

PRESS RELEASE

REGIONE LAZIO PROMOTES CONFERENCE TOURISM AND MICE SECTOR AT IMEX FRANKFURT 2026

Regione Lazio will once again play a key role at IMEX Frankfurt, the most important European exhibition dedicated to conference tourism and the MICE (Meetings, Incentives, Conferences and Exhibitions) sector, scheduled from May 19 to 21, 2026, at Messe Frankfurt, with its own space within the ENIT/Italia area.

Numerous companies, highly specialized in the organization of events, conferences, incentive travel, and luxury experiences, have been selected to represent the Lazio Region and to promote increasingly competitive, innovative, and regionally widespread offerings on the international markets.

"Conference tourism is a strategic asset for Lazio - declares Elena Palazzo, Assessore al Turismo della Regione Lazio - an opportunity to enhance our excellences all year round, to encourage the deseasonalization of tourist flows, and to generate significant economic returns. By participating in the event, Regione Lazio confirms its commitment to concretely supporting the businesses operating in the MICE sector and to strengthening the positioning of Lazio as a quality international destination for major events, conferences, and incentive travels".

Personalised B2B agendas will be available to Lazio operators, who will be able to interact with international buyers, presenting proposals about corporate events and immersive experiences in sport, culture, cinema, wellness, boating industry, and luxury hospitality.

Imex Frankfurt 2026 will also see the participation of several companies, which will promote exclusive events in historic homes and generally not visitable venues, organize important international conferences between Rome and the Pontine area, develop MICE and team-building programs

between Rome and the Castelli Romani, and offer innovative experiences inspired by theatre and cinema”.

"We want to showcase a Lazio Region that goes behind traditional destinations - adds Palazzo - the MICE sector represents a fundamental opportunity to promote high-quality, sustainable, and widespread tourism, and to value less known authentic, extraordinary territories".

"The participation in IMEX - concludes the Assessore - is a valuable occasion to strengthen Lazio's international competitiveness and to encourage a local business growth through an integrated promotion that combines tourism, culture, sport, major events, and hospitality excellences".