

WINNER OF THE 2019 ITALIAN SUSTAINABLE TOURISM AWARD

Palazzo Seneca Relais & Chateaux

4*Superior Hotel, Norcia (Umbria), Italy

The **Italian Responsible Tourism Award - TRI** was founded with the aim of promoting a culture of responsibility in tourism and the people, businesses and entities that, in Italy and in the world, distinguish themselves in this area. Respect for the environment, biodiversity, culture and local communities: these are the fundamental values of responsible tourism, associated with all types of travel. **The Award is inspired by the criteria of the Global Sustainable Tourism Council (GSTC)**, developed by the tourism community also as a response to the global challenges of the United Nations "Millennium Development Goals", where poverty reduction, rights categories and sustainability are the main transversal problems.

Title of the Project and Package proposed below:

Norcia, where History and Tradition embrace Nature.

Award motivation: "Palazzo Seneca has embraced the mission of ensuring a rational and lasting development of the area, with the awareness that the destination in which it is located must be appreciated and valued in order to be passed on to future generations".

Our Sustainable Approach - We Care About Our Destination

Palazzo Seneca was born from the idea of Vincenzo and Federico Bianconi, the latest generation of a family of hoteliers since 1850. Their strong attachment to the territory in which they operate and the willingness to preserve the traditions of their region and to make it known all over the world was the stimulus behind the creation of this hotel.

Since the beginning of its operations, Palazzo Seneca wanted to be a different hotel and to target a diverse set of guests interested in sustainability. To do so, the Bianconi family knew that the best way to promote their land was to keep it as original as possible. The Palazzo underwent a major restoration and has reported no damage after the seismic event which hit Norcia and its surroundings in 2016. The restoration undergone at Palazzo Seneca aimed at preserving its original decorations and design and, to achieve this objective, more than 95% of the hotel decorations, furniture and ornaments came within the Umbria region. The idea was to make guests feeling at home in an Umbrian Palace, eliminating the idea of both sterile and fancy environments to deliver the warmth and fascination of a place rich in history.

Palazzo Seneca is a responsible and successful hotel project for safeguarding the environment, making guests' stay eco-sustainable without sacrificing comfort, luxury and exclusivity. From sustainable electric autonomy to the choice of eliminating the use of plastic for staff and guests. From the use of seasonal ingredients for the kitchen to the close collaboration with suppliers participating in eco-certification programs. Action towards the local community is also a key aspect for the property and guests are encouraged to know and purchase local products. Internally, local voluntary actions are suggested and the use of sustainable practices in the daily life are proposed to each employee. With this vision, Palazzo Seneca promotes the culture of organic food and the territorial approach by orienting development towards the conservation of resources, environmental sustainability, the enhancement of local differences and, therefore, the quality of life.

TOURIST PACKAGE : Norcia, where History and Tradition embrace Nature

DAY ONE

- Arrival in Norcia and check-in at Palazzo Seneca
- Guided tour in the historic center of Norcia and to the local sausage, cheese and chocolate suppliers
- Participation in Vespers or Compline sung in Latin and Gregorian by the international community of Monks at the Monastery of San Benedetto in Monte, Norcia
- Dinner at the Granaro del Monte 1850 restaurant, the oldest restaurant in Umbria
- Overnight at Palazzo Seneca

DAY TWO

- Breakfast with typical local products overlooking the Sibillini Mountains
- Search for the delicious black truffle, a ricotta school with a local shepherd and a picnic in the woods
- Private guided tasting of selected white Umbrian wines with our sommelier at Palazzo Seneca
- Dinner at the Vespasia restaurant, 1 Michelin star
- Overnight at Palazzo Seneca

DAY THREE

- Breakfast with typical local products overlooking the Sibillini Mountains
- 4-hour excursion with a walk in the woods and gathering flowers and berries for a possible cooking school with herbal teas and sweets and possible treasure hunt in the woods for kids
- Dinner at the Granaro del Monte 1850 restaurant, the oldest restaurant in Umbria
- Overnight at Palazzo Seneca

DAY FOUR

- Breakfast with typical local products overlooking the Sibillini Mountains
- Cooking school with the local Chef at Casa Bianconi * with informal tasting
- Check-out

* Casa Bianconi: historic building located behind Palazzo Seneca. Currently the residence of the Bianconi family, owners of Palazzo Seneca. In their historic common room cooking schools are held with a local chef interested in handing down local recipes.

