



International Marketing Trends Conference



CULTURAL EVENT

Private Tour

Hidden Corners of Venice

Saturday 20ieth 2024 – 14:30-17:30

This tour offers a unique and off-the-beaten-path experience in Venice, allowing participants to explore lesser-known yet authentic parts of the city. Led by a local guide who loves her city, the tour provides insights into the history and stories behind various locations.

1. **Campo San Giacomo and Gobbo di Rialto** : Discover the historical heart of Venice, once a bustling commercial center, and learn about its significance.
2. **Casa di Marco Polo** : Explore lesser-known alleys to reach Campo Santa Marina, where you'll uncover the location of Marco Polo's house and the "Milion" courtyard.
3. **Basilica dei Santi Giovanni e Paolo** : Visit the Basilica, the final resting place of numerous Venetian doges and other important figures in the city's history.
4. **Libreria Acqua Alta** : Experience a unique bookstore hidden in a courtyard, creatively addressing the issue of high water levels by placing books on boats and other floating elements.
5. **Santa Maria Formosa** : Explore Campo Santa Maria Formosa, in front of the church's façade, and discover the deformed mascherone believed to ward off the devil from ringing the bells.
6. **San Zaccaria** : Discover the secrets and history of the San Zaccaria area, known for its church and its connection to Venetian traditions.
7. **Palazzo Grimani** : Conclude the tour with the fascinating Palazzo Grimani, gaining insights into its rich history and architectural significance.

If you have already
registered for the
conference and wish to
add the tour to your
registration, use the
[SPECIAL GUEST LINK](#).

The tour aims to provide a panoramic and enjoyable stroll, allowing participants to see Venice with fresh eyes, uncover secrets, and appreciate hidden gems often overlooked by mainstream tourism.