CALABRIA
STRAORDINARIA

Calabria at WTM London: nature, culture and identity for an increasingly international destination

The Region is taking part in the World Travel Market on the back of record international growth, with a heritage that brings together coast, nature and identity

Calabria comes to the World Travel Market in London showcasing a mix of sea, nature, culture and identity. Almost 800 km of coastline and, just a few kilometres inland, the forests of the three National Parks of Pollino, Sila and Aspromonte, the Serre Regional Park and 19 nature reserves. An authentic land at the heart of the Mediterranean and the cradle of Magna Graecia, Calabria is showing the UK and international markets the richness and variety of its landscapes.

An identity that lives on in the inland villages and in the Occitan, Arbëreshë and Grecanic communities, where ancient languages, traditions and crafts survive, and that comes to the table in products such as bergamot, red onions, 'nduja, wines from native grape varieties, olive oils, breads, cured meats and cheeses: the expression of an age-old and genuine culinary tradition.

Calabria, the land that was once called Italia, shares its thousands of years of history with the world through unique treasures such as the Riace Bronzes and the Codex Purpureus Rossanensis. From Pythagoras to Campanella, and from Alvaro to Repaci, it is a land of thinkers and writers, waiting to be rediscovered along its literary trails.

Rivers, windswept coasts and mountain trails make it an ideal destination for outdoor activities such as rafting, kitesurfing, sailing, paragliding, hiking and cycling along its 12 walking routes and the Parks Cycleway.

Calabria arrives in London at a time of strong tourism growth, driven above all by international demand. In the first half of 2026, it was the leading Italian region for growth in total arrivals (+10.7%) and international arrivals (+23.19%), with overnight stays up 12.5% on 2025. Smaller municipalities are growing too, with overnight stays up 12.1%, almost three times the national average: a sign that travellers are seeking out villages and authentic places (Source: Calabria Regional Tourism Observatory).

International visitors come mainly from Germany, Poland, France, the United States and the United Kingdom, the latter being the focus of Calabria's presence at WTM, with visitor numbers concentrated between April and October.

Two types of traveller choose Calabria: Italians looking for sea, nature and relaxation, and international visitors drawn by its natural and cultural heritage.

The growth in non-hotel accommodation reflects a broad and flexible range of hospitality: an authentic destination, far from mass tourism.

By taking part in the World Travel Market, Calabria is strengthening its dialogue with the UK and international markets, offering a different way to experience the Mediterranean: slower, deeper and more closely connected to the land and its people.

For more itineraries and travel inspiration, visit the official Calabria Straordinaria portal: https://calabriastraordinaria.it

For information:
Department of Tourism, Culture and Territorial Identity
calabriastraordinaria@regione.calabria.it