



Regione Calabria

Dipartimento Turismo, Marketing Territoriale, Trasporto Pubblico Locale e Mobilità Sostenibile

PRESS RELEASE

Calabria in London for the World Travel Market 2025

Calabria Region takes part in the World Travel Market (WTM) in London, one of the main global tourism events, as an emerging destination for international travellers. In fact, an increased tax of arrivals (29,9%) and presences (23,5%) and a remarkable internationalization rate of 20.5% have been achieved during the period from January to August 2025 - an extraordinary historic record that highlights the strong appeal of the regional territory

Calabria Region will be at WTM with its brand Calabria Straordinaria and 11 calabrian tourism operators and will showcase the unexplored authenticity of the heart Southern Italy, with its ancient history, rich culture, and natural beauty.

The Region aims to promote its cultural and artistic appeal through the exhibition of a precious copy of Codex Purpureus Rossanensis VI c. manuscript, celebrating the 10° anniversary of its inscription into the list “Memory of the World” of UNESCO.

The WTM represents a strategic opportunity for Calabria to promote its territorial identity, the uniqueness of its historical and nature heritage, as well its high-quality food and wine traditions and its places that are full of charm, such as hamlets which represent the deep soul of the Region.

This is an authentic land, surrounded by more than 800 km of coastline, overlooking two seas, the Ionian and the Tyrrhenian with green mountain and lush but also trails, cycle routes and religious paths: designed for travellers who seek a deeply emotional and introspective journey.