



*The prestigious magazine, in its August issue, announces the winners of the*

### **World's Best Awards 2007**

*and..*

***Florence is the preferred city in the world.***

Italy confirms once again its leader's position among the other tourist world's destinations, in the preferences of the readers of Travel + Leisure with the following awards:

#### **Cities in the world :**

**Florence N. 1**

**Rome N. 4**

#### **Cities in Europe:**

**Florence N.1**

**Rome N.2**

**Venice N.6**

**Siena N.7**

#### **Island in Europe**

**Eolie Island N. 4**

**Sicily N. 5**

Mr. Strano, Director of the Italian Government Tourist Board for North America, shows his satisfaction for results that give value to the promotional activities that have been accomplished and confirms, once again that Italy is the most requested among the European destinations for the US.

This award is very important also because the readers of Travel + Leisure partake in a survey which is held every year to choose the preferred destination, and every year one or more Italian cities are on the top of that list. It's simple, the readers choose Italy.

The Italian art cities have great appeal and a vacation in Italy is always perceived as something important and always unforgettable. The Travel + Leisure awards for Florence, Rome, Venice, Siena, Sicily and the Eolie Islands are a prestigious recognition of immense Italian appeal in the US tourist market.