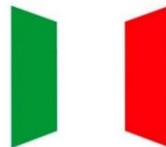




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**MINISTERO  
DEL TURISMO**  
REPUBBLICA ITALIANA

# Public Notice for Participation in the "Tourism Digital Hub" Project by Tourism Content Creators

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## Public Notice for Participation in the “Tourism Digital Hub” Project by Tourism Content Creators

The **Ministry of Tourism**, with registered office at *Via di Villa Ada, 55, 00199, Rome*, Tax Code 96480590585, represented by **Lawyer Filomena Bilancio**, Director General of the Directorate-General for Technology, Compensation, Digitalization, and Statistics (hereinafter also referred to as “**MiTur**” or “**the Ministry**”),

### WHEREAS:

- Article 54-bis of Legislative Decree No. 300 of July 30, 1999, introduced by Article 6 of Decree-Law No. 22 of March 1, 2021, paragraph 1, establishes the Ministry of Tourism, which is entrusted with the functions and tasks of the State in tourism matters, except for those assigned, under the same decree, to other ministries or agencies, and without prejudice to the functions granted by current legislation to regions and local authorities;
- The Decree of the President of the Council of Ministers No. 177 of October 30, 2023, established Organization regulations of the Ministry of Tourism, of the Minister’s offices, and of the Independent Body for Performance Evaluation;
- Under EU ECOFIN Council Decision of July 13, 2021, the National Recovery and Resilience Plan (NRRP) was approved, allocating a total of 2.4 billion euros to tourism investment projects – Mission 1, Component C3 “Tourism and Culture”. The main funded initiatives include: the Tourism Digital Hub, the Integrated Fund for the Competitiveness of Tourism Enterprises, the “Caput Mundi – New Generation EU” project for major tourism events, and the reform of the regulatory framework for the profession of tourist guides;
- On January 4, 2023, Law No. 204 of December 16, 2022, was published in the Official Gazette: “*Conversion into law, with amendments, of Decree-Law No. 173 of November 11, 2022, containing urgent provisions regarding the reorganization of ministerial functions*”. Article 10-bis of the Law introduces a new paragraph 1-bis into Article 54-ter of Legislative Decree No. 300/1999, establishing that the Ministry of Tourism is the holder of the “Italia.it” portal, of the rights associated with the domain, and of the related technological platform, in order to strategically coordinate and direct the structure of the portal and the promotion of national tourism policies carried out through it;
- The Ministry of Tourism (MiTur) is the responsible body for the [Italia.it](https://www.italia.it) portal, whose promotion is entrusted to ENIT;
- On January 13, 2022, ENIT and MiTur signed the “Agreement between the Ministry of Tourism and ENIT – National Tourism Agency – 2022–2024”, aimed, among other things, at redefining and implementing – in full cooperation with Regions and Autonomous Provinces, within the timeframes

and methods defined by MiTur – a new promotional strategy strongly focused on digitalization, that effectively contributes to the development of contents of the Tourism Digital Hub, provided for in the NRRP;

- With Decree-Law No. 44 of April 22, 2023 (converted, with amendments, into Law No. 74 of June 21, 2023), MiTur was authorized to establish, through Ministerial Decree, an in-house company named “ENIT S.p.A.”, simultaneously abolishing the public body ENIT – National Tourism Agency, and assigning the relevant functions to the company “ENIT S.p.A”.
- Following the Decree of the Minister of Tourism dated November 30, 2023, with repertory deed no. 88218, notarized by Notary Paolo Castellini under deed no. 25899, ENIT S.p.A. was established on February 27, 2024;
- On March 20, 2024, a Transitional Agreement was signed between MiTur and ENIT S.p.A., which provides that ENIT S.p.A. will continue to manage, on a transitional basis, the activities and relationships set out in the 2024 Activity Plan, approved by note no. 4399 of February 16, 2024, including reputation enhancement of the Digital Tourism Hub and improvement of the website traffic performance;
- MiTur has launched a complex and articulated project aimed at effectively matching tourism demand for Italy with the corresponding Italian supply, in line with the objectives and purposes better described below;
- In parallel, MiTur has involved, through a separate procedure, Regions, Autonomous Provinces, other public law entities, and Central Public Administrations, in order to establish collaboration and cooperation within the Tourism Digital Hub;
- In exercising its institutional responsibilities, MiTur does not act as an economic operator and/or intermediary, and operates solely in the public interest as defined by its legal mandate;
- MiTur promotes forms of collaboration and cooperation with all entities – public and private – that share the same goals and purposes, by signing participation agreements;
- In particular, MiTur intends to offer users of the [www.italia.it](http://www.italia.it) portal the possibility to access, through said portal, a list of entities engaged in influencer marketing activities (“Tourism Content Creators”);

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## Public Notice for Participation in the “Tourism Digital Hub” Project by Tourism Content Creators

- This procedure does not entitle the Participant to receive any compensation, reimbursement, indemnity, or payment of any kind, as participation in the initiative is solely aimed at promoting the overall Italian tourism system;
- The processing of personal data collected under this procedure is carried out in accordance with Regulation (EU) 2016/679 (G.D.P.R.) and its subsequent amendments;
- The resolution dated 23/07/2025, note num. 215606/25, with which the General Director, Attorney Filomena Bilancio, has approved the outline of this public notice and related attachments.

### HEREBY ANNOUNCES THAT

This public notice aims to **gather expressions of interest** for the creation of a list of subjects engaged in influencer marketing activities.

## 1 Definitions

For the purposes of this Agreement, the following definitions apply:

- a) **List:** the group of Participants to this notice, who may later be contacted by accommodation facilities, identified through a separate notice, to engage their influencer marketing services.
- b) **Participant:** the entity included in the List as a result of this notice.
- c) **Participants:** all subjects included in the List.
- d) **Applicant:** the entity applying to be included in the List as a result of this notice.
- e) **Tourism Content Creator:** a natural person, legally active in the provision of influencer marketing services through a company or other legal form.
- f) **The Parties:** refers to both the Participants and the accommodation facilities identified through a separate notice.
- g) **Italia.it:** the website of the Ministry of Tourism, created to promote Italy’s entire tourism ecosystem, enhance, integrate and foster its supply, and that serves as a hub enriched by new content generated by the TDH ecosystem.
- h) **TDH (Tourism Digital Hub):** a platform of content and services designed to effectively connect tourism demand for Italy with the relevant Italian supply (provided by both national and international actors), linking interests of individuals (tourists), destinations, and supply before, during, and after the travel experience, thus creating added value for all the involved stakeholders.
- i) **Social Media Guidelines:** a set of instructions provided by MiTur, attached hereto and subject to updates, to ensure communication consistency, editorial quality, and compliance with regulations on content transparency and recognizability within the italia.it ecosystem.
- j) **Content and social media Policy:** a code of conduct, subject to updates, provided by MiTur, which

Participants must follow when using their digital channels, and particularly when publishing contents in connection with the initiative. The documents are available at the following link: <https://www.italia.it/en/social-media-policy>.

## 2 Purpose of the Notice

The purpose of this notice is to establish a list of subjects operating in the provision of **influencer marketing services**. This list will be made available to **the accommodation facilities** included in the network of operators registered on the [Italia.it](https://www.italia.it) portal.

## 3 Admission Requirements

### 3.1 Subjective Requirements

Economic operators interested in submitting an application for admission to this notice shall meet the following **subjective requirements**, which must be declared in the application form attached to this notice (**Annex 1**), to be signed digitally by the legal representative pursuant to Presidential Decree No. 445/2000:

- a) Registration in the Business Register or in any other equivalent registers provided for in their country of origin, for the activities covered by this Notice;
- b) Registered office or operational unit located in a **European Union Member State**;
- c) Possession of the general requirements referred to in **Article 94 of Legislative Decree No. 36/2023**.

With reference to point a), **only economic operators (legal entities and natural persons)** registered under **ATECO code 73.11 “Advertising Agencies Activities”** will be admitted. Entities that, although formally operating under eligible economic activities, act solely as **commercial or editorial intermediaries**, in lack of a direct production of contents complying with the requirements of this Notice, will not be admitted.

Entities not based in Italy but in another EU Member State may prove possession of the above requirements by providing **equivalent documentation**, if available, issued by the relevant judicial and/or administrative authorities of their country of origin. If such documentation is not provided for, they may submit a **declaration** certifying possession of the above requirements and/or stating the **impossibility of producing such documentation**.

The above requirements must be met **when signing the application** and must be declared therein. They must also be maintained by the Participant throughout the duration of the participation agreement. The Ministry of Tourism reserves the right to **verify compliance at any time**. If any of the stated requirements is found to be unfulfilled, it may result in **the non-admission of the Participant** or, if already accepted, grounds for **its revocation**.

The Participant must also comply with the **“Do No Significant Harm” (DNSH)** principle, as defined in the **Taxonomy for Sustainable Finance (EU Regulation 2020/852)**.

### 3.2 Technical Requirements

Economic operators interested in applying must meet the following **mandatory technical requirements**.

#### 3.2.1 Experience

- Be engaged in **influencer marketing activities** on at least one of the following social platforms: **YouTube, Facebook, Instagram**.
- Have a minimum of **100,000 (one hundred thousand) followers** on one of the above platforms or other platforms such as, by way of example and not limited to, **TikTok**.

#### 3.2.2 Contents

The influencer marketing activity must demonstrate a strong focus on **creating and sharing tourism-related contents** (e.g., travel bloggers, food bloggers, or content creators recognized for producing cultural, identity-based, or experiential contents related to Italian features).

Creators shall prove to have **at least fifty tourism-related contents** on their digital channels, of which **at least ten (10)** shall be submitted through the appropriate form (**Annex 1**) to assess their relevance to the focus of this initiative.

#### 3.2.3 Language Skills

Applicants shall be able to produce contents in **both Italian and English language**.

### 4 Contents, Methods, and Deadlines for Submitting the Application

Economic operators interested in applying for admission to this initiative must submit the following documentation:

- a) their own application form, completing Annex 1 to this Notice, **in PDF format**, signed digitally by the legal representative or another subject with signatory powers, to the following PEC (certified email) address: [adesioni.TDH@pec.ministeroturismo.gov.it](mailto:adesioni.TDH@pec.ministeroturismo.gov.it) Subjects **not based in Italy** and **without a PEC address** may submit their application, completed and saved in a PDF format, digitally signed by the legal representative or another subject with signatory powers, to the following email address: [supportTDH@ministeroturismo.gov.it](mailto:supportTDH@ministeroturismo.gov.it).
- b) A **presentation video** in which the applicants describe: the social media activity; the mission pursued through their contents and how these align with the objectives of the notice, particularly in the context of tourism promotion; how they intend to help achieve the aim of this initiative, which is to promote territories and accommodation facilities. The maximum duration of the video **is 2 minutes**,

and it shall be submitted via a **link**, generated by a specific Youtube function (uploaded in “**unlisted**” mode), thus ensuring it is a private video only accessible by the Administration. The link must be entered in the designated field in **Annex 1**.

If the application is signed by someone other than the legal representative listed in the Business Register (or equivalent register of the foreign country of origin), the power **of attorney** must be attached. In the application (Annex 1) the applicant shall also include the names of both the contact **legal representative** and the **technical/operational contact**.

For each contact, the following personal details must be provided: first name, last name, tax code, and e-mail address.

The applicants may replace their Contact person at any time by providing written notice.

The application form will include a **self-declaration** certifying the possession of the **subjective requirements** under Art. 3.1 of this Notice, in accordance with Articles 46 and 47 of Presidential Decree No. 445/2000, and the **mandatory technical requirements** under Art. 3.2,

In the case of **missing or irregular application form or self-declaration**, the Ministry of Tourism may use **administrative support procedures** according to the terms and procedures regulated by Article 101 of Legislative Decree No. 36/2023.

Each applicant may submit **only one application**. If the applicant needs to correct the submitted application, a **new application** may be sent via PEC, **after cancellation of the previous one**, which must also be communicated via PEC.

Applicants **not based in Italy** and **without a PEC address** may send the corrected application to: [supportTDH@ministeroturismo.gov.it](mailto:supportTDH@ministeroturismo.gov.it).

The MiTur reserves the right to request **additional documentation** to supplement what might have been submitted.

Applications shall be submitted **exclusively in Italian or English**.

Applications shall be submitted **no later than 15 days** from the publication date of this Notice.

## 5 Admission Procedure

All submitted applications will first be assessed by the competent administrative units of the Ministry of Tourism, to verify the possession of the previously mentioned **subjective requirements** under Art. 3.1, and of the **mandatory technical requirements** under Art. 3.2, as declared in the application form.

These units may request **clarifications and/or additional documents**, as part of administrative support

procedures, and verify the **accuracy of data and declarations** provided in the application. They may also request supporting documents at any time, in accordance with **Article 71 of Presidential Decree No. 445/2000**.

Verification, checks, and inspections on the accuracy of data and declarations provided in the application, including the request for supporting documentation, pursuant to Article 71 of Presidential Decree No. 445/2000 and in accordance with Legislative Decree No. 82 of March 7, 1995 – **Digital Administration Code**, may be conducted **at any time**, even on a **sample basis**, throughout the duration of participation.

The evaluation **committee**, established in the Ministry of Tourism, will evaluate applications, which means the contents listed in the summary table, in Annex 1, and the **presentation video** under Art. 4, letter b, to assess the **relevance** of the Tourism Content Creator’s mission to the Ministry’s goal. The committee’s decision is **final and not subject to appeal**.

Notification of acceptance and admission to the list will be published on the **official website of the Ministry of Tourism** in the dedicated section: <https://www.ministeroturismo.gov.it/tourism-digital-hub/>.

## 6 Terms of Participation

By participating in this call, the applicant fully accepts the terms set out in this article, as well as those stated in the notice and in the referenced documents, acts, and regulations.

MiTur reserves the right to extend the deadline of this notice and, if operating conditions change, to issue a new notice under different terms.

MiTur does **not assume any responsibility** for advertising content disseminated by Tourism Content Creators (e.g., via social advertising) as part of their activity, merely acting as a facilitator for the creation of a network of tourism sector operators.

MiTur is **neither a party nor responsible for any collaboration** established between Tourism Content Creators and accommodation facilities, nor for any disputes that may arise among the parties involved.

No **financial contribution, benefit or support** is provided by Mitur under this notice, and Mitur shall not be held liable for any costs incurred or damage suffered by the Tourism Content Creators and/or accommodation facilities during the activities related to this Notice.

MiTur reserves the **right to exclude**, at any time and at its sole discretion, any subject present in the list if they fail to meet their commitments or engage in actions deemed detrimental to the Administration's image.

MiTur reserves the **right to use all contents** (images, videos, multimedia materials), created by the applicants under this initiative, **freely and indefinitely** in both time and space.

MiTur is **not obligated to guarantee the dissemination** of the contents produced by applicants on its

channels. The Administration reserves the chance to, at its discretion, use the submitted contents for promoting Italy on MiTur’s social channels, on the Italia.it website and app, and in the campaigns carried out with ENIT.

MiTur reserves the right to **not use or request the removal** of any content that does not meet the requested quality standards (as defined in the social media and content guidelines and social media policy), or the goals of the Notice).

## 7 Implementation Methods

Once applications of Tourism Content Creators are received, MiTur will gather and process requests; while verifying they meet subjective and technical requirements outlined in Section 3 of this notice.

Upon successful evaluation, MiTur will produce the list of participants, to be published:

- In the **public section** of the Ministry’s website: (<https://www.ministeroturismo.gov.it/tourism-digital-hub>) where information about Notice’s outcomes are found;
- In the **operators-only section of Italia.it**, where accommodation facilities can access the documents and the contact details chosen (e.g., email).

This publication serves as **an official notification** to participants.

There is **no ranking order** in the list; inclusion is subject to continued compliance with the eligibility requirements.

Being listed **does not oblige** Tourism Content Creators to accept offers from accommodation facilities, which will be governed by a separate notice, in conjunction with this initiative.

Communication between participants and MiTur will take place via **PEC** for those operating in Italy, or via **regular email (PEO)** for foreign subjects.

Communication channels will be used to:

- Update the information filed in the application for the notice (Annex 1),
- Share promotional activities and produced contents (“Format” Annex),
- Request data verification, update, or integration.

## 8 Duration of Participation

There is **no expiration date** for participation to the List. Inclusion remains valid until further notice from

MiTur, in compliance with current data protection laws (see Article 14).

Applicants may withdraw at any time by sending a **PEC** (if based in Italy) or **PEO** (if based abroad).

## 9 Revocation of Participation

If the documentation proving compliance with the required requirements contains **false information**, or if these requirements are no longer met within participation, MiTur will **revoke the said participation**, and report any detected irregularities, where applicable, to the relevant Authorities for certifying potential civil, criminal, or administrative responsibilities.

Revocation will be notified via mail or PEC in a timely manner, and it will take effect **immediately** upon receipt of notification.

## 10 Obligations and Responsibilities of the participant

By submitting an application to this notice, the participant agrees to:

- a) **Promote the accommodation facilities:** Participant commits to promoting the host facility according to the terms agreed directly with it. MiTur does not intervene in such agreements or play any role in their relationship. The participant shall notify MiTur of promotional activities via PEO (for foreign subjects lacking PEC) or PEC (for those operating in Italy).
- b) **Produce destination-related contents: The participant shall produce at least 2 (two) contents** featuring the place of accommodation (i.e., the area where the facility, for which the activity is being carried out as in A) letter, is located), with the following specifics:
  - Publish videos (max 1 minute 30 seconds) or images on social media, in both Italian (with subtitles) and English, in “reel” or “post” format, or the platform’s equivalent.
- c) **Notification procedures:** Notifying MiTur of contents’ publication using the Annex “Format” is mandatory.
- d) **Publication rules for contents:** Concerning exclusively the contents included in letter b), the Participant:
  - Either associate the **italia.it** social media account to the content using the “Tag” feature;
  - Or associates this initiative to the produced content through the hashtags: **#RaccontiamoInsiemeItalia** (for Italian), or **#DiscoverItalyTogether** (for English), and always **#italiait**, in order to guarantee editorial compliance and boost campaign’s institutional visibility.
- e) **Consent to data sharing:** The participant commits to follow-up to the collaborations with the accommodation facility, sharing contact information (social profiles, username, email address, PEC and phone number) for the following publication of the sole preferred contacts chosen in Annex 1) on Italia.it’s private section.
- f) **Protect the image of MiTur:** The participant shall act honestly and refrain from any behavior

statement or content that may damage, ever indirectly, the Ministry’s image or reputation.

- g) **Comply with current regulations:** The Participant commits to adhering to **AGCOM guidelines** on influencer marketing, especially regarding transparency in commercial communication and correct detection of sponsored and promotional contents.
- h) **Content transparency:** in order to guarantee transparency to the public, in the contents included in letter b), concerning national territory and tourist supply enhancement – when no third private party is included for promotional purposes – the participant shall include the following disclaimer in description:
  - o Either Italian: *“Contenuto realizzato nell’ambito dell’iniziativa ‘Raccontiamo insieme l’Italia’, promossa dal Ministero del Turismo.”*
  - o English: *“Content created as part of the initiative ‘Discover Italy Together’, promoted by the Ministry of Tourism.”*
- i) **coherence and quality:** the participant commits to producing multimedia contents aligning with the declared mission during participation and with the goals of this Notice, ensuring they are relevant, high-quality, and enhance territory and accommodation facilities, complying with MiTur’s social and editorial and social media policy guidelines.
- j) **Contents modifications and updates:** the participant guarantees contents are original and up to date, removing any that MiTur deems inappropriate or non-compliant.
- k) **obligation of data updates:** The participant shall immediately notify any change of information provided (email, PEC and phone number) to ensure smooth participation in this notice.
- l) **Maintaining eligibility requirements:** **The participant commits to maintaining subjective and technical requirements** throughout the entire participation period. If they lack, participation may be excluded from the list, according to what is provided for in this Notice.

Applicants to this notice declare and guarantee that the contents produced under letter b) of Article 10:

- a) are **original and free of watermarks or any ID signs;**
- b) Do **not violate third-party rights** and comply with all current regulations, including EU Regulation 2026/679 – GDPR;
- c) May be **used freely by MiTur, at discretion and with no obligations towards participants**, on all MiTur channels (website, social media, promotional materials, etc.) and in the campaigns carried out jointly with ENIT for the promotion of the Italian territory.

If Mitur may use the contents produced under this notice, the content creator (Tourism Content Creator) will be adequately notified.

These commitments and obligations remain binding for the entire period of the list’s definition.

## 11 Monitoring and Checks

MiTur may conduct **unannounced inspections or checks at any time**, including random audits, to verify Participant’s compliance with obligations.

Social media monitoring tools may also be used by Mitur to identify risks to the Ministry’s or project’s reputation.

If necessary, MiTur may remove the participant from the list and take appropriate action to seek compensation for any reputational or other damage.

## 12 Contact Person for the Notice

MiTur’s point of contact is: **Dr. Benedetta Rizzo**, to be contacted for information about this Notice to the following email address: [supportTDH@ministeroturismo.gov.it](mailto:supportTDH@ministeroturismo.gov.it).

## 13 Information and Contacts

This Notice and all related documents are available on a specific web page on the website: <https://www.ministeroturismo.gov.it/tourism-digital-hub/>

Publication on the website serves as an official notification towards interested parties.

MiTur may modify or supplement this Notice due to occurring changes, organizational or institutional needs, or modifications to the related framework, or components of the Notice.

In such cases, Mitur will publish the occurred modifications and notify integration procedures of applications, if necessary, in the same terms of this Notice.

Any Clarification and information requests to this Notice must be sent to the following email address: [supportTDH@ministeroturismo.gov.it](mailto:supportTDH@ministeroturismo.gov.it).

Clarifications will be published as FAQs on the Ministry’s website.

**Requests by phone or in person will not be accepted, as well as by other means.** Vague, inadequate or unverifiable requests will also be rejected.

clarifications as set forth in this article will form an **integral and substantial part** of this Notice.

## 14 Privacy Protection

Processing of data collected for this initiative is conducted in accordance with the current regulations, in compliance with **EU Regulation 2016/679 (GDPR)** and as subsequently amended and supplemented.

Personal data will be used exclusively for managing the application process of this Notice, under the provisions of Article 22 of **EU Regulation 2021/241**.

Providing personal data is **mandatory**. Failure to do so will result in the impossibility of application’s completion.

The personal data mentioned will be processed, in respect of regulations, with security measures to guarantee interested parties’ data confidentiality.

**The data controller** is the Ministry of Tourism, represented by the Minister in office.

## 15 Jurisdiction and Appeals

Interested subjects and/or economic operators may appeal to the competent Regional Administrative Court (**TAR**) within **60 days** from notification of participation’s rejection via PEC (or PEO if not provided).

## 16 Final Provisions

This Notice **does not constitute a contract** proposal and imposes **no obligation** on MiTur toward participants.

Except for references to Articles 94 and 101 of Legislative Decree No. 36/2023, this notice does not introduce procedures or refers to any negotiated procedure as in Legislative Decree No. 36/2023.

For what is not expressly envisaged in this Notice, applicable **national and EU current laws** on institutional communication, personal data protection, and tourism heritage promotion apply.

GENERAL DIRECTOR  
Avv. Filomena Bilancio

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(digitally signed in compliance with eIDAS, SPID or with Qualified Electronic Signature Regulation)