

Campania Steps Up as a Leading Mediterranean MICE Destination at IMEX Frankfurt 2026

Authenticity, heritage and innovation: Campania strengthens its position in the global meetings industry

The Campania Region will participate in **IMEX Frankfurt 2026**, the most important European event dedicated to the global MICE industry – Meetings, Incentives, Conferences and Exhibitions – scheduled in Frankfurt from **19 to 21 May 2026**.

Campania's participation in IMEX is part of an international promotion strategy aimed at consolidating the region's position among the most dynamic and attractive MICE destinations in the Mediterranean, also ahead of the upcoming America's Cup.

MICE in Campania – Steady Growth

In recent years, the congress segment in Campania has recorded steady growth. Naples, in particular, has entered the top 60 destinations worldwide for international events, a result that reflects the ongoing transformation of the region's business tourism sector as a whole.

*"Our participation in IMEX Frankfurt is a fundamental opportunity to show the international market a Campania that is contemporary, competitive and increasingly credible in the MICE sector", declares Campania's Regional Councillor for Tourism, **Enzo Maraio**. "Our strength lies in combining cultural heritage, modern infrastructure and the authenticity of our landscapes. Campania is more than an extraordinary tourist destination — it is an organised system capable of hosting world-class congresses, conventions and experiential events, generating value across all five provinces".*

Campania's Vision of MICE: Connections, Territories, Value

*"Our goal," says Regional Councillor **Enzo Maraio**, "is to build solid connections between destinations, operators and the international market. Campania offers a MICE model that brings together major cities and inland areas, culture and innovation, sustainability and genuine hospitality — coherent, tailored experiences with a strong human dimension."*

At IMEX Frankfurt 2026, the Campania Region will present its business tourism ecosystem to international buyers, showcasing a dedicated MICE digital portal and an integrated network of operators, congress venues and local stakeholders.

The participation is designed to strengthen Campania's international profile, attract high-quality visitor flows and extend the benefits of tourism beyond the peak season and across all five provinces.

*"Our presence at IMEX," concludes Regional Councillor **Enzo Maraio**, "builds on the international promotion work already underway across key European hubs, including Frankfurt Airport, where a regional tourism brand campaign is currently running. It's all part of an integrated strategy to*

reach travellers and decision-makers at the key moments and places that shape international travel choices."