



GAL ETNA **EARTH, FIRE,** **AND BEAUTY**

Webinar n.4

26/06/2025



WEBINAR AGENDA

1. GAL Etna and Its Objectives
2. Program Activities
3. The Territory
4. Thematic Routes
5. Earth, Fire and Beauty...
6. Tourism Offer
7. Data and Statistics
8. Local Agencies and Tour Operators
9. True Italian Experience
10. B2C and B2B Offer
11. How to Register
12. Operator Support
13. Q&A
14. Conclusions and Sales Kit

VIDEO TEMATICO

Arte e Cultura: archeologia, borghi, castelli



ANDREA BROGNA

Director of GAL Etna



GAL ETNA

- Founded in 2005, it is a **Local Action Group** operating as a Consortium Company in the foothill area of Mount Etna, Sicily.
- GAL ETNA mission is to enhance the extraordinary historical, artistic, cultural, and environmental heritage, strengthen the local economy, and improve the quality of life in rural areas, while simultaneously safeguarding the territory for future generations.
- It operates with **European funds** under the LEADER program, promoting natural, cultural, and agri-food resources.

Municipality of Adrano

Municipality of Belpasso

Municipality of Biancavilla

Municipality of Bronte

Municipality of Catenanuova

Municipality of Centuripe

Municipality of Maletto

Municipality of Maniace

Municipality of Paternò

Municipality of Ragalna

Municipality of Santa Maria di Licodia

RURAL DEVELOPMENT PROGRAMME 2014–2022 **GAL ETNA** FOR THE **PROMOTION OF THE TERRITORY**



PROJECT PURPOSE AND OBJECTIVES

The project is aimed at organizing, managing, and implementing **promotional services for the GAL ETNA territory**:

- to enhance the territory's natural, cultural, food and wine, and tourism resources in an integrated way, by creating **thematic itineraries** that contribute to a **unified identity of the Etna region**;
- to showcase **local traditions and experiences** and promote them internationally through the **production and distribution of multimedia content**.
- To develop a **B2B communication network targeting Travel Agencies and Tour Operators**, alongside communication aimed at consumers and tourists, through the delivery of **thematic and in-depth webinars**.

Project Development for the Promotion of the Territory

PHASE 1 PROJECT START-UP

Listening to the territory through meetings with representatives of the individual municipalities.

Identification of locations and local entities for the production of videos and communication materials.

PHASE 2 PRODUCTION

Ideation, production, and post-production of the content outlined in the project. These will showcase the excellences of each municipality identified in Phase 1.

Such as interviews, thematic routes, villages, local excellences, and activities of the individual municipalities.

PHASE 3 DISTRIBUTION

Distribution, broadcasting, and promotion of the produced content through:

- **TV Program on DTT** (Italy)
- **Video News** media (Italy and abroad)
- **Advertising/Social Media**
- **Webinars** with tour operators (Italian and international)
- **New GAL ETNA website**

PHASE 4 PRESENTATION TO THE COMMUNITY

Final project presentation to the community and the entire GAL ETNA territory through a dedicated **event**.

Media relations activities to support the initiative.



VALERIO TORRIERO

Sales Manager - True Italian Experience



COMMUNICATION PLAN



- Showcase the unique characteristics of the **11 municipalities** of GAL ETNA
- Create a cross-cutting **communication campaign** aimed at enhancing the distinctive features and highlighting the territory's excellences
- **Promote** the GAL ETNA territory nationally and internationally for both B2C and B2B markets

Mount Etna erupts as large plumes rise from volcano

3 days ago

ShareSave

Esme Stallard
Climate and science correspondent

Alex Boyd
BBC News



Watch: Erupting Mount Etna spews huge plumes of ash and vapour

Italy's Mount Etna has erupted, with large plumes of ash seen rising from the volcano.

Images and video from the island of Sicily showed volcanic material spilling out of the volcano on Monday morning.

A number of explosions of "increasing intensity" were recorded in the early hours on Monday morning, Italy's National Institute of Geophysics and Volcanology (INGV) Etna Observatory said.

The full scale of the eruption is currently unclear and disruption appears to be minimal, with flights departing and arriving as usual at the island's airports.

Mount Etna is one of the world's most active volcanoes, so eruptions are not uncommon and its outbursts rarely cause significant damage or injury.



The eruption as seen from the nearby town of Milo

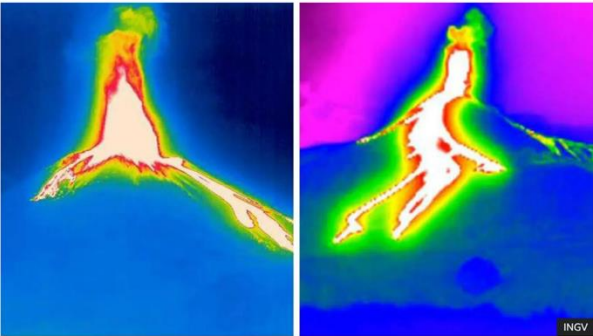
Ground movements indicated the latest eruption happened on the south eastern edge of the volcano, according to INGV. This appears to be where a known 200m-wide vent is.

Footage shared throughout Monday shows a rapidly moving mix of ash, gas and rock - known as a pyroclastic flow - emerging from the site and moving down the side of the volcano.

Geologists monitoring the eruption said it was likely that part of volcano's crater collapsed and that this was the material being carried down its slopes.

Pyroclastic flow can be very dangerous to the surrounding area, but there has been no indication of an imminent threat.

In its most recent update, INGV noted that the volcanic material had not yet gone past the Valley of the Lion, the point on the approach to the summit where tourist trips stop.



Thermal imaging cameras show the Mount Etna eruption

In Pictures

Gallery | Volcanoes

Italy's Mount Etna puts on spectacular display as it erupts in Sicily

Europe's largest active volcano spewed a huge plume of ash, gas and rock.



Smoke billows from Mount Etna. [Giuseppe Distefano/AP Photo]

3 Jun 2025



Sicily's Mount Etna has once again captured global attention, putting on a spectacular display as it sent a towering cloud of smoke and ash several kilometres into the sky.

Despite the dramatic scenes, officials assured the public that the volcanic activity posed no danger to residents.

Authorities raised the alert level at Catania airport on Monday in response to the volcanic activity. However, flights continued as normal, with no immediate disruptions reported.

By the afternoon, an official update announced that the volcanic ash cloud emission had ceased.



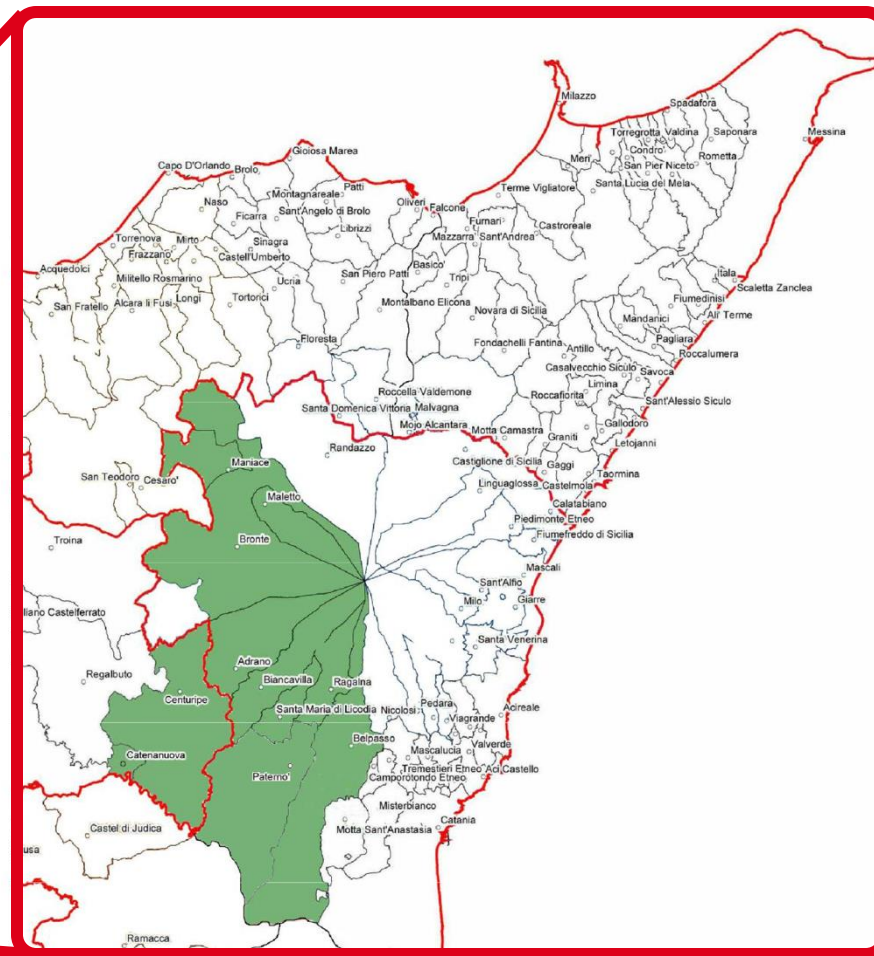
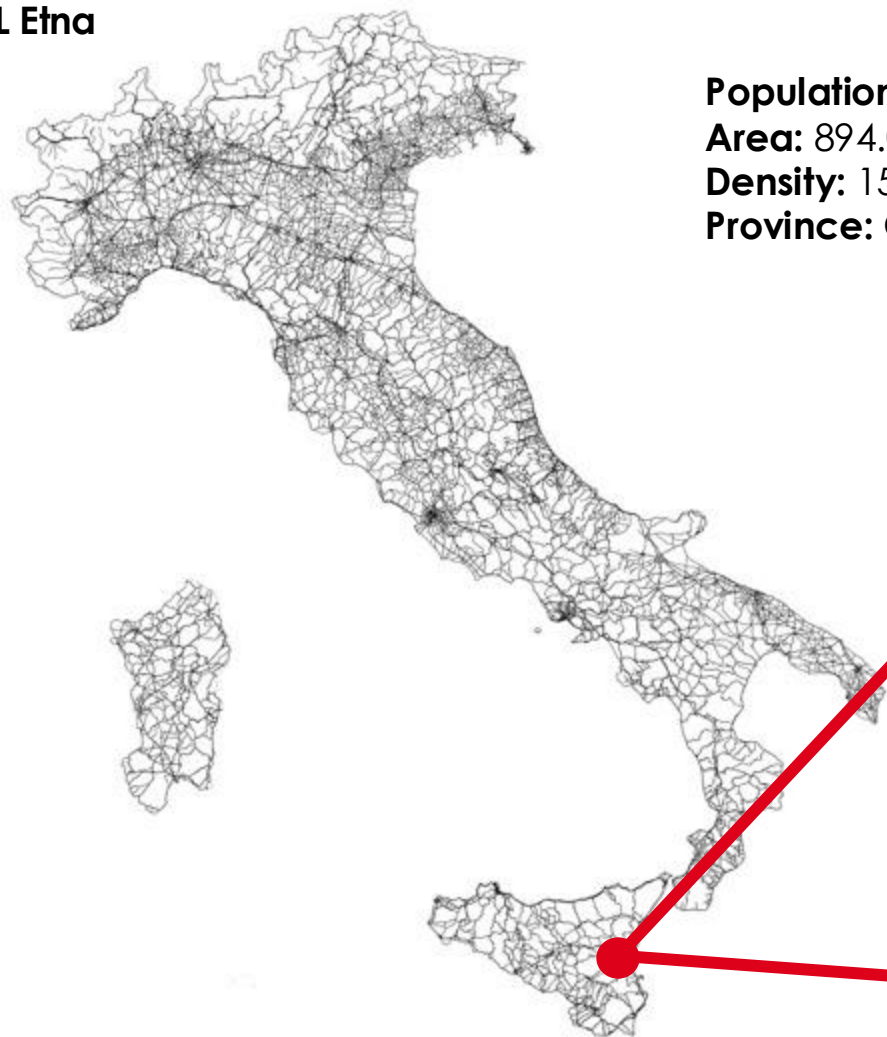
Etna has been active recently, but Monday's eruption was the most dramatic. [Joachim Hermann/Reuters]



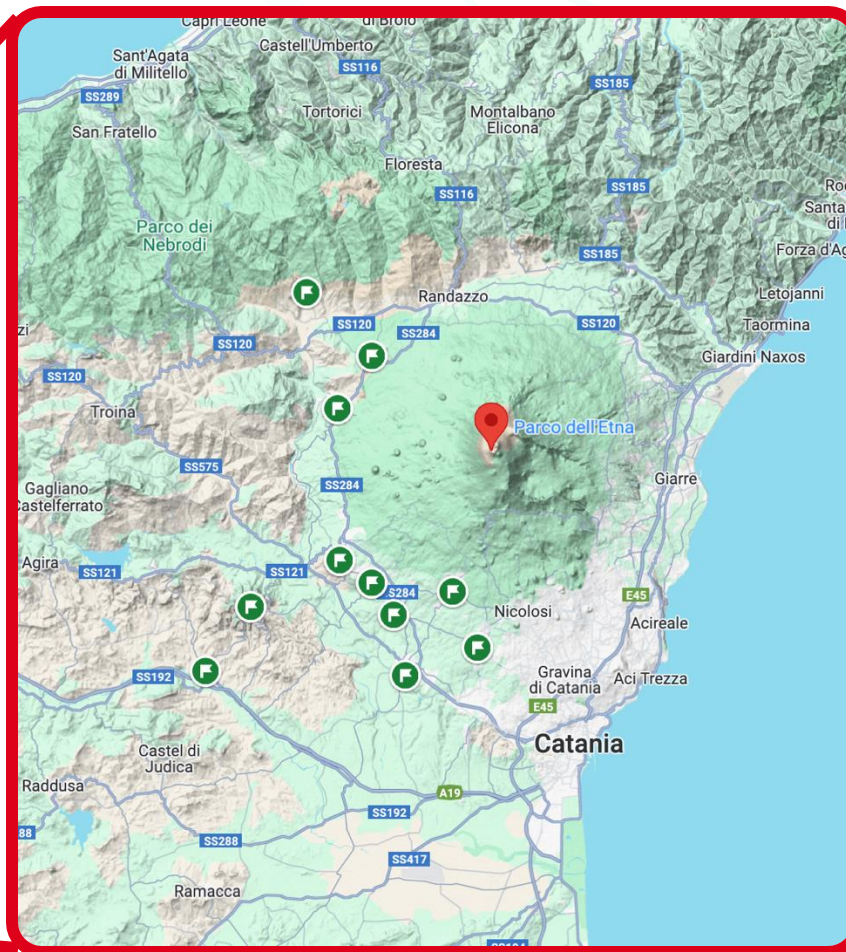
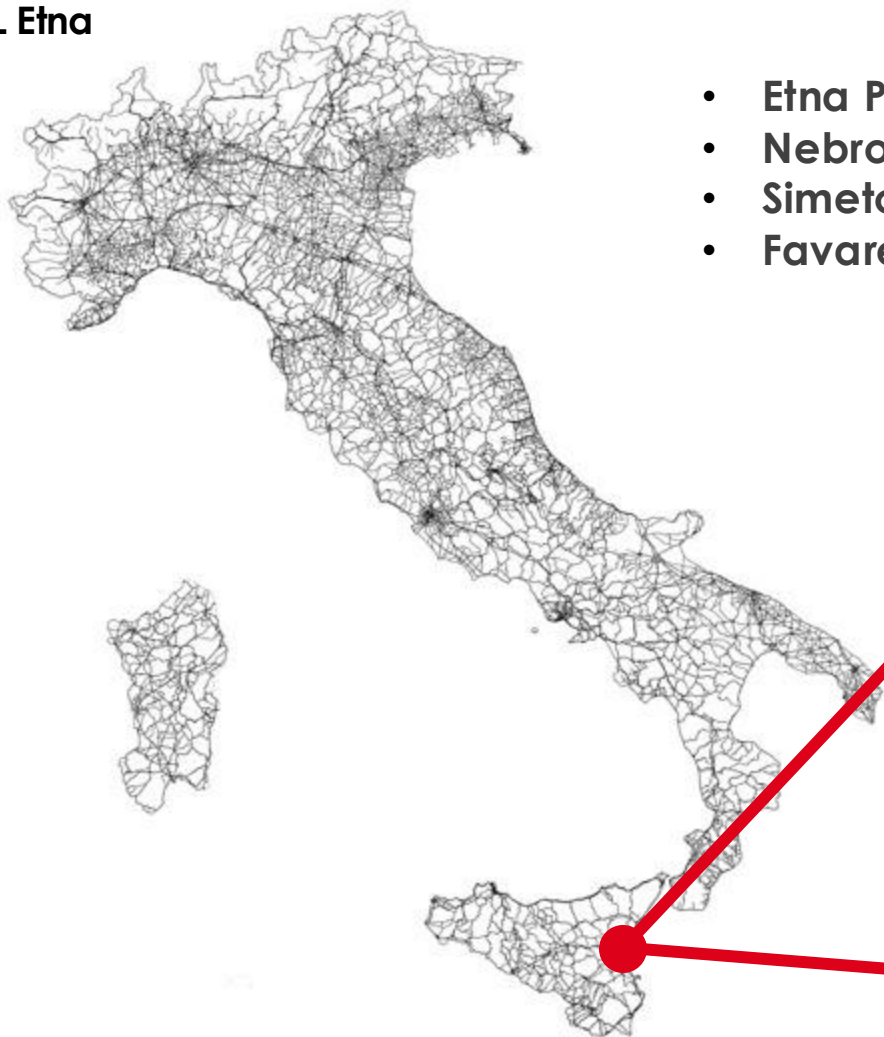
Experts warn that such activity could continue for weeks. [Giuseppe di Stefano/Reuters]

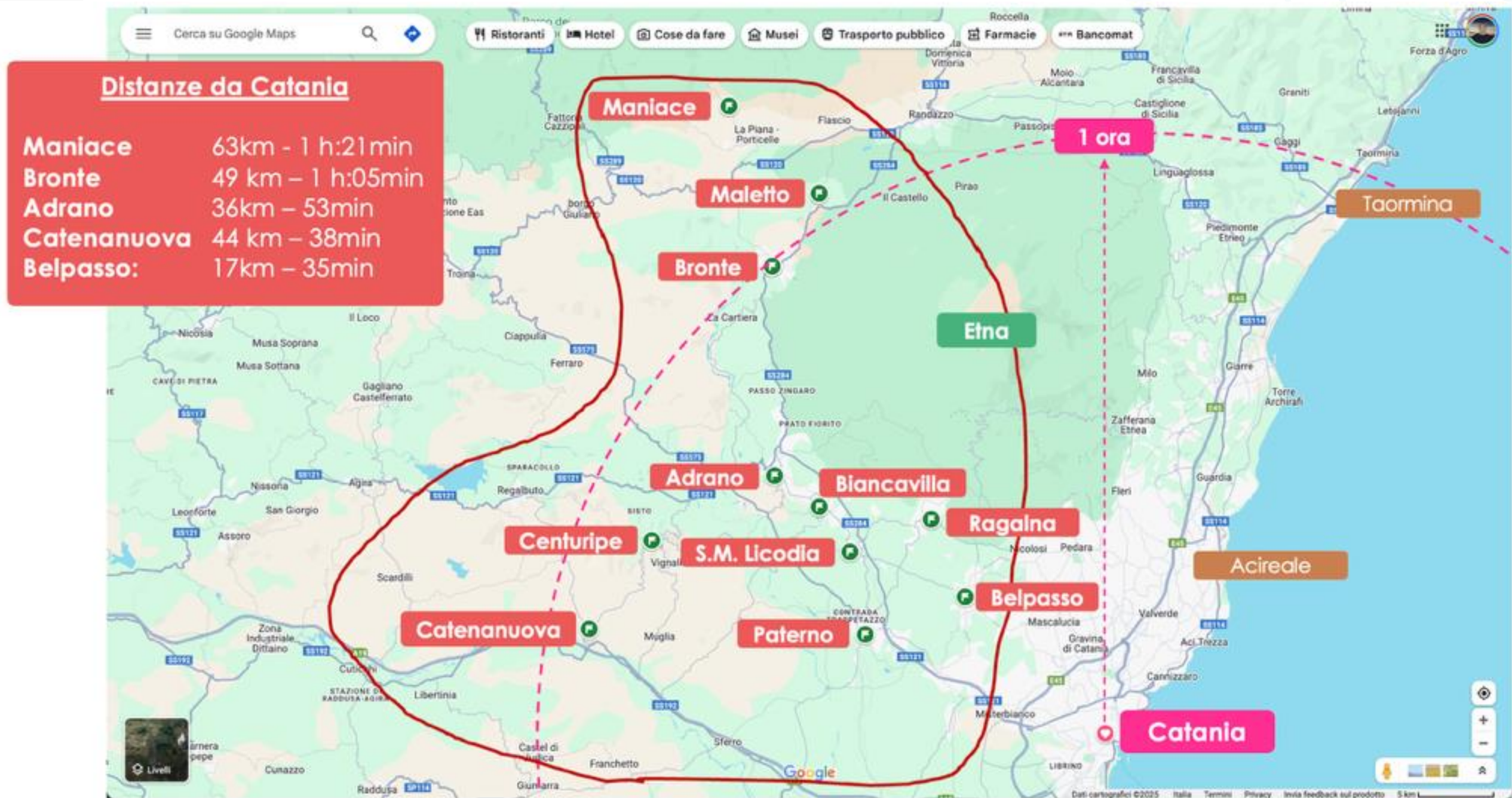


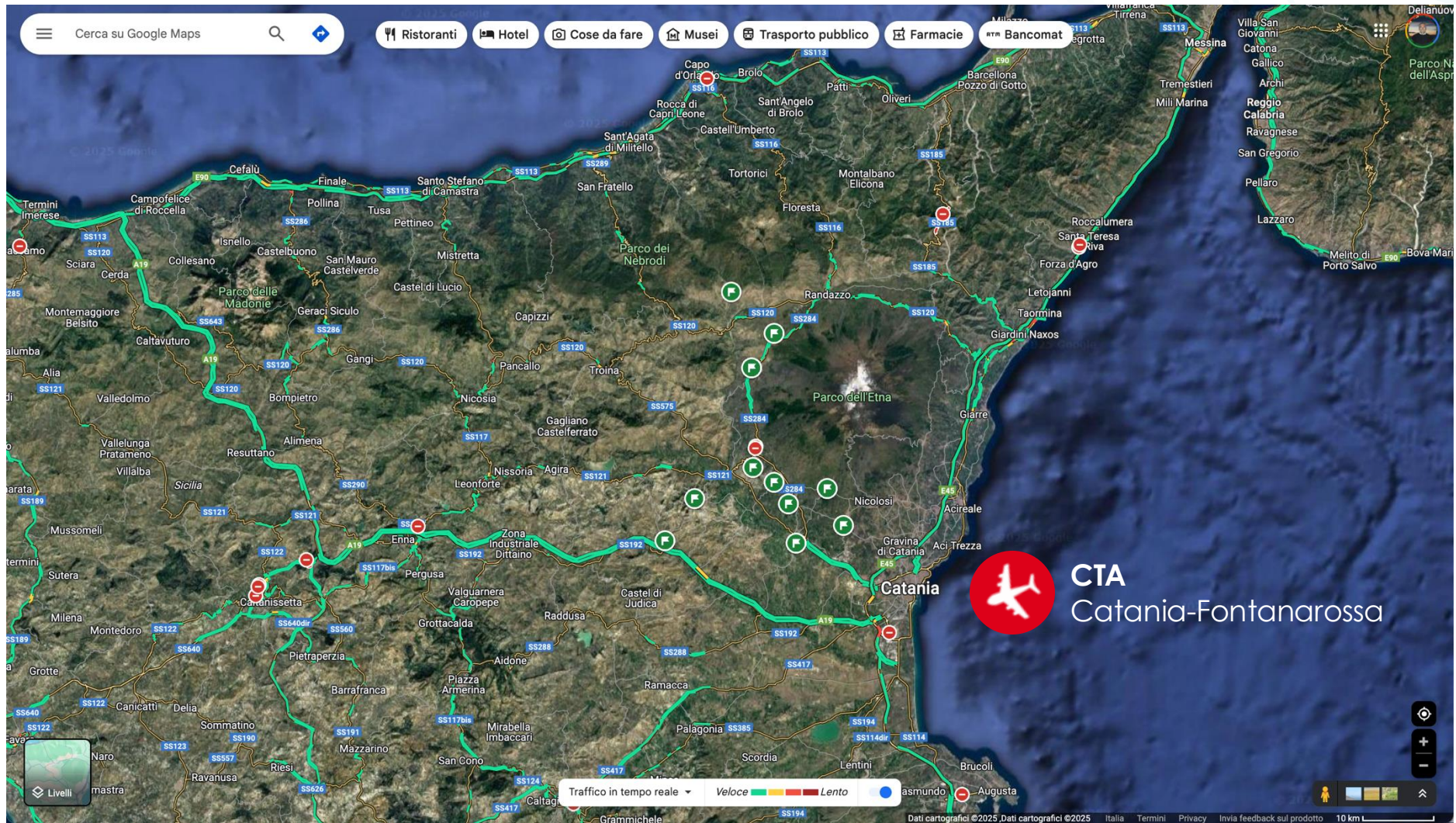
Population: 133,809 inhabitants
Area: 894.07 km²
Density: 150 inhabitants/km²
Province: Catania, Enna



- Etna Park
- Nebrodi Park
- Simeto River
- Favare di Maletto







Migliore

1h 5m

1h 3m

11 ore

3h 55m

Ferrovia Circumetnea Stazione Borgo, Vi

Bronte, 95034 CT

+

Partenza

Opzioni

🕒

09:00

📅

mar 10 giu

⚠️

Non sono disponibili gli orari più recenti per questa area.

📄

Invia indicazioni stradali al tuo telefono

🔗

Copia link

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1 ora 4 min

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Etna Trasporti ET08

14:37 da Borgo

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Dettagli

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Etna Trasporti ET08

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Etna Trasporti ET07

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Interbus IN11

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Etna Trasporti ET08

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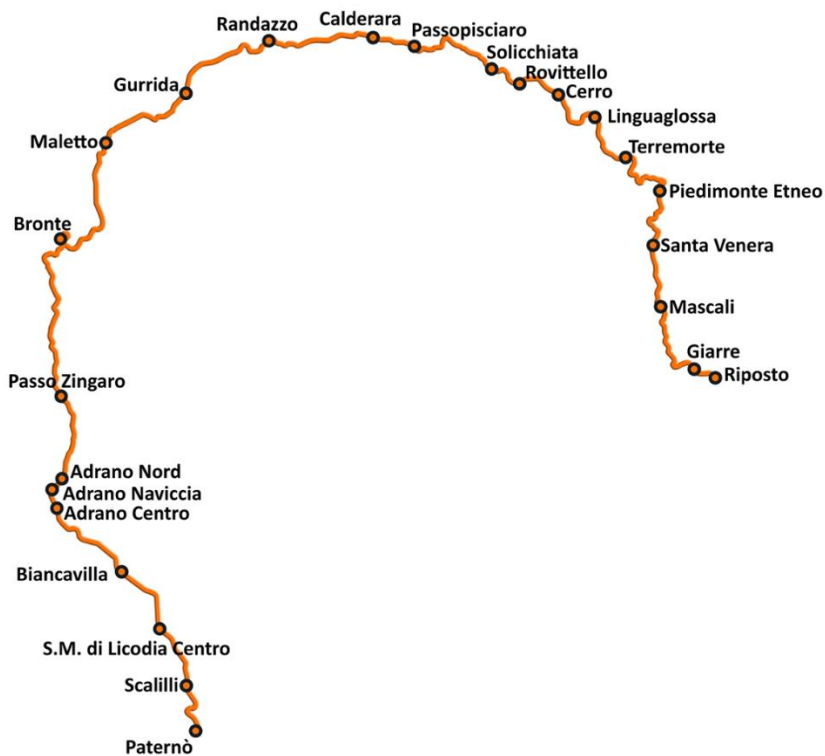
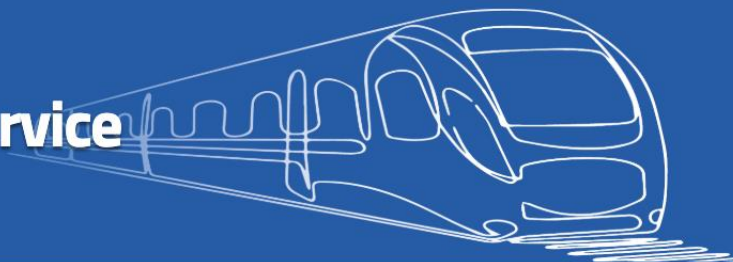
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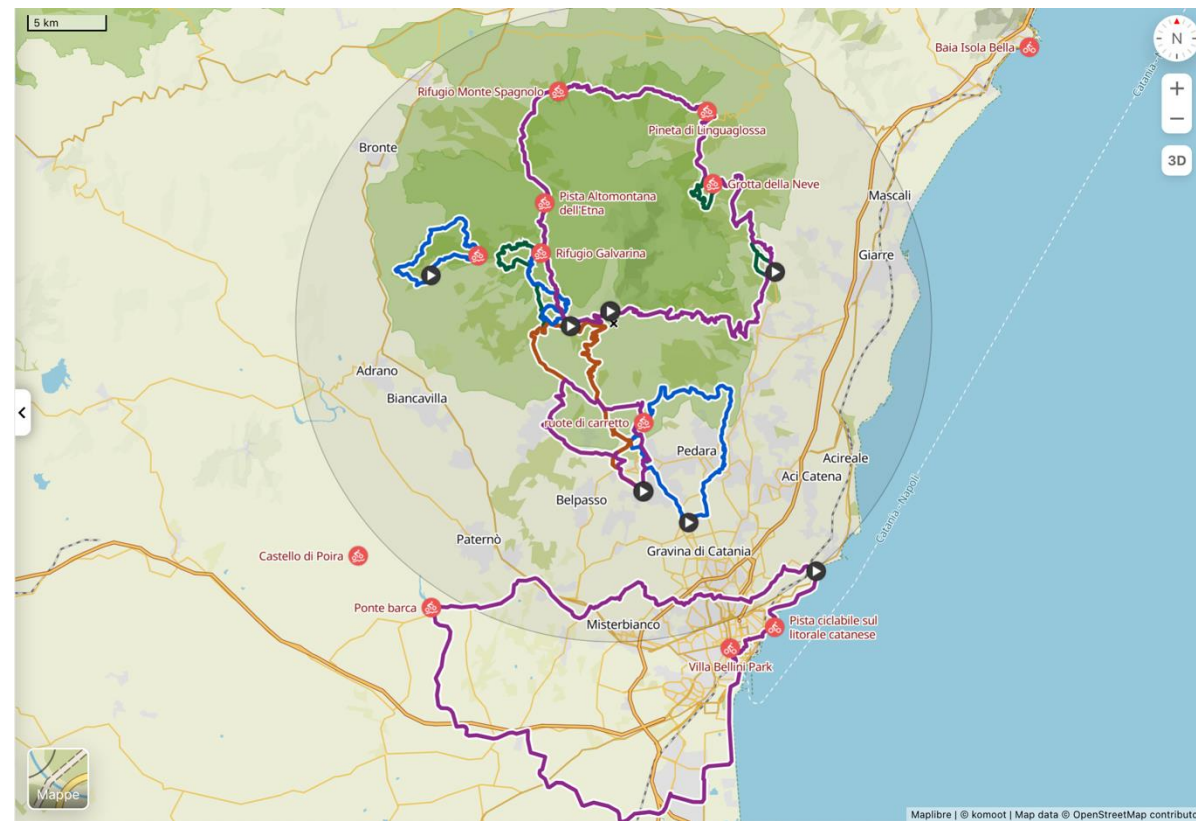
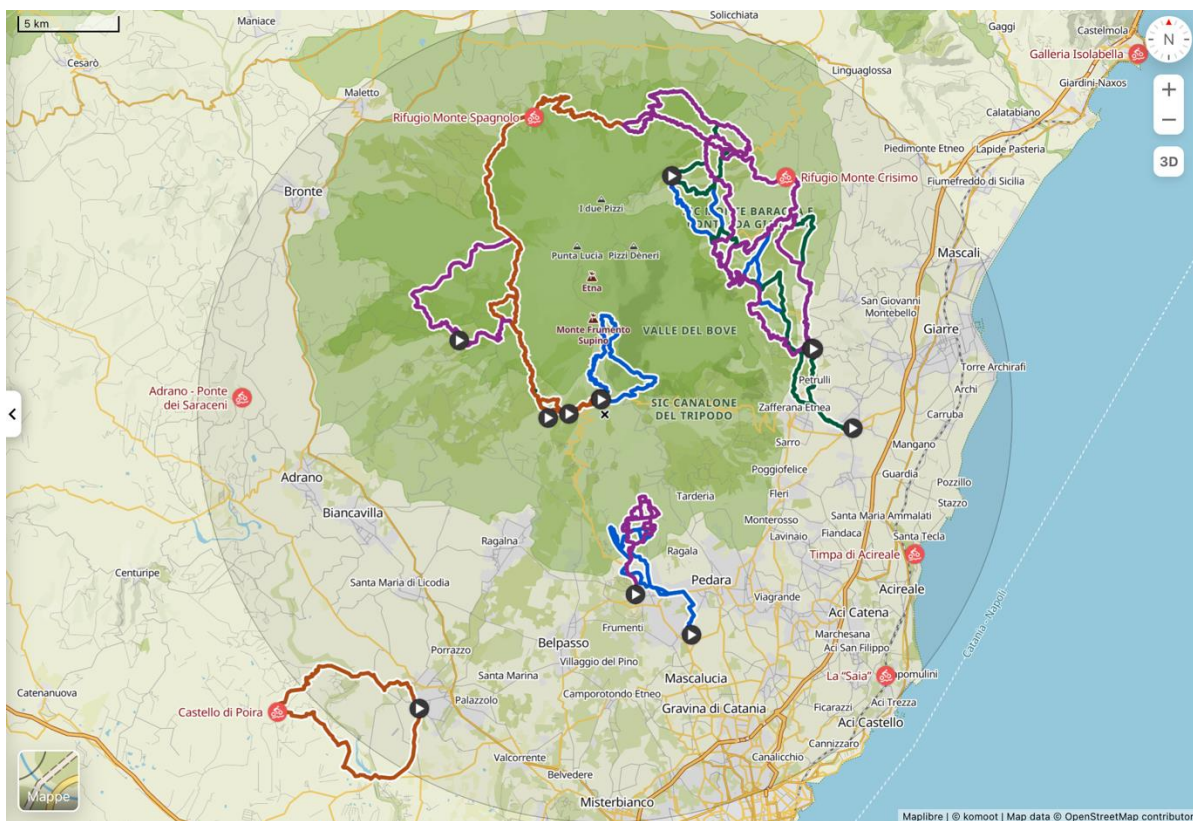
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Etna Trasporti ET08



Line Map - Railway and Metropolitan Service





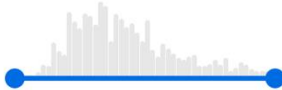
Filtra per:

Disponibilità

☐ Mostra solo le strutture disponibili

Il tuo budget (a notte)

€ 35 - € 200+



Offerte

☐ Tutte le offerte 686

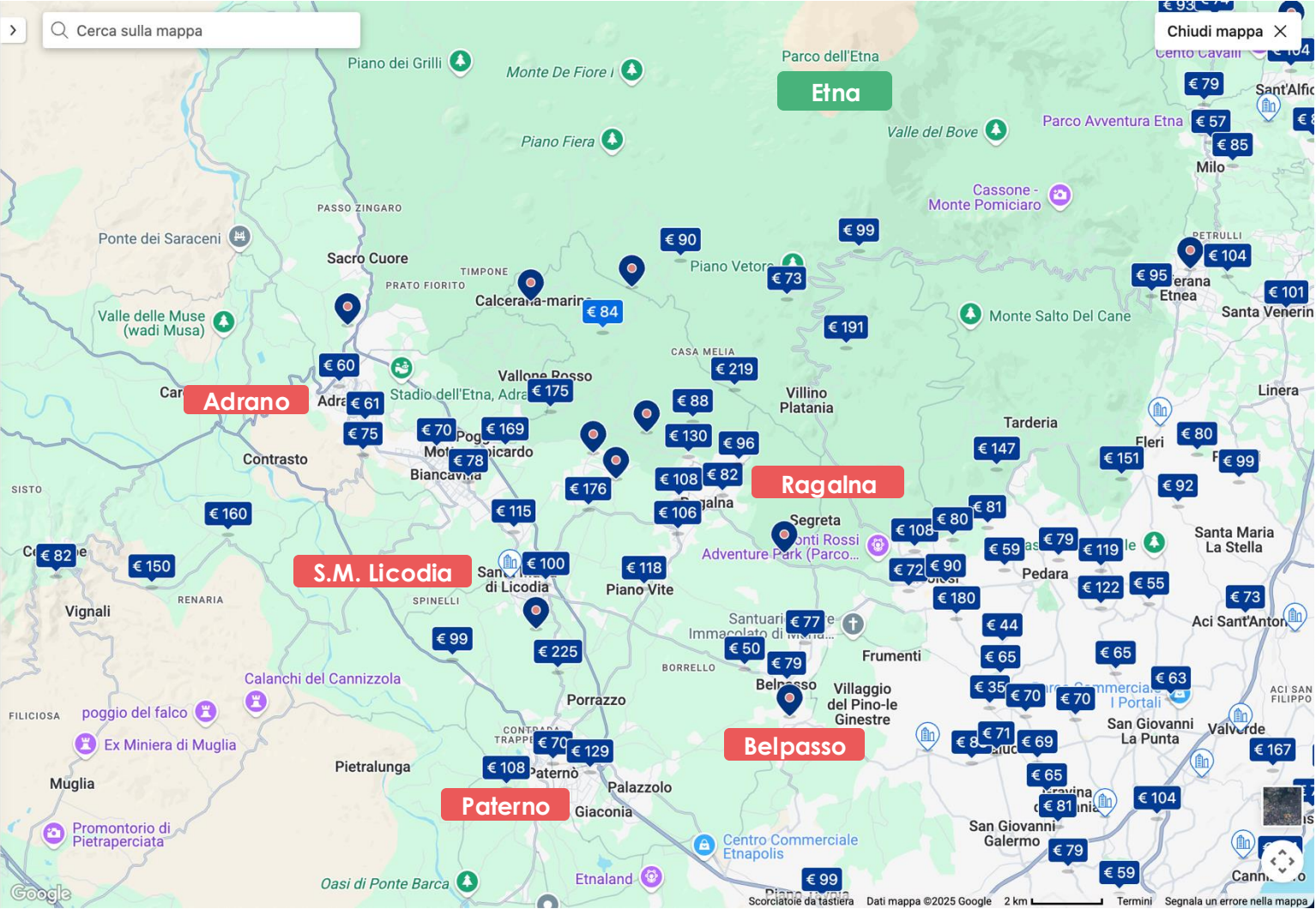
Filtri più popolari

- ☐ Centro città 734
- ☐ Bagno privato 1001
- ☐ Ottimo: da 8 in su In base alle recensioni 851
- ☐ Vista mare 75
- ☐ Navetta aeroportuale 489
- ☐ Bed & Breakfast 240
- ☐ Cancellazione gratuita 956
- ☐ Letto matrimoniale 1031

Filtri smart

Cosa stai cercando? ⓘ

Esempio: cerco un posto con ottime recensioni e la cancellazione gratuita



THEMATIC ITINERARIES



RELIGIOUS TOURISM

- Via del Santo
- The "Diavulazzi" of Easter
- Holy Week
- Patron Saint Festivals
- Local Food Festivals (Sagre)



FOOD AND WINE

- DOC, DOP, IGP products, Pistacchio di Bronte
- Sicilian Blood Orange
- Etna Wines
- Olive Oil



NATURE AND SPORTS

- Discovering Mount Etna
- Along the banks of the Simeto river
- Hiking, trekking, and mountain biking



ART AND CULTURE

- Discovering the 11 villages of GAL ETNA
- Archaeological sites
- Castle route

ADRANO

Places of Interest:

- Regional Museum and Norman Castle
- Bellini Theatre
- Etna Itinerary "Prato Fiorito"
- Municipal Villa and Vittoria Garden
- Santa Lucia Monastery
- Historical Museum of the 1943 Sicily Landing

Food and Wine Productions:

- Black broccoli → typical product of the Simeto Valley
- Wines, ricotta, cheeses

Festivals and Events Calendar

- April 17 (Holy Thursday) → Procession of the Statue of Christ at the Column
- April 18 (Good Friday) → Procession of the Dead Christ
- April 20 (Easter Sunday) → Diavolata "Diavulazzi di Pasqua"
UNESCO Intangible Cultural Heritage
- August 3 → Volata dell'Angelo (patron saint San Nicolò Politi)



VIDEO verticale ADRANO

BELPASSO

Places of Interest:

- Martoglio Theatre
- Russo Giusti House
- Sanctuary of Madonna della Roccia
- CAI Nature Trails

Food and Wine Productions:

- Protected Designation of Origin (DOP) Prickly Pear cactus fruit
- Sicilian Blood Orange
- Olive Oil
- Condorelli Nougat

Festivals and Events Calendar

- March 1–4 → Carnival
- August 1–6 → Feast of Santa Lucia
- October 19 → Prickly Pear Festival
- May → Symposium of Lava Stone Sculptures
- November → Literary Award
- December → Feast of Santa Lucia



Places of Interest:

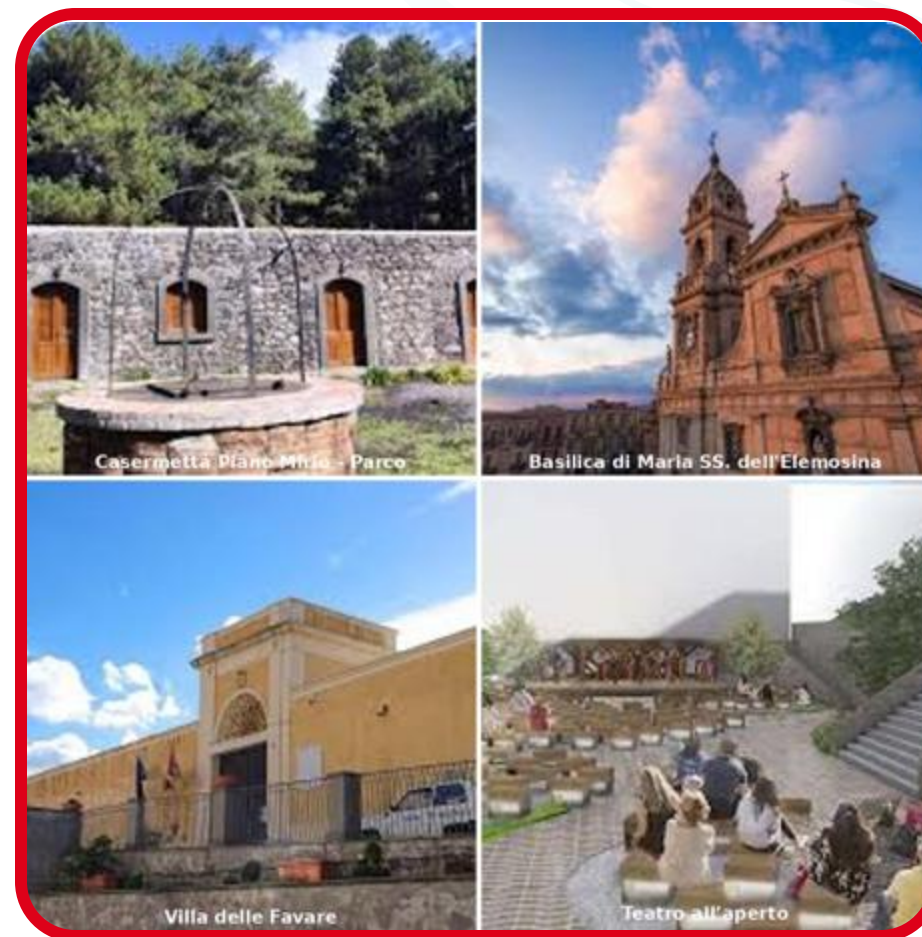
- Casermetta Piano Mirio - Etna Park
- Open-air Theatre
- La Fenice Theatre
- Basilica of Maria SS. dell'Elemosina
- Villa delle Favare

Food and Wine Productions:

- Etna DOC Wine
- Protected Designation of Origin (DOP) Prickly Pear
- Sicilian Blood Orange

Festivals and Events Calendar

- February/March → Carnival
- April 17–20 → Holy Week
- May → Etna Wine Forum
- October → Feast of San Placido and traditional costume parade of the Albanian Community



BRONTE

Places of Interest:

- Bronte Trail – Mount Ruvolo
- Nebrodi Park with mountain huts
- Trail of the Springs and Obelisk
- Snow Cave
- Nelson Castle, Multimedia Museum, and Library
- Art Gallery
- Sicilian Cart Museum (private)
- Churches: SS. Trinity, Santa Maria della Catena, Sacred Heart, San Silvestro, Santa Caterina

Food and Wine Productions:

- Protected Designation of Origin (DOP) Pistachio
- Filletta, an ancient sweet from Bronte

Festivals and Events Calendar

- February 3 → Patron Saint's Day
- April 18 → Easter Procession
- July 23 and 30 → Feast of San Biagio
- September → Bronte Pistachio Festival



Places of Interest:

- San Prospero Park
- Church of San Giuseppe
- Church of Maria SS. Immacolata

Food and Wine Productions:

- Sicilian Blood Orange
- Olive Oil
- Pomegranate
- Citrus Fruits

Festivals and Events Calendar

- April 17–20 → Holy Week
- September → Feast of Madonna delle Grazie
- September → Feast of San Prospero



CENTURIPE

Places of Interest:

- Regional Archaeological Museum
- Sacred Route from the Mother Church
- Dogana Park
- Roman Forum and Baths
- Villa Corradino
- Lava Canyons
- Saracen Bridge
- Cannizzola Badlands
- Dogana Theatre

Food and Wine Productions:

- Sicilian Blood Orange IGP
- Bersagliera – traditional biscuit

Festivals and Events Calendar

- April 17–20 → Holy Week
- April 20 → Teleri Exhibition
- April 24–26 → Orange Festival
- June → Festival of Peoples
- September → Procession of San Prospero and Santa Rosalia



VIDEO verticale CENTURIPÉ

MALETTTO

Places of Interest:

- Mother Church (Church of the Sacred Hearts of Jesus and Mary)
- Church of Saint Anthony of Padua
- Manfredi Maletta Castle
- Salvo Nibali Archaeological Museum
- Monte Maletto Forest
- Favare of Maletto
- Cernaro Cave

Food and Wine Productions:

- Maletto Strawberries
- Lentils

Festivals and Events Calendar

- February/March → Carnival
- July 4-6 → 86th Strawberry Festival
- September → Patron Saint Feast of Saint Anthony of Padua
- December → Christmas Markets



MANIACE

Places of Interest:

- Nebrodi Park / Etna Park
- Maniace Abbey
- Mother Church of San Sebastiano
- Church of San Gabriele
- Trail of the Springs
- Saracen Caves

Food and Wine Productions:

- DOP Provola Cheese of the Nebrodi
- Nebrodi Pork
- Nebrodi Beef

Festivals and Events Calendar

- February/March → Carnival
- May → Ricotta Festival
- May 17 → Livestock Fair
- August → Pear and Peach Festival
- August 18–19 → Feast of Madonna delle Grazie
- December → Nebrodi Nativity Scene



PATERNÒ

Places of Interest:

- Norman Castle
- Sanctuary of Madonna della Consolazione
- Monumental Cemetery
- Churches: San Francesco, Santa Barbara, San Marco
- Mother Church of Santa Maria dell'Alto
- Former Benedictine Monastery
- Museum of Ancient Art Church
- Museum of Rural Civilization and House Museum of the Storyteller
- Salinelle – Trail of the Mill Roads
- Ponte Barca Oasis (flamingos)

Food and Wine Productions:

- IGP Blood Orange
- Santa Barbara Nougat

Festivals and Events Calendar

- April 17–20 → Good Friday Procession
- May → Divine Comedy and Medieval Festival
- September → Handicraft Fair
- December 3–5 → Feast of Santa Barbara



VIDEO verticale PATERNO

RAGALNA

Places of Interest:

- Mitoraj-Teseo Screpolato Statue
- Piano Vetore – Nature Trail
- Church of Maria SS. Del Carmelo
- EtnAvventura – Adventure Park
- Cross-country Ski Track

Food and Wine Productions:

- Mela (DE.CO.)
- Mela Gelato-Cola, Slow Food Presidium
- Caliceddi, wild greens
- Nocellara Etnea – olive for EVO oil production

Festivals and Events Calendar

- May 9–11 → Tourism Fair
- May → Cherry Festival
- October/December → Autumn Festival of Ragalna
- September → Patron Saint Feast of Maria SS. Del Carmelo
- November 23 → Grand Trail Etna
- December 4 → Feast of Santa Barbara



SANTA MARIA DI LICODIA

Places of Interest:

- Cherubino Fountain and Aqueduct
- Norman Tower (Camparia)
- Historic Washhouse
- Belvedere Public Garden
- Mother Church of the Most Holy Crucifix
- Municipal Palace

Food and Wine Productions:

- Extra Virgin Olive Oil
- DOP Prickly Pear
- DOC Wines – Feudo Cavaliere, Millemetri white, red, and rosé
- Ferla Mushroom and Cardoncello Mushroom
- Sicilian Citrus Fruits and Other Fruits

Festivals and Events Calendar

- February 27 → Carnival
- July 16 → Feast of Madonna del Carmelo
- August 25–31 → Patron Saint Feast of San Giuseppe
- September (TBC) → Etna Gourmet Festival



Advertising campaign

EARTH, FIRE AND...

CONCEPT

The core idea is to **tell the story of the strength and richness of the Etna territory** by emphasizing the **connection between the natural element (earth), its primordial energy (fire)**, and its unique expressions — ranging from the spectacular **landscape** to the outstanding **food and wine excellence** — without overlooking its **history and traditions**.

Multisubject: EARTH, FIRE AND...



Multisubject: EARTH, FIRE AND...



EARTH FIRE FLAVORS

Sea air inland,
sun-ripened citrus,
pistachios nestled among lava rocks.
To be savored, unhurriedly.

Adrano | Belpasso | Biancavilla | Bronte
Catenanuova | Centuripe | Maletto | Maniace
Paternò | Ragalna | Santa Maria di Licodia

galetna.it




Gal Etna



PSR SICILIA 2014-2022 - MISURA 19
SOSTEGNO ALLO SVILUPPO LOCALE LEADER
SOTTOMISURA 19.2 - Azione "A REGIA GAL" - P.O. N. 1/2022

EARTH FIRE FLAVORS

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EARTH|FIRE|FLAVORS

Sea air inland, sun-ripened citrus, pistachios nestled among lava rocks.
To be savored, unhurriedly.

galetna.it

Adrano | Belpasso | Biancavilla | Bronte
Catenanuova | Centuripe | Maletto | Maniace
Paternò | Ragalna | Santa Maria di Licodia

Gal Etna



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Multisubject: EARTH, FIRE AND...





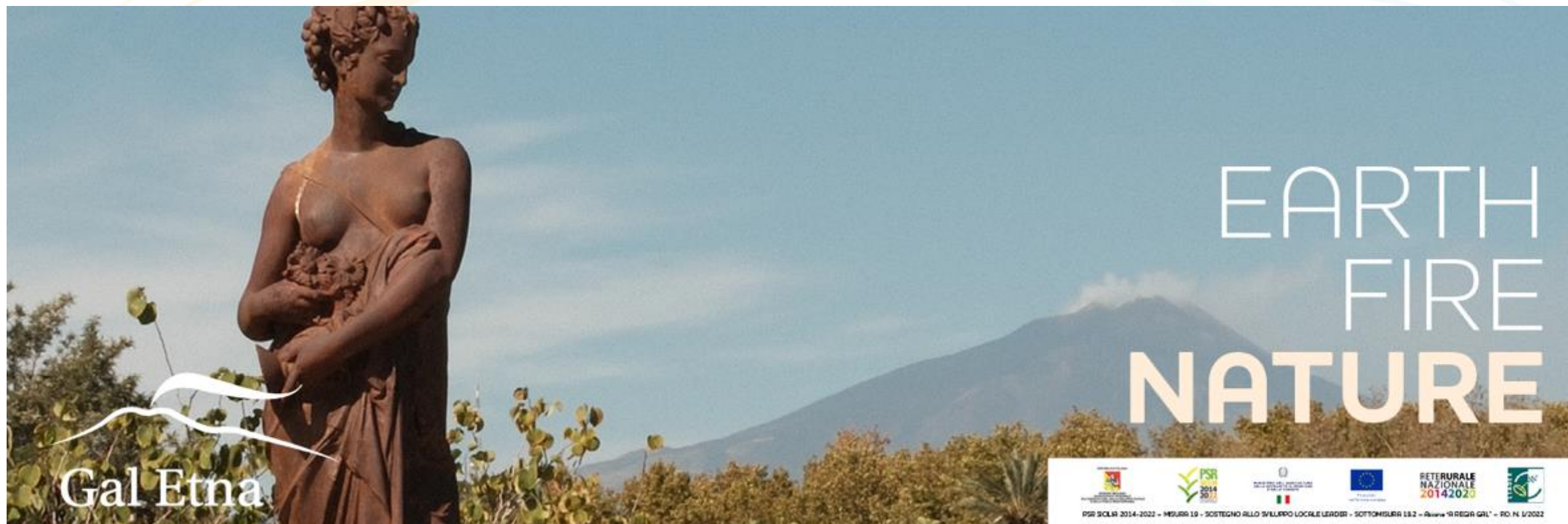
EARTH|FIRE|NATURE

Here, nature is not just to be seen – it's to be lived and wandered through
More than just a view, it's an experience

galetna.it

Adrano | Belpasso | Biancavilla | Bronte
Catenanuova | Centuripe | Maletto | Maniace
Paternò | Ragalna | Santa Maria di Licodia

Multisubject: EARTH, FIRE AND...



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PSR SICILIA 2014-2022 - MISURIS 19
SOSTEGNO ALLO SVILUPPO LOCALE LEADER
SOTTOMISURIS 1.2 - Azione "IN REGIA GAL"
P.O. N. 4/2022



PSR SICILIA 2014-2022 - MISURIS 19
SOSTEGNO ALLO SVILUPPO LOCALE LEADER
SOTTOMISURIS 1.2 - Azione "IN REGIA GAL"
P.O. N. 4/2022



PSR SICILIA 2014-2022 - MISURIS 19
SOSTEGNO ALLO SVILUPPO LOCALE LEADER
SOTTOMISURIS 1.2 - Azione "IN REGIA GAL"
P.O. N. 4/2022



PSR SICILIA 2014-2022 - MISURIS 19
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P.O. N. 4/2022

Multisubject: EARTH, FIRE AND...



Signage

Placement of signage in each municipality and in strategic areas identified by GAL ETNA



Informational signage of GAL ETNA with customized focus on each municipality and **QR CODE** (under construction) linking to the **website of the respective municipality**

VIDEO GAL ETNA



Paolo Teoducci

COO - True Italian Experience



A Growing Territory

Recent data show a strong recovery in the hospitality and tourism sector, which had been severely affected by the pandemic.

Sicily recorded **16.4 million overnight stays**, marking an increase of **+11.3%**.

The performance of **international tourism** was particularly strong, accounting for approximately **48.7%** of total overnight stays, with a significant growth of **24.8%**.

Province of Catania

Italians: arrivals increased by **+2.2%**, while **overnight stays** grew by **+4.9%**, with an average stay of **2.1 days**.

Foreigners: significant growth in both **arrivals (+23.6%)** and **overnight stays (+32%)**, with the average stay rising to **2.9 days**.

Hotel establishments: growth in **arrivals (+12.2%)** and **overnight stays (+13.8%)**, with the average stay remaining unchanged.

Non-hotel accommodations: continue to see an increase in flows, especially overnight stays, which grew by **+29.4%**, with the average stay increasing from 2.5 to **2.9 days**.

The B2B Tourism Network

Total Agencies/Tour Operators

(data as of January 2025 Sicily Region)

Sicily: 953 total, of which 111 are OTAs

Province of Catania: 238

City of Catania: 101

Municipalities of GAL Etna: 31

Sicily accounts for approximately **14%** of the Italian market.

There are **1.423** authorized **technical directors**, according to official data from the Tourism Department of the Sicilian Region.

These figures highlight a recovery in the tourism sector in Italy, with an increase in activities compared to previous years.

International Tourist Flows

Province of Catania

(2023 ISTAT data)

Germany: 11,4% - 142.000 overnight stays

DACH: 19,3%

France: 10,2%

USA: 10,2%

Poland 7,5%

Spain 6,4%

United Kingdom 5,8%

Foreign visitors have well surpassed **1 million overnight stays**, with a leap of **+32%**, significantly contributing to the strong performance of the hospitality tourism market in Catania.

The growth in international flows reflects the increasing attractiveness of the **Etna area**.

Overnight Stays

(Data as of January 2025 – Sicily Region)

Catania

Residents: 426.000

Non-residents: 689.000

Total: 1.116.000

Province of CT 2.251.000

GAL Etna

Residents: 25.000

Non-residents: 19.000

Total: 44.000

Tourism Offer

5-star Hotel: n. 2 281

4-star Hotel: n. 13 2.498

3-star Hotel: n. 29 1.424

Agritourism: n. 3 87

B&Bs: n. 271 1.808

Catania n. 446 9.278 beds

Province of CT n. 1.140 23.742 beds

4-star Hotel: n. 1 40

3-star Hotel: n. 8 376

Agritourism: n. 8 192

B&Bs: n. 31 189

GAL ETNA n. 56 938 beds

List of Travel Agencies/Tour Operators GAL Etna

AGENZIA/TOUR OPERATOR	COMUNE	INDIRIZZO	TELEFONO	E MAIL
AGALISE VIAGGI (Succursale)	ADRANO	Piazza G. Maggio, 4	095/7602758	target.travel@tiscali.it
DP VIAGGI	ADRANO	Via Vittorio Emanuele, 262/264	095/7603665	mlena@dpviaggi.it
MIKONOS 09 VIAGGI	ADRANO	Corso Garibaldi, 65	095/7602232	info@mikonosviaggi.it
SIMETHIA VIAGGI	ADRANO	Via Duca di Misterbianco, 33/35	095/6178612	gbulla97@gmail.com
ASTERIX TRAVEL	BELPASSO	Via 6^ Traversa, 53	095/2884980	info@asterixtravel.it
MERKABA VIAGGI	BELPASSO	Via Roma, 101	095/7912652	merkabaviaggi@hotmail.it
SAUDAGE VIAGGI	BELPASSO	SS 121 C.da Valcorrente, 23	095/7959021	info@saudageviaggi.it
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TRABUYWELL (Succursale)	BELPASSO	Via Setti Carraro , n. 81	06/99340334	direzione@travelbuyitalia.com
100X100 TRAVEL & TURISMO	BIANCAVILLA	Via Giulio Verne, 11	095/688092	magra.alfredo78@gmail.com
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VILLA TOUR AGENZIA DI VIAGGI	BIANCAVILLA	VIA VITTORIO EMANUELE 448	095/983934	
ALCANTARA VIAGGI	BRONTE	Corso Umberto, 192	095/7724544	alcantaraviaggi@tiscali.it
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WANDERLUST di Romeo Vanessa	MALETTA	V.le Lazio, 27/D	3714748954	gabrielecantarella10@gmail.com
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GIUSTE METE	PATERNÒ	Corso del Popolo, 12	095/2866008	giustemete@hotmail.com
MONCADA VIAGGI	PATERNÒ	Via V. Emanuele, 90	095/7977042	moncadaviaggi2@tiscali.it
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SUPERNOVA (Succursale)	PATERNÒ	Via Bellia, 125	095/9899250	patemo@freeturmail.com
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GAL ETNA

BEAUTY, NATURE, CULTURE, FLAVOURS, TRADITIONS

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GAL ETNA

BEAUTY, NATURE, CULTURE, FLAVOURS, TRADITIONS

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TASTE AND TRADITION: THE STRAWBERRY FESTIVAL OF MALETTO

Starting from 43€ per person

Food tour to discover one of the specialties
of the Etna area

[DISCOVER MORE](#)[BOOK NOW](#)

BRONTE: A JOURNEY THROUGH THE FLAVOURS OF ETNA

Starting from 75€ per person

Food and wine walk to discover pistachios,
in the shadow of the "Giant" Etna

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ETNA, EMOTION AND ADVENTURE: TREKKING AT SUNSET

Starting from 67€ per person

Guided sunset walk to discover the largest
volcano in Europe

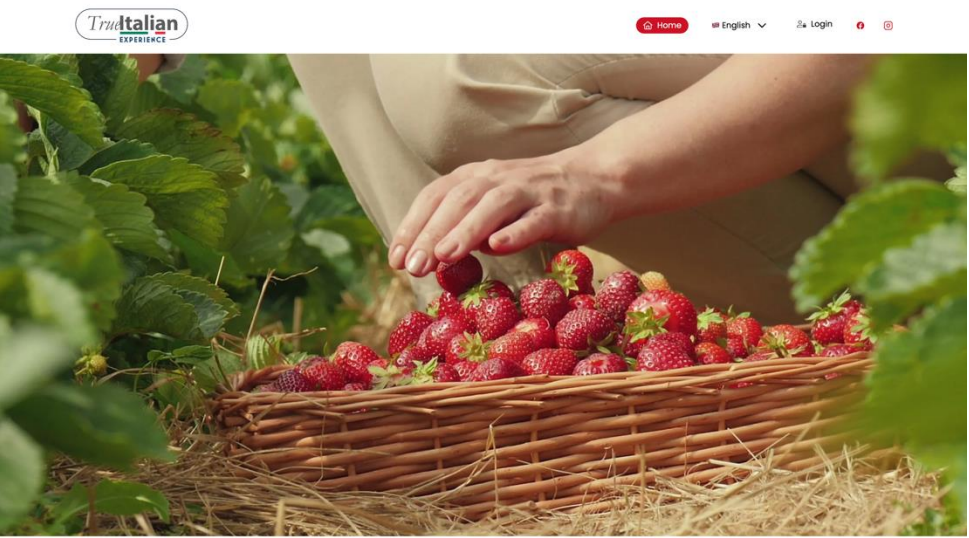
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MODENA'S GASTRONOMIC TREASURES: VISIT TO A VINEGAR FACTORY A

Starting from 109€ per person

Tour of a vinegar factory and a cellar in
Modena with tasting

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TASTE AND TRADITION: THE STRAWBERRY FESTIVAL OF MALETTO

FOOD TOUR TO DISCOVER ONE OF THE SPECIALTIES OF THE ETNA AREA

SHARE



The Strawberry Festival of Maletto is one of the most anticipated gastronomic events in the Etna area. Experience the festival that celebrates a true local specialty as a protagonist. Stroll through the historic center of Maletto, the highest village on the slopes of the volcano. Admire the stalls, meet the producers of the area and feel part of the atmosphere of the Etna tradition, made of songs, dances, colors and unforgettable flavors. A tasting of fresh strawberries, typical sweets, artisanal jams and other local specialties, for a unique experience to discover the tastes, aromas and traditions of a land that never ceases to amaze.

EXPERIENCE DETAILS

- Duration: 3 hours
- Language: Italian, English
- Availability: 04/07/2025, 05/07/2025, 06/07/2025
- Type: private tour
- Participants: minimum 1, maximum 8
- Difficulty: easy
- Cancellation: as reported in the general conditions section

from **44 €**
per person

Customize and book

Book online or at your travel agency

WHAT IS INCLUDED

guide (italian, english)

WHAT IS NOT INCLUDED

tasting. Everything that is not specified in the 'What's included' section



YOUR VISIT TO CATANIA



MALETTO

Starting point: Piazza Umberto I, Maletto (15 minutes before the scheduled time)
Departure time: Friday 4/07/2025 from 19:30. Saturday and Sunday from 10:30
Arrival point: Maletto center

DISCOVER MORE

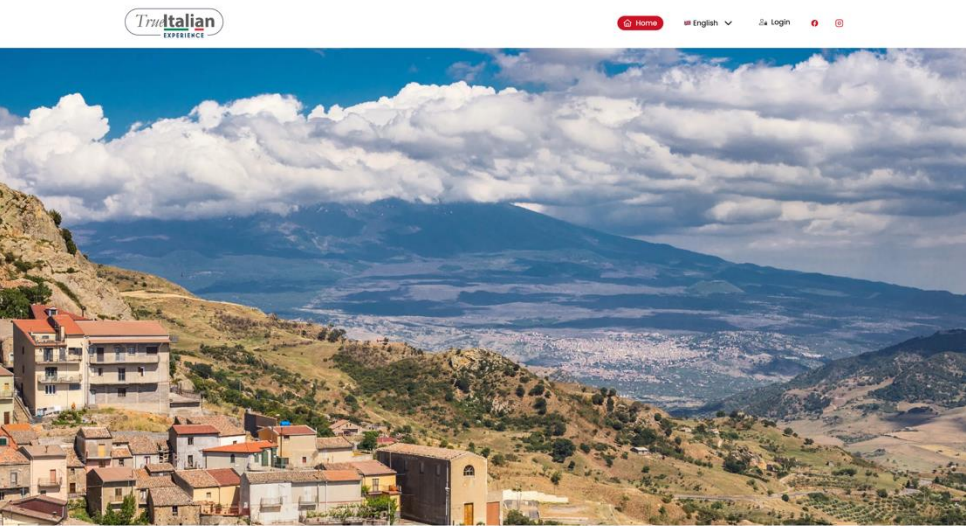


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BRONTE: A JOURNEY THROUGH THE FLAVOURS OF ETNA

FOOD AND WINE WALK TO DISCOVER PISTACHIOS, IN THE SHADOW OF THE "GIANT" ETNA



Bronte, a village nestled on the slopes of Etna, is the home of the most famous pistachio in the world. A day immersed in the wonder of the volcanic landscape among the rows of a pistachio grove nestled in an ancient crater, discovering the secrets of the cultivation of this local excellence, handed down from generation to generation. Enjoy a picnic based on typical products, among the scents and colors of the Etna territory, and a lunch in a local restaurant, featuring traditional cuisine. An authentic experience that combines nature, culture and unique flavors, in the living and precious heart of Etna.

- EXPERIENCE DETAILS
- Duration: 6-8 hours
 - Language: Italian, English
 - Availability: every day of the week, all year round
 - Type: private tour
 - Participants: minimum 4, maximum 8
 - Difficulty: easy
 - Cancellation: as reported in the general conditions section

from **75 €**
per person

Customize and book
Book online or at your travel agency

WHAT IS INCLUDED

Guide - a visit to a pistachio farm - a tasting - transfer on request

WHAT IS NOT INCLUDED

What is not indicated in the 'What's included' section



YOUR VISIT TO CATANIA



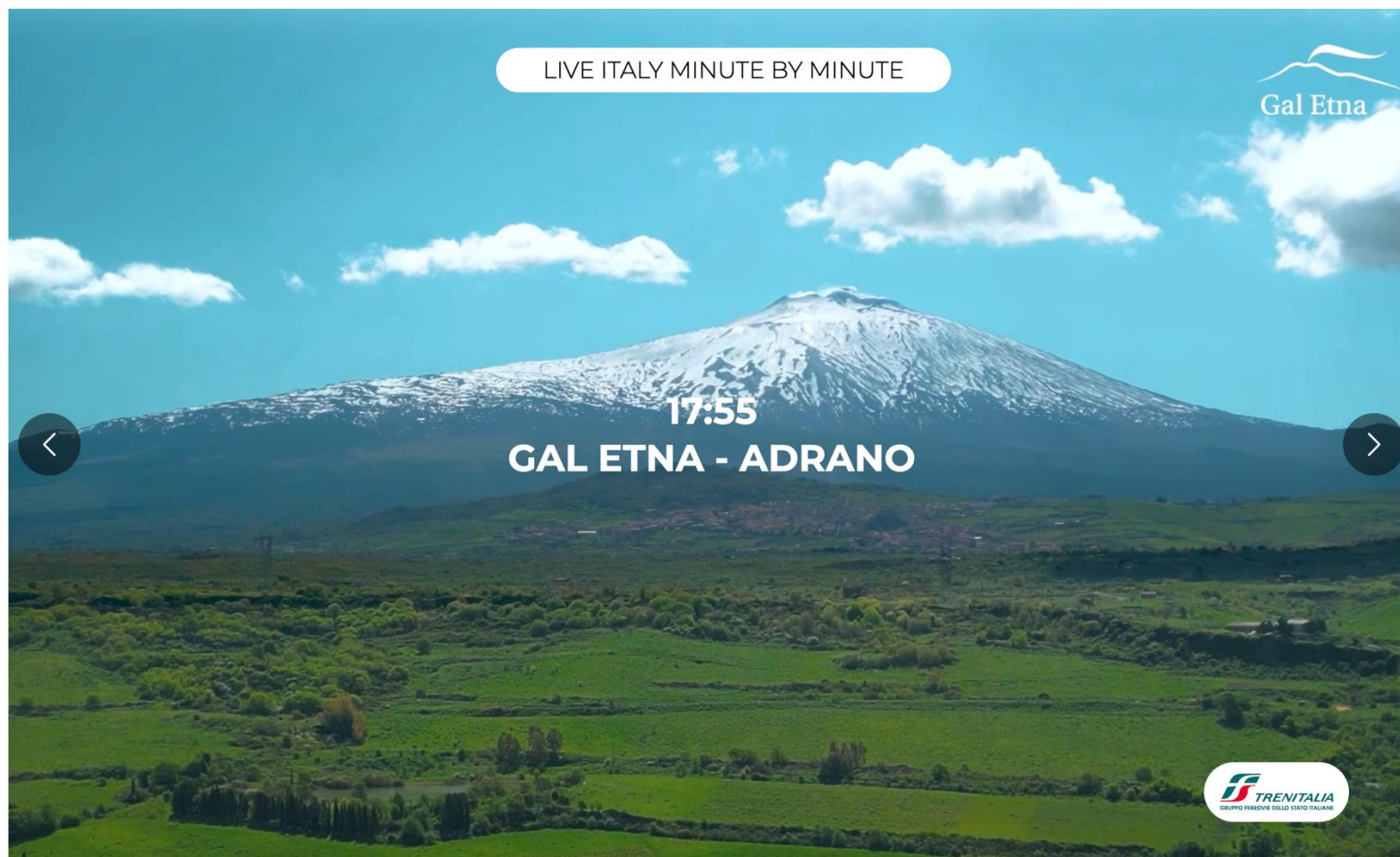
BRONTE

Starting point: Bronte
Departure time: 9:00
Arrival point: Bronte

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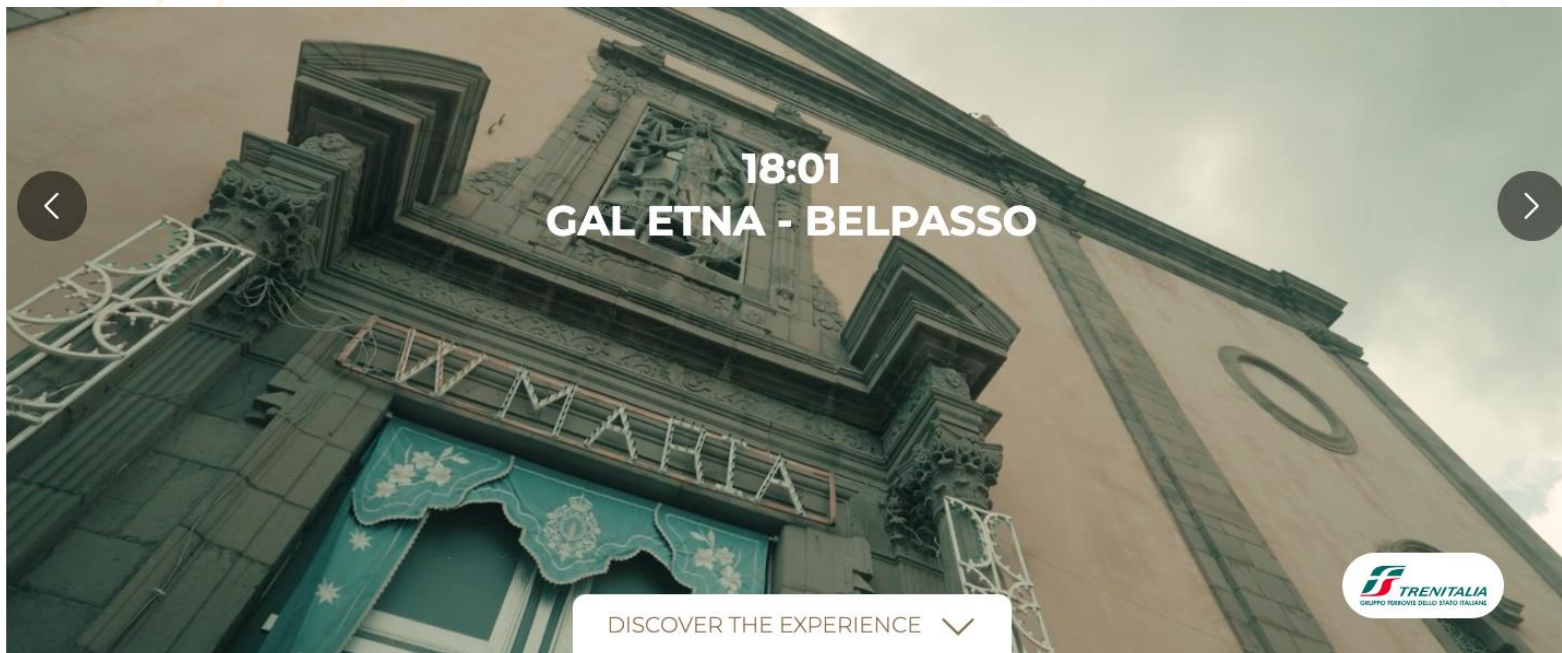


WHAT CAN YOU DO NOW IN ITALY?



WHAT CAN YOU DO NOW IN ITALY?





18:01 GAL ETNA - BELPASSO

Etna, with its landscapes shaped by fire and time, offers a unique spectacle in every corner that will leave you breathless. Embark on a guided trek at sunset. A customizable route of about 6 km, immersed in nature, which winds through lava flows, silent woods and a cave sculpted by the lava of the volcano. The destination is a panoramic point from which the sun, setting on the horizon, dyes the volcanic landscape with intense shades and paints the sky with brushstrokes of bright red. An experience made of emotion, silence and breathtaking views, in the majestic heart of the "Giant of Sicily".

from **67 €** per person

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ETNA, EMOTION AND ADVENTURE: TREKKING AT SUNSET

GUIDED SUNSET WALK TO DISCOVER THE LARGEST VOLCANO IN EUROPE

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Etna, with its landscapes shaped by fire and time, offers a unique spectacle in every corner that will leave you breathless. Embark on a guided trek at sunset. A customizable route of about 6 km, immersed in nature, which winds through lava flows, silent woods and a cave sculpted by the lava of the volcano. The destination is a panoramic point from which the sun, setting on the horizon, dyes the volcanic landscape with intense shades and paints the sky with brushstrokes of bright red. An experience made of emotion, silence and breathtaking views, in the majestic heart of the "Giant of Sicily".

EXPERIENCE DETAILS

- Duration: 4 hours
- Language: Italian, English, French, Spanish
- Availability: every day of the week, all year round
- Type: private tour
- Participants: minimum 1, maximum 8
- Difficulty: Easy/medium trekking
- Cancellation: as reported in the general conditions section

from **67 €**
per person

[Customize and book](#)

Book online or at your travel agency

WHAT IS INCLUDED

Pick up service directly from your hotel (if it is outside the municipality of the meeting point, the pick-up rates may vary) - Guide in Italian, English, French and Spanish - Nordic walking poles - Helmets and torches

WHAT IS NOT INCLUDED

What is not indicated in "What's included"



YOUR VISIT TO CATANIA



BELPASSO

Starting point: Belpasso, To be defined with the supplier at the time of booking.

Departure time: 16:30

Arrival point: The Cassone cave

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FIRE
ETNA**



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**ETNA, EMOTION AND ADVENTURE:
TREKKING AT SUNSET**

Starting from 67€ per person

Guided sunset walk to discover the largest volcano in Europe

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**THE SPLENDOR OF VENICE:
WALKING TOUR IN WONDER**

Starting from 176€ per person

Guided tour of St. Mark's Basilica and the Doge's Palace

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EARTH FIRE ETNA

GAL ETNA

GAL Etna is a **Local Action Group** established in 2005, operating as a Consortium Company in the foothills of Mount Etna, in Sicily. Its mission is to **enhance an extraordinary historical, artistic, cultural and environmental heritage**, strengthen the local economy, and improve the quality of life in rural areas, while also protecting the territory for future generations. It operates with European funds within the framework of the **LEADER Programme**, promoting natural, cultural, and agri-food resources.

The project focuses on organizing, managing and delivering services to promote the GAL Etna area.

- **GAL Etna enhances** the area's natural, cultural, food and wine, and tourism resources in an integrated manner, creating thematic routes that reflect a unified identity of the Etna region.
- **GAL Etna brings out** local features and experiences, promoting and communicating them globally through the production and distribution of multimedia content.
- **GAL Etna develops** a B2B communication network aimed at travel agencies and tour operators, as well as reaching the end consumer - the tourist - through dedicated webinars.

Athorò • Belpasso • Biancavilla • Bronte • Catenanuova • Centuripe • Maletto • Maricase • Paternò • Ragalna • Santa Maria di Licodia

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ENVIRONMENT, NATURE AND SPORT

Mount **Etna**, the highest active volcano in Europe, is a unique place where **environment, nature and sport** merge into an extraordinary experience. Its lunar landscape, shaped by lava flows and ancient forests, is home to remarkable biodiversity that changes with altitude. **Nature** lovers and hikers can explore trails winding through pine, chestnut and beech woods, while the crisp, clean air rejuvenates body and mind.

In winter, the slopes turn into a destination for skiing and snowboarding, offering breathtaking views of the sea. In summer, trekking, mountain biking and climbing attract sports enthusiasts from all over the world.

Etna is also an open-air laboratory for geologists and naturalists. All activities respect its fragile, fascinating ecosystem, with local guides promoting sustainable and responsible tourism.

To experience **Etna** means connecting with the primal energy of the earth.

FOOD AND WINE: UNIQUE EXCELLENCE

Etna is a land rich in unique food and wine excellence, where flavours are born from a generous and extraordinary volcanic soil. The **Bronte pistachio**, with its intense and unmistakable flavour, is one of the most prized symbols of this land. **Sweet strawberries** ripen on the slopes of the volcano, cultivated using traditional methods that enhance their aroma. The **IGP Sicilian Red Oranges**, juicy and rich in antioxidants, find in this microclimate the ideal environment to develop intense aromas and colours. The **Pickley Pears of Etna DOP**, with their sweet and refreshing pulp, are also an identifying fruit of the local peasant culture. **Etna wines**, such as **Etna Rosso** and **Etna Bianco**, tell the minerality and history of a living territory in every sip. The **extra virgin olive oil**, produced from centuries-old olive groves, is another local treasure. Artisanal cheeses and typical cured meats complete an authentic gastronomic offering. Markets and festivals celebrate each season with intense aromas and flavours. Restaurants and wine clubs offer unique sensory experiences between tradition and innovation. Eating on Etna means savouring its soul. A journey that conquers heart and palate.

ART AND CULTURE

GAL Etna is guardian of an **artistic and cultural heritage** rooted in centuries of history and tradition.

In the Etna villages, sacred art coexists with rural architecture – from Baroque churches and historic mansions to ancient lava stone washhouses.

Folk festivals, such as patron saint celebrations and **fire rituals**, reflect a vibrant, deep-rooted identity.

Local museums preserve the area's agricultural, artisanal, and volcanological memory, offering an authentic view of the territory. Workshops in ceramics, wrought iron and embroidery keep ancient crafts alive.

GAL Etna supports **cultural projects** that promote local creativity and the dialogue between tradition and innovation. Theatre performances, concerts and exhibitions bring life to squares and courtyards, fostering connections between locals and visitors.

Etna's primal energy continues to inspire art and storytelling.

Here, **culture and landscape** are woven into a collective story waiting to be discovered and shared.

DISCOVER MORE

FESTIVALS, CELEBRATIONS AND RELIGIOUS TOURISM

GAL Etna is a land rich in **traditions** brought to life through festivals, folk celebrations, and religious tourism.

Every village honours its patron saints with solemn processions, music, fireworks, and moments of heartfelt devotion.

Seasonal festivals celebrate local products such as pistachios, chestnuts, wine and strawberries, turning town squares into places of joy and community.

Religious tourism thrives in this area, with ancient churches, evocative sanctuaries and faith trails immersed in nature. Events such as the Santa Lucia festival in Belpasso or the Via Crucis on Mount Etna attract pilgrims and visitors from across Sicily. These celebrations also revive ancient songs, costumes and local flavours.

GAL supports these events as a way to strengthen community bonds and promote the region.

Tradition, spirituality, and hospitality come together in an authentic experience – a journey into the deep soul of Etna.

DISCOVER MORE

EARTH, FIRE, BEAUTY

There is an Etna you won't find in the guidebooks. Discover the most authentic side of Sicily, where every day is an experience woven from land, fire and beauty.

The Etna area is a journey that celebrates nature, history and authenticity.

GAL Etna preserves a land where **nature and beauty** merge in perfect harmony.

The landscape is dominated by the majestic volcano, shaping lava flows, centuries-old forests and stunning views.

From snow-covered peaks to terraced vineyards, every corner speaks of nature's strength and gentleness.

Nature reserves, hiking trails and rural routes offer immersive experiences among endemic flora and spectacular scenery.

Here, **beauty** is authentic – born of lava stone, dry-stone walls and clear skies.

The villages of GAL Etna retain an ancient soul, harmoniously set in a natural context of rare intensity.

The bond with the **earth** is direct, tangible, and revitalising.

GAL Etna promotes landscape protection and sustainable development.

To live this **earth** is to rediscover a deep connection with essential **beauty and nature**.

DISCOVER MORE

Main Partner

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Here, there's sea salt in the air, sun-kissed citrus fruits, and pistachios rooted in volcanic rock. Intense tastes that speak of a land with deep roots, forged by **earth, fire** and tradition. On the slopes of Etna, nature meets flavour in an explosion of authentic **tastes**. The volcano's **fire** nourishes a generous land, home to unique products like the Bronte Green Pistachio PDO: refined, intense, precious, with an unmistakable taste. Among fertile soils and sun-drenched hills grow juicy citrus fruits, wines born of volcanic strength, and fruits that embody the true essence of Sicily. Each bite is an encounter with the **earth** – a source of life, transformation, and nourishment.

GAL Etna. Where every flavour tells a story.

Adrano | Belpasso | Biancavilla | Bronte | Catenanuova | Centuripe | Maletto | Maniace | Paternò | Ragalna | Santa Maria di Licodia

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EARTH FIRE BEAUTY

Gal Etna

There is an Etna you won't find in the guidebooks. Discover the most authentic side of Sicily, where each day is an experience woven from **earth, fire and beauty**.

The Etna region is a journey that celebrates nature, history, and authenticity.

Belpasso enchants with its lava stone sculptures.

Ragalna is the gateway to the Etna Park.

Santa Maria di Licodia is a gem of traditions.

Bronte, the pistachio capital, and **Maletto**, famous for its strawberries, offer unique flavours.

Adrano and **Paternò** tell stories spanning centuries.

Maniace is renowned for its Abbey, better known as "Castello Nelson".

Catenanuova is a genuine agricultural village, while **Centuripe** – the "Balcony of Sicily" – stands out for its rich archaeological heritage and its distinctive shape which, seen from above, resembles a man lying across the hills.

In each of these places, the **earth** breathes, **fire** gives life and **beauty** reveals itself in the everyday details – in faces, landscapes, and gestures.

GAL Etna. Every step is a new discovery.

Gal Etna

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LIST OF TOUR OPERATORS OPERATING IN THE GAL ETNA TERRITORY					
Download: Elenco TO GAL webinar.xlsx					
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DP VIAGGI	ADRANO	Via Vittorio Emanuele, 262/264	095/7603665	milena.dp@viaggi.it	
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BELPASSO – ETNA

Trekking at sunset

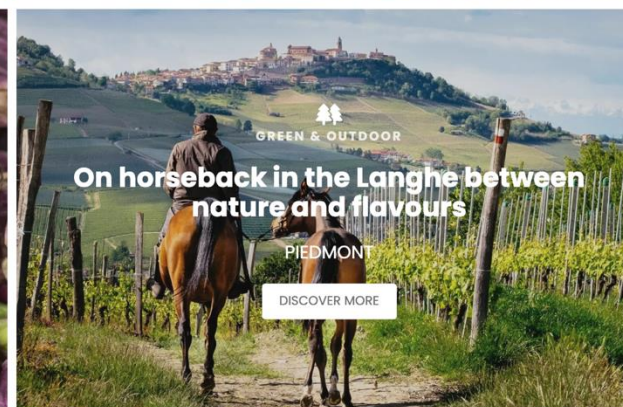
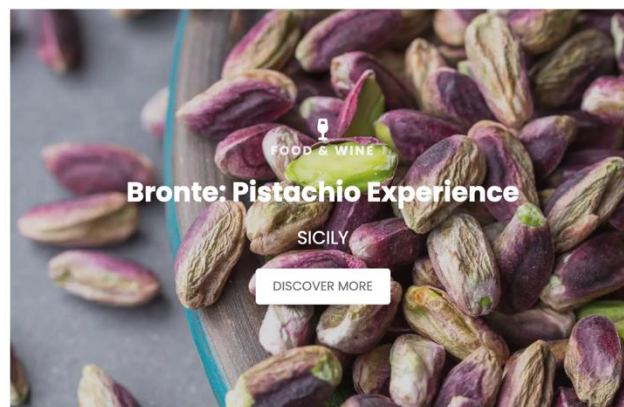
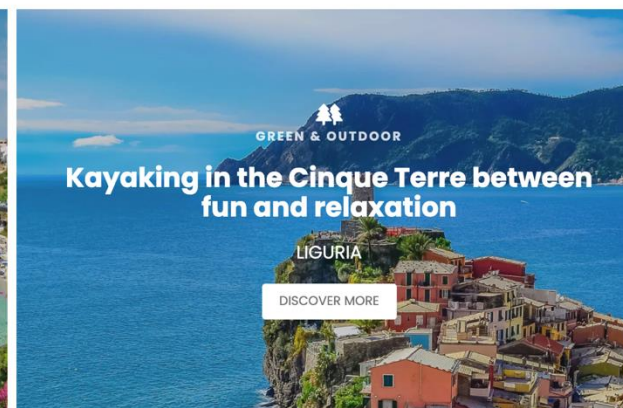
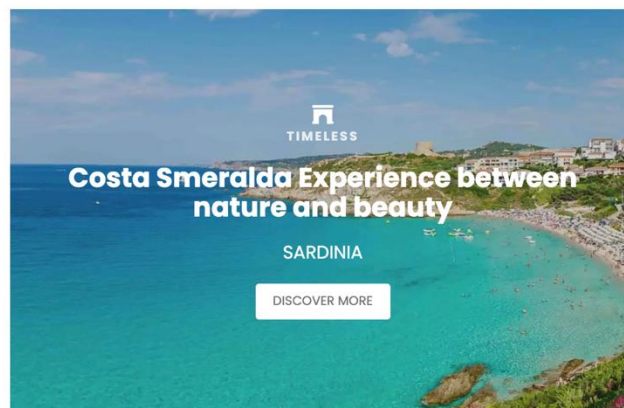
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Our Travel Experiences

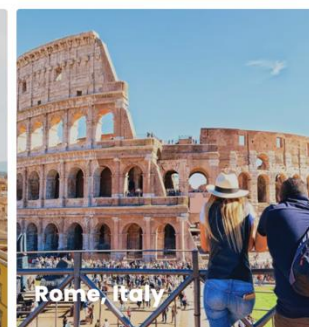
Explore all the offers in detail

See all of them

BEST SELLER



Explore destinations



Our Travel Experiences

Explore all the offers in detail

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TIMELESS



ART & CULTURE



FOOD & WINE



SPIRITUAL DESTINA...



GREEN & OUTDOOR



SPORT & WELLNESS



LA DOLCE VITA



UNESCO



TRAVEL PACKAGES



EXCLUSIVE

Naples, Capri, Herculaneum and Pompeii: Italian charm

5 DESTINATIONS 3 TRANSPORTS 5 NIGHTS

holiday package

Starting from
5.668 €
Total Price

Wonders of Apulia and Matera

9 DESTINATIONS 8 TRANSPORTS 7 NIGHTS

holiday package

Starting from
10.356 €
Total Price

Etna, emotion and adventure: trekking at sunset

1 EXPERIENCE

Etna: Earth, Fire, Beauty

Starting from
530 €
Total Price

Bronte: a journey through the flavours of Etna

1 EXPERIENCE

Etna: Earth, Fire, Beauty

Starting from
596 €
Total Price



Catania (Province), Italy

Bronte: a journey through the flavours of Etna

Etna: Earth, Fire, Beauty Created: Monday, May 26, 2025 - Departure: Tuesday, June 10, 2025 Ref ID: 27478973

Print



Share



Edit



Total price Starting from

596 €

Book this idea

Trip summary



8 Adults



10 Jun 2025 - 10 Jun 2025



Nights

0

This idea includes



Destinations

1



Experiences

1

Themes GREEN & OUTDOOR

About

Bronte, a village nestled on the slopes of Etna, is the home of the most famous pistachio in the world. A day immersed in the wonder of the volcanic landscape among the rows of a pistachio grove nestled in an ancient crater, discovering the secrets of the cultivation of this local excellence, handed down from generation to generation. Enjoy a picnic based on typical products, among the scents and colors of the Etna territory, and a lunch in a local restaurant, featuring traditional cuisine. An authentic experience that combines nature, culture and unique flavors, in the living and precious heart of Etna.

About the area

The Metropolitan City of Catania is a metropolitan city in Sicily, southern Italy. Its capital is the city of Catania. It replaced the Province of Catania and comprises the city of Catania and other 57 municipalities (comuni).

It was first created by the reform of local authorities (Law 142/1990) and then established by the regional law 15 August 2015.

More info

Included services

10 Jun

Experience



Bronte: a journey through the flavours of Etna

8 Tickets (Prezzo dell'esperienza: 8) 8 hours italiano

Bronte, a village nestled on the slopes of Etna, is the home of the most famous pistachio in the world. An immersive day in the wonder of the volcanic landscape among the rows of a pistachio grove nestled in an ancient crater, discovering the secrets of the cultivation of this local excellence, handed down from generation to generation. Enjoy a picnic based on typical...

See details

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Your trip summary ⓘ



Catania (Province)

149 €

(596 € Total price)

Confirm

2 Adults + 2 Children (12, 12 years old)

21 Jun 2025 – 21 Jun 2025

Change your trip

Nights 0

Destinations 1

Experiences 1

⚠ There has been changes with the original quotation

○ Total price per person changed from 75 € to 149 €

21 Jun



21 Jun



Catania (Province)

Do you want to add something else to your trip?

Add Accommodation

Add Rent a car



Bronte: a journey through the flavours of Etna

4 Tickets (Experience price: 4) ⌚ 8 hours italian 📄 Contract Tickets TIE - SLT020FDLIN

⚠ On request

✍ On request

Bronte, a village nestled on the slopes of Etna, is the home of the most famous pistachio in the world. An immersive day in the wonder of the volcanic landscape among the rows of a pistachio grove nestled in an ancient crater, discovering the secrets of the cultivation of this local excellence, handed down from generation to generation. Enjoy a picnic based on typical...

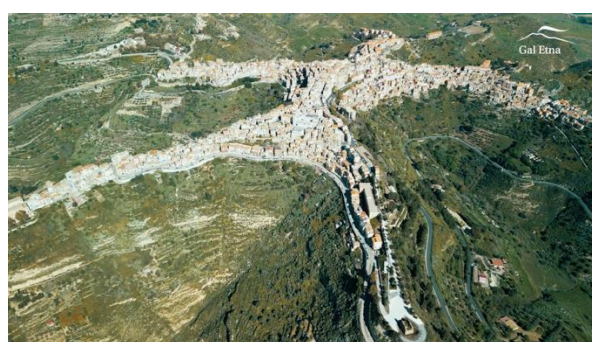
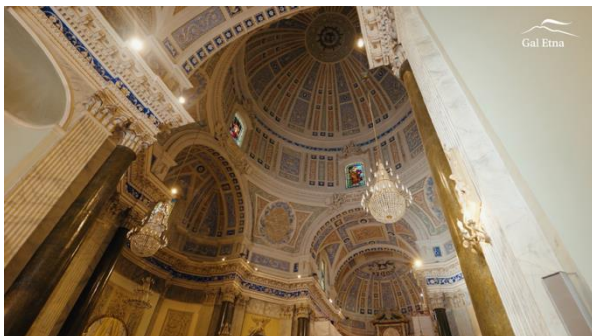
See details

Edit

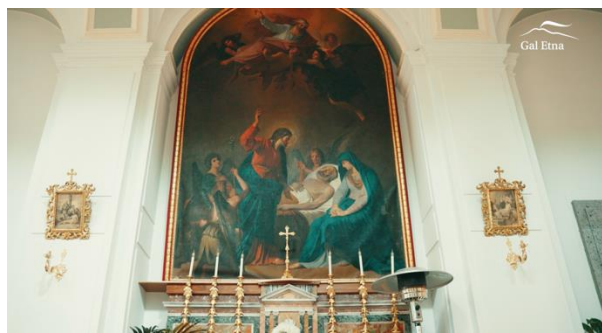
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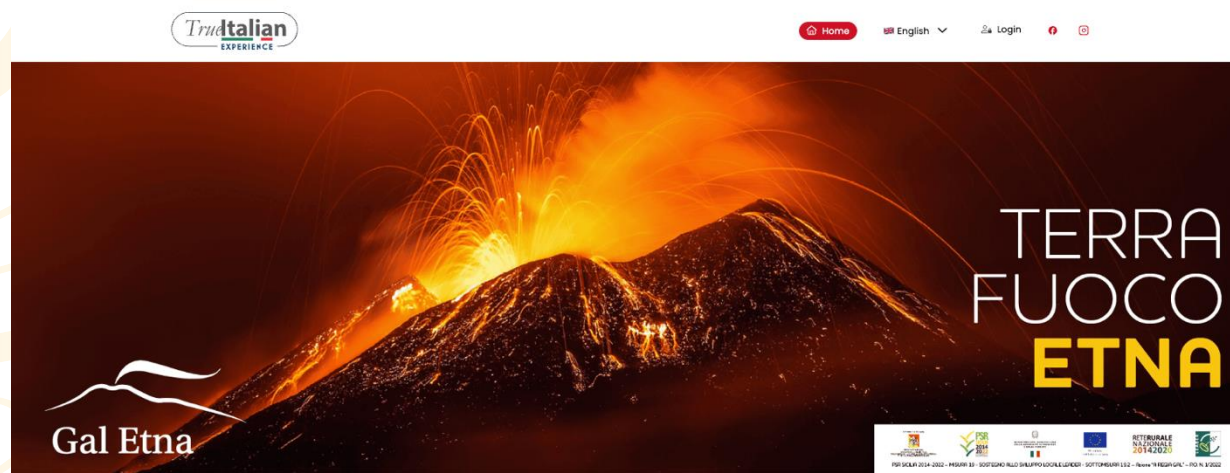
Agency data











SALES KIT

VIDEO

- Earth, Fire, **Nature**: link [here](#)
- Earth, Fire, **Flavours**: link [here](#)
- Earth, Fire, **Culture**: link [here](#)
- Earth, Fire, **Traditions**: link [here](#)
- GAL Etna, Earth, Fire, Beauty**: link [here](#)

WEBINAR IN ENGLISH

- **06/06/2025**: link [here](#)
- **12/06/2025**: link [here](#)
- 19/06/2025:
- 26/06/2025:

LIST OF AGENCIES/ TOUR OPERATOR IN GAL ETNA

Download: [Elenco TO GAL webinar.xlsx](#)

SLIDES PRESENTED IN THE WEBINARS

Nature: [GAL ETNA_webinar_ENG_LOW_06062025_final.pdf](#)
Flavours: [GAL ETNA_webinar_ENG_LOW_12062025.pdf](#)

INFORMATIVE VIDEOS

1. **Adrano**: link [here](#)
2. **Belpasso**: link [here](#)
3. **Biancavilla**: link coming soon
4. **Bronte**: link coming soon
5. **Catenanuova**: link [here](#)
6. **Centuripe**: link [here](#)
7. **Maletto**: link [here](#)
8. **Maniace**: link [here](#)
9. **Paternò**: link [here](#)
10. **Ragalna**: link [here](#)
11. **Santa Maria di Licodia**: link [here](#)

Il Sales Kit sarà costantemente aggiornato sino alla conclusione del webinar a fine Giugno 2025

Adrano | Belpasso | Biancavilla | Bronte | Catenanuova | Centuripe | Maletto | Maniace | Paternò | Ragalna | Santa Maria di Licodia

[galetna.it](#)





Thank you