

Italy Destination Spotlight – Editorial Send

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Element	Copy Suggestions (a few options)
Subject Line	Italy awaits your wanderlust
	Ciao, Italy! Adventure awaits.
	From pizza to piazzas: Discover Italy
	Pizza, pasta, perfection: Explore Italy
	Your dream Italian getaway awaits
Preview Text	<i>La dolce vita</i> is calling.
	An unforgettable Italian adventure awaits.
	Get lost in Italy's enchanting beauty.
	Experience Italian culture and cuisine.
	Escape to Italy's breathtaking destinations.
Header	Spotlight on: Italy
Body Copy	<p>Timeless and charming, Italy combines ancient relics with contemporary delights, making it a source of international inspiration. Aside from its idyllic landscapes, Italy's appeal lies in its rich culture, art, and cuisine.</p> <p>Explore its picturesque cities, indulge in delectable bites, and welcome the warm embrace of <i>la dolce vita</i>.</p>
CTA	<i>Andiamo!</i>
	Discover Italy
	Learn more

	Explore Italy
CTA Link	https://www.viator.com/Italy/d57
Recommended reads	Recommended reads
Article 1 Header	8 Essential Stops on Italy's Florence to Amalfi Road Trip
Article 1 Body	Savor the journey to Amalfi by slowing down and stopping at these eight must-see destinations.
Article 1 CTA	Read more
Article 1 Link	https://www.viator.com/blog/Essential-Stops-on-Italys-Florence-to-Amalfi-Road-Trip/I98790
Article 2 Header	7 Epic Multi-Day Hikes for Your Next Italian Vacation
Article 2 Body	Hike through the country's most scenic regions and immerse yourself in Italy's natural beauty.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/Epic-Multi-Day-Hikes-for-Your-Next-Italian-Vacation/I94039
Article 3 Header	Top Tips for Finding Authentic Gelato in Italy
Article 3 Body	Not all gelatos are made equal, skip the tourist traps and frequent gelaterias favored by locals.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Top-Tips-for-Finding-Authentic-Gelato-in-Italy/I93992
Article 4 Header	8 Dreamy Islands in Italy You've Probably Never Heard Of

Article 4 Body	Sicily and Venice may be tourist hot spots, but Italy has more than 400 islands to explore.
Article 4 CTA	Read more
Article 4 Link	https://www.viator.com/blog/Dreamy-Islands-in-Italy-Youve-Probably-Never-Heard-Of/193971
Product list header	More Italy experiences:
Product 1 Header	Tuscany Day Trip from Florence: Siena, San Gimignano, Pisa and Lunch at a Winery
Product 1 CTA Link	https://www.viator.com/tours/Florence/Tuscany-Day-Trip-from-Florence-Siena-San-Gimignano-Pisa-and-Lunch-at-a-Winery/d519-5070TUSCANY
Product 2 Header	The Original Entire Vatican Tour & St. Peter's Dome Climb
Product 2 CTA Link	https://www.viator.com/tours/Rome/2-in-1-Entire-Vatican-Tour-and-Terrace-of-Saint-Peter/d511-5831P75
Product 3 Header	Cinque Terre Day Trip from Florence with Optional Hiking
Product 3 CTA Link	https://www.viator.com/tours/Florence/Cinque-Terre-Hiking-Day-Trip-from-Florence/d519-5070CINQUE
Product 4 Header	Classic Bologna Food Tour
Product 4 CTA Link	https://www.viator.com/tours/Bologna/Classic-Bologna-Food-Tour/d791-86113P1