



# europe

## News on: Iceland ProTravel, MiMalta and Porto & North Portugal Convention and Visitors Bureau

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July 2024

Dear Colleague,

I hope everyone is having a terrific 4th of July and that our friends north of the border enjoyed Canada Day!

As you read this, I'm at my family vacation home in the Low Country of South Carolina and channeling George Gershwin — "Summertime and the livin' is easy . . . fish are jumping and the water is high."

Given the heat and humidity here in the South, I'm very much looking forward to pulling out my sweaters for a trip to Greenland later in the month with Iceland ProCruises.

In June, we had a very successful roadshow with Trentino in New York, Boston and Toronto with our sister company Re•think Travel Marketing. And this September, we're running a roadshow for Porto & the North, Central Portugal and Alentejo in San Francisco, Seattle, Victoria, Winnipeg and Montreal.

Read on for more news and information from our other cool companies and cool places in Europe including MI Malta and Iceland ProTravel. And enjoy the rest of July no matter where you are on the planet!

Jane, Ana, Jenna & Paula

## News at a Glance

### IcelandProTravel

- On June 1st, Iceland elected its seventh president, Halla Tómasdóttir, the second woman to serve in this role after Vigdís Finnbogadóttir, who was the world's first elected female president.

- Reynisfjara in Iceland is Europe's best beach in 2024 and 6th in the world according to [Beachatlas](#), an AI-powered encyclopaedia of global beaches.
- Food halls are booming in Iceland, especially in Reykjavik, with seven currently operating and more set to open, offering a variety of restaurants and cuisines.

## [Porto and the North](#)

- **Did you miss our webinar**, "Luxury Vacations in Porto & the North of Portugal" the other week? **Check it out [here](#)!**

## [MI Malta](#)

- Want to learn more about our **"A Day Golfing in Sicily"** events? We are taking corporate clients to play golf in Sicily. B'fast enjoying the spectacular mountain views, a day on the greens and dinner in a superb Sicilian seaside restaurant. **Fly out and return all within the day! Ask us for details!**

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### Iceland's Frozen Giant – Vatnajökull National Park



A UNESCO World Heritage Site since 2019, Vatnajökull is the largest of Iceland's three national parks and includes the Vatnajökull glacier, Jökulsárlón glacier lagoon and Askja volcano.

Created to safeguard a variety of geological, botanical and historic agricultural features, Vatnajökull covers roughly 13% of Iceland's land mass. Which also makes it one of the largest national parks in Europe. Total size is 5,375 square miles, or roughly the same size as Yellowstone and Grand Canyon national parks combined. In other words: Huge!

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## 4 Incredible Places To Sleep In Northern Portugal

Waking up in a new place — without making distinctions between what is mine or what is yours, what is from here or from somewhere else — is how it goes in Porto and northern Portugal.

That town, estate, chalet, boarding house, or apartment. The indulgent comfort of the best hotels and the raw emotion of the most extraordinary campsites. All of this is worth a try.

Where are you looking to stay? Check out these places:

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Valsugana – The World's First (Official) Sustainable Tourist Destination



Take life slowly and savor every moment: travel by bike, eat wholesome food, breathe in the fragrant mountain air and take a refreshing, revitalizing dip in the lake.

If this sounds like your perfect holiday, Valsugana is the place for you. Located just a few miles from the city of Trento, the valley is the first sustainable tourism destination to be certified in accordance with the criteria of the Global Sustainable Tourism Council.

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## Malta's Little Sister: Gozo Island

Gozo is the living embodiment of the adage: Good Things Come In Small Packages.

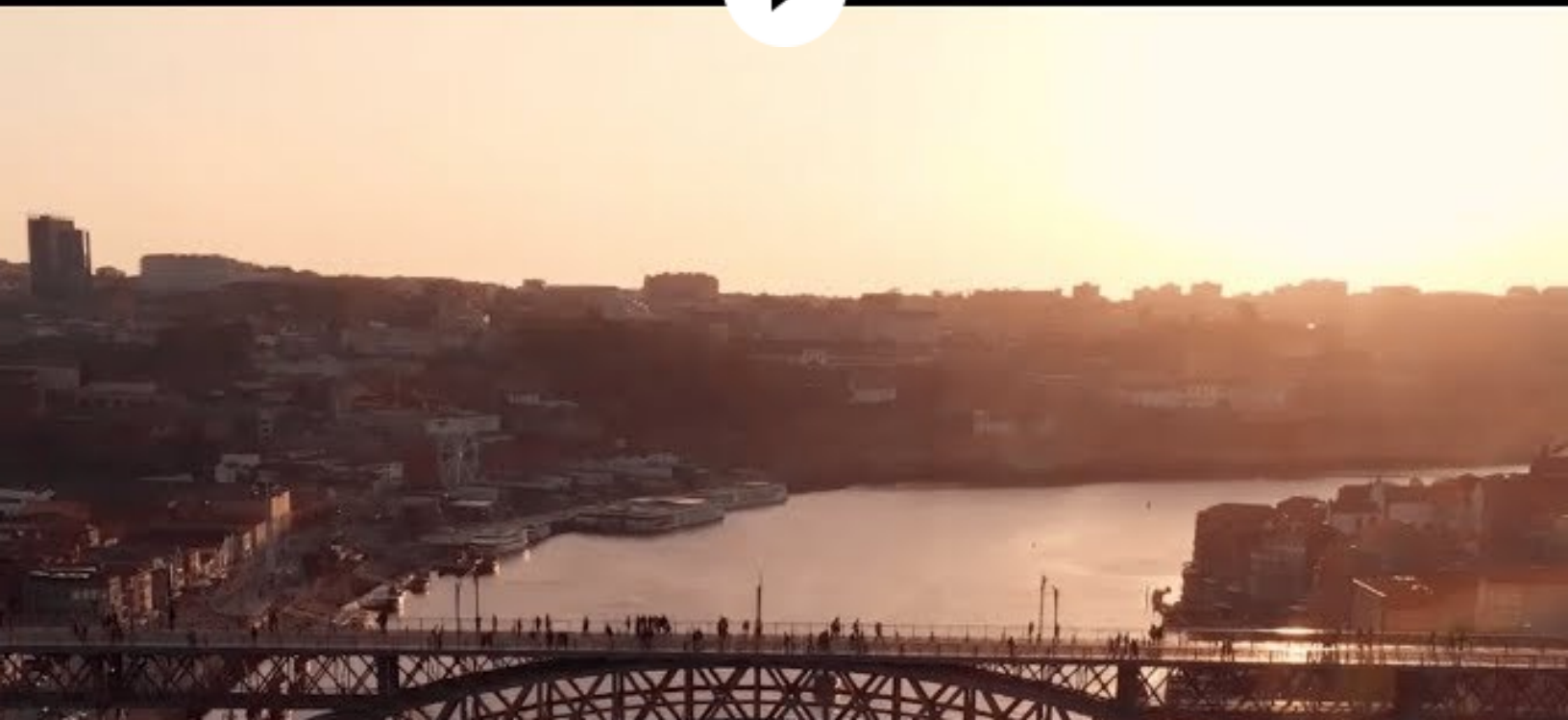
History and outdoor adventures. Awesome food and incredible places to overnight. And did we mention it might be even more gorgeous than the big island?

A 25-minute ferry ride from “mainland” Malta, Gozo is smaller and more rural than the big island. Scholars believe that Gozo was the legendary Calypso island of Homer’s *Odyssey*, the place where Ulysses was mesmerized for seven years by a seductive sea nymph.

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## Chasing Sunsets in North of Portugal





Summertime calls for sunsets and the best ones are in Northern Portugal! Hitch your ride with Tiago Aldeia, a famous Portuguese actor, and start this adventure in Porto.





# emerging destinations

representing cool companies in cool places

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