doc Vino Santo.

Live an experience of trekking among vineyards, lakes and mountains and discover the winemaking culture of the territory, by visiting a wine cellar and tasting the local wine.

Wednesday 5th June
timetable: 15.00 - 18.00

Meeting point:
30 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
15 people



Charm of the night

A legend tells that the Devil himself helped in building a palace in town; it is well known that ghosts and witches hunted the Buonconsiglio Castle.

Join an engaging night visit of the city accompanied by curious legends and mysteries about the city of Trento.

Wednesday 5th June
timetable: 20.00 - 22.00

Meeting point:
Piazza Duomo - Trento

Group:
25 people

Hidden Medieval traces

A tour of Museo Diocesano Tridentino as you will never been able to visit it.

A sensational visit, guided by an expert of the museum, that will allow some of the luckiest of you to enter the most hidden doors, find out secret passages and climb private stairs.

Wednesday 5th June
timetable: 10.00 - 11.00

Friday 7th June
timetable: 10.00 - 11.00

Meeting point:
at the entrance of the Museo Diocesano - Piazza Duomo, 18

Group:
15 people



Palazzo Roccabruna

An in- depth look to the hidden rooms in the gorgeous Renaissance building Rocabruna, headquarter of the Provincial Wine Promotion Board of Trentino.

At the end of the visit there will be a tasting of Trentodoc, a “Metodo Classico” spumante born in Trentino that has become - irresistible and vivacious- an ambassador of quality and elegance through the world.

Thursday 6th June
timetable: 17.00 - 19.00

Meeting point:
10 minutes before the start of the tour in front of the building, Via Santissima Trinità, 24 - Trento

Group:
20 people

Riding in the Nature

Discover Valle dei Laghi... on horseback!

An ideal destination for nature lovers, who would like to spend a relaxing time in a mesmerizing natural environment but at the same time experience an active holiday. Here Mediterranean and alpine vegetation live side by side and create a special destination for outdoor activities.

Thursday 6th June
timetable: 15.00 - 18.00

Other information:
There will be two groups of 5 people each. The riding tour lasts one hour.

Meeting point:
30 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
10 people

The world of beers

Let's discover the excellent Trentino craft beers and the stories that stand behind this big passion.

Today we will lead you in the discovery of the gold beverage produced in the local brewery Rethia.

Thursday 6th June
timetable: 15.00 - 18.00

Meeting point:
30 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
10 people

Stargazing Make a wish

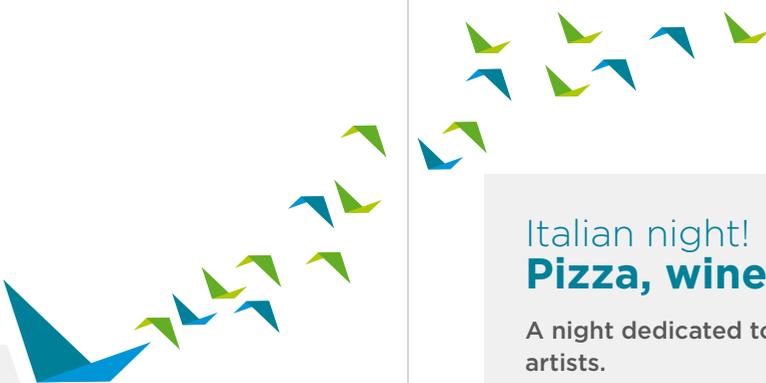
A walk through the woods of Monte Bondone to enjoy the unspoiled atmosphere and live the quietness of the night wild life, accompanied by an expert guide.

Admire the stunning view of the stars far from the noise of the city at the Astronomical observatory “Terrace of the Stars” in Viote - Monte Bondone. It is equipped with powerful telescopes, which with the guidance of experienced operators become powerful instruments to admire the sky.

Thursday 6th June
timetable: 21.00 - 23.00

Meeting point:
30 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
20 people



MUSE Gym Tonic Moving body & mind

Move around the museum galleries to discover science, while awakening your muscles.

The professional gym instructor will teach you some soft fitness exercises while a science museum expert will enrich the experience with some science facts. The event will end on the panoramic terrace of the museum with a breakfast.

Thursday 6th June
timetable: 08.30 - 10.00

Friday 7th June
timetable: 08.30 - 10.00

Meeting point:
hall of MUSE - the Science Museum

Group:
25 people

From a different perspective

A breathtaking experience of Trento seen from above.

A helicopter tour that will give you the unique possibility to capture the entire city in one picture! Be ready with your cameras!

Thursday 6th June
timetable: 18.00 - 19.00

Friday 7th June
timetable: 13.00 - 14.00

Meeting point:
15 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
5 people

Italian night! Pizza, wine and music

A night dedicated to local products, producers and artists.

During this enjoyable evening, there will be the possibility to taste the wine of a local winemaker and speak directly with him to discover all the secrets of his wine, to taste a slice of a selected homemade pizza kneaded by the bakers of Panificio Moderno and finally to listen to the music of a local band.

Thursday 6th June
timetable: 16.00 - 18.00

Meeting point:
Panificio Moderno - Piazza Lodron 21, Trento

Group:
10 people

Espresso? Yes, please!

Since 1970 the Bontadi family is into coffee production.

At the beginning, Carlo Bontadi was a coffee merchant, but it was almost a century later, that his great-granddaughter Oddone began to toast the grain with the first machines. In the town of Rovereto it is possible to visit the museum of the coffee, where all the machines are displayed and taste the famous Italian espresso!

Thursday 6th June
timetable: 09.30 - 12.00

Friday 7th June
timetable: 14.30 - 17.00

Meeting point:
15 minutes before the start of the tour in Piazza Dante - Trento (going by train)

Group:
20 people



Like a miner

A unique emotional visit into the old tunnels where miner used to look for silver.

Equipped with helmet and headlight an expert guide will lead the group into the heart of the mine to discover the so-called canòpe of Monte Calisio, the silver mines which, between the 12th and 15th centuries turned the area into the most important mining district of Trento.

Thursday 6th June
timetable: 09.30 - 12.00 | 14.30 - 17.30

Friday 7th June
timetable: 09.30 - 12.00 | 14.30 - 17.30

Meeting point:
tour a transfer will leave from via Torre Vanga (in front of the tourist office)

Group:
20 people

Epic Photography with Tom Archer

Join Tom Archer for a special hands on session as he takes you through shooting epic photographs.

Tom has shot in locations such as Iceland, Canada, New Zealand, Norway and of course Italy. The session will include some tips on how to set up the best photos, equipment advice, lighting, exposure and much more. The incredible Trentino landscape and sunset timing will make for the perfect opportunity to learning and capture some incredible epic photos.

Please note for this session and workshop you will need a professional camera (DSLR preferred) and tripod.

Thursday 6th June
timetable: 18.00 - 22.00

Meeting point:
Will depart from Piazza Dante at 18.00

Group:
20 people



Talking Relationships over Coffee

What goes into creating and nurturing a strong business relationship? Join Michael Ball from Traverse to chat about some of the dos and don'ts of client relationships.

Learn what to say, what not to say and how to approach brands with the right tone of voice, giving you some valuable skills for moving forward in your career as a content creator.

Thursday 6th June
timetable: 12.30 - 14.00

Group:
15 people



Beginners photography walk of Trento

Take a photo tour through Trento, from the epic viewpoints and architecture of Buonconsiglio Castle, to Funnivia di Sardagna, with panoramic views across Trento and the region.

With a mixture of outside frescos, lush green landscapes, ornate interiors, and quaint streets, this photo walk will take you through some of the most photogenic spots in Trento, while also photographing a range of different styles. Tips on photography, such as framing, HDR, using manual, and shooting for different mediums (social, magazines etc) will be included in a! informal way. DSLR camera and tripod preferred, but not essential.

Thursday 6th June
timetable: 15.00 - 17.00

Meeting point:
Buonconsiglio Castle,
Via Bernardo Clesio 5

Group:
15 people

Where energy and “grappa” meet

An exciting experience that takes visitors right into the heart of a mountain that reveals the wonders of the most powerful power plant in Trentino, to find out where water becomes energy.

After the visit, a relaxing walk in the typical small village of Santa Massenza that will end in a local distillery for a grappa tasting.

Friday 7th June
timetable: 14.00 - 17.00

Meeting point:
30 minutes before the start of the tour a transfer will leave from via Torre Vanga (in front of the tourist office).

Group:
20 people

Yoga with Ro

Find some time to move and breathe. This session will provide an opportunity to return the attention to the body and mind, with a focus on moving with the flow of breath.

Explore a balance of effort and ease in this empowering and uplifting practice, which will conclude with some guided relaxation, helping to calm and still the mind and body.

Friday 7th June
timetable: 10.00 – 12.00

Meeting point:
Buonconsiglio Castle,
Via Bernardo Clesio 5

Group:
20 people

Productivity for Imperfect People

Typical productivity sessions involve “zero inbox” challenges, getting up at 5am, having a clear work space and learning to delegate.

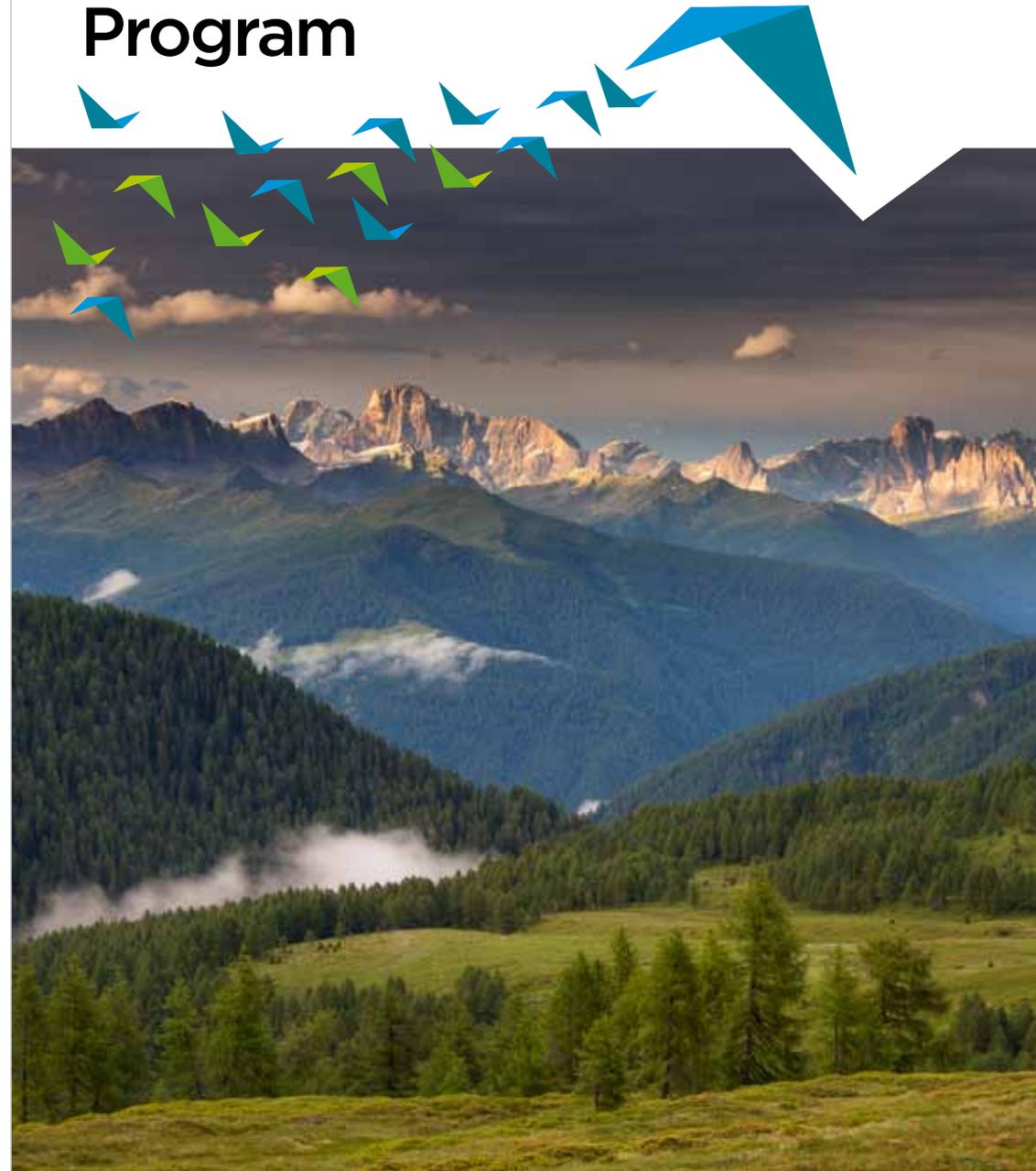
Although these all sound great in theory, in reality they are a) unlikely to be sustainable and b) probably not going to be the differences that make the difference. In this session you will learn new mind strategies for improving your productivity, that can be applied wherever you are and whatever state your inbox is in. Gemma holds down a full-time job in marketing whilst running her Cognitive Hypnotherapy and coaching practice in evenings and weekends. She considers herself to be far from perfect yet highly effective, and looks forward to sharing her approach to Productivity for Imperfect People. At the end you'll also enjoy a guided trance to leave you feeling relaxed, focussed and ready to thrive.

Friday 7th June
timetable: 12.00 – 14.00

Meeting point:
Buonconsiglio Castle,
Via Bernardo Clesio 5

Group:
20 people

Program



Opening

8:00 - 9:15

Registration

Pavilion
All Attendees

9:15 - 9:45

Welcome

Opera Room
All Attendees

Session 1

9:45 - 10:45

Gemma & Laura (Make Traffic Happen)

Up-To-Date SEO
Strategies for Ranking #1
Teatro Sociale - Top Floor
Beginner / Advanced

Phil Ammon

Pricing Photography
Teatro Sociale - 1st Floor 1
Beginner / Advanced

Sabrina Chakici

Presenting to Camera
Teatro Sociale - 2nd Floor 2
Beginner

Anneka Roberts

The 21st Century gap
year and the impact of
social media
Teatro Sociale - 2nd Floor 1
Beginner / Advanced

Roma and Sophie (Panel)

Blogging with a full time
job
Festival Stage
Beginner

10:45 - 11:15

Coffee Break

Pavilion
All Attendees

Session 2

11:15 - 12:15

Milou & Samantha

How to grow & run a
successful Facebook
Community
Teatro Sociale - Top Floor
Beginner / Advanced

Tom Archer

Editing Epic photos
Teatro Sociale - 1st Floor 1
Beginner / Advanced

Steve Keenan

Writing as a Skill
Teatro Sociale - 1st Floor 2
Advanced

Nienke Krook

Crafting Perfect Product
Reviews
Teatro Sociale - 2nd Floor 1
Beginner

Erick Prince

How To Find Your Voice
In A crowded Field
Teatro Sociale - 2nd Floor 2
Beginner / Advanced

Shea Powell

How To Successfully
Pitch To International
Brands With A Niche
Following
Festival Stage
Beginner / Advanced

Session 3

13:30 - 14:30

Brendan van Son

From Tourist to Tour
Operator
Teatro Sociale - Top Floor
Advanced

Larch Gauld

Keeping Legal
with your Drone
Teatro Sociale - 1st Floor 1
Advanced

Chiara Cecilia Santamaria

It's Never Too Late
For Youtube
Teatro Sociale - 1st Floor 2
Beginner

Max Hartshorne

The Writing Still Matters
Teatro Sociale - 2nd Floor 1
Beginner / Advanced

Susan Schwartz

Tips to Launch & Market
Your Own Podcast
Teatro Sociale - 2nd Floor 2
Beginner / Advanced

Karen Sargent

D.O.N.E. The 4 Pillars
of Getting More Done in
Less Time
Festival Stage
Wellness & Mindfulness

Session 4

14:45 - 15:45

Heath Brodie (GetYourGuide)

Affiliate Partnerships
that Inspire Travellers
Teatro Sociale - 1st Floor 1
Beginner / Advanced

Mandy Celine

How to Take Your Video
Editing to the Next Level
Teatro Sociale - 1st Floor 2
Beginner / Advanced

Alice Teacake

How to 100% sort your
s*@t out
Teatro Sociale - 2nd Floor 1
Beginner

Amanda Mouttaki

Using Your Online
Expertise to Create an
Offline Business
Teatro Sociale - 2nd Floor 2
Advanced

Tea Gudek Snajdar

How to Create and
Efficiently Sell Physical
Products on Your Blog
Festival Stage
Beginner / Advanced

15:45 - 16:30

Coffee

Pavilion
All Attendees

Session 5

16:30 - 17:45

Jordan Hammond

How to Get Travel
Photography Jobs
Teatro Sociale - Top Floor
Beginner / Advanced

Kash Bhattacharya

Exactly How I Got my 1st
Book Published
Teatro Sociale - 1st Floor 1
Beginner / Advanced

Cailin O'Neil

Instagram Stories for
Working with Brands
Teatro Sociale - 1st Floor 2
Advanced

Eulanda & Omo

How to Write Brand
Proposals that Convert
into More Paid Gigs
Teatro Sociale - 2nd Floor 1
Beginner / Advanced

Christianne Risman

Getting started
with travel vlogging
Teatro Sociale - 2nd Floor 2
Beginner

9 June

Opening

8:30 - 9:30

Coffee and Registration

Pavilion
All Attendees

Session 1

9:30 - 10:45

Kate McCulley

Important Things Learned in 9 Years of Professional Travel Blogging

Teatro Sociale - Top Floor
Beginner / Advanced

Sean Byrne

Editing Photos on Mobile

Teatro Sociale - 1st Floor 2
Beginner

Greg Snell

Introduction to YouTube for Video Creators

Teatro Sociale - 2nd Floor 1
Beginner / Advanced

Working with **Sri Lanka** as a content creator

Teatro Sociale - 2nd Floor 2
Beginner / Advanced

Yoga with Ro

Yoga: Flow and breathe

Festival Stage
Wellness & Mindfulness

10:45 - 11:15

Coffee Break

Pavilion
All Attendees

Session 2

11:15 - 12:30

Julie Falconer

Crushing it on Instagram: How to Effectively Engage and Influence Your Audience

Teatro Sociale - Top Floor
Beginner / Advanced

Michael Tomas

Shooting Hyperlapse the Easy Way

Teatro Sociale - 1st Floor 1
Beginner / Advanced

Shu Shi Lin

How To Film Delicious Lookin' Food Videos

Teatro Sociale - 2nd Floor 1
Beginner

Palle Bo

Travel Podcast Like a Pro

Teatro Sociale - 2nd Floor 2
Beginner / Advanced

Kate Brennan

Tips for Digital Wellbeing from a blogger who burned out

Festival Stage
Wellness & Mindfulness

Session 3

13:30 - 14:30

Emily Leary

Getting your first book deal

Teatro Sociale - Top Floor
Advanced

Mindi & Daryl

10 Tasty Tips for Covering Food on Your Travel Blog

Teatro Sociale - 1st Floor 1
Beginner / Advanced

Jessica Zijlstra

Introduction to Paid Social

Teatro Sociale - 1st Floor 2
Beginner

Kim Leuenberger

How to stand out and develop your own unique imagery

Teatro Sociale - 2nd Floor 1
Beginner

Gemma Holmes

Productivity for Imperfect People

Teatro Sociale - 2nd Floor 2
Wellness & Mindfulness

Jodie Dewberry

Creating a Passive Income

Festival Stage
Beginner

Session 4

14:45 - 16:00

Steve Haenisch

How to create quality Videos & get views on YouTube

Teatro Sociale - 1st Floor 1
Advanced

Cate Michelle

Writing about Spiritual & Religious Sites for the \$8 Billion Religious Travel Market

Teatro Sociale - 1st Floor 2
Beginner / Advanced

Marty Lewis

Both sides of the Fence : Influencers vs.

Influencer managers

Teatro Sociale - 2nd Floor 1
Beginner / Advanced

Nick Trueman

Get More Campaigns (and money...!)

Teatro Sociale - 2nd Floor 2
Beginner / Advanced

16:00 - 16:30

Coffee

Pavilion
All Attendees

Closing

16:30 - 18:00

Traverse 19
Closing Panel with **Alastair McKenzie**

Opera Room
All Attendees

Side events



Traverse 19

Opening party at the galleries

The Galleries are the venue for Traverse 19's opening party on Friday 7th of June from 8:00pm until 11:00pm. Join us for an evening of mingling, networking, food, drinks and music!

The Galleries are two former highway tunnels built in the early 1970s to speed up the traffic flow around the city but today they are used as an events space which often hosts parties, exhibitions and now the Traverse 19 Opening Party! Join us at this historical and unique location for drinks, food, plenty of networking and socialising. The perfect way to kick of the conference part of Traverse 19!

DETAILS Traverse Welcome Party
THE GALLERIES Piazza di Piedicastello,
Trento

Friday the 7th of June,
8:00pm till 11:00ish pm



Traverse Creator Awards

The very first edition of the Traverse Creator Awards will be held on the 8th of June at MART, one of the largest and most important museums of modern and contemporary art in Italy.

We will celebrate, showcase and reward talented digital content creators that have been producing outstanding content and shaping our industry over the previous 12 months. Join us for a very special night! While discovering a well-known museum we'll celebrate the very best digital content creators, enjoying great Italian food, excellent local wines and a lot of fun!

DETAILS Traverse Creator Awards
MART Corso Bettini 43, Rovereto

Saturday the 8th of June
7:30pm till midnight

How to get here

A bus transfer service to MART will depart from Trento's Piazza Dante at 6:30pm



Post Event Adventures

Traverse 19 **Closing Party at Birreria Pedavena**

Let's say goodbye with a nice beer and delicious Italian pizza. Where else would we end the Traverse weekend if not at Birreria Pedavena?

The Birreria has been in the same location since its opening in 1921. There is always a friendly atmosphere, good food and of course beer! On Sunday night, Birreria Pedavena welcomes the Traverse attendees from 8:00pm with wine, beer and pizza slices. We hope you can join us for the final event of the Traverse 19 week as we end the conference with a great party!

DETAILS Traverse Closing Party
BIRRERIA PEDAVENA
Piazza Fiera 13, Trento

Sunday the 9th of June
8:00pm till 11:00ish pm



High altitude adventures

Among the most scenic mountain landscape of the world: The Dolomites, UNESCO Heritage Site, will be experienced by a hut to hut hiking excursion and a fascinating paragliding flight above the them.



expert



Madonna di Campiglio and Dolomiti Paganella



adrenaline seekers,
adventures enthusiasts

The energy of water

The water: one of the most powerful nature forces! You will experience its strength on the rapids of the best river in Europe for doing rafting and by kayaking through ancient canyons.



medium



Val di Non
and Val di Sole



adrenaline seekers,
adventures enthusiasts

Off the beaten path hidden gems

The Inner Beauty of Trentino: through gorges and canyons a journey to the centre of the Earth.



easy



Terme di Comano
and Valli Giudicarie



adventures enthusiasts,
nature addicted



Be a rock (climbing) star!

Join the world climbing champion Adam Ondra and learn how to climb like a pro!



easy



Lake Garda and
Valle dei Laghi



adventures enthusiasts

Symbol legend



Level



Where



It's your tour if you are



Into the wild: discover the most untouched pristine nature

From a trekking tour through one of the most evocative glacial valleys of Trentino to a prehistoric supper in a pile-dwelling.



easy



Valle del Chiese and
Valle di Ledro



adventures enthusiasts, nature
addicted, easy to adapt

Like a local: get into trentino's most autoctonous traditions

An enchanted valley inhabited by a community of German origin, a moment of well-being in a bee-hive and the Segonzano Pyramids, one of the most renowned and studied phenomena in the world.



easy



Altopiano di Piné
Valle di Cembra
and Valle dei Mocheni



interested in culture,
nature lovers

Mountain gourmet

When the Italian food meets the Alps, you get a unique combination: Trentino cuisine.



easy



Piana Rotaliana,
Val di Non and
Altopiano della Vigolana



food lovers



Feed your mind (and soul) off the beaten path: ride on one of the most iconic route in Europe

This path links the places where the Great War left its mark amid the silence of a majestic and serene landscape: it runs along former military roads and trenches, through First World War sites and spectacular scenery, passing fortifications and scenes of great battles, daring operations and heroic resistance.



medium



Alpe Cimbra and
Vallagarina



(e)bike rider, adventures
enthusiasts, interested in
culture

Just take it slow: feed your mind

A spiritual trekking that follows the footsteps of the route the Saint Vigilio had pioneered. St. Vigilio was the first saint to face the pathways and mountain trails in 400 A.D. The trekking will be alternated with meditation moments and the practice of barefoot walking.



medium



Madonna di Campiglio,
Terme di Comano



adventures enthusiasts,
interested in culture,
easy to adapt

From hiking boots to swim suit: Trentino has it all!

Experience the magnificence of the Dolomites, UNESCO Heritage Site, and then splash into the waters of our Blue Flags awarded lakes.



medium



Valsugana and
San Martino di Castrozza



adventures enthusiasts,
outdoor lover



High altitude notes: feed your mind with music, history and art

Experience the most captivating high-altitude musical event of the Alps: the Sounds of the Dolomites and get to know Trentino's cultural background: medieval castles, land art and much more.



easy



Valsugana and Val di Non



interested culture,
art and music

To all the adventurous girls out there: powered by the Dolomites

High altitude complete adventure: trekking, dawn yoga, MTB & safety camp. And after all this, some deserved relaxing time at the Spa.



medium



Val di Fassa and San
Martino di Castrozza



adventures enthusiasts,
outdoor lover, adrenaline
seekers



Kids Activities



Trento, **MUSE Science Museum**

Forbidden NOT to touch. At Muse, the Science Museum of Trento, children can discover and learn through touch.

The sensory journey “Maxi Ooh” (“Big Wow”) is designed specifically for children, while adults can explore their creativity in the “Tinker Fun” space.

> **Corso del Lavoro e della Scienza 3, 38122 - Trento**

How to get here:

It's very close to the city centre, just 10 minutes away from Piazza del Duomo. To reach the Museum from the historical centre, we suggest you use the pedestrian subway connecting via Madruzzo to MUSE



Viote Alpine Botanical Garden Monte Bondone and Alpine playground

 www.muse.it

The Viote Alpine Botanical Garden is one of the oldest and largest in the Alps and its collections include about 2000 species of alpine plants, many of which are at risk of extinction, representing the main alpine mountain regions around the world.

> Loc. Viote, Monte Bondone

How to get here:

Via bus to Monte Bondone (for timetables please visit <http://www.ttesercizio.it>)

Car: take the SP 85 Viote direction Monte Bondone.

The Alpine playground, created by the City of Trento in collaboration with MUSE, was realised using natural materials, with a particular focus on water, and its philosophy is based on the experience of discovering and exploring creatively.

> Loc. Viote, Monte Bondone

How to get here:

Via bus to Monte Bondone (for timetables please visit <http://www.ttesercizio.it>)

Car: take the SP 85 Viote direction Monte Bondone.

Didactic farms of Monte Bondone

 www.discovertrento.it

Visit the didactic farm of Monte Bondone and Valle dei Laghi, just a few minutes far from the city of Trento.

> Malga Brigolina, Loc. Candriai, 20 38040 Sardagna (TN)



Cycling paths

 www.visittrentino.info

Valle dell'Adige Sud cycling path

Trentino's longest bike path. It runs almost entirely alongside River Adige, using old embankment roads that cross through farm fields and fruit orchards, touching upon villages, towns and the cities of Trento and Rovereto. Stop for a break in the bicigrills along the path.

Valsugana cycling path

path leads you, along the walkways to the edge of the water, along the lake of Caldonazzo and Lake Levico. When you need a break, stop off for a walk in Levico Terme or for a bite to eat and refreshments at any one of the many bicigrills along the way.

How to get here:

By train to Pergine Valsugana (for timetables please visit <https://www.trentinotrasporti.it/en/travel-with-us/train>)

Dos Trento

 www.visittrentino.info

For a walk a stone's throw from the city centre

> **Via Dòs Trento**

Museums for kids Vallagarina

 www.visitrovereto.it

Use the guest card and reach Rovereto by train. See all the activities for children in the **museums of Vallagarina**: laboratories, guided tours and itineraries for families!

How to get here:

By train to Rovereto, the museums are all walking-distance

Monte di Mezzocorona

 www.pianarotaliana.it

It's one of the natural terraces on Trento's doorstep. Go up on foot or with the small yellow cable car, don't forget to follow the "Magia del bosco" [forest magic] path with its works of art carved in wood: a true open-air museum!

Cable car station:

Via alla Grotta - Mezzocorona

How to get here:

Use your guest card to reach Mezzocorona by train and get off at Mezzocorona Borgata station.

Caldonazzo and Levico lakes by train

 www.visittrentino.info

Use your Guest Card and reach **Caldonazzo and Levico lakes by train**. Take a break from the heat and enjoy their crystal-clear waters! Take the regional line from Trento train station to Bassano del Grappa and get off at Calceranica or Levico Terme: in 45 minutes (or less) you will arrive in town. The beaches are just a few minutes walking from the stations.

How to get here:

By train to Calceranica or Levico Terme (for timetables please visit <https://www.trentinotrasporti.it/en/travel-with-us/train>)



Gelato

Does anyone need a reason to eat ice cream?
Certainly not on a summer day in Trentino.

Here, it's almost a religion, and everyone expects their ice cream to be of the highest quality, and made from the freshest local ingredients.

Here are some gelaterias you dare not to miss:

- > Fior di gusto - Via Grazioli 8 and Via Rosmini 18, Trento
- > Pingu - Via Oss-Mazzurana 35, Trento
- > Peterle - Piazzetta Lainez and Via S. Vigilio 19, Trento

Museo Caproni

Young pilots develop and learn at the Museo dell'Aeronautica (Air Force Museum) Caproni of Trento.

In fact, the first collection of aeroplanes and memorabilia related to aviation in the world is on display at the museum. In addition, children but also adults are sure to be fascinated with the flight simulators, which allow you to experience what it feels like to pilot a helicopter, a glider or a piper.

> **Via Lidorno, 3 Trento**

How to get here:

Use your Guest Card, take the Trentino Trasporti Bus line A and stop at "PARCHEGGIO VIA LIDORNO", the museum is 1km away. Or reach it by bike/on foot following the "Valle dell'Adige Sud" cycling path.

Swimming-pools

Manazzon Sports Centre

The centre offers 2 indoor and 6 outdoor swimming pools suitable for everyone. The outdoor swimming-pools are tailored for kids' fun activities featuring slides and diving platforms.

> **Via Fogazzaro 4, Trento**

Pergine Valsugana Municipal swimming-pool

It features four pools, two indoors and two outdoors. The small outdoor one, is tailored for kids' fun activities, with a slide and a water mushroom. The area surrounding the outdoor pools boasts a play area for kids, a solarium and a picnic area.

> **Via Marconi 51, Pergine Valsugana**

How to get here:

use your guest card to reach Pergine Valsugana by train, the swimming pool is walking-distance from the train station

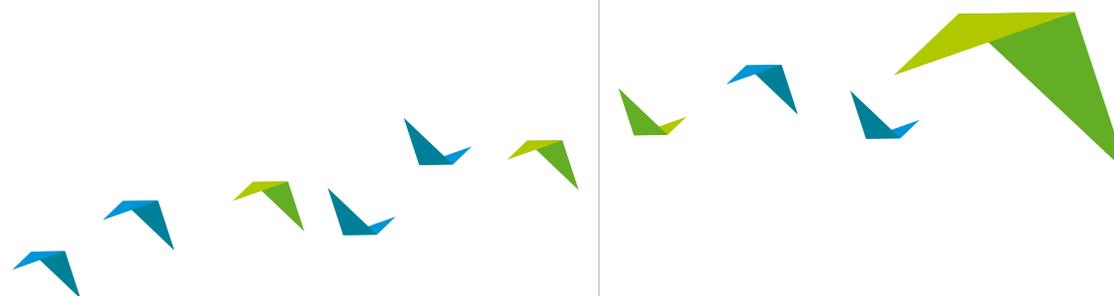
Centro Natatorio Leno 2001

It includes 4 outdoor swimming pools with solarium and two indoor swimming-pools. During the summer, besides the ordinary activities, there is also special entertainment for kids.

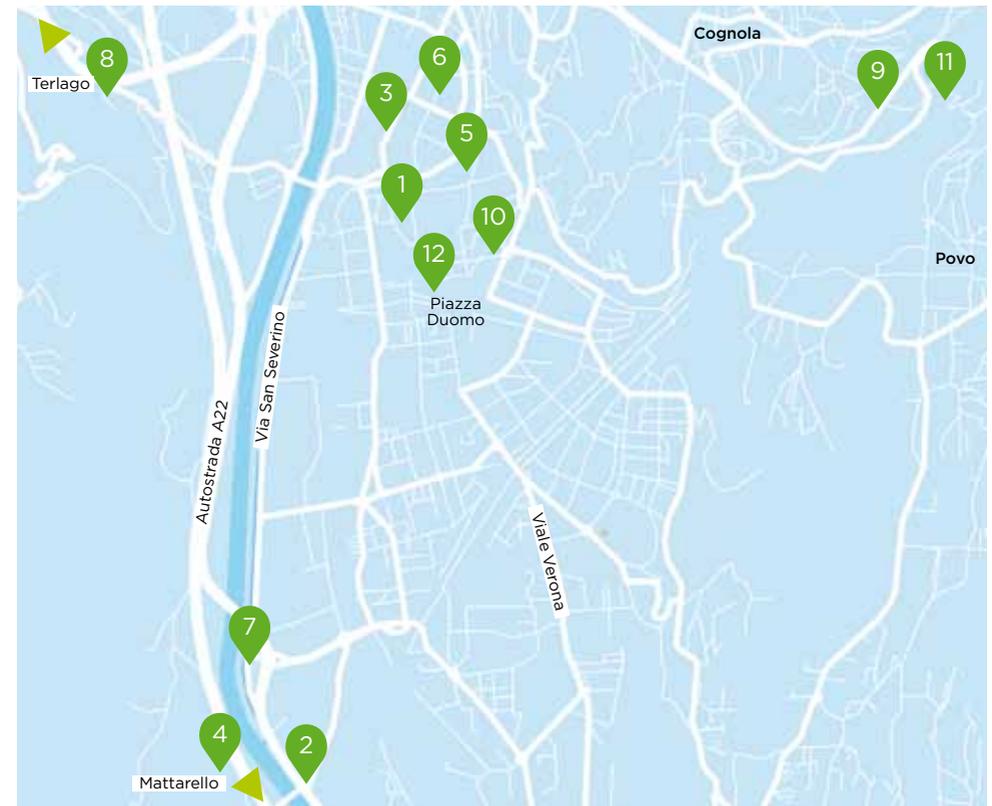
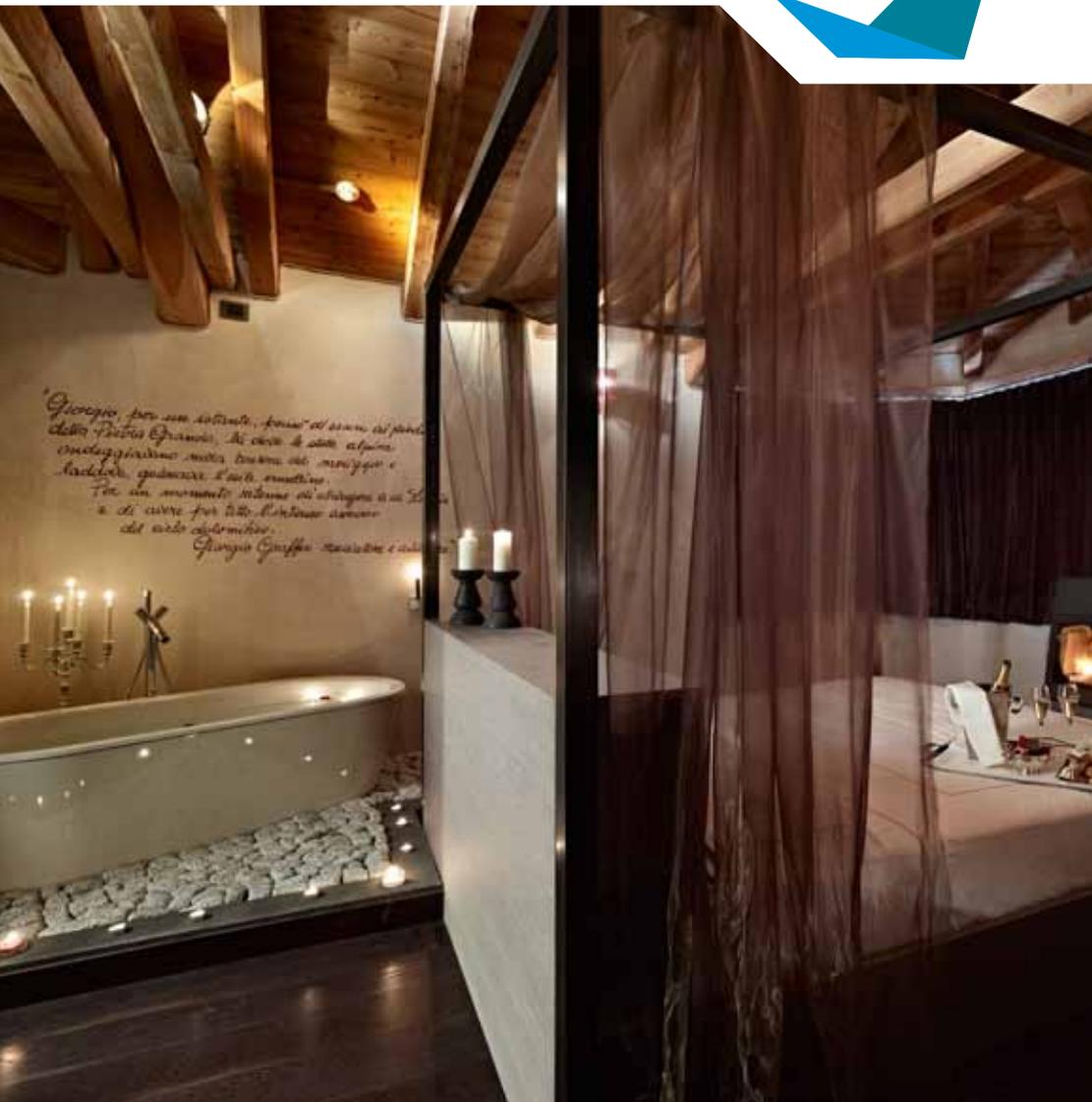
> **Via Domenico Udine 18, Rovereto**

How to get here:

use your guest card to reach Rovereto by train, the swimming pool is walking-distance from the train station



Accommodations



- | | | | |
|---|--|----|--|
| 1 | Accademia
Vicolo Colico, 4-6 - 38121 Trento | 7 | Hotel Sporting Trento
Via R. Da Sanseverino, 125 - 38121 Trento |
| 2 | Al Marinaio Hotel Garni'
Via Ragazzi Del 99, 28 - 38121 Trento | 8 | Hotel Lilla',
Localita' Maso Travolt 12 - 38096, Vallelaghi |
| 3 | Grand Hotel Trento
Piazza Dante, 20 - 38121 Trento | 9 | Relais Villa Madruzzo
Via Ponte Alto, 26 - 38121 Trento |
| 4 | Hotel Adige
Via Pomeranos, 2 - 38121 Trento | 10 | Venezia
Via Belenzani, 70 - 38121 Trento |
| 5 | Hotel America
Via Torre Verde, 50 - 38121 Trento | 11 | Agritur Ponte Alto
Via Alla Cascata 27 - 38121 Trento |
| 6 | Hotel Buonconsiglio,
Via Romagnosi, 10/A - 38121 Trento | 12 | B&B Al Cavour 34
Carlo Cangemi, Via C.B. Cavour, 34 38121 Trento |



Restaurants



In the past lunch was always held in the main registration area of the Traverse conference. This year however, with all of the amazing restaurants and cafes in Trentino, we wanted to really showcase some of the region's amazing food. With this in mind, the lunches on 8th and 9th June will take place in various establishments around Trento, all just a few minutes' walk from the Teatro Sociale and The Pavilions.

Use the custom-made voucher you've got during your registration process and present it to the indicated restaurant to get your lunch (available on 8th and 9th June, from 12.30-13.30).

Ristorante Al Vò

In 1345, in the heart of the historic city centre of Trento, Enrico opened the tavern "SIGNUM ROTAE". Today the Antoniulli family continues this ancient tradition of cuisine and courtesy by managing, in three cosy and historic vaulted rooms, the current "Restaurant al Vò", the oldest in the city.

> **Vicolo del Vò 11, Trento /  5 min walking**

Locanda Le Due Travi

"Locanda Le due Travi", located in the historic centre of Trento, is a family-run business that boasts over thirty years of experience in the catering sector. The ingredients and raw materials are at the centre of everything and are scrupulously chosen to guarantee results which are always of high quality.

> **Via del Suffragio 20 /
Via Torre Verde 66, Trento /  3 min walking**



Antico Pozzo

The restaurant “L’Antico Pozzo”, run by the Santoni family, is authentic of Trentino and national bio tradition, through the use of high-quality products of the territory for a healthy and innovative cuisine, with an eye to tradition, seasonality and territory.

> **Vicolo della Sat 6, Trento** /  1 min walking

Ristorante Pizzeria Green Tower

For over 20 years “Ristorante Pizzeria Green Tower” has been offering the typical flavours of Trentino in a warm, reserved and welcoming atmosphere. The decor is characteristic of the Trentino region where wood is king and the staff is professional and always available for customers.

> **Via Torre Verde 29, Trento** /  5 min walking

Al Duomo

A stone’s throw from the heart of Trento, at “Al Duomo” you can enjoy all kinds of dishes: from quick pasta, to tasty pizza, passing by delicious dishes of the local tradition. All in a simple and friendly environment.

> **Via Giuseppe Verdi 77, Trento** /  2 min walking

Uva & Menta

From 2010 Pizzeria Restaurant “Uva & Menta” give you the opportunity to choose what you like most thanks to the refined menus proposed and continuously updated by the Chef who personally selects the best seasonal products and skilfully combines them in dishes and proposals for all tastes.

> **Via Dietro le mura A 35, Trento** /  8 min walking

Trattoria Orso Grigio

The trattoria restaurant “Orso Grigio” is a typical restaurant of the Trentino traditional cuisine run by the Decarli family. The menus can change depending on the season.

> **Via degli Orti 19, Trento** /  8 min walking





Transportation



Getting around



Trento's Old Town is a pedestrian area and it's not so big. In a very short time, you can walk to all the main monuments and points of interest of the city. From Piazza Dante's train station, it takes only a few minutes to reach Piazza del Duomo (550 m) and Piazza Santa Maria Maggiore (450 m), less than 15 minutes to Piazza Fiera (1.1 km), and Castello del Buonconsiglio (700 m).

Trentino Trasporti Esercizio provides the urban and extra-urban public transport system. Buses allow you to reach all the districts of Trento and the surrounding hamlets from 5.30 / 6.00 am to 11.30 pm. For timetables and prices see the official Trentino Trasporti Esercizio website.

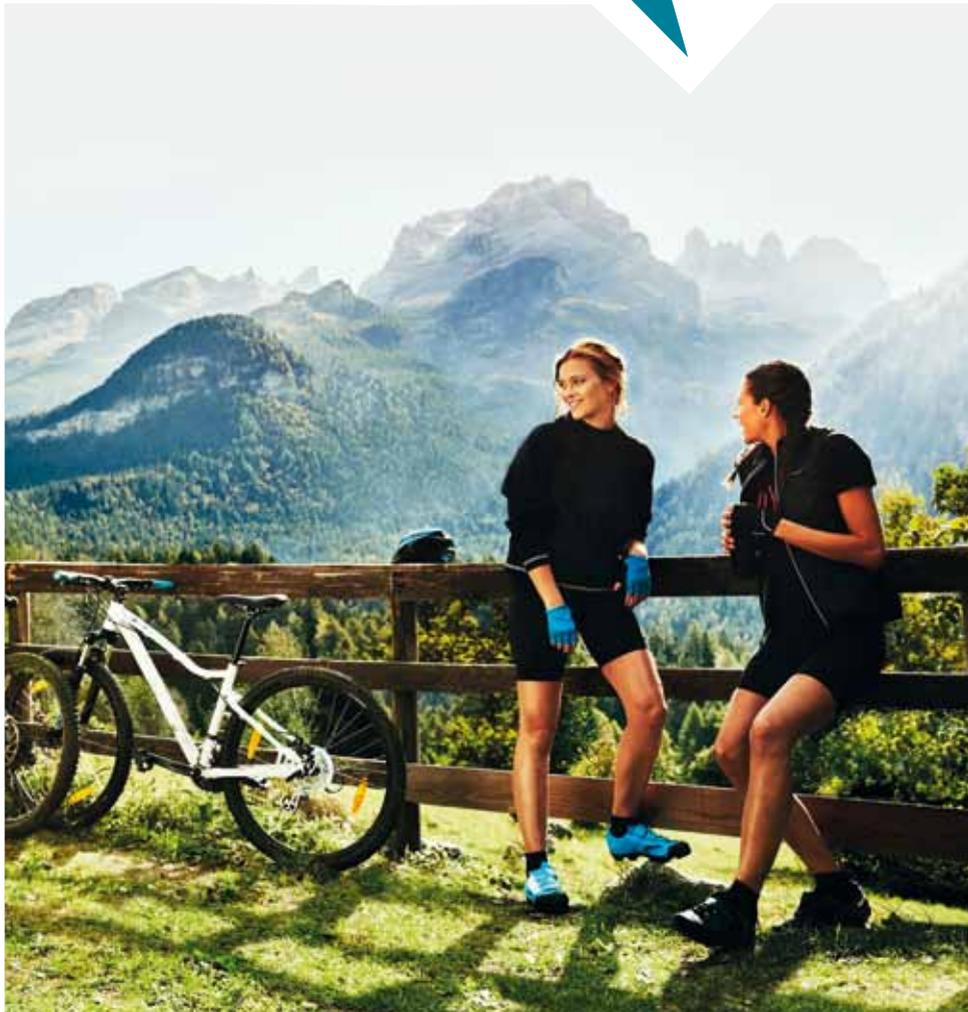
The **Valsugana train line** connects Trento to the eastern border of the province ending its run in Bassano del Grappa. The "city" stops are: Hospital Santa Chiara, San Bartolameo, Villazzano and Povo-Mesiano. The internal network is completed by the **Trento - Malè - Marilleva** train network that connects Trento to the Valle di Non.

It's possible to reach the suburb of Sardagna - on the western hill - with the **cableway**, which runs from 7.00 to 22.30 on weekdays and holidays. Some rides allow the transport of the bike. In case of bad weather, a substitute bus service is provided.

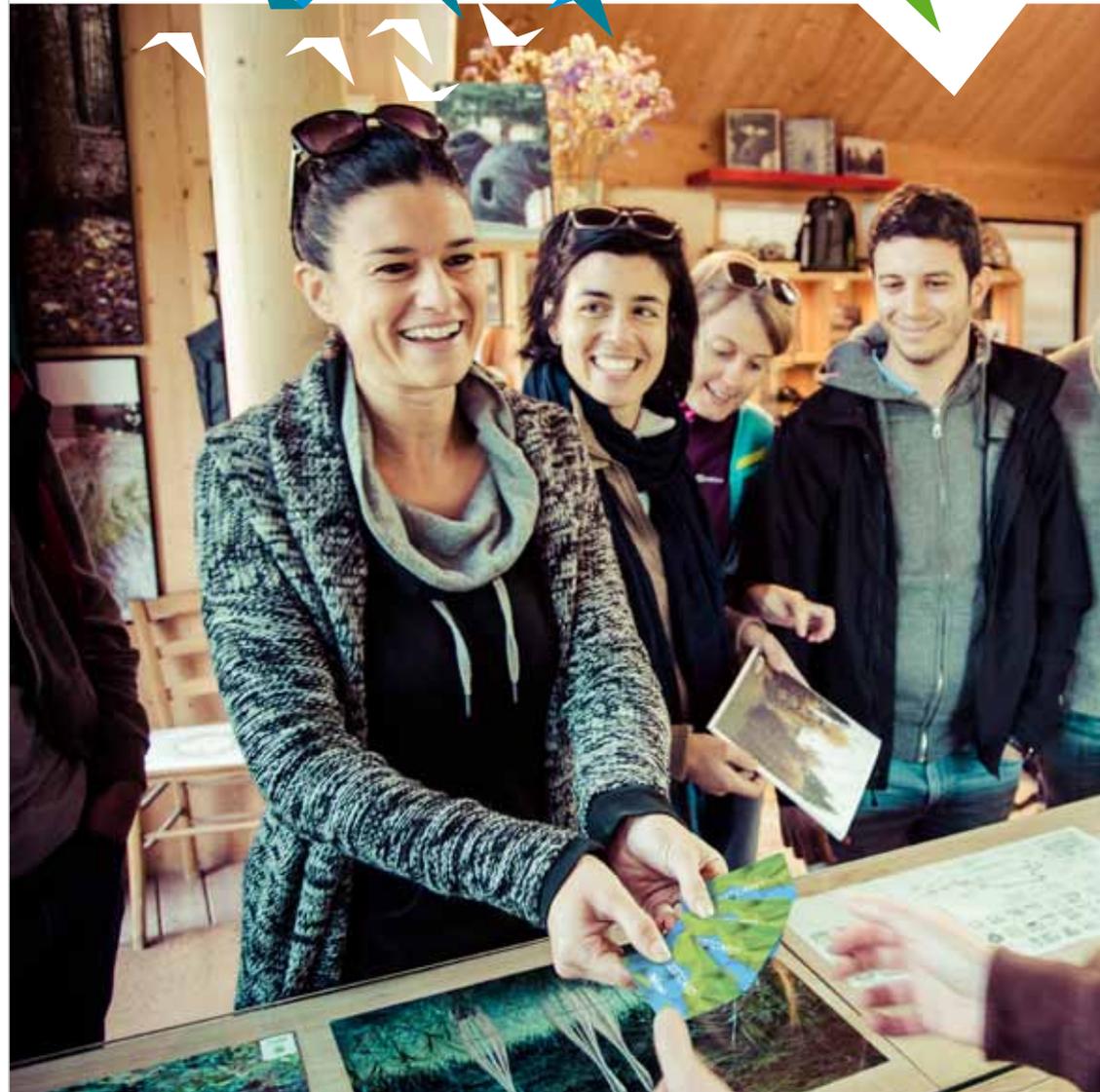
With the Trentino Guest Card, you can travel for free on all public transport of the province.

For the taxi service, contact:

- > **Taxi Trento** company by calling +39 0461 930002, writing a text message to +39 340 9949655 and downloading the itTaxi application.
- > **Taxi company of Trento** at +39 0461 1560007 or at the email address taxiditrento@gmail.com.



Trentino Guest Card





Trentino Guest Card is much more than just a simple tourist pass; it is the easiest and most convenient way to enjoy everything that Trentino has to offer! It gives you free entry to all the main museums, castles and natural parks. It also allows you to circulate freely on public transport, avoiding traffic and parking problems and offers a range of discounts and access to exclusive services such as guided tours, priority entry and tasting events.

With Trentino Guest Card you can enjoy a range of tourist experiences worth €350 a week! Indeed, the card offers:

- > Free circulation on public transport within Trentino: trains, ferries and some cableways included;
- > Free entry to over 60 museums, Buonconsiglio Castle, Muse and Mart included;
- > Free visits to 20 castles and over 40 attractions, including the Verona Arena;
- > A range of tasting events involving typical local products in the company of the producers themselves. Discounts on purchases and free guided tours;
- > Access to a range of other services at special rates;
- > A range of unusual experiences and booking services with the dedicated App.



Do you already have Trentino Guest Card App?

Available for both Android and iOS, the App allows you to have your digital card with you at all times. It helps you find the best experiences, access information on participating structures and attractions and obtain directions on how to get there. All you have to do is download the free app and register yourself inserting your card's details then click on "YOUR Guest Card" and show it at the ticket desks of museums, castles and other attractions. During your holiday, the Trentino Guest Card App also allows you to circulate freely on public transport in Trentino, starting from the date of issue of your guest card. Here's how:

- > Click on the button "Travel with OpenMove" at the bottom of the screen and access the service;
- > Choose your means of transport - cable car, train, bus - and issue your free tickets;
- > You'll find your tickets on OpenMove, in the section "My tickets". Remember to validate your ticket before or as you board!



Sparkling wine from the mountains

Selected grapes, a mountain territory exclusive to Trentino, secondary fermentation in the bottle and a long period of resting on the lees are the distinctive features of Trentodoc Metodo Classico sparkling wines.

Below the Dolomites, a UNESCO World Natural Heritage Site, the vineyards that produce Trentodoc sparkling wine grow in an ideal territory featuring significant fluctuations in temperature. Here, the winemakers of Trentino transform unique clusters of grapes into sparkling wine from the mountains.

Trentodoc is the direct expression of the land it comes from: a Metodo Classico sparkling wine produced in a territory that varies a great deal in climate and altitude. Trentodoc, the first Metodo Classico sparkling wine to obtain DOC status in Italy, and one of the first in the world, is inextricably linked to Trentino, a land naturally suited to growing grapes that are ideal for being transformed by the Metodo Classico method. Made from grapes grown at an altitude of up to 900 metres asl, Trentodoc has found a unique and distinctive feature in the mountain territory.

The introduction of the Metodo Classico in Trentino, a production method considered innovative by local winemakers in the early 20th century, did not affect its link with traditions. Trentodoc is more than a brand, a name, a label and a project: it is a passion preserved by generations of winemakers of Trentino, who protect its historical and natural heritage, respecting the past while focusing on innovation.

Today, 53 sparkling wine producers are affiliated under the Trentodoc brand and comply with its production regulations. "Trento" controlled designation of origin is reserved for sparkling wine made with grapes exclusively from Trentino, mainly Chardonnay and Pinot Nero but also Pinot Bianco and Pinot Meunier. The sparkling wine producers of Trentino, however, apply even tougher regulations than those established in the Trentodoc production regulations, extending the time spent on the lees and resulting in an exclusive advantage: the final high quality and elegance of each individual bottle.

Zerobody

Zerobody is the “dry” evolution of traditional Float Therapy, the deep relaxation technique with floatation in salt water tanks. A totalizing experience that combines the extraordinary physical and mental benefits of no gravity with extreme speed and ease of use.



Just lie down; the body floats over 400 litres of warm water thanks to an innovative patented membrane, without coming into direct contact with water and therefore without the need to undress or get wet. The body stops regulating body temperature and gravitational set-up, promoting the production of serotonin, the happiness hormone. Muscles relax and blood circulation improves. The central nervous system is freed from any external stimulus and the brain can express its extraordinary potential, while the body regenerates. Coloured lights, a gentle lumbar massage and the possibility of practicing Mindfulness in audio guide, sublimate the experience. Zerobody is suitable for everyone, without age limits or contraindications. It takes only 10 minutes to get sensitive results.

Stop by the Pavillions to test it yourself!

ZEROBODY
DRY FLOATING EXPERIENCE

STARPOOL
wellness concept



**GET
YOUR
GUIDE**



Emergency Services



Numero Unico Europeo di Emergenza **NUE 112**

Firefighters

via Secondo da Trento, 2 - 38121 Trento
tel. +39 0461 492300

Medical emergency

Hospital Santa Chiara: tel. 112
On-call doctor: tel. +39 0461 904298

Pharmacy in duty:

<https://www.trento.federfarma.it/Home/Servizi-al-cittadino/Turni-farmacie.aspx>

Social Media Official Accounts

Official accounts
which we kindly ask you to use:

	TRENTINO	TRAVERSE	MART MUSEUM
	@visittrentino #visittrentino #trentinowow	@traverseevents #traverse19	@martovereto #MartMuseum
	@visittrentino	@traverseevents	@martmuseum #MartMuseum
	@visittrentino	@TraverseEvents	@mart_museum #MartMuseum



How to get here

Trentino can be reached comfortably from the north and from the south by train along the Verona-Brennero- Munich line, and othe A22 Brennero motorway, exits Trento-Sud and S. Michele-Mezzocorona. The closest airports are Brescia Montichiari, Valerio Catullo in Verona, Marco Polo in Venezia, Bergamo Orio al Serio and Milan Linate and Malpensa. The nearest railways are Trento and Brescia, as well as transfer services and Trentino Trasporti bus service.

Foto: Fototeca T.S. - Trentino Marketing:
A. Barker, C. Baroni, P. Bisci-Luconi, R. Bragotto, G. Castagnoli, A. Debiassi, L. Gaudenzio, R. Klauehn,
D. Lira, D. Molneris, D. Montigiani, Pillow Lab, A. Russo, F. Staropoli - Archivio APT Trento

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