

MEDITERRANEAN CALLING

Calabria, Sardinia and Sicily:
Southern Italy on the Thames

An exclusive networking evening celebrating
Calabria, Sardinia & Sicily



Welcome to Mediterranean Calling – Calabria, Sardinia and Sicily: Southern Italy on the Thames, an event bringing three extraordinary regions and three different expressions of Italy’s Mediterranean spirit into the heart of London.

The initiative is fruit of a desire to provide practical support for destinations affected by Cyclone Harry. Reporting events accurately does not mean downplaying their impact but, rather, preventing material damage from being compounded by reputational damage potentially affecting visitors’ choices, businesses and local communities.

Mediterranean Calling is part of a promotional programme supported by the Government and launched with the Welcome to the Dream, Welcome to Italia campaign. This event is one of its initiatives aimed at the UK, one of the most important markets for Italy’s tourist industry. Indeed, in 2025, over seven million British travellers chose to visit Italy, generating 34.9 million overnight stays and spending in excess of 5.3 billion euros.

Calabria, Sardinia and Sicily continue to be welcoming, vibrant destinations brimming with opportunities. In addition to the coasts, they offer villages, inland areas, parks, walking routes, culture, archaeology, craftsmanship and culinary specialities, with a heritage that caters to British visitors’ desire to explore a more authentic and surprising side of Italy.

This event on the Thames will further enhance ENIT’s dialogue with the media and industry professionals in one of Italian tourism’s most important markets. Our goal is to provide an accurate and appealing representation of these regions, build relationships and create new development opportunities.

When we promote these regions, we support their communities and acknowledge the economic, cultural and social value of tourism. Because the wonders of Southern Italy never cease.

Augusto Sartori

BOARD MEMBER OF ENIT - ITALIAN TOURIST BOARD





UN VALORE IDENTITARIO INESTIMABILE CHE ATTRAIE IL TURISMO BRITANNICO

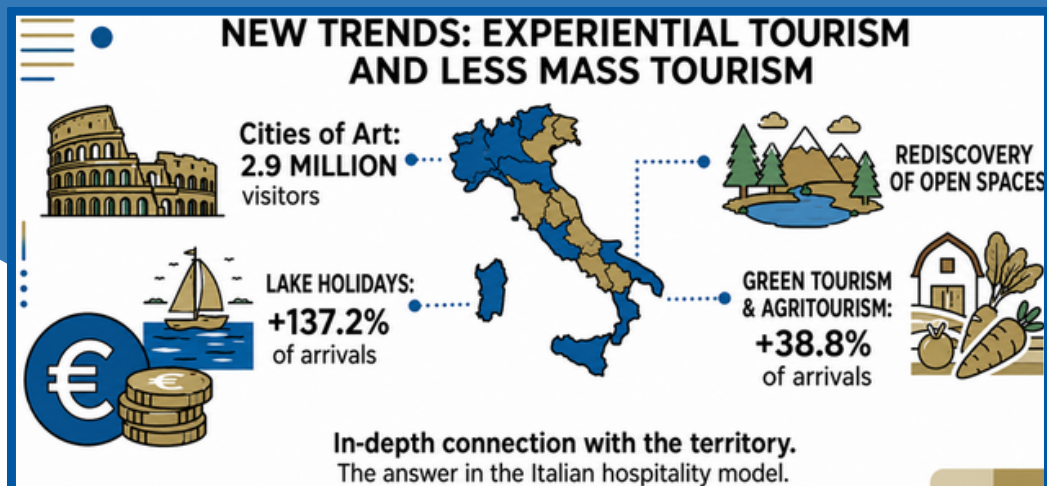
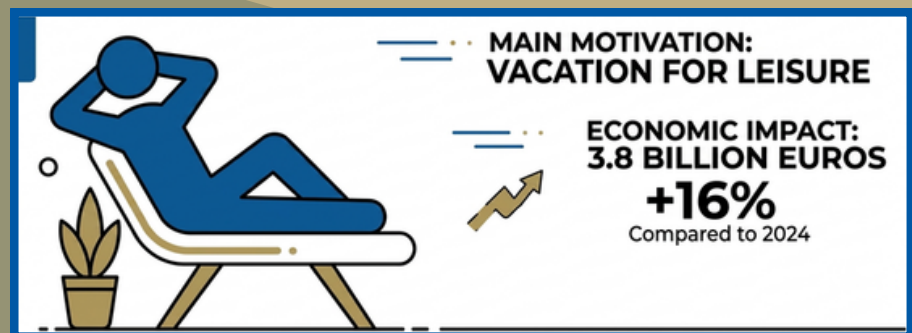
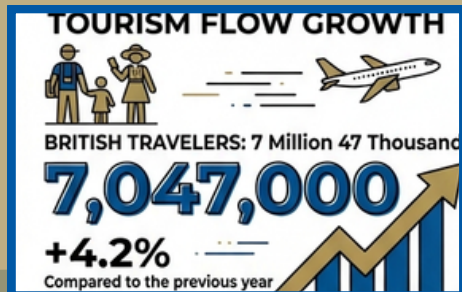
The **United Kingdom** remains a cornerstone of the **Italian tourist economy**. In **2025**, the number of **British visitors** to our country reached **7 million and 47 thousand**, a **4.2%** increase on the previous year. This is not merely a growth trend but confirmation of Italy's ability to maintain its appeal within a highly competitive global market.

Italy's added value lies in its unique **identity**. Cultural authenticity - ranging from **historic villages** through **food and wine traditions** to unique **landscapes** - is the true power behind the country's competitive edge. The challenge for the future, however, is not simply to grow the numbers but to establish a form of tourism that is intrinsically sustainable: environmentally responsible, socially inclusive and economically balanced.

2025 saw a **change in the habits of British visitors**. The main reason for choosing Italy remains **leisure** holidays which, with **4.5 million travellers**, generated a significant **economic impact** of **3.8 billion euros, up 16% on 2024**.

This said, interest is shifting towards more experience-based and less mass-market forms of tourism. Cultural holidays in art cities remain a key attraction, with **2.9 million visitors**, although the great **outdoors** has made a come-back, with **lake holidays** recording a **137.2% surge** in arrivals, while the **green tourism** and **farmhouse holiday** segment has grown by **38.8%**. British visitors continue to seek a deep connection with the local area, a wish granted to perfection by the Italian hospitality model.

TOURISM FROM THE UNITED KINGDOM TO ITALY: AN ECONOMIC MAINSTAY



FOCUS REGIONS: CALABRIA, SARDINIA AND SICILY

British tourist behaviour in 2025 showed divergent trends across different parts of the country, offering food for thought on how to promote products catering to new and segmented reasons for visiting.



CALABRIA

This region has enjoyed a year of extraordinary growth, with **British visitor** spending up by a soaring **74.7%** compared to 2024. This increase, driven mainly by interest in **seaside holidays** (with a **702.2% rise** in arrivals in this particular segment), demonstrates that effective promotion of natural attractions can transform lesser-known regions into destinations of international appeal.



SARDINIA

Sardinia continues to hold a prominent position with a total of over **213,000 visitors**. Despite a slight decline in overall spending volumes, the wedding sector has performed exceptionally well, with a **109.8% increase in visitor spending**, indicating that the island is increasingly perceived as a premier destination for the luxury and high-end markets.



SICILY

Following a period of strong growth, Sicily has experienced a year of consolidation, with a **54.6%** drop in visitor numbers. However, analysis of the data reveals an opportunity for revitalisation through **sporting holidays**, which have seen an increase in visitor numbers and could provide an important starting point for seasonal diversification of visitor flows and expansion of **key destinations** through policies aimed at diversifying the range of **sporting and niche activities on offer**, further enhancing the region's competitiveness.

The **future of Italian tourism** cannot be envisaged without a forward-looking vision placing **sustainability** at the centre. The country's ability to preserve its identity and cultural authenticity is, ultimately, its most precious resource.

Promoting Italy means telling **stories of places** that live and breathe **traditions dating back thousands of years**. Investment in the **social and economic sustainability** of destinations and local areas will attract high-profile markets like the British one while also ensuring that tourism remains a source of wealth for future generations, capable of generating value without depleting the very essence of our regions.

The **'Made in Italy' tourism** brand has always been highly sought-after and is headed for further growth, as long as it remains true to the values of respect and authentic exploration that have, for centuries, made it the dream of every British traveller.

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024 BY MONTH OF STAY

MONTH	2025			Var.% 2025/2024		
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
JANUARY	33.563	1,799.20	25.107	-118	-105	-44
FEBRUARY	30.246	1,412.92	22.206	-169	-95	-37
MARCH	46.795	2,086.08	31.831	86	53	144
APRIL	53.354	2,515.34	41.901	-12	-49	123
MAY	67.949	3,319.42	53.791	165	222	336
JUNE	80.281	4,173.22	62.706	0	76	40
JULY	89.683	4,643.50	70.060	114	31	148
AUGUST	85.826	4,819.14	69.087	135	20	33
SEPTEMBER	72.749	3,852.72	59.434	27	12	49
OCTOBER	74.653	3,246.44	51.829	49	51	78
NOVEMBER	33.951	1,281.64	20.425	-17	-93	-33
DECEMBER	35.644	1,757.09	21.934	73	-69	-89
Overall total	7,046.95	34,906.69	5,303.10	42	20	76

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024, BY REGION VISITED DURING THEIR STAY - 1

REGION	2025			Var.% 2025/2024		
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
ABRUZZO	2.656	24.342	2.338	27	-115	67
BASILICATA	629	5.321	626	-343	-450	-226
CALABRIA	1.600	16.259	1.833	18	266	747
CAMPANIA	58.125	3,480.00	43.936	15	45	-31
EMILIA-ROMAGNA	26.360	1,527.74	21.949	471	641	1.024
FRIULI VENEZIA GIULIA	11.881	35.638	3.235	625	-70	-268
LAZIO	1,281.51	5,630.37	89.400	175	94	175
LIGURIA	19.550	1,032.11	21.343	356	366	844
LOMBARDY	1,420.64	5,819.25	1,052.76	447	416	396
MARCHE	3.811	34.851	3.533	-166	50	-297

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024, BY REGION VISITED DURING THEIR STAY - 2

REGION	2025			Var.% 2025/2024		
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
MOLISE	452	4.381	385	238	21	383
PIEDMONT	22.157	1,152.89	24.074	137	150	209
APULIA	23.455	1,443.76	18.437	290	193	248
N/A	28.683	15.134	4.426	-440	-404	-193
SARDINIA	21.324	2,100.96	26.233	-53	106	-50
SICILY	21.503	1,737.08	17.963	-546	-460	-565
TUSCANY	78.564	4,304.13	63.867	-370	-390	-304
TRENTINO-ALTO ADIGE	12.430	69.245	13.122	953	796	1.018
UMBRIA	2.064	16.490	3.121	-379	-231	224
AOSTA VALLEY	1.984	11.781	3.276	-86	-154	-16
VENETO	97.250	4,343.97	61.936	460	314	329
Overall total	7,046.95	34,906.69	5,303.10	42	20	76

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024, BY REASON FOR VISITING - 1

REASON	2025		Var.% 2025/2024			
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
PURCHASES AND SHOPPING	3.610	1.754	970	979	-71	420
OTHER ANSWER	1.032	4.205	636	3.706	6.194	5.956
OTHER PERSONAL REASONS	2.765	11.515	1.362	-162	-310	-382
TREATMENTS AND SPAS	464	2.694	571	-450	-475	-256
CROSS-BORDER COMMUTER	751	3.899	339	121	-465	-673
RELIGIOUS EVENTS AND PILGRIMAGES	3.887	17.957	3.555	5.583	3.330	5.073
STUDY AND COURSES	4.800	1,169.54	7.202	24	-240	-166
TRANSIT	38.142	2.678	1.331	-314	113	-403

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024, BY REASON FOR VISITING - 2

REASON	2025			Var.% 2025/2024		
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
HOLIDAYS AND LEISURE	4,500.44	22,775.41	3,751.06	161	163	160
HONEYMOON	1.646	14.585	2.834	298	499	126
OCCASIONAL CONFERENCE TRAVEL	2.394	6.033	1.540	-208	-408	-323
OCCASIONAL/ SPORADIC TRAVEL	71.897	2,446.38	52.010	38	-17	24
TRADE FAIR VISITS	4.691	12.697	3.986	304	34	370
VISITING RELATIVES AND FAMILY	89.020	6,302.16	59.525	-170	-233	-187
VISITING FRIENDS	29.551	1,433.03	19.342	-184	-147	-101
Overall total	7,046.95	34,906.69	5,303.10	42	20	76

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025, AND % VARIATION ON 2024, BY TYPE OF HOLIDAY

TYPE OF HOLIDAY	2025			Var.% 2025/2024		
	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)	International visitors to Italy (in thousands)	Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)
OTHER	7.094	25.364	6.340	-173	-298	-30
UNPLANNED	2,546.51	12,131.28	1,552.04	-117	-171	-84
LAKE HOLIDAY	36.524	2,033.42	41.288	1.372	1.276	978
SEASIDE HOLIDAY	71.224	4,657.44	69.990	41	82	18
CULTURAL HOLIDAY IN AN ART CITY	2,902.21	12,966.66	2,140.41	155	147	168
FOOD AND WINE HOLIDAY	9.230	45.346	7.246	-257	-381	-312
MOUNTAIN HOLIDAY	14.692	98.982	19.133	-84	-1	-17
SPORTING HOLIDAY	3.023	14.912	3.264	146	-168	45
GREEN HOLIDAY/FAR MHOUSE STAY HOLIDAY	18.035	1,271.86	13.805	388	542	270
Overall total	7,046.95	34,906.69	5,303.10	42	20	76

Source: ENIT Research Department based on Bank of Italy data

LONDON, 27 JULY 2026

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024 BY MONTH, REASON FOR VISITING AND TYPE OF HOLIDAY - FOCUS ON CALABRIA

MONTH	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
JANUARY	82	675	86	5.607	5.187	11.511
FEBRUARY	34	191	70	-312	-478	2.799
MARCH	95	529	43	-219	-327	-300
APRIL				-1.000	-1.000	-1.000
MAY	124	1.021	49	-236	496	175
JUNE	185	1.590	168	4.992	3.862	1.955
JULY	30	241	48	-863	-886	-740
AUGUST	258	5.441	513	-448	277	570
SEPTEMBER	505	4.821	727	2.149	4.578	5.272
OCTOBER	151	606	52			
NOVEMBER						
DECEMBER	135	1.144	76	-112	-355	-514
CALABRIA Total	1.600	16.259	1.833	18	266	747

Source: ENIT Research Department based on Bank of Italy data

REASON	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
OTHER PERSONAL REASONS	20	101	17			
STUDY AND COURSES	29	437	73			
HOLIDAYS AND LEISURE	588	8.869	980	1.352	2.744	3.201
OCCASIONAL CONFERENCE	32	221	77			
OCCASIONAL/ SPORADIC TRAVEL	46	92	9	-280	-520	-188
VISITING RELATIVES AND FAMILY	775	5.767	644	-383	-439	-199
VISITING FRIENDS	110	773	33			
CALABRIA Total	1.600	16.259	1.833	18	266	747

Source: ENIT Research Department based on Bank of Italy data

TYPE OF HOLIDAY	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
UNPLANNED	1.013	7.391	853	-234	-294	46
SEASIDE HOLIDAY	503	8.365	936	7.022	8.533	11.143
CULTURAL HOLIDAY IN AN ART CITY	85	504	44	32	55	-434
CALABRIA Total	1.600	16.259	1.833	18	266	747

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024 BY MONTH, REASON FOR VISITING AND TYPE OF HOLIDAY - FOCUS ON SARDINIA

MONTH	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
JANUARY	174	5.152	387	-492	726	445
FEBRUARY	160	7.640	353	-286	4.522	808
MARCH	418	13.827	942	329	6.475	3.462
APRIL	240	11.436	689	1.011	14.770	9.829
MAY	1.983	19.470	1.956	3.318	5.490	5.566
JUNE	3.334	25.380	3.654	-200	-86	-187
JULY	5.532	46.814	7.369	41	-192	-60
AUGUST	3.990	34.905	4.355	-6	-140	-417
SEPTEMBER	3.480	31.681	4.846	-113	112	141
OCTOBER	1.767	11.852	1.476	-393	-352	-262
NOVEMBER	112	842	74	-551	-486	-490
DECEMBER	133	1.096	133	-720	-796	-643
SARDINIA Total	21.324	2,100.96	26.233	-53	106	-50

Source: ENIT Research Department based on Bank of Italy data

LONDON, 27 JULY 2026

REASON	2025		Var.% 2025/2024			
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
OTHER PERSONAL REASONS	97	580	120	-554	-351	-114
RELIGIOUS EVENTS AND PILGRIMAGES	4	8	1	-923	-989	-987
TRANSIT	24	24	5	-702	-498	-306
HOLIDAYS AND LEISURE	16.107	1,458.69	18.870	-29	163	-52
HONEYMOON	279	1.833	369	1.516	1.364	1.098
OCCASIONAL CONFERENCE TRAVEL	2	8	1	N/A	N/A	N/A
OCCASIONAL/ SPORADIC TRAVEL	324	12.561	1.265	-365	2.245	1.429
VISITING RELATIVES AND FAMILY	3.495	42.809	4.865	-248	-236	-237
VISITING FRIENDS	916	5.653	673	2.171	1.745	780
SARDINIA Total	21.324	2,100.96	26.233	-53	106	-50

Source: ENIT Research Department based on Bank of Italy data

TYPE OF HOLIDAY	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
OTHER	144	631	49	-264	-621	-614
UNPLANNED	5.216	64.227	7.363	-120	-5	-44
SEASIDE HOLIDAY	12.494	96.637	14.525	-32	-34	-122
CULTURAL HOLIDAY IN AN ART CITY	1.693	11.148	2.251	183	93	585
FOOD AND WINE HOLIDAY	715	3.824	628	-78	-281	-115
MOUNTAIN HOLIDAY	234	2.220	268	-168	230	1.299
SPORTING HOLIDAY	491	3.898	555	-265	-20	-262
GREEN HOLIDAY/FAR MHOUSE STAY HOLIDAY	336	27.511	594	30	10.029	1.507
SARDINIA Total	21.324	2,100.96	26.233	-53	106	-50

Source: ENIT Research Department based on Bank of Italy data

UK VISITORS, OVERNIGHT STAYS AND TOURIST SPENDING IN ITALY IN 2025 AND % VARIATION ON 2024 BY MONTH, REASON FOR VISITING AND TYPE OF HOLIDAY - FOCUS ON SICILY

MONTH	2025		Var.% 2025/2024			
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
JANUARY	956	8.187	715	-63	82	-53
FEBRUARY	389	2.209	193	-613	-637	-641
MARCH	858	5.597	501	-570	-575	-584
APRIL	680	4.222	534	-848	-861	-828
MAY	2.541	19.993	2.403	-509	-364	-368
JUNE	3.265	25.528	2.869	-362	-198	-231
JULY	2.926	24.160	2.307	-550	-528	-573
AUGUST	3.445	29.344	2.806	-420	-417	-637
SEPTEMBER	2.667	23.632	2.861	-558	-347	-442
OCTOBER	2.541	21.522	1.891	-604	-450	-725
NOVEMBER	747	5.655	489	-727	-629	-777
DECEMBER	487	3.659	396	-493	-590	-521
SICILY Total	21.503	1,737.08	17.963	-546	-460	-565

Source: ENIT Research Department based on Bank of Italy data

REASON	2025			Var.% 2025/2024		
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
OTHER PERSONAL REASONS	113	798	47	782	-452	-620
STUDY AND COURSES	49	689	30	N/A	N/A	N/A
HOLIDAYS AND LEISURE	18.362	1,465.98	15.840	-538	-433	-542
HONEYMOON	56	374	53	-816	-776	-935
OCCASIONAL CONFERENCE TRAVEL	8	33	8	-811	-874	-853
OCCASIONAL/ SPORADIC TRAVEL	114	478	151	-814	-824	-658
VISITING RELATIVES AND FAMILY	2.198	21.189	1.497	-564	-556	-657
VISITING FRIENDS	603	3.549	339	-449	-410	-543
SICILY Total	21.503	1,737.08	17.963	-546	-460	-565

Source: ENIT Research Department based on Bank of Italy data

TYPE OF HOLIDAY	2025		Var.% 2025/2024			
	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)	International visitors (in thousands)	Overnight stays by international visitors (in thousands)	Spending by international visitors (in millions of euros)
OTHER	84	441	59	-886	-924	-921
UNPLANNED	3.141	27.110	2.124	-590	-569	-684
SEASIDE HOLIDAY	11.039	92.500	9.910	-336	-206	-404
CULTURAL HOLIDAY IN AN ART CITY	6.437	48.999	5.031	-636	-530	-602
FOOD AND WINE HOLIDAY	437	2.401	244	-763	-804	-883
MOUNTAIN HOLIDAY	130	771	95	-948	-954	-956
SPORTING HOLIDAY	217	1.340	487	90.580	17.882	53.150
GREEN HOLIDAY/FARMHOUSE STAY HOLIDAY	18	146	14	-912	-918	-935
SICILY Total	21.503	1,737.08	17.963	-546	-460	-565

Source: ENIT Research Department based on Bank of Italy data

Italy's main airports for international arrivals by region in 2024

Source: ENIT Research Department based on Assaeroporti data



Railway stations served by high-speed trains

Source: Trenitalia and FS Italiane





DESCRIPTION OF THE REGION

Calabria occupies the southernmost tip of the Italian peninsula and borders two seas, the Ionian Sea and the Tyrrhenian Sea, boasting over 800 kilometres of coastline.

This land of extraordinary biodiversity is home to three national parks, one regional park and numerous protected areas where mountains, ancient woodlands and beaches blend together in unique harmony.

A crossroads of Mediterranean civilisations, Calabria has its roots in Magna Graecia. The region preserves a valuable cultural heritage, including castles, medieval villages and ancient Occitan, Arbëresh and Grecanic communities that are guardians of living languages and traditions.

Calabria is an authentic destination to be enjoyed all year round. Crystal-clear seas alternate with imposing mountains rich in hiking trails, walking routes, cycle routes and outdoor activities.

Its rich food and wine heritage features delicious PDO and PGI products and reflects a region where identity, sustainability and a culture of hospitality converge.

Thanks to numerous domestic and international flights, Calabria is now easily accessible, standing as one of the Mediterranean's emerging destinations for those seeking authentic experiences combining nature, culture, wellbeing and local flavours.

TOURIST PROFILE

Calabria is the ideal destination for travellers interested in cultural, artistic and nature-based activities to be enjoyed in the great outdoors.

It appeals to those who wish to discover the lesser-known side of Italy through immersive experiences, slow holidays and itineraries that combine historical heritage, landscapes, gastronomy and local traditions. It is particularly popular with those who love small villages, archaeological sites, trekking, walking trails, spiritual journeys, sustainable tourism and direct contact with local communities.

Each season offers different experiences, making the region a destination to be enjoyed all year round.



CASTELLO ARAGONESE, ISOLA DI CAPORIZZUTO
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5 FUN FACTS

1

Watch the spectacular sunset over the Arcomagno in San Nicola Arcella.

2

The Diocesan and Codex Museum in Rossano houses the Codex Purpureus Rossanensis, a sixth-century illuminated Greek gospel book recognised as a UNESCO World Heritage Site.

3

The lush forests of Sila National Park are rich in biodiversity and offer outdoor activities all year round. Travellers can enjoy breathtaking views and unspoilt nature here.

4

The National Museum of Reggio Calabria houses the Riace Bronzes, which are among the most significant sculptural masterpieces of Greek art.

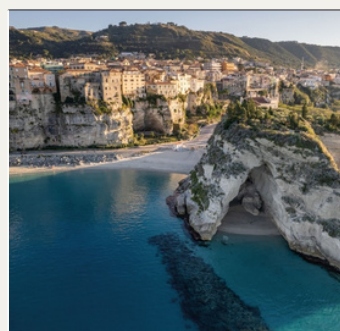
5

Enjoy an unforgettable romantic dinner by the sea in the fishing village of Chianalea in Scilla.

5 MUST-SEE

1

Tropea overlooks the Tyrrhenian Sea from a spectacular sandstone cliff, amidst breathtaking views and crystal-clear waters. The historic centre, with its stately homes, narrow streets and terraces overlooking the sea, is the heart of the Costa degli Dei, set amongst beaches, coves and fishing villages.



TROPEA
© REGIONE CALABRIA

2

The Sila National Park is home to forests, mountain lakes and an extraordinary wealth of biodiversity, recognised by the UNESCO Biosphere Reserve. The historic Sila Train offers a slow-paced tourist experience through woods, villages and traditions, with activities centred on nature, culture and food and wine.

3

The Codex Purpureus Rossanensis, a 6th-century illuminated Gospel book included in the UNESCO Memory of the World Register, bears witness to the Byzantine tradition. The nearby Ducal Castle of Corigliano, one of the best-preserved fortresses in Southern Italy, tells the story of the region through its art and views over the Sibari Plain.

4

Pollino National Park, Italy's largest national park, boasts mountains, gorges, rivers and Loricato pine forests, which are ideal for trekking, rafting, canyoning, cycling and hiking. Villages, traditions and food and wine specialities reflect the identity of the Park's communities.

5

The Riace bronzes, housed in the National Archaeological Museum of Reggio Calabria, are symbols of Magna Graecia and the Mediterranean. The route continues along the Lungomare Falcomatà – described by D'Annunzio as 'the most beautiful kilometre in Italy' – as far as Scilla, a place steeped in myth, sea and traditions.

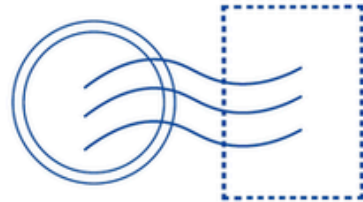


BRONZI DI RIACE
© REGIONE CALABRIA

 **AIR MAIL**



SPIAGGIA DELL'ARCOMAGNO, SAN NICOLA ARCELLA
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DESCRIPTION OF THE REGION

Sardinia, a unique, harmonious blend of unspoilt nature, ancestral traditions and proudly preserved identity, creates a deep sense of connection and a desire to explore for anyone who visits the island.

Along the coast, stretches of fine, pale sand alternate with spectacular coves nestling among the rocks. Cala Goloritzè is a true jewel, voted 'most beautiful beach in the world 2025' by travellers. Beyond the coast, charming inland areas beckon: often rugged and wild, these offer endless delights.

The island's millennia-old history is preserved in its incredibly rich archaeological heritage.

The unique and precious vestiges of its past include the nuraghes, imposing megalithic constructions, and the domus de Janas ('fairy houses'), prehistoric tombs carved in the rock, recently named UNESCO World Heritage Sites.

Sardinia is home to numerous marine parks and protected marine reserves, reflecting an ongoing commitment to sustainability and protection of the local environment. This harmony between the community and nature is a core value ensuring protection and care of a land just waiting to be discovered and loved.

One unmissable experience is exploring the local food and wine traditions.

A true reflection of the island's culture, it offers rich, authentic flavours, with dishes from both land and sea complemented by exceptional wines ranging from the full-bodied Cannonau to the fruity Vermentino. All this is framed by the warm and genuine hospitality of the local people, for whom visitors are guests but also friends to share their traditions, experiences and deep love of Sardinia with.

TOURIST PROFILE

Solo travellers, couples, families and groups with a strong cultural background and a medium-to-high budget. Sardinia attracts a wide range of visitors who share a love of the sea, a desire for unique experiences and an interest in exploring its rich natural and cultural heritage. Approximately two thousand kilometres of coastline, dotted with idyllic sandy beaches, hold an appeal that goes far beyond the beaches themselves. Indeed, parks and marine protected areas – authentic, unspoilt spaces immersed in nature – offer the perfect setting for outdoor activities all year round. Enchanting sea and landscapes, a history stretching back millennia with lasting traces of bygone eras, the authentic and profound spirit pervading the villages and expressed in the work of skilled master craftspeople and in the authentic dishes of the local cuisine: these fundamental elements make the island a perfect destination for visitors of all kinds.



CALA GOLORITZÈ
© COOLR - SHUTTERSTOCK

5 FUN FACTS

1

In Sardinia, especially in Ogliastra, one of the world's five Blue Zones, longevity is a tradition: centenarians thrive thanks to strong social ties, clean air, daily movement and pristine nature, combined with a healthy, local diet. An authentic wellness heritage to discover at a slow pace.

2

Sardinia is among Lonely Planet's Best in Travel 2026 destinations, celebrated for an offering that goes beyond its spectacular sea: villages, trails, ancient archaeology, distinctive cuisine, international events and genuine hospitality. An outstanding destination in every season.

3

Five Sardinian coastlines rank among the top ten in Touring Club and Legambiente's 2026 Cinque Vele: from Cala Goloritzè and Mariolu to Chia, San Teodoro and Is Arutas, the island offers crystal-clear seas, dunes, flamingos, turquoise waters and quartz beaches.

4

Sardinia is an open-air gym all year round: from Selvaggio Blu trekking and canyoning in Gorropu to the Santa Barbara Trail, named the world's best trail for 2026, plus sailing, kitesurfing, diving, golf and mountain biking amid pristine landscapes.

5

Five UNESCO treasures reveal Sardinia's deepest soul: the 18 necropolises of the domus de Janas, a World Heritage site since 2025; Su Nuraxi di Barumini; canto a tenore; the Faradda di li Candelieri; and the Tepilora Biosphere Reserve, spanning 160,000 hectares of nature.

5 MUST-SEE

1

Alghero preserves its Catalan soul among ramparts, Baroque churches and sea. The 90-km Coral Riviera includes Le Bombarde, Mugoni and Maria Pia, plus Capo Caccia, Neptune's Grotto, Porto Conte and Anghelu Ruju.



CASTELSARDO
© ALESSANDRO ADDIS

2

A national park since 1994, La Maddalena Archipelago comprises 60 islands and islets, with coves, white beaches and crystal-clear waters. Highlights include Caprera and Garibaldi's museum, plus Budelli, Razzoli, Santa Maria, Spargi and Mortorio.

3

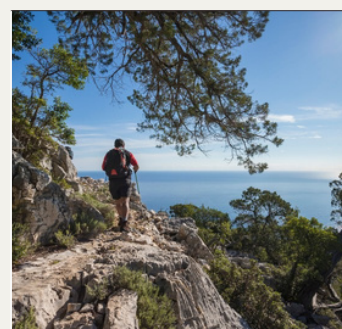
Chia boasts 7 km of beaches, dunes, flamingo lagoons and emerald sea. Su Portu, Sa Colonia, Campana, Su Giudeu, S'Acqua Durci and Cala Cipolla suit families, divers and surfers. A Spanish tower, ancient sites and trails complete the experience.

4

Costa Verde is one of the Mediterranean's wildest coasts, with deserted beaches, 20-m dunes, scrub and silence. Loggerhead turtles nest at Piscinas and Scivu; surfing, sunsets and abandoned mines around Arbus add to its appeal.

5

Baunei's 40-km coast features cliffs, coves and canyons. Cala Goloritzè, Cala Mariolu and Cala Sisine are reached by boat or hiking. The Supramonte offers trekking, climbing, paragliding and Su Sterru, Europe's deepest single-span karst shaft.

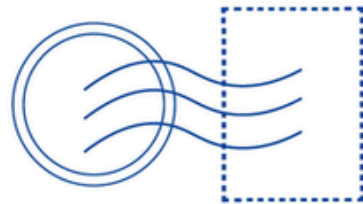


BAUNEI SUPRAMONTE
© ALES&ALES

 **AIR MAIL**



MONTESSU NECROPOLIS, VILLAPERUCCIO.
© ALESSANDRO BRANCA



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REGIONE SICILIANA



DESCRIPTION OF THE REGION

A crossroads of cultures, a welcoming destination, and home to timeless wonders, Sicily enchants you right at the heart of the Mediterranean: sea and mountains, villages and towns, archaeology and innovation, great food, experiences and events all year round.

Sicily showcases its artistic and cultural identity through seven UNESCO sites to be explored via dedicated itineraries, as well as locations featured in films and literature; historic centres, including 25 of Italy's Most Beautiful Villages; and unmissable festivals and events.

Combining major events with exploring the region means becoming immersed in the magical setting of contemporary and ancient Sicilian theatres, or in the festive atmosphere of folklore traditions included on the UNESCO list of Intangible Cultural Heritage of Humanity, such as the Sicilian Puppet Theatre.

The food and the excellent products Made in Italy offer an authentic taste of the region, which boasts dozens of branded and artisan-made products.

The food and wine experience, one of the highlights of the region's tourist offering, ranges from gourmet restaurants to country estates that can be explored through vineyard tasting tours and cooking classes.

The value of leisure time also lies in relaxing at spas, health resorts and wellness centres surrounded by nature. The latter, lush and typically Mediterranean, can be explored practicing outdoor sports in the four Regional Nature Parks and nature reserves, as well as by sea, discovering Sicily's wonderful smaller islands and the seven Protected Marine Areas.

TOURIST PROFILE

Sicily is one of the world's most popular 'bleisure' destinations: wherever you are staying on business and whatever the time of year, the region offers professionals from every sector the chance to turn a business trip into an experience of pure pleasure.

The island is also a 'land of return' for those who, having emigrated generations ago, choose it to rediscover their origins and an identity they have never forgotten: heritage and roots tourism always results in a generational exchange filled with emotion.

The offering also caters to certain 'niche' target groups: enthusiasts of film tourism on the hunt for the locations from the Mediterranean's main 'open-air sets'; lovers of literary tourism and 'slow life', with timeless experiences to be enjoyed in close contact with local communities and their traditions. There's also plenty on offer for 'pet-friendly' and accessible holidays, with special offers available all year round.



LEVANZO, EGADI ISLANDS
© ARCHIVIO REGIONE SICILIANA - JM

5 FUN FACTS

1

Street food: Palermo and its traditional markets, with their stalls, fishmongers and kiosks.

2

Sicilian flag: the fourth oldest in the world, it depicts the Trinacria, the symbol of Sicily.

3

The Greek Theatre of Syracuse, one of the largest and best preserved in the world.

4

Teste di Moro heads: exquisite handcrafted artefacts.

5

Ice cream and granita: desserts invented by the Sicilians, loved all over the world.

5 MUST-SEE

1

Sicilian minor islands: Aeolian Islands, Aegadian Islands, Pelagian Islands, Ustica and Pantelleria.



LIPARI, ISOLE EOLIE
© REGIONE SICILIANA - JM

2

Palermo and the UNESCO Arab-Norman route, featuring the Cathedrals of Monreale and Cefalù.

3

UNESCO sites: Mount Etna, Baroque Towns, Syracuse, Necropolis of Pantalica, and Piazza Armerina.

4

Valley of the Temples: the most impressive complex of Hellenistic architecture and UNESCO site.

5

Taormina: an international destination with its Ancient Theatre and Isola Bella.

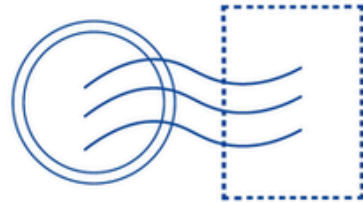


TEATRO ANTICO, TAORMINA
© REGIONE SICILIANA

 **AIR MAIL**



ETNA.
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