

4th Dec 2015

To the City of Martina Franca, Italian press and Tutor Consum Italia,

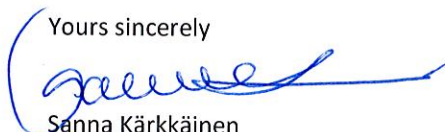
Rovaniemi is **The Official Hometown of Santa Claus®** and the Capital of Lapland in Finland. Our town at Arctic Circle welcomes nearly half a million visitors each year world wide. The number of Italian travellers to our city has always been remarkable and we gain around 15 000 – 20 000 annual overnights by Italian travellers in a year - the most popular season being December.

We were informed about the Christmas event held in Martina Franca, Italy, held in November. The event organizer Mr Antonio Rubino, who held the press conference in Rome, misleadingly stated in the material that the event was organised in collaboration with Rovaniemi (https://www.youtube.com/watch?v=kvvGR_IH-c&feature=youtu.be - <https://www.youtube.com/watch?v=fVQP1lnkDKk> , <https://www.youtube.com/watch?v=53ICldEriKM> - <http://letteradasantaclaus.com/it>, http://www.trmtv.it/home/cultura/2015_11_01/96879.html <http://www.santaclausitalia.it/>).

We want to assure that Rovaniemi City, Visit Rovaniemi / Rovaniemi Tourism & Marketing Ltd has not been in any cooperation with the event organizer, Mr Antonio Rubino. Neither the press conference nor the event itself has anything to do with City of Rovaniemi and our destination marketing company. It seems like some of our images and videos have been partly used without a permission for this event. All this will lead on our side to legal actions to the organizer, Mr Rubino.

On behalf of Visit Rovaniemi,

Yours sincerely



Sanna Kärkkäinen
Managing Director
Visit Rovaniemi / Rovaniemi Tourism & Marketing Ltd

Visit Rovaniemi / Rovaniemi Tourism & Marketing Ltd provides the information of Rovaniemi tourism services and events. Company co-ordinates Rovaniemi City marketing and regional joint-marketing, congress service and provides the official tourist information.