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REPUBBLICA ITALIANA

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01

Introduction by Ivana Jelinic, Chief Executive Officer of ENIT S.p.A.

An important platform for promoting Italian excellence



Italy returns to WTM London to present its own idea of beauty, one that reinvents itself day after day. What we offer visitors is never ordinary, bringing together history, culture, nature, events, food and wine. After all, Italy has more UNESCO sites than any other country, and let us not forget that Italian cuisine has been inscribed by UNESCO as Intangible Cultural Heritage of Humanity.

Showcasing the beauty of Italy's regions on this prestigious stage of the travel world is of great strategic importance to us. In 2025, 7.1 million British travellers chose Italy as their destination, spending a total of €5.3 billion. These numbers continued to grow in 2026: in the first half of the year, visitor numbers rose by 6.4% and spending by 6.2%.

These figures show that Italy remains as appealing as ever, while also keeping pace with the changing needs of a constantly evolving tourism market. Many British visitors continue to choose our cities of art and our cultural heritage (2.9 million travellers), but there is also growing interest in different experiences, such as holidays centred on nature and the landscape, and forms of hospitality that offer a more authentic connection with the places they visit.

This is the story we are telling at WTM London 2026: the ability of our regions to renew themselves while staying true to their identity and, above all, to stir powerful emotions that leave a lasting impression.

Because it is emotions that give rise to the idea of travel, and to the desire to return to Italy again, and again, and again... That is why our stand has been designed as a true tourism experience that engages all five senses: an open, dynamic and immersive space in which to discover Italy through its flavours, its scents, its culture and its creativity

Ivana Jelinic
Chief Executive Officer of ENIT S.p.A.

ITALIA POWERED BY ENIT SPA

02

The British market in Italy in 2025 and 2026

The British market in Italy in 2025 and 2026

In 2025, tourism from the UK to Italy totalled over 7.1 million visitors, who stayed for 34.9 million nights and spent 5.3 billion euros. Compared with 2024, the trend shows a +4.2% increase in the total number of travellers, +2% in overnight stays and reaching +7.6% in total tourist expenditure. The first quarter of 2026 also continued this positive trend, with a 6.4% increase in number of travellers and a 6.2% rise in spending.

The key reasons behind British tourists' choices are holidays in art cities and leisure trips. These cultural destinations attract 2.9 million visitors, generating 13 million overnight stays, and 2.1 billion euros in spending. Furthermore, cultural tourism has grown by +15.5% in traveller numbers, +14.7% in overnight stays and +16.8% in spending. These are followed by seaside and lake destinations, where these tourists spend 700 and 413 million euros respectively. Lake and countryside farmstay holidays are also the types showing the strongest growth trend: +137.2% in visitor numbers, +127.6% in overnight stays and +97.8% in spending for lake holidays, and +38.8% in visitor numbers, +54.2% in overnight stays and +27.0% in spending for farmstay holidays.

Visitor numbers, overnight stays and spending by British tourists in Italy, 2025

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
UNITED KINGDOM	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6
TOTAL FOREIGNERS	92,215.73	392,753.89	56,723.69	4.1	2.3	4.6

Source: ENIT Research Department based on BDL data

British tourists in Italy: visitor numbers, overnight stays and spending, 2025 – TYPE OF HOLIDAY

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
TYPE OF HOLIDAY						
OTHER	70.94	253.64	63.40	-17.3	-29.8	-3.0
UNPLANNED	2,546.51	12,131.28	1,552.04	-11.7	-17.1	-8.4
LAKE HOLIDAY	365.24	2,033.42	412.88	137.2	127.6	97.8
SEASIDE HOLIDAY	712.24	4,657.44	699.90	4.1	8.2	1.8
CULTURAL HOLIDAY IN AN ART CITY	2,902.21	12,966.66	2,140.41	15.5	14.7	16.8
FOOD AND WINE HOLIDAY	92.30	453.46	72.46	-25.7	-38.1	-31.2
MOUNTAIN HOLIDAY	146.92	989.82	191.33	-8.4	-0.1	-1.7
SPORTING HOLIDAY	30.23	149.12	32.64	14.6	-16.8	4.5
GREEN HOLIDAY/ FARMHOUSE STAY HOLIDAY	180.35	1,271.86	138.05	38.8	54.2	27.0
Overall total	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6

Source: ENIT Research Department based on BDL data

Holidays are the main reason for 22.8 million overnight stays and 3.8 billion euros (+16% on 2024), while over 6.3 million nights were spent visiting relatives, 2.5 million overnight stays were for occasional visits and 1.2 million nights were spent for study purposes.

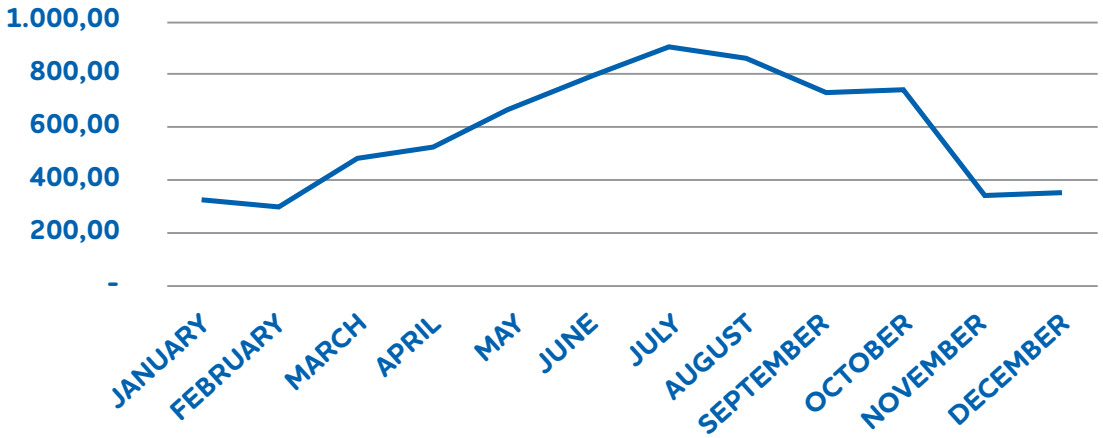
Among the main destinations for these trips, Lombardy is first with 1.4 million travellers, 5.8 million overnight stays, and nearly 1.1 billion euros spent, followed by Lazio, with 1.3 million travellers, over 5.6 million nights and nearly 894 million euros spent, and then Veneto, with 973 thousand travellers, over 4.3 million overnight stays and 619 million euros spent. Next come Tuscany and Campania, with 4.3 and 3.8 million overnight stays respectively. July, August and October are the months with the highest number of British traveller arrivals in Italy.

British tourists in Italy: visitor numbers, overnight stays and spending, 2025 – REASON FOR TRAVELLING

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
PURPOSE OF THE TRIP						
PURCHASESANDSHOPPING	36.10	17.54	9.70	97.9	-7.1	42.0
OTHER ANSWER	10.32	42.05	6.36	370.6	619.4	595.6
OTHERPERSONALREASONS	27.65	115.15	13.62	-16.2	-31.0	-38.2
TREATMENTS AND SPAS	4.64	26.94	5.71	-45.0	-47.5	-25.6
CROSS-BORDERCOMMUTER	7.51	38.99	3.39	12.1	-46.5	-67.3
RELIGIOUS EVENTS AND PILGRIMAGES	38.87	179.57	35.55	558.3	333.0	507.3
STUDY AND COURSES	48.00	1,169.54	72.02	2.4	-24.0	-16.6
TRANSIT	381.42	26.78	13.31	-31.4	11.3	-40.3
HOLIDAYS AND LEISURE	4,500.44	22,775.41	3,751.06	16.1	16.3	16.0
HONEYMOON	16.46	145.85	28.34	29.8	49.9	12.6
OCCASIONALCONFERENCE TRAVEL	23.94	60.33	15.40	-20.8	-40.8	-32.3
OCCASIONAL/SPORADIC TRAVEL	718.97	2,446.38	520.10	3.8	-1.7	2.4
TRADE FAIR VISITS	46.91	126.97	39.86	30.4	3.4	37.0
VISITING RELATIVES AND FAMILY	890.20	6,302.16	595.25	-17.0	-23.3	-18.7
VISITING FRIENDS	295.51	1,433.03	193.42	-18.4	-14.7	-10.1
Overall total	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6

Source: ENIT Research Department based on BDL data

International visitors to Italy in 2025 (in thousands) - UNITED KINGDOM



Source:
ENIT Research Department
based on BDL data

British tourists in Italy: visitor numbers, overnight stays and spending, 2025 – DESTINATION REGION

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
DESTINATION REGION						
ABRUZZO	26.56	243.42	23.38	2.7	-11.5	6.7
BASILICATA	6.29	53.21	6.26	-34.3	-45.0	-22.6
CALABRIA	16.00	162.59	18.33	1.8	26.6	74.7
CAMPANIA	581.25	3,480.00	439.36	1.5	4.5	-3.1
EMILIA-ROMAGNA	263.60	1,527.74	219.49	47.1	64.1	102.4
FRIULI VENEZIA GIULIA	118.81	356.38	32.35	62.5	-7.0	-26.8
LAZIO	1,281.51	5,630.37	894.00	17.5	9.4	17.5
LIGURIA	195.50	1,032.11	213.43	35.6	36.6	84.4
LOMBARDY	1,420.64	5,819.25	1,052.76	44.7	41.6	39.6
MARCHE	38.11	348.51	35.33	-16.6	5.0	-29.7
MOLISE	4.52	43.81	3.85	23.8	2.1	38.3
PIEDMONT	221.57	1,152.89	240.74	13.7	15.0	20.9
PUGLIA	234.55	1,443.76	184.37	29.0	19.3	24.8
UNCLASSIFIED REGION	286.83	151.34	44.26	-44.0	-40.4	-19.3
SARDINIA	213.24	2,100.96	262.33	-5.3	10.6	-5.0
SICILY	215.03	1,737.08	179.63	-54.6	-46.0	-56.5
TUSCANY	785.64	4,304.13	638.67	-37.0	-39.0	-30.4
TRENTINO-ALTO ADIGE	124.30	692.45	131.22	95.3	79.6	101.8
UMBRIA	20.64	164.90	31.21	-37.9	-23.1	22.4
AOSTA VALLEY	19.84	117.81	32.76	-8.6	-15.4	-1.6
VENETO	972.50	4,343.97	619.36	46.0	31.4	32.9
Overall total	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6

Source: ENIT Research Department based on BDL data

British tourists in Italy: visitor numbers, overnight stays and spending, 2025 – HOLIDAY MONTH

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
MONTH						
JANUARY	335.63	1,799.20	251.07	-11.8	-10.5	-4.4
FEBRUARY	302.46	1,412.92	222.06	-16.9	-9.5	-3.7
MARCH	467.95	2,086.08	318.31	8.6	5.3	14.4
APRIL	533.54	2,515.34	419.01	-1.2	-4.9	12.3
MAY	679.49	3,319.42	537.91	16.5	22.2	33.6
JUNE	802.81	4,173.22	627.06	0.0	7.6	4.0
JULY	896.83	4,643.50	700.60	11.4	3.1	14.8
AUGUST	858.26	4,819.14	690.87	13.5	2.0	3.3
SEPTEMBER	727.49	3,852.72	594.34	2.7	1.2	4.9
OCTOBER	746.53	3,246.44	518.29	4.9	5.1	7.8
NOVEMBER	339.51	1,281.64	204.25	-1.7	-9.3	-3.3
DECEMBER	356.44	1,757.09	219.34	7.3	-6.9	-8.9
Overall total	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6

Source: ENIT Research Department based on BDL data

Finally, the breakdown of accommodation choices is as follows: 14.9 million nights spent in hotels, 7.6 million nights spent staying with friends and relatives, 7.2 million nights spent in rented accommodation and 2.6 million in B&Bs. Also noteworthy are 1.1 million overnight stays in privately-owned dwellings.

British tourists in Italy: visitor numbers, overnight stays and spending, 2025 – TYPE OF ACCOMMODATION

	2025			% var. 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands	Overnight stays by international visitors to Italy (thousands	Spending by international visitors to Italy (millions of euros)
TYPE OF ACCOMMODATION						
FARMHOUSE STAY	107.72	617.81	101.00	-20.9	-34.9	-26.4
HOTEL, HOLIDAY VILLAGE	3,435.90	14,882.91	2,958.30	15.1	16.8	18.2
OTHER COMMUNITIES	5.99	22.69	3.20	124.7	-65.2	-32.0
OTHER	1.75	1.98	0.05	-11.0	-56.7	-89.2
BED & BREAKFAST	577.45	2,577.48	397.11	-20.6	-24.8	-23.8
PRIVATE CLINIC	0.58	1.74	0.10	142.2	263.3	118.5
OWNED PROPERTY	88.99	1,072.63	44.29	-17.8	-29.9	-42.8
HOLIDARY RENTAL PROPERTY	1,106.20	7,157.06	866.46	54.2	30.3	37.1
COMMUNITY RUN BY RELIGIOUS ORDERS	12.66	84.03	13.54	91.4	112.0	167.2
MOTORHOMES, CAMPERVANS	10.06	88.84	8.18	23.8	14.3	-26.2
SHIP (ON A CRUISE)	23.17	130.60	22.14	29.4	-13.5	-24.6
WITHOUT OVERNIGHT STAY	412.87	-	15.55	-28.0	-	-34.6
GUEST OF FAMILY, FRIENDS	1,162.95	7,644.54	814.56	-15.7	-17.0	-12.3
YOUTH HOSTEL	48.04	220.68	21.81	-36.8	-43.9	-47.9
TENT, TRAILER, CARAVAN	52.63	403.72	36.79	168.4	221.6	202.5
Overall total	7,046.95	34,906.69	5,303.10	4.2	2.0	7.6

Source: ENIT Research Department based on BDL data

Airport bookings for 2026

In 2025, the United Kingdom was the leading non-EU country in terms of passenger numbers, with 16.3 million passengers (+5.2% on 2024). The UK accounts for 10.4% of the total of 157.2 million foreign passengers in 2025. (Source: (ENIT Research Department based on ENAC data).

For 2026, airport bookings from the United Kingdom project a further increase of +9.2% on 2025. (Source: ENIT Research Department based on Forwardkeys data) Specifically, the main source markets in 2026 were once again London (+5.8%), Manchester (+14.4%), Birmingham (+30.2%), Bristol (+19.9%) and Edinburgh (+3.5%), all showing an upward trend.

03

Italy: landscapes and infrastructure

Italian Regions and Regional capitals



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



Italy's main ports by number of arrivals by region (ferries and cruise ships) in 2024

Source: ENIT Research Department
based on Assoporti data



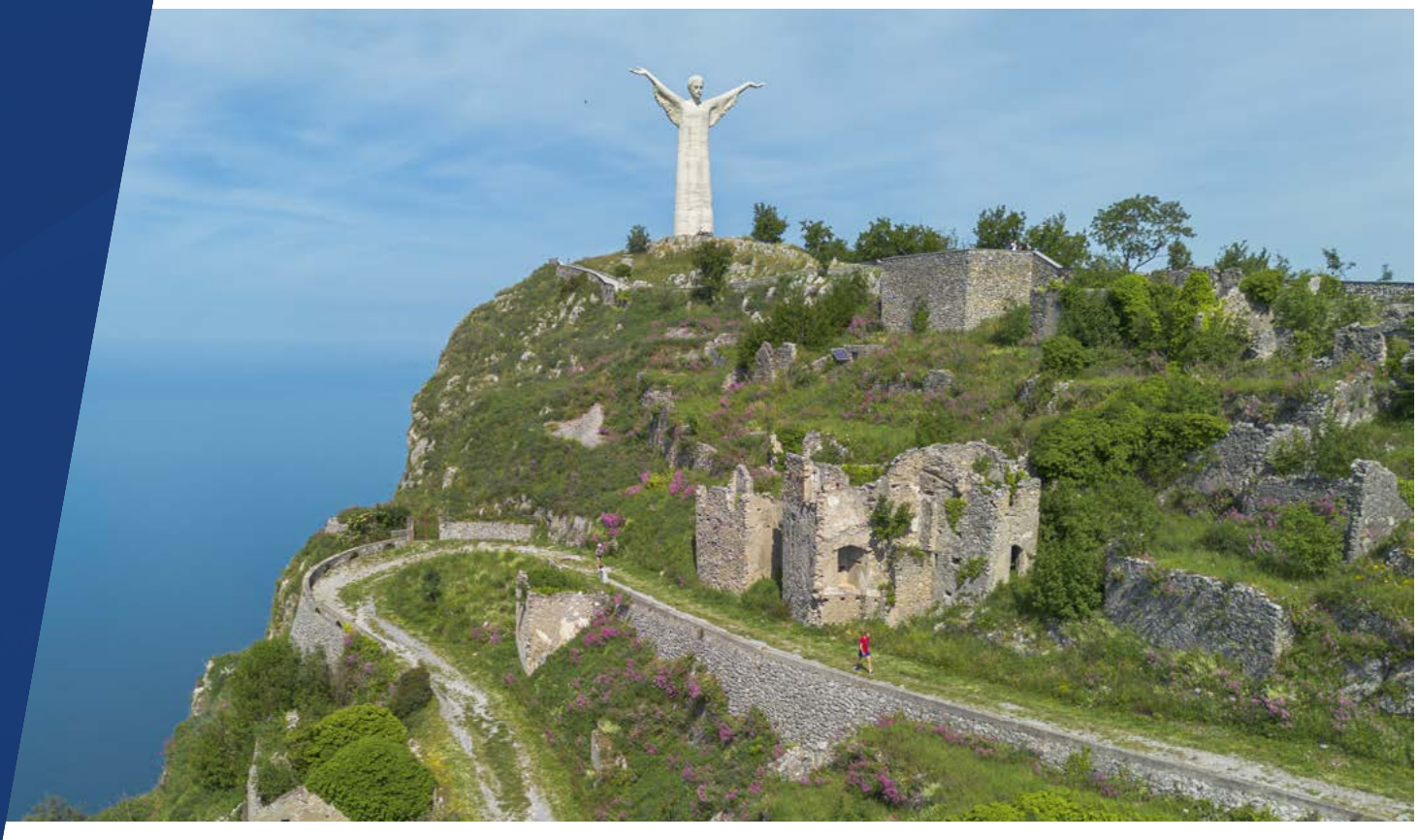
04

Italy's regions

REGIONE BASILICATA | APT BASILICATA

Description of the region

Basilicata stretches between two seas, the Ionian and the Tyrrhenian, with Maratea and its coastline of cliffs and coves, where the statue of the Redeemer looks out over the gulf. Matera is home to the Sassi, a UNESCO World Heritage Site, with houses carved into the tuff, rock churches, ravines and limestone plateaux. The Pollino National Park shelters beech woods, Bosnian pines, gorges, trails and mountain refuges. In the Vulture area lie the volcanic lakes of Monticchio, Frederick II's castles in Melfi and Lagopesole, and the Aglianico vineyards. Craco is a ghost village set among the clay gullies, a favourite with film-makers and photographers. Nestled in the Lucanian Dolomites, Castelmezzano and Pietrapertosa offer the Volo dell'Angelo between the peaks. Potenza, a regional capital in the mountains, is dotted with churches, historic palazzi and two museums, and its architectural masterpiece is the Musmeci Bridge. Local flavours include PGI Matera bread, peperoni cruschi, canestrato di Moliterno and other cheeses, olive oil and cured meats. Folk traditions such as the Maggio di Accettura, the Parata dei Turchi and patron saints' festivals bring villages and squares to life all year round.



Maratea
© Archivio fotografico Apt Basilicata

01

Basilicata

REGIONE BASILICATA | APT BASILICATA

The region's tourist profile

Basilicata appeals above all to curious travellers who are happy to do without services on every corner in exchange for authenticity and landscapes that remain largely untamed. It is a land for those who love to walk, from hikers in the Pollino and the Lucanian Dolomites to slow trekking enthusiasts and cyclists looking for quiet roads.
It also attracts a culturally minded audience, often from large cities or from abroad, who come for Matera, the Sassi, the rock churches and thousands of years of history, and who expect a warm, high-quality welcome.
Families are another key group, drawn to the Metapontino coast with its clear sea, fishing villages and a more relaxed pace than the busier Tyrrhenian resorts, while the Maratea coast is more exclusive. Food and wine tourism also plays its part, centred on the Vulture area, Aglianico wine, local produce and autumn food festivals. Basilicata lends itself naturally to slow tourism and religious pilgrimage routes, and draws Lucanian emigrants back home in search of their roots, familiar landscapes and family memories.

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Vulture Laghi di Monticchio
© Archivio fotografico Apt Basilicata



Matera dal Parco della Murgia Materana
© Archivio fotografico Apt Basilicata

01

Basilicata

REGIONE BASILICATA | APT BASILICATA

"BASILICATA MOTHERLAND. PATRIMONIO VIVO"
When the human touch perfects AI

In Basilicata, artificial intelligence did what it does best: it imagined. Then it handed the stage over to light, real light, which falls and casts shadows in a way no algorithm can yet match. That is the story of "Basilicata Motherland. Patrimonio Vivo", the living heritage campaign in which APT Basilicata, at the initiative of its director general, Margherita Sarli, has in a sense reversed what seemed an inevitable direction of travel: not from human to machine, but from machine to human.

It all began with the work of visual artist Silvio Giordano, who used AI to develop a visual concept, or rather a "vision", which was then presented at two international showcases: the Italian Pavilion at Expo Osaka and the 2026 BIT international travel fair in Milan. At that early stage, the tool came up with design ideas and original combinations at lightning speed.

The task of recognising, selecting and interpreting those ideas then fell to human eyes and hands. While the debate on artificial intelligence swings between doom-laden predictions of the end of the world and handing over entire areas of human activity wholesale, this project chose dialogue.
Launched in June 2026, the campaign took shape through the body painting of artist Lela Peretto. In ten iconic locations across the region, including Matera, the Torre Guevara in Potenza, the Calanchi badlands, the mountains of Viggiano, the black beach at Maratea, Policoro and Melfi, the models were painted on site with the colours, textures and light of the landscape, until they merged with the foam of the water, the rugged rocks, the golden beige of the limestone and the powder blue of the sky. Until they became almost invisible and disappeared into their surroundings.
That "almost" is where the campaign's charm and appeal lie.
The result was a series of standalone works spanning painting, performance and experimental photography, brought together in a cinematic advert broadcast nationally on La7 and Sky: figures gradually revealed by a moving camera, making the smallest of gestures without ever leaving the landscape.

The industry took notice too. La Gazzetta del Pubblicitario ranked it first among the regional campaigns of summer 2026, ahead of Umbria and Friuli Venezia Giulia, citing its boldness, strategic positioning, emotional impact and the quality of its art direction.
For destinations, and for those who tell their stories, the lesson goes beyond this one campaign: artificial intelligence is not just a way of saying "look how far ahead we are, using a prompt to promote ourselves". It can be a real accelerator of the imagination, and it is useful when it helps to convey an experience. It is an approach that could work in any sector: a model with wider relevance.
The rest, as always, is down to Basilicata itself, with its light that is at once ancient and futuristic: more than a destination, an identity, as Sarli put it when presenting the campaign.

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CALABRIA STRAORDINARIA | REGIONE CALABRIA

Description of the region

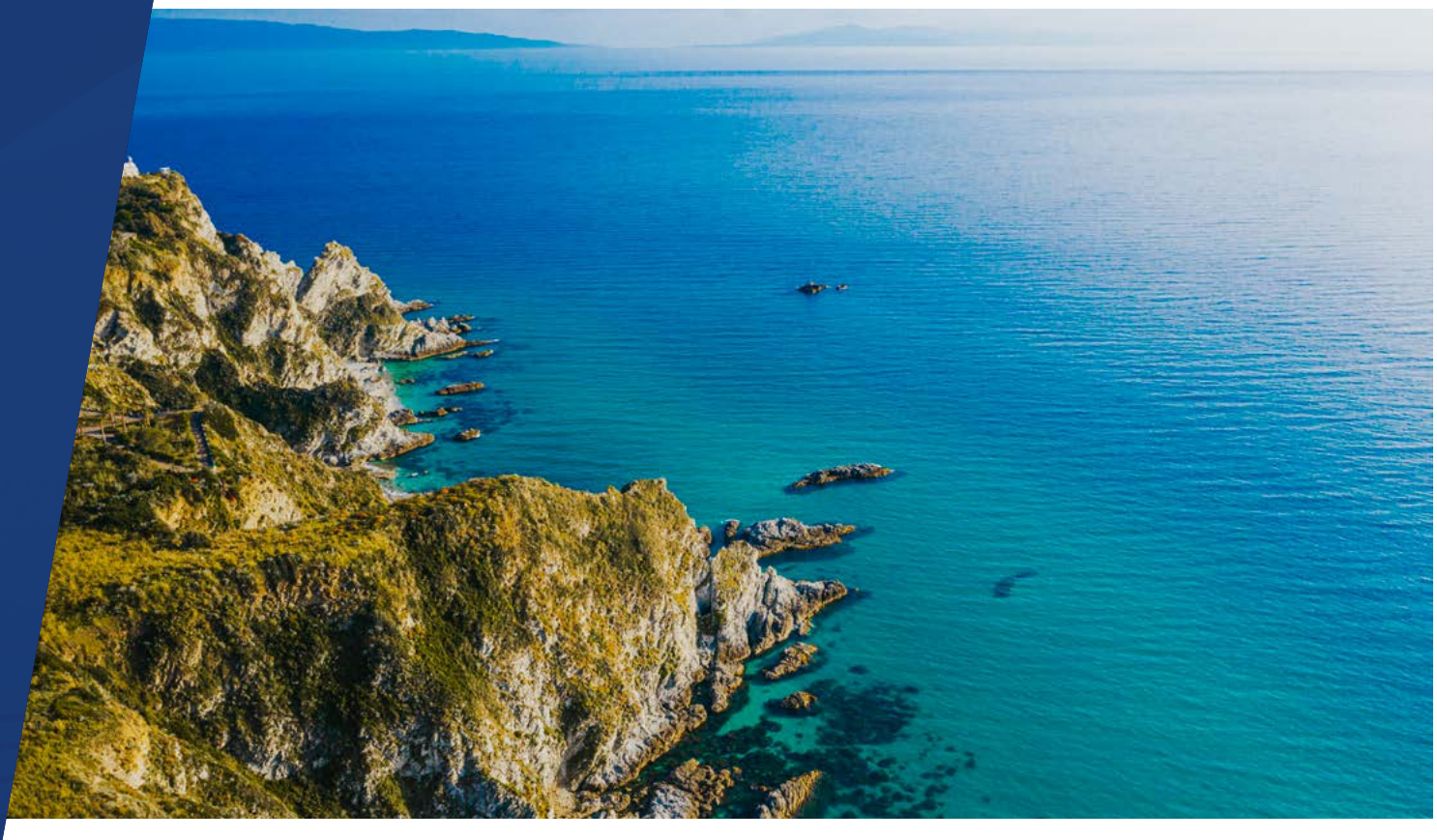
Calabria is an authentic land, full of surprises, in the heart of the Mediterranean and the cradle of Magna Graecia. Here, almost 800 km of coastline meet the three National Parks of Pollino, Sila and Aspromonte, as well as the Serre Regional Park and 19 nature reserves.

In the inland villages and in the Occitan, Arbëreshë and Grecanic communities, ancient languages, traditions and crafts live on. At the table, visitors are won over by bergamot, red onions, 'nduja, local wines, olive oil, bread, cured meats and cheeses: genuine flavours rooted in the traditions of farmers, fishermen, shepherds and cheesemakers.

The millennia-old history of Calabria, the land once known as Italia, is preserved in its Archaeological Parks and National Museums, and reflected in unique treasures such as the Riace Bronzes and the Codex Purpureus Rossanensis.

From Pythagoras to Campanella and from Alvaro to Repaci, this is a land of thinkers and writers, one that can also be rediscovered along evocative literary trails.

It is an ideal destination for outdoor activities: rafting, kitesurfing, sailing, paragliding, and hiking or cycling along the 12 Cammini di Calabria and the Ciclovia dei Parchi.



Capo Vaticano - Grotticelle mare

02

Calabria

The region's tourist profile

Tourism in Calabria is changing: the figures tell the story of a region on the rise, driven above all by international demand. In the first half of 2026, Calabria ranked first in Italy for growth in total arrivals, with a particularly marked increase in visitors from abroad. Smaller towns are also attracting more visitors, confirming travellers' interest in authentic villages and places off the beaten track.

Most international visitors come from Germany, Poland, France, the United States and the United Kingdom, and arrivals are spread from April to October, a sign that the season is already lengthening.

Two main types of traveller choose the region: Italians looking for sea, nature and relaxation, and international visitors drawn above all by its natural and cultural heritage.

The growth in non-hotel accommodation goes hand in hand with this shift towards ever more widespread and flexible hospitality.

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Altomonte-chiesa

02

Calabria

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
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REGIONE CAMPANIA

Description of the region

Campania is one of Italy's most diverse Mediterranean destinations: a region where the sea, cities of art, archaeology, islands, volcanic landscapes, villages, mountains, walking trails, food, wine and craftsmanship come together in an extraordinary variety of experiences.

Naples is the starting point for a journey that can continue to the islands and the coast, but also to lesser-known landscapes and places where history, nature, culture and traditions become part of the experience.

The regional strategy aims to broaden the map of discovery, showcasing emerging destinations, encouraging travel outside the peak season and creating new connections between places and experiences. Indeed, Campania looks firmly to the future: technology, too, can help make the discovery of a destination that goes far beyond its great icons simpler, more personal and more mindful.



Piazza del Plebliscito

03

Campania

The region's tourist profile

Campania speaks to curious international travellers who seek out experiences and want to build a trip that goes beyond the best-known destinations.

It is particularly well suited to couples, adults and repeat visitors looking for culture, archaeology, gastronomy, the sea and lifestyle, as well as to those who prefer nature, walking trails, villages, landscapes and slow tourism. The variety on offer makes it possible to combine different experiences in a single stay, creating tailor-made itineraries and longer holidays.

A particularly interesting audience is made up of travellers looking for authenticity and local character without giving up comfort, quality of service and ease of planning. For the international market, Campania offers a destination that caters for a wide range of interests and travel styles: from cultural heritage to the sea, from gastronomy to nature, and on to walking trails, villages and experiences linked to local traditions.

This variety means every stay can be different, combining the region's great icons with places and routes yet to be explored.



Praesentia Pizza



Sessa Aurunca

03

Campania

Via Francigena: Campania rediscovers slow travel along 250 kilometres of history, villages and landscapes

Over €6.7 million invested in safety, accessibility, signage and promoting the route

Naples, October 2026 – Around **250 kilometres, nine main stages and three provinces**: in Campania, the Via Francigena is becoming a major cultural route for rediscovering slow travel and a part of the region that is still well off the beaten track.

The route crosses the provinces of **Caserta, Benevento and Avellino**, entering Campania from Lazio and continuing through places such as Sessa Aurunca, Teano, Alife, Telese Terme, Benevento and Buonalbergo, taking in historic villages, rural landscapes, Apennine scenery and a wealth of archaeological and historical sites.

To make the route easier for everyone to enjoy, the Campania Region has launched a wide-ranging programme of works covering **safety, maintenance, signage, accessibility, information panels and new rest areas**.

The first phase of work received **€893,982.83** under the 2014-2020 "Culture and Tourism" special funding plan. This was followed by **€1,091,087** from the 2021-2027 Development and Cohesion Fund, **€430,100** for the Alife-Dragoni section and a further **€4.3 million** for new upgrading and promotion work. In total, investment now exceeds **€6.7 million**.

The second phase of the project also focuses on the quality of the experience, with plans for new information installations, waymarker stones, artworks, sustainable solar-powered lighting and equipped rest areas.

This makes the route much more than a path to follow: it becomes a way of bringing together **cultural heritage, landscape, villages, communities and local economies**.

"Slow tourism is changing the way many travellers choose to get to know a destination," says **Vincenzo Maraio, Campania's Regional Councillor for Tourism and Digital Transition**. *"The Via Francigena lets us respond to this demand with an experience that is about more than just visiting a place: it is about building a connection with the landscape, the history and the communities you meet along the way. Investing in the Francigena means putting a different side of Campania on the map, one that visitors can explore on foot, at a different pace, with deeper experiences and new reasons to come back."*

The Via Francigena is therefore part of the Region's wider strategy of developing walking routes as a form of slow, accessible and environmentally sustainable tourism, and as an opportunity to extend the tourist season and breathe new life into historic villages and inland areas.

Description of the region

Emilia-Romagna: Italy at its finest

The authentic Dolce Vita finds its truest expression in Emilia-Romagna, in the heart of Italy. The region boasts ten cities of art renowned for their historic, artistic and cultural heritage, with 17 UNESCO sites and designations; unspoilt landscapes from the Apennines to the Po Delta, with their national and regional parks; a succession of medieval and Renaissance castles and fortresses; and the famous Motor Valley, home of Ferrari, Ducati, Maserati and Lamborghini. Its 110 km of coastline along the Adriatic Riviera make it an ideal destination for all ages, with sport, wellness and events.

The region is a true home of music: the Festival Verdi and the Ravenna Festival draw audiences from all over the world, as do its opera and symphony seasons and its dance and jazz programmes, striking the right note for everyone.

Here you will find Italy's most famous food and wine: Prosciutto di Parma, Traditional Aceto Balsamico, Parmigiano Reggiano, fresh handmade pasta and the wines to go with them. You can even try your hand at making pasta at a cookery school, perhaps at Casa Artusi itself, the guardian of Italy's home-cooking tradition.



Castello di Torrechiara - Parma

04

Emilia-Romagna

The region's tourist profile

Emilia-Romagna appeals to travellers looking for authentic, high-quality experiences: lovers of culture, art and UNESCO heritage, families, beach lovers, cycling, hiking and outdoor enthusiasts, as well as fans of motoring, wellness and shopping. Its wealth of food and wine makes it an ideal destination for gourmets keen to discover the secrets of its finest produce.

Whether you are looking for a city break, a road trip along the Via Emilia, a slow holiday, a walk along the pilgrim trails or a premium stay, you will feel right at home.

With its many events attracting audiences from all over the world, international airports in Bologna, Rimini, Parma and Forlì and an efficient local and high-speed rail network, the region is easy to reach and appealing in every season.

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https://emiliaromagnaturismo.it/en



Basilica San Vitale
Ravenna



Dozza - Rocca di Dozza
Fondazione Dozza Città d'Arte Castelli - Emilia-Romagna

04

Emilia-Romagna

Emilia-Romagna tests new models for a more balanced and sustainable tourism future

Managing tourism flows is becoming one of the key challenges for destinations seeking to balance visitor growth with the protection of cultural heritage, natural landscapes and the quality of life of local communities.

Across Emilia-Romagna, different destinations are testing complementary approaches: using visitor feedback to improve services, adopting internationally recognised sustainability standards and encouraging travellers to discover smaller towns and less crowded areas.

Ravenna: visitors become part of the solutionRavenna: visitors become part of the solution
Ravenna is experimenting with a participatory model designed to improve visitor experiences while reducing the risks linked to overcrowding.

Through **Footprints**, a project funded by the European Urban Initiative – Innovative Actions, the city is developing tools to make Ravenna a "sustainable destination by default", where responsible choices are also the easiest choices for visitors.

One of the project's most distinctive initiatives is its call for **Explorers**. After welcoming 50 participants in 2026, Ravenna will host **100 Explorers in 2027**, each invited to spend five days in the destination testing services, experiences and sustainable travel options.

Their role goes beyond that of traditional tourists. Participants will explore different parts of Ravenna and its surrounding area, from mosaics and cultural heritage to birdwatching, cycling, nature and the Adriatic coast, while evaluating every stage of the visitor journey: orientation on arrival, mobility, access to information, cultural activities and outdoor experiences. The goal is to create a continuous listening system capable of connecting visitor (treated not simply as consumers but as **temporary citizens**) and their needs with the expertise of tourism operators and the priorities of the local community.

Footprints also aims to distribute visitors more evenly across Ravenna's cultural, coastal and natural attractions and throughout different times of the year, reducing concentration in the most visited sites.
Planned actions include three welcome hubs for visitor information and sustainable mobility, more accessible urban routes, a catalogue of sustainable and inclusive experiences and a digital platform using reward mechanisms to encourage responsible behaviour.

04

Emilia-Romagna

Visit Emilia: sustainability becomes a destination management modelVisit Emilia: sustainability becomes a destination management model

Visit Emilia, destination, covering the areas of Parma, Piacenza and Reggio Emilia, has taken a different but complementary approach by embedding sustainability into the governance of the destination itself.

In 2026, Visit Emilia obtained certification from the Global Sustainable Tourism Council (GSTC), becoming the largest and most varied certified destination in the world in terms of geographical area and composition.

The territory stretches from the Po River and the Po Valley to hills, historic villages and the Apennines, encompassing three cities of art and a wide range of rural and natural landscapes. This diversity makes visitor management particularly important.

The GSTC certification process required the destination to assess its performance across four main areas: governance, cultural sustainability, economic and social sustainability and environmental sustainability. This is a model in which tourism growth is not measured only in visitor numbers, but also in terms of impact on local communities, heritage and the environment. The certification therefore becomes a framework for coordinating different stakeholders, monitoring projects and improving the quality of tourism over time.

For visitors, the effect is a destination that encourages exploration beyond the main urban centres: cycling along the Po, discovering castles and villages in the hills or walking through the Apennines.

Dozza: small villages as part of the tourism mapDozza: small villages as part of the tourism map

Redistributing visitor flows also means creating stronger reasons to travel beyond the best-known destinations.

In September 2027, **Dozza**, in the hills near Bologna, will host the **19th National Festival of Italy's Most Beautiful Villages**, bringing national attention to one of Emilia-Romagna's most distinctive small towns.

Dozza is known for its open-air gallery of murals painted directly onto the façades of buildings during the Biennale del Muro Dipinto, as well as for the Rocca Sforzesca, its surrounding vineyards and its wine traditions.

Beyond its cultural programme, the event is designed to highlight the role of small towns as places of sustainable development, innovation and quality of life. For Emilia-Romagna, hosting the festival also reflects a broader tourism strategy: strengthening the visibility of smaller destinations can help distribute visitors more evenly, create new reasons to travel outside traditional tourism hubs and support local economies.

From managing numbers to managing destinationsFrom managing numbers to managing destinations

These three projects show different sides of the same challenge. Together, they point towards a broader shift in tourism management: **from simply attracting visitors to understanding where, when and how they travel, and using that knowledge to create a better balance between tourism, local communities and the places they share.**

How to get there:

Emilia-Romagna is located in northern Italy, separated from Tuscany by the Apennines. It is well connected to the UK and the rest of the world by a number of airlines serving Bologna, Parma, Forlì and Rimini. These include British Airways to London Heathrow, easyJet to London Gatwick (to be confirmed), and Ryanair to London Stansted, London Luton, Edinburgh and Manchester. Aer Lingus and Ryanair connect the region to Dublin.

For further information on Emilia Romagna, visit **www.emiliaromagnaturismo.it/en**
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05

Friuli Venezia Giulia

IO SONO
FRIULI
VENEZIA
GIULIA
ITALY

Description of the region

From the Alps and the Dolomites to the waves of the Adriatic in less than an hour and a half, Friuli Venezia Giulia brings together in a single region all the qualities that have made Italy a destination loved by poets, writers and travellers through the ages.

Elegant squares in cities such as **Trieste** and **Udine**, villages ranked among the most beautiful in Italy, **five UNESCO** sites and wine-growing landscapes that produce internationally renowned white and orange wines, alongside reds increasingly prized for their character and complexity, reveal a land that is authentic and genuine. **Gorizia shared the title of European Capital of Culture 2025** with **Slovenia's Nova Gorica**, and **Pordenone** will be **Italian Capital of Culture in 2027**.

This is a region that cherishes ancient traditions, where different cultures meet and live side by side in harmony. On the border with Austria and Slovenia, in the heart of Europe, Friuli Venezia Giulia **is a part of Italy that remains largely undiscovered**, far from the main mass tourism circuits.



Trieste

05

Friuli Venezia Giulia

IO SONO FRIULI VENEZIA GIULIA
ITALY

The region's tourist profile

Within a compact area, Friuli Venezia Giulia brings together exceptional biodiversity and a mix of cultures that attract travellers eager to discover Italy and, at the same time, somewhere new. From nature lovers to those seeking la dolce vita, the region offers a wide range of services and experiences for anyone with a passion for culture and history, adrenaline-fuelled activities and slow travel, flavours and traditions. There is something for skiers, with **6 regional ski areas** and a day pass at €55, as well as for families and for those looking for culture and a culinary experience that leaves its mark. The uniqueness and authenticity of this region, with its nature reserves and villages and the short distances between sea, mountains and hills, make it a destination to experience from every angle.

5 fun facts:

- **4 main cities**: Trieste, Udine, Gorizia and Pordenone, 2 of which are Capitals of Culture: Gorizia, European Capital of Culture 2025 together with Nova Gorica, and Pordenone, Italian Capital of Culture 2027; 5 UNESCO sites: Aquileia, Cividale del Friuli, the Friulian Dolomites, Palmanova and Palù di Livenza
- **12 direct flights a week from London to Trieste Airport**, intermodal rail and bus connections and 6 cycle routes, one of them directly linked to the airport.
- **6 routes** along the Strada del Vino e dei Sapori, 9 DOC wine areas, 3 DOCG areas, 90 million bottles of wine produced every year and white wines that win awards worldwide
- **6 ski areas**: Forni di Sopra-Sauris, Ravascletto-Zoncolan, Piancavallo, Sappada-Forni Avoltri, Sella Nevea, Tarvisio
- **130 km of coastline to explore**, by sea as well, with boat connections between Trieste, Grado and Lignano Sabbiadoro running throughout the summer.

For infomration:
www.turismofvg.it - press@promoturismo.fvg.it



Monte Lussari
@Luciano Gaudenzio



Pordenone
@Gianpaolo Scognamiglio

Description of the region

Lazio offers a varied landscape: from the peaks of the Apennines to volcanic lakes, from hills and countryside to the shores of the Tyrrhenian, with sandy and rocky beaches, in a land rich in art, history, nature and gastronomy. Rome is the ideal starting point for exploring it. In the province of Rome, visitors can see Hadrian's Villa and Villa d'Este in Tivoli, both UNESCO World Heritage Sites, while Cerveteri and Tarquinia preserve precious traces of the Etruscan civilisation.

The Appian Way, also recognised by UNESCO, once linked Rome to the south. In northern Lazio, known as Tuscia, Viterbo is the main city, with its medieval historic centre and the Papal Palace. Sabina was a place of meditation for Saint Francis of Assisi, and its hills are renowned for extra virgin olive oil, wine and amatriciana sauce. To the south lies Ciociaria, a rural area of striking natural landscapes. On the coast, the Parco della Riviera di Ulisse and the Pontine Islands offer beaches, cliffs and sea caves.



Isola Liri (FR)

06

Lazio

The region's tourist profile

The future of tourism in Lazio is built on its ability to diversify what it offers. Alongside its historic and artistic heritage, the Region promotes experiences in step with new trends: slow itineraries through its villages, food and wine routes dedicated to local flavours, spiritual paths such as the Via Francigena and the Vie di San Benedetto, and wellness breaks in spa towns. It is not just about tourism, but an invitation to experience the region slowly, authentically and respectfully.

Tourism is not only about hospitality, but about relationships. That is why the Region intends to actively involve local communities as key players in tourism development. Their participation guarantees authenticity and protects traditions. Bringing destinations and local businesses together in a network will be key to creating integrated itineraries. The goal is to grow responsibly, guided by the principles of environmental, economic and social sustainability, in order to protect the region.

For information:
Websites **www.regione.lazio.it - www.visitlazio.com**
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For VisitLazio: **https://www.visitlazio.com/identita-visiva/**
For Regione Lazio: **https://www.regione.lazio.it/la-regione/identita-visiva**



Macchina di S. Rosa (VT)



Arco naturale, Ponza (LT)

06

Lazio

Wtm London 2026, Lazio: Digital Innovation And Slow Tourism To Showcase The Whole Region

Tourism in the Lazio Region is taking a decisive step towards the future. Driven by recent measures to promote technological innovation and culture, such as the **LaDIT - Lazio Digital Innovation Tourism** funding call to support the region's municipalities, artificial intelligence and advanced digital solutions are becoming strategic tools for rethinking how visitors are welcomed, how places tell their stories and how cultural heritage is experienced.
The Region's aim is to combine the extraordinary historical, artistic and natural riches of the area with the potential of new technologies, through interactive solutions that can engage with visitors in real time.

The applications funded and introduced include **smart kiosks and information points** which, thanks to AI-powered interactive systems, can provide instant multilingual information, suggestions about local events and round-the-clock practical support. These are joined by immersive content and augmented storytelling, made possible by combining artificial intelligence with augmented and virtual reality, which let tourists see Lazio's archaeological sites and monuments as they looked in ancient times, enriching their visit with interactive narratives.

"Innovating in tourism means investing in our local areas' ability to raise their profile, reach new audiences and offer experiences that are ever more accessible and engaging. *Through the LaDIT funding call, we are supporting municipalities in using new technologies, because digital transformation is a great opportunity, especially for lesser-known destinations that have an extraordinary heritage to share. Our strategy is clear: we want a Lazio that goes beyond Rome, able to promote all of its excellence and to spread tourism opportunities across its five provinces, at every time of year. This is the direction set out in the Three-Year Tourism Plan, which aims to spread visitor flows more widely, both geographically and across the seasons. Technology, together with targeted promotion and collaboration with local areas, can help us turn this vision into tangible results for communities and businesses,"* says **Elena Palazzo, Lazio's Regional Councillor for Tourism.**

Lazio is thus confirming its ability to combine the protection of tradition with the efficiency and sustainability of technological innovation, strengthening its appeal to domestic and international tourists who are increasingly focused on quality.

The digital resources deployed by the municipalities that won LaDIT funding, together with other regional initiatives, are expected to benefit one of the most strategic parts of what the region has to offer: the Network of **Walking Routes** and, in particular, the Via Francigena in Lazio, on both its northern and southern stretches.
In recent years there has been growing interest in slow tourism, with more and more walkers, pilgrims and nature lovers following Italy's ancient historical and spiritual routes. Against this backdrop, Lazio has played an active role as lead partner for eight Regions in the national strategic project to promote the Via Francigena, known as **Project 33**, under the Development and Cohesion Plan, in collaboration with the Ministries of Tourism and Culture.

06

Lazio

The initiative has made it possible to deliver a wide-ranging programme of cross-cutting activities covering tourism promotion, media communication and the development of the route, alongside national and international advertising campaigns and the active involvement of the municipalities along the way.

The regional strategy is part of a broader vision for managing and planning visitor flows, with the aim of easing pressure on the major attractions and encouraging a more balanced spread of visitors. From historic villages to cycle routes, and from walking trails to the lesser-known archaeological and natural sites of the five provinces, the Region aims to make the most of local identity and create new opportunities for economic development.

The measures in place focus on three main areas. The first concerns **digital monitoring and data collection**, using dedicated tools including the *Ross1000* platform for recording overnight stays in tourist accommodation. The second is **promoting slow tourism** and inland areas, with investment in the network of historical and spiritual routes, including the Religious Itineraries, the Way of St Francis, the Way of St Benedict, the Way of St Philip Neri and the Way of Light - Via Amerina. The third concerns **innovation and the development of historic villages**, through grants and funding calls for municipalities to create experiential routes, smart signage and digital visitor services.

It is an approach that aims to strengthen Lazio's competitiveness as a tourist destination, while protecting residents' quality of life and the integrity of the landscape, and making technology a tool that serves people, businesses and local communities.

LIGURIA THE ITALIAN RIVIERA
lamialiguria

Description of the region

Set between the sea and the mountains, Liguria is a narrow yet remarkably rich region where colourful villages, little harbours, cities with a strong Mediterranean character and trails overlooking the sea all lie within easy reach of one another. It is a region to be discovered on foot and by tasting, by stepping into historic shops and listening to the different dialects along a coastline that changes character from one kilometre to the next.

From the Cinque Terre to Dolceacqua, from Genoa to the Rivieras, every place shares an intimate bond with Mediterranean history: noble palazzi, caruggi (alleyways) fragrant with basil and terraced vineyards sculpted by human ingenuity. Hospitality ranges from boutique hotels overlooking quiet bays to small country retreats inland, together with food and wine that tell the story of an ancient culture.

A compact yet multifaceted destination, where sea, nature, culture and food meet in a small space, with a strong identity and a natural elegance.



Cervo, Riviera dei Fiori
@Agenzia in Liguria

07

Liguria

LIGURIA THE ITALIAN RIVIERA lamialiguria

The region's tourist profile

For British travellers, Liguria offers a Mediterranean destination with a strong sense of place, where landscape, culture and gastronomy come together across a compact and contrasting territory. Genoa, the villages of the Riviera, the UNESCO landscapes of the Cinque Terre and Portovenere, the Rolli Palaces and the inland valleys offer many ways to experience the region, from culture and the sea to nature and food.
Liguria is particularly suited to couples and travellers interested in food and wine, art and culture, walking and outdoor activities. Beyond its best-known destinations, the region offers small towns, independently run accommodation, local markets, wineries and scenic trails that invite visitors to experience the local pace of life. A way of discovering the Mediterranean that places value on its landscapes, cuisine and the quality of the experience.

Contatti: **info@agenziainliguria.it - https://lamialiguria.it/en/**



Portovenere, patrimonio dell'umanità UNESCO
@Agenzia in Liguria



Borgo di Dolceacqua
@Agenzia in Liguria

07

Liguria

LIGURIA THE ITALIAN RIVIERA
lamidiliguria

Artificial Intelligence serving Ligurian tour-ism: from visitor flow management to youth training

Liguria is undergoing a profound transformation in the way it welcomes visitors. With its fragile natural environment, highly seasonal tourist flows and the need to promote the inland areas alongside iconic destinations such as the Cinque Terre, Portofino and Genoa, technology is no longer simply a digital support tool, but an increasingly important strategic asset. In this context, Artificial Intelligence (AI) is transforming tourism planning across the region, moving from theory to concrete applications and pro-jects, as well as to education and training. One of the long-standing challenges facing Ligurian tourism is the concentration of visitors in specific areas and periods of the year – the now familiar phenomenon of overtourism – alongside the untapped potential of the villages and communities in the inland areas. Through initiatives such as the Reg4IA project, with the Liguria Region playing a leading role as the in-terregional coordinator, AI is being used to analyse large volumes of big data from transport, mobile phone data and bookings. The aim is to anticipate peaks in visitor numbers, ease pressure on the busi-est areas and dynamically suggest alternative routes, helping redistribute visitors towards inland villag-es and the network of hiking trails.

Generazione Turismo 4.0: training the next generation through ITS Academies
The introduction of Artificial Intelligence into tourism requires new professional skills. ITS Acade-mies, the region's highly specialised post-secondary technical institutes, play a central role in meeting this challenge.
In particular, ITS Turismo Liguria has renewed its practical, laboratory-based training programme by introducing modules focused on the practical use of Artificial Intelligence and virtual reality in hos-pitality.
Through free, two-year post-secondary programmes, students learn how to analyse data and apply rev-enue management techniques, using AI algorithms to forecast room occupancy and optimise rates; de-velop welcome assistants and chatbots; innovate destination marketing; and experiment with virtual re-ality to design immersive tours and experiences, allowing customers to "try" a hotel or excursion be-fore they arrive. Through direct collaboration with local businesses and work placements, these programmes enable young people to move from being simple technology users to becoming "Destination & Guest Experi-ence Managers 4.0" – professionals capable of combining Liguria's traditional, warm approach to hospitality with the opportunities offered by digital transformation.

Cammini di Liguria: walking between the mountains and the sea
Historic and natural routes and trails, offering challenges for pilgrims, sports enthusiasts and curious travellers.
It is an old way of travelling, perhaps the oldest we know. Yet it continues to offer new sensations and discoveries. Several well-known pilgrimage and walking routes reach or cross Liguria. Among them is the Via Francigena. One of Europe's best-known and oldest pilgrimage routes, the Via Francigena runs from the Great St Bernard Pass to Rome in 45 stages, ending at St Peter's Basilica in Vatican City. It follows the journey made by Archbishop Sigeric at the end of the 10th century, from Canterbury to Rome. The Ligurian section lies entirely in the east of the region. It runs from Aulla to Sarzana, Santo Stefano Magra and Luni, once a flourishing Roman city whose important archaeological remains can still be seen today. The route passes through a landscape shaped by vineyards, home to the Colli di Luni white wine, and offers opportunities to discover traditional local cuisine along the way, including panigacci – round, unleavened breads served with cheese and cured meats – and testaroli, an ancient pasta dish made with water, flour and salt and traditionally served with pesto.
Still in the mood for walking? Here are some more ways to explore Liguria on foot.

Alta Via dei Monti Liguri
Mountain meadows and woodland trails. Grassy passes, watershed ridges and steep alpine slopes. A route for everyone: athletes, sports enthusiasts and families. Easy sections are perfect for a weekend in nature, while more demanding high-mountain stretches are popular with experienced trekkers. With 440 kilometres and 43 stages, the Alta Via dei Monti Liguri offers spectacular landscapes to suit different levels of experience. From the Maritime Alps to Monte Beigua, from the mountains around Genoa to the slopes of Monte Zatta, and on to the unspoilt forests of Val d'Aveto and Val di Vara, every stage of the Alta Via offers a different experience. The route also lends itself to shorter, less demanding stages for a weekend getaway, combined with visits to villages, castles and museums or participation in one of the traditional festivals and local fairs that animate the Ligurian territory throughout the year.

Via Marenca e Alta Via del Sale
A historic route linking Piedmont and France, stretching for more than 100 kilometres and character-ised by major changes in elevation, from alpine ridges – mostly between 1,800 and 2,000 metres above sea level – down to the coast. The name Mare-nca refers to this descent towards the sea. The route passes through the villages of the Impero, Maro and Prelà valleys before reaching Oneglia, once a land-ing place for merchant ships involved in the trade of salt, olive oil and anchovies.
The route also includes the Alta Via del Sale, built at the end of the 19th century between the fortifica-tions along the Italian-French border. It runs for around 40 kilometres between the Colle di Tenda, dominated by the Forte Centrale, and Monesi di Triora. Motorised traffic on the Alta Via del Sale is subject to restrictions.
For details, please visit: **https://www.altaviadelsale.com/ita/#inline-auto911**

La Via del Sale
This route, made up of mule tracks once used over the centuries to transport salt from the coastal areas to the Po Valley, is now one of the most popular destinations for those who love walking.
The Via del Sale runs from Genoa to Varzi, in the province of Pavia, crossing the Apennines through Piedmont, Lombardy and Liguria. On the Torriglia–Uscio and Uscio–Camogli stages, the landscape changes from the mountain environment of Monte Antola to the Mediterranean setting of Monte di Por-tofino.

Cammino dei Ribelli
A journey through history and memory: 130 kilometres among bandits, partisans and peasant commu-nities in the spectacular Val Borbera, on the borderlands between Piedmont, Liguria and Emilia-Romagna. A slow journey along the slopes of Monte Antola, the banks of the Borbera and the valley carved by the Scrivia, where every historical period has left stories to tell: medieval, feudal and parti-san. The "Rebels" were the partisans who fought against Nazifascism, the bandits who survived the abuses of local rulers, and even the ancient Ligurians, who fought Roman rule in this area.

Itinerario storico Colombiano
The hiking trail associated with Christopher Columbus's ancestors, also known as the Itinerario Stori-co Colombiano, runs for 19 kilometres along an ancient mule track linking the Fontanabuona Valley with Genoa. A sign marking the route was recently unveiled at the Giardini di Quinto, together with re-newed trail signage.
The route dates back to 1992, when it was created as part of the celebrations marking the 500th anni-versary of the discovery of America. For many years, it has represented an important link for preserv-ing and promoting the history of Liguria's inland areas.
The 19-kilometre trail takes around seven hours to complete. It runs from Terrarossa Colombo to Quinto, passing through Tribogna, Colle Caprile, Calcinara, Cornua, Valico del Monte Becco, Valico del Monte Cordona and Nervi.
Along the route, there are numerous historical points of interest, from the ruins of the ancient Genoese castle on the summit of Monte Tuggio to the ancient hospitalis of San Giacomo di Pozzuolo.
More information is available at: **https://lamialiguria.it/itinerari/cammini-di-liguria/**

The Ligurian model for managing visitor flows and protecting and promoting the territory
Liguria is a unique and inherently fragile region. Wedged between the Apennines and the Ligurian Sea, with historic villages perched on cliffs and an outstanding natural heritage, the region has long faced the challenge of tourist pressure, concentrated mainly in a number of specific areas.
While tourism is a key economic driver, the concentration of visitors in certain destinations and peri-ods of the year can put pressure on the environmental balance, affect residents' quality of life and re-duce the quality of the visitor experience.
Today, Liguria is addressing this strategic challenge through a new approach: moving beyond the sim-ple promotion of the destination towards active, sustainable governance of visitor flows.
World-famous destinations such as the Cinque Terre, Portofino, San Fruttuoso and some of the most attractive areas of western Liguria have long experienced the complexities of mass tourism during the summer months and holiday periods.
To protect the landscape without closing it off to visitors, the Liguria Region and local authorities are adopting advanced monitoring tools and data-driven tourism strategies. Experiences such as regulating access to the bay of San Fruttuoso di Camogli and managing flows along the trail network of the Cinque Terre National Park provide examples of how to ensure safe and sustainable access.The real turning point for sustainable tourism in Liguria, however, lies in the ability to diversify the of-fer and redistribute visitors across both space and time. The strategy for promoting the inland areas is based on three pillars: outdoor activities, villages and experiential tourism. Promoting these areas means helping to spread tourism across the region and throughout the year, taking advantage of Ligu-ria's excellent autumn, mild winter and outstanding spring.
Managing visitor flows is not simply a logistical or technological issue: it requires a shared commit-ment between institutions, residents and visitors. Promoting responsible tourism means informing those who arrive about the fragility of the territory, encouraging respectful behaviour towards the envi-ronment and guiding travel choices towards the low season and lesser-known destinations. Soft mobility projects, well-signposted trails and targeted communication campaigns can help trans-form visitors from mere consumers of the landscape into temporary custodians of Liguria's territory.

For information: **Agenzia Regionale per la promozione turistica, la comunicazione e il marketing territoriale "in Liguria"**
https://lamialiguria.it/en/ - fiere@agenziainliguria.it

Solo in Lombardia | Regione Lombardia

Description of the region

In the heart of northern Italy, Lombardy is a land of innovation, cities of art, spectacular lakes, mountains and an extraordinary tradition of craftsmanship.

Alongside Milan, Italy's capital of fashion, design and business, there are cities such as Bergamo, Brescia, Mantua, Cremona, Varese and Pavia, each the guardian of its own unique history and identity. The Alps and the great lakes of Como, Garda, Maggiore and Iseo create some of Italy's most celebrated and evocative landscapes.

The region hosts numerous international events that draw visitors from all over the world: the historic 1000 Miglia, the vintage car race that starts and finishes in Brescia and will celebrate its 100th anniversary in 2027; the Salone del Mobile and its satellite event, the Fuorisalone, which fills Milan with thousands of events and spectacular installations during Design Week in April; Milan Fashion Week, in September/October and February/March, with shows in the city's most iconic venues; and the Formula 1 Italian Grand Prix, held every September at the Autodromo Nazionale Monza, among many others.



Skyline Milano

08

Lombardia

The region's tourist profile

Lombardy is an international destination that brings together art, culture, nature, wellness, food and wine, and traditions in a single journey: hence the slogan "Only inLombardia".

With its strategic location and modern infrastructure, it is an ideal gateway to Italy. The region safeguards a cultural heritage of world importance, with the highest number of UNESCO listings in Italy, including Leonardo's Last Supper, Cremona's violin-making tradition and the cities of Mantua and Sabbioneta. Its lakes, among the most famous and enchanting in Europe, offer a perfect blend of iconic resorts and villages to explore, sport and relaxation.

The Lombard Alps provide experiences ranging from winter sports to summer outdoor activities. In Lombardy, tourism is intertwined with craftsmanship: outstanding artisan and manufacturing traditions have helped to shape the region's identity. Food and wine are a cornerstone of what the region offers, with routes that combine landscape, culture and a rich and varied culinary tradition, showcasing local produce, historic recipes and gastronomic innovation.

Official website: **www.regione.lombardia.it**
Tourism promotion website: **www.in-lombardia.it**
Contacts: **info@in-lombardia.it - marketing@in-lombardia.it**



Mantova



Trekking Val Viola Valtellina Sondrio
Credits: APF Valtellina

08

Lombardia

Solo in Lombardia | Regione Lombardia

Wtm London, Massari: “We want to use data and artificial intelligence to help visitors discover more of Lombardy, all year round, and spread the economic benefits more widely”

London, 3 November 2026 - **Discovering Lombardy beyond its best-known destinations,** at different times of the year, and measuring ever more accurately the value that tourism creates: this is the approach Lombardy Region is taking to the World Travel Market in London, which runs from 3 to 5 November at ExCeL London, as it puts data and artificial intelligence to work for a tourism growth strategy built on three dimensions: space, time and economic value.

The challenge, then, lies in how visitor flows are distributed and understood. On the one hand, there is a need to ease the pressure on the busiest destinations by drawing new visitors to **historic villages, remote rural areas, walking routes, landscapes and local produce**. On the other, the aim is to extend the tourist calendar, capturing demand outside the traditional seasons too and creating better conditions for local businesses and economies.

There is also the question of understanding more precisely what impact tourism has on each area. Overnight stays, where visitors come from, peak periods, interests and behaviour can all be analysed together to see where demand is strongest, which areas have room to grow and where tourism can create new economic opportunities.
“Today’s tourists have a huge amount of information at their fingertips and expect to find what interests them quickly. Data and artificial intelligence can help us understand this demand and turn it into more tailored offers,” says Debora Massari, Lombardy’s Regional Councillor for Tourism, Territorial Marketing and Fashion. “We want to use **technology to show visitors more of Lombardy**, taking visitors **off the beaten track** and helping them discover places and experiences all year round. The challenge is to build **a kind of tourism that brings out the best in every area** and spreads the economic benefits more widely.”

Digital tools and data analysis systems can help destinations understand visitor numbers, identify peak periods and design offers that suit different types of visitor. The same analysis can also reveal where tourism creates the most value and where there is scope to develop new economic opportunities, involving accommodation, shops, restaurants, services, local producers and the supply chains linked to the visitor experience.

“Understanding visitor flows means being able to plan better. It means knowing where demand is concentrated, when pressure on the most popular destinations is rising, and what other experiences we can offer visitors,” adds Massari. “But it also means understanding the value tourism creates for an area. We want tools that allow us to measure the economic impact of visitor numbers and to focus our policies where they can create new opportunities. Data is only useful when it becomes a tool for making better decisions.”
Spreading visitor flows is therefore about space, with promotion that aims to highlight the full variety of what Lombardy has to offer, and about time, with offers designed to attract visitors in quieter periods too.

Reducing seasonality means broadening the calendar of tourism opportunities and giving businesses and operators more stable trade, **by promoting experiences linked to culture, nature, sport, food and wine, and major events.**

08

Lombardia

Walking holidays are one of the experiences that can support this strategy, with the **Via Francigena** among the routes that most appeal to international travellers. The route passes through areas where cultural heritage, landscape, hospitality, local produce, and food and wine can all come together in a single travel experience.

The regional strategy is part of the **2026-2028 Plan for Tourism Development and Attractiveness**, approved by the Regional Council on 23 June 2026, which identifies digital innovation as one of the five pillars of regional planning, alongside the visitor experience, territorial cooperation, skills and telling the story of Lombardy's identity.

The Region's presence at the World Travel Market is part of its strategy for international promotion and engagement with buyers, tour operators and the wider travel trade. **Lombardy is presenting the UK market and international operators with a destination of art cities, lakes, mountains, historic villages and countryside, together with culture, sport, fashion, design, and food and wine.**
"London is a key event for meeting the people who create and sell travel in international markets. Lombardy is known for a handful of major destinations, but we are also bringing ***many areas that still have huge untapped potential,"*** *concludes Massari. "We want to reach new audiences, spread visitor flows more evenly in space and time, and gain an ever clearer understanding of the value tourism creates for our communities. Technology gives us new tools: it is up to us to use them to make the most of everything Lombardy has to offer."*

WTM London is the leading international marketplace for travel industry professionals and a meeting point for destinations, operators, buyers and businesses across the sector. The 2025 edition welcomed 46,500 attendees, 5,500 qualified buyers and representatives from 182 countries. More than 40,000 business meetings were also scheduled, 30% more than in 2024, while the exhibition space grew by 25%.
At WTM London 2026, Lombardy Region is exhibiting in the **ENIT** area with a **200-square-metre stand** and **28 co-exhibitors**, including DMOs, tourism consortia, promotion agencies, incoming travel agencies and tour operators, hotels and historic residences, golf clubs and transfer services. The Region's presence aims to connect what Lombardy has to offer with buyers and operators from international markets.

Discover Lombardy at: **www.in-lombardia.it**
Press contact: **alessandra_troncana@regione.lombardia.it**

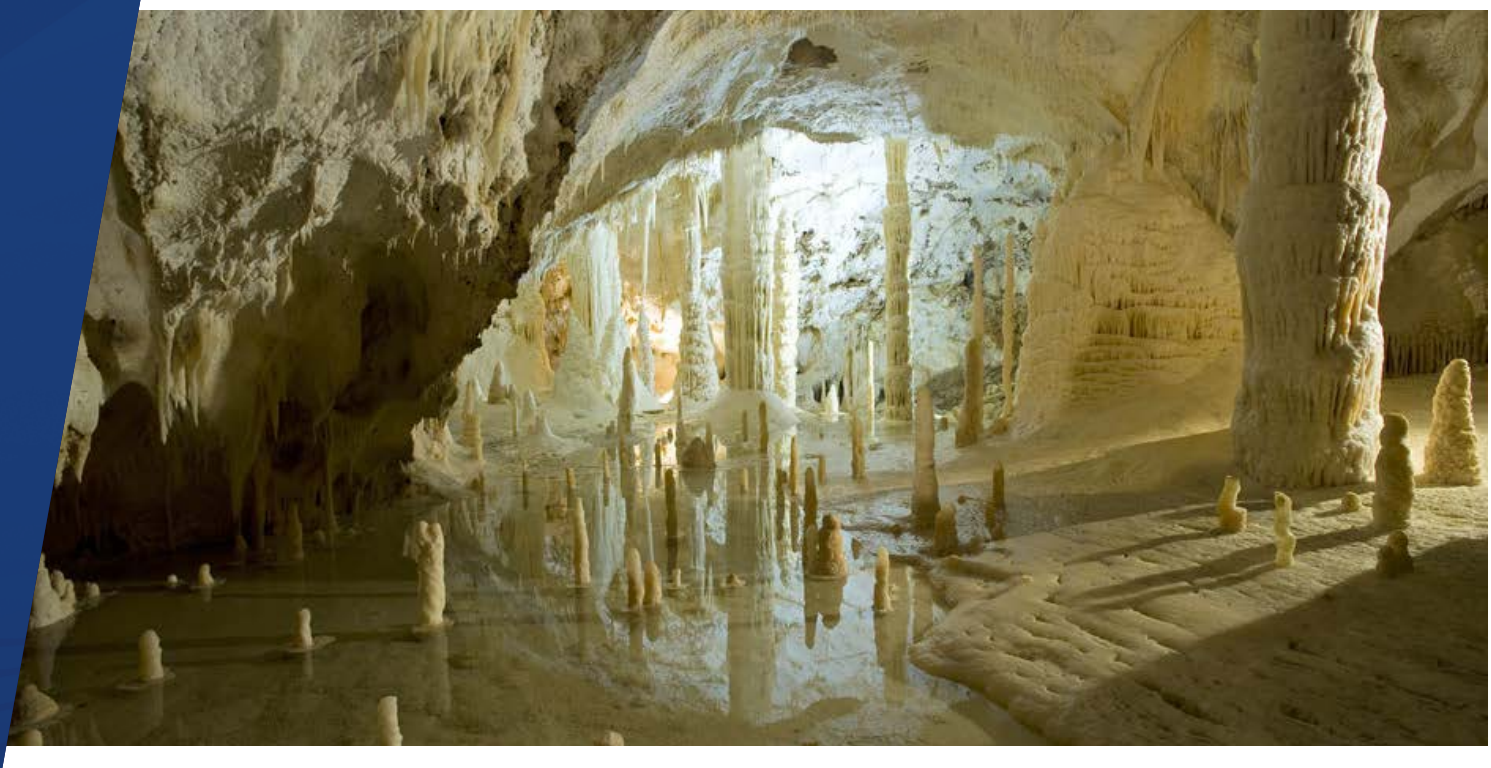
REGIONE MARCHE

Description of the region

The Marche is a land of stunning and diverse landscapes, where the hills and mountains of the Apennines meet the sea along a coastline of sandy beaches and dramatic rocky stretches. Historic villages, art cities, castles, churches and hermitages tell the story of centuries of history, culture and traditions.

Parks, nature reserves, forests and protected areas provide the perfect setting for hiking, cycling, outdoor activities and nature experiences, while caves, scenic trails and mountain destinations further enrich the outdoor offering, including in winter. The region's rich cultural heritage encompasses museums, historic theatres, archaeological sites and monuments, including iconic destinations such as Urbino, the birthplace of Raphael.

Completing the experience is a rich culinary tradition featuring local wines, olive oils, cheese and speciality products. Marinas, festivals, concerts and events bring villages and cities to life throughout the year, offering an authentic experience that combines nature, culture, food and tradition.



Grotte di Frasassi
Sala delle candeline

09

Marche

The region's tourist profile

The Marche is an ideal destination for authentic, sustainable and high-quality tourism, combining culture, nature, the sea, local traditions and outstanding food and wine. The region appeals to couples, families and independent travellers seeking genuine experiences, beautiful landscapes and less crowded destinations than Italy's more established tourist hotspots.Its rich cultural heritage, including art cities, historic villages, castles, theatres and archaeological sites, is seamlessly integrated into a diverse landscape stretching from the Adriatic coast and rolling hills to the Apennine mountains.

The Marche also offers a wide range of opportunities for outdoor tourism, wellness and relaxation, with hiking trails, cycling routes and experiences immersed in nature. Food and wine tourism is another key attraction, rooted in local produce, culinary traditions and high-quality products. The region also stands out for its craftsmanship, traditions and distinctive local way of life, allowing visitors to discover an authentic experience deeply connected to the territory.

Contact: **settore.turismoCooperazione@regione.marche.it;**
numeroverde.turismo@regione.marche.it
Web site: **www.letsmarche.it**



Parco del Monte Conero



Urbino Palazzo Ducale

Description of the region

PIEMONTE: A New Vision of Tourism

Discovering Piedmont means experiencing a destination where innovation, accessibility and authenticity come together. Cities of art and historic villages, the Alps and rolling hills, year-round outdoor activities and outstanding food and wine create a rich and surprising offering that appeals to international travellers.

The Region sees innovation and new technologies as opportunities to enrich the visitor experience, from winery visits and food and wine trails to outdoor activities and the discovery of historic villages and local traditions. These opportunities help shape personalised experiences and introduce new ways to explore and connect with Piedmont's cultural and natural heritage.

At the same time, Piemonte is committed to promoting increasingly accessible and inclusive tourism, supporting initiatives and partnerships that improve access to its heritage, services and experiences, while respecting the diverse needs of all visitors.
Piemonte. The future of travel, at the heart of the region.

Scopri di più: **www.visitpiemonte.com**



Limone Piemonte
© Visit Piemonte, ph Giorgio Gulmini

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Piemonte

The region's tourist profile

Piemonte positions itself on the international market with an offering that brings together culture, food and wine, nature and outdoor activities. The ideal traveller is curious and discerning, seeking authentic experiences, quality and destinations waiting to be discovered.
Torino serves as a gateway to the region, with its rich cultural heritage, museums and contemporary scene. The Langhe, Roero and Monferrato showcase Piemonte through world-renowned wines, cuisine, landscapes and historic villages, while the Cuneo area offers mountains, valleys and a wide range of outdoor activities.
The Biella, Novara and Vercelli areas further enrich the region's appeal with their landscapes, cultural heritage, local produce and nature trails. Piedmont's lakes add another dimension to the offering, inviting visitors to enjoy relaxation, sports and slow-paced stays.
From the Alps to the hills and plains, Piemonte offers the opportunity to create diverse itineraries in every season, appealing to couples, families, active travellers and food and wine enthusiasts alike. Its distinctive strength lies in the possibility of combining cities, historic villages, nature and unique experiences within a single journey.

Find our more: **www.visitpiemonte.com**
Contacts: **info@visitpiemonte.com**



Isola Bella, Lake Maggiore © Visit Piemonte



Slow living and food experience in Piemonte

REGIONE SICILIANA

SICILIA
a unique feeling

Description of the region

The largest island in the Mediterranean, Sicily surprises visitors with the extraordinary variety of its landscapes: unspoilt archipelagos, coastlines where golden beaches alternate with cliffs, UNESCO sites, important archaeological areas and natural parks of rare beauty that have been carefully preserved over time.

This natural and cultural heritage is complemented by the genuine warmth of the Sicilian people, centuries-old traditions that mark the rhythm of the seasons, a vibrant calendar of events and a rich, multifaceted food and wine culture that tells the story of the island through its distinctive flavours.

This is a region where history, nature and culture intertwine in perfect harmony to offer visitors an intense, authentic and unforgettable travel experience that will astonish them at every turn.



Parco Archeologico e Tempio di Segesta @Archivio Regione Siciliana - Benedetto Tarantino

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Sicilia

REGIONE SICILIANA

SICILIA
a unique feeling

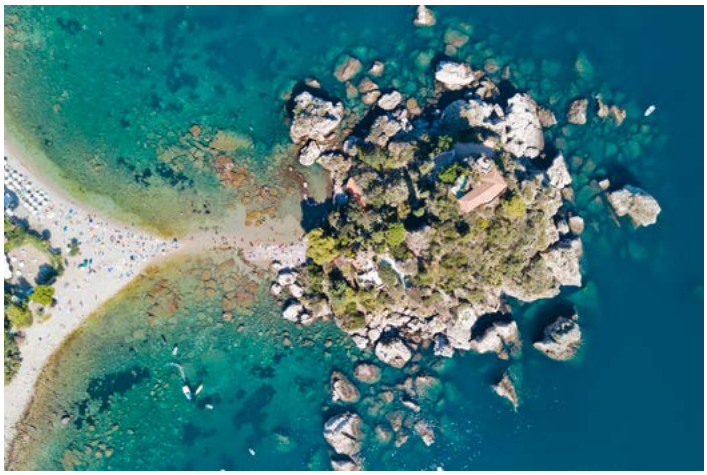
The region's tourist profile

Thanks to its extraordinary variety of landscapes, still-active volcanoes, crystal-clear sea and cultural heritage, Sicily has something to offer every type of traveller.

The island has been inhabited by many civilisations over the centuries, including the Greeks, Arabs, Normans and Spaniards. The island is like an open-air museum where artistic treasures, historical heritage and natural surroundings coexist in harmony to offer tailor-made experiences for families and for couples; for nature, archaeology and food and wine enthusiasts.

A wide and varied range of accommodation options ensures that travellers enjoy comfort and variety as they discover the authentic charm of Sicily at their own pace: from luxury hotels to B&Bs, from holiday resorts to farm stays scattered across the island.

servizio1.turismo@regione.sicilia.it
www.visitsicily.info



Taormina - Isola Bella vista dall'alto
@Archivio Regione Siciliana - Benedetto Tarantino



Monte Etna
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Sicilia

REGIONE SICILIANA

SICILIA
a unique feeling

Innovation and sustainability in Sicily: a new model of tourism development

The Sicilian Regional Government is focusing on data, innovation and the widespread promotion of the region to support the growth of tourism, from artificial intelligence and visitor flow analysis to the network of walking routes and the sustainability of major events.

Palermo, 2 October 2026 - The **Sicilian Regional Department for Tourism, Sport and Entertainment** is developing a strategy to gain a deeper understanding of visitors to Sicily. This will involve analysing their motivations, interests and travel patterns in order to inform policies for the promotion and management of the destination. The strategy also seeks to encourage a more balanced distribution of visitors across the region by highlighting inland areas and small towns, as well as promoting more sustainable organisational models for events and festivals.

Using artificial intelligence to understand tourism and guide strategies

Since 2025, the department has used **artificial intelligence as a tool to support the analysis of the regional tourism market.** This complements the traditional quantitative data collected through ISTAT surveys by providing socio-demographic information and insights into travellers' preferences, motivations and interests.

This approach is made possible by **IODAH (Intelligence On Destination And Hospitality)**, an AI-based *Destination Business Intelligence* platform that integrates and harmonises data from various sources, presenting it via web-based dashboards.

The aim is to transform vast amounts of information into useful tools that can be used to quickly understand trends in the sector and support data-driven tourism decisions and policies. The system enables the monitoring of supply and demand, the analysis of trends and an in-depth examination of aspects that are not easily measurable using traditional statistics.

These include visitor sentiment and satisfaction levels. IODAH has also developed the Destination Reputation Index (DRI), which summarises tourists' overall assessment of their experience at the destination in a single qualitative and quantitative value. **For Sicily, the DRI is 84.5 out of 100, which is one of the highest scores nationally.**

Understanding visitor flows enables us to distribute them more effectively across the region

Data analysis is also important in addressing a key challenge for contemporary destinations: **balancing growth in tourism with maintaining the quality of the visitor experience and protecting natural, cultural and landscape heritage.**

Monitoring visitor flows enables us to understand their scale, geographical distribution and temporal distribution. This creates the conditions to direct interest towards new areas and different times of the year.

The strategy launched by the Department aims to achieve this by **diversifying traditional tourist flows and combatting overcrowding**, broadening the scope of travel in Sicily and offering new opportunities to discover inland areas and small towns.

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Sicilia

REGIONE SICILIANA

SICILIA
a unique feeling

There are over 5,000 kilometres to discover Sicily at a leisurely pace

One of the tools for achieving this objective is the **Network of Trails and Paths of Sicily**. The Department encouraged its establishment, and it brings together the expertise of associations, nature and hiking guides, and volunteers committed to maintaining **over 5,000 kilometres of historical, nature-based and spiritual routes.**

Spanning the peaks of Mount Etna, the Madonie and the Sicani, as well as the Nebrodi and extending to coastal and urban routes, the network promotes exploring the region through soft mobility, whether on foot or by bicycle.

Trail tourism thus becomes another tool for promoting the region. The routes pass through villages and communities in the hinterland, taking visitors off the beaten track and creating new economic and social opportunities in these areas. This model can help counter depopulation in rural areas while preserving their traditions, landscapes and environmental resources.

Music festivals: a network for increasingly sustainable events

Sustainable destination management also encompasses events. In collaboration with the Sicily Music Conference, the Regional Department of Tourism has launched the Regional Network to promote Sicilian music festivals and environmental sustainability. The aim is to strengthen the dialogue between festivals, cultural operators and local stakeholders.

The project involves activities such as mapping, training, raising awareness, networking, communicating and monitoring. Particular focus is given to the gradual implementation of the Minimum Environmental Criteria for live entertainment events and disseminating replicable best practices.

The network promotes the heritage of Sicilian music festivals while fostering greater awareness of environmental, social and economic sustainability issues by encouraging dialogue amongst operators, raising public awareness and collecting useful data for measuring impacts and progressively improving event organisation.

Artificial intelligence, data analysis, sustainable transport and event sustainability thus become components of a single strategy, providing a better understanding of tourism, expanding the areas involved and transforming tourist flows into an opportunity for widespread, sustainable development that protects Sicily’s heritage.

For Information: **www.regione.sicilia.it**
geoportale.osservatorioturistico.regione.sicilia.it
visitsicily.info

TOSCANA
PROMOZIONE TURISTICA

Description of the region

Tuscany: Endless Renaissance

Tuscany offers a profound sensory and cultural experience, born of centuries of harmony between people and nature. The cradle of the Renaissance, home to masters such as **Brunelleschi, Michelangelo** and **Botticelli**, and the birthplace of Dante, the region holds a priceless heritage spread across renowned cities of art (Florence, Siena, Pisa, Lucca), historic villages and the finest Made in Tuscany products.

An exceptional region boasting **Italy's largest wooded area, over 600 km of coastline and 17 UNESCO** sites, complemented by outstanding food and wine that forms part of the UNESCO-recognised heritage of Italian cuisine. Ranking first in Italy for agritourism and 5-star hotels, Tuscany leads the way in **active and sustainable tourism**, with 15,000 km of cycle routes and 10 major walking trails. All this is rounded off by a prestigious operatic and musical tradition, celebrated at internationally renowned events such as the Puccini Festival, the Maggio Musicale Fiorentino and the Mascagni Festival.



Val d'Orcia Panorama Archivio Comune San Quirico d'Orcia

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Toscana

The region's tourist profile

Tuscany is the iconic destination for travellers seeking an authentic immersion in the Italian art of living, combining culture, landscape and wellbeing. It appeals to those looking for a welcoming region rooted in its heritage, enriched by 17 UNESCO designations.

It is the perfect place to travel at a gentle pace in search of beauty at every turn: from the masterpieces of its cities of art to inland villages, hills and coastline. For nature lovers, the vast woodlands and free thermal springs offer relaxation in every season, while cycle routes and walking trails invite outdoor adventure and sustainable travel.

Choosing Tuscany also means enjoying a rich food and wine experience. Its culture of the table, showcased by the Vetrina Toscana project and the region's leading role in agritourism, offers a genuine connection with local communities. Whether for couples, families or en plein air itineraries, this is a destination to savour slowly, creating unforgettable memories.

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Firenze, Santa Maria del Fiore - Toscana Promozione Turistica



Badia a Passignano - Foto Guido Cozzi

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Toscana

TOSCANA
PROMOZIONE TURISTICA

Between Service Quality and "Monumental" Experiences, the Via Francigena in Tuscany Embraces the Walking Trend

The search for more sustainable forms of travel capable of fostering an authentic relationship with the territories finds one of its prime locations in Tuscany. This is also confirmed by the latest survey from the **European Association of the Via Francigena Ways**: among the preferred starting points for the journey, Pontremoli ranks first (alongside Lucca) with 20% of preferences, followed by **Siena** at 11%; the city of the Palio is also the second most popular arrival destination after Rome, with 20.6%, ahead of other Tuscan destinations like **Monteriggioni** and **San Gimignano.** It is an itinerary that traverses art cities, villages, rural landscapes, and iconic locations such as the Val d'Orcia (another **UNESCO World Heritage site**, alongside Siena and San Gimignano), catering to an international demand that is increasingly interested in discovering territories at a walking pace.

However, what makes the Tuscan Via Francigena attractive is not just the landscape. Over the years, the **Tuscany Region** and local authorities have invested in the quality of the itinerary, from maintenance and signage to services and hospitality. The accommodation itself represents one of the most original aspects of the experience: along the route, it is possible to spend the night in "**monumental**" places that have welcomed pilgrims and wayfarers for centuries. In Chianni, just outside Gambassi Terme, visitors can stay in the Romanesque parish church and the ancient reception complex mentioned by **Sigeric** in his travel diary from 990 AD. In Abbadia a Isola, near Monteriggioni, hospitality is housed within the walls of the ancient 11th-century abbey complex; in Altopascio, the tradition linked to the Knights of the Tau survives. Finally, in Siena, Santa Maria della Scala, one of the oldest European "hospitals" and now a major museum complex, still preserves the memory of its centuries-old function of welcoming pilgrims and continues to offer hospitality to travelers. These are places where the overnight stay becomes an integral part of the journey itself: almost a living museum, capable of connecting the walker with the centuries-old history of the route.

Today, quality and usability also mean making this experience accessible to ever-wider audiences. The recent launch of *Via Libera 2.0 – **Accessibilità sui Cammini Toscani*** (Clear Path 2.0 - Accessibility on Tuscan Trails), a project by the Itinera cooperative of Livorno supported by the "Tuscany, a Region Accessible to All" program, moves precisely in this direction. The initiative aims to overcome not only physical barriers but also informational, digital, and cultural ones through the mapping of routes and services, co-design with associations, operators, and accessibility experts, and the production of inclusive tools, ranging from guides in Augmentative and Alternative Communication to videos in Italian Sign Language (LIS), virtual tours, and podcasts. On the **Via Francigena**, the project focuses on the Massa–Camaiore stage and involves people with motor, sensory, or cognitive disabilities, families, the elderly, and travelers with specific needs. This model is designed to be replicable and also encompasses the **Way of St. James (Cammino di San Jacopo)** and the **Way of St. Francis (Via di Francesco)**.

It is exactly this systemic logic that Tuscany has progressively extended in recent years from the Via Francigena to other major regional itineraries. The ***Atlas of Tuscan Trails*** **now** brings together ten routes, building a true **slow mobility infrastructure** that connects **art cities, small villages, rural areas, and natural parks**. It is a network where the path becomes a gateway to the territories, communities, and their services, offering travelers new ways to cross and experience Tuscany while simultaneously helping to distribute flows towards less-visited areas and during new times of the year.

Description of the region

Trentino is a year-round destination in northern Italy. Framed by the UNESCO-listed Dolomites, its valleys and forests hold more than 300 lakes, including Lake Molveno, Lakes Levico and Caldonazzo and the northern shore of Lake Garda, a favourite for windsurfing and sailing.

Spring brings blossoming orchards and waterfalls in full flow, ideal for hiking and cycling. In summer, the region offers routes for hiking, mountain biking and via ferrata, as well as water sports.

Autumn turns the forests to gold and brings the season of wine tastings, harvest festivals and quiet trails. In winter, ski areas such as Dolomiti Superski and Skirama offer skiing, snowboarding and snowshoeing.

Alongside its natural beauty, Trentino offers historic castles, thermal spas, traditional Christmas markets and modern museums such as Trento's MUSE Science Museum and Rovereto's MART Museum of Modern and Contemporary Art, while its Alpine and Mediterranean food and wine make for a *Dolce Vita* all of its own.



©Trentino Marketing - Luciano Gaudenzio Campiglio

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Trentino

The region's tourist profile

Trentino appeals to a wide range of travellers looking to enjoy its lakes and mountains all year round.

From spring to autumn, outdoor enthusiasts and active families are drawn by its extensive networks for cycling, trekking and via ferrata, and by water sports on its scenic lakes. Those in search of wellness, good food and culture will find historic castles, modern museums, thermal spas and a rich regional culinary tradition.

In winter, keen skiers, snowboarders and winter sports enthusiasts come for world-class slopes, well-equipped ski areas and an authentic Alpine atmosphere. Visitors can also enjoy the tranquillity of Lake Garda in winter, while eco-conscious travellers appreciate the region's protected nature parks, enchanting lakes and focus on sustainable hospitality.

Contatti: **internationalmarkets@trentinomarketing.org - www.visittrentino.info**



ValdiNon - Tassullo - CastelValer
Graziano Panfili



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RonnyKiaulehn

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Trentino

How Trentino Is Managing Access to Its Most Popular Lakes and Mountains

Next summer, Trentino is introducing again a series of smart mobility measures to manage visitor numbers at some of its most popular (and most fragile) natural sites, combining new bus services, eco-shuttles, online parking systems and cable car connections to reduce private car use across the region.

The initiatives reflect a broader shift in how Trentino approaches summer tourism. Rather than reactively addressing any negative impacts of 'overtourism', the province is proactively investing in infrastructure that actively protects the landscapes visitors come to see. The measures cover three of the region's most visited lake areas - Lake Molveno, Lake Caprioli and Lake Tovel - as well as a wider sustainable transport plan connecting Trento to the Paganella plateau.

The Paganella Express: A Bus Link from Trento to the Mountains

From 27th June 2026 until the beginning of September, a new high-frequency bus service called the 'Paganella Express' has connected Trento to the Paganella plateau, including Molveno, with departures every 30 minutes from 6.18am to 11.17pm. The service is designed to reduce reliance on private cars by integrating with existing train connections, making it possible for visitors to travel from Trento to the mountains and back without a vehicle. It will come back next summer.

The bus service forms part of a wider three-pillar mobility plan for the Paganella area. Alongside public transport, two new cable car connections are planned (Zambana Vecchia to Santel and Andalo to Pradel) to improve car-free access between the valley floor and the plateau. The third pillar focuses on cycling infrastructure for everyday use, with new safe cycling paths being created between villages to encourage local commuting by bike, not just recreational riding.

Lake Molveno: Real-Time Parking and Online Booking

Lake Molveno, repeatedly voted Italy's most beautiful lake, is introducing a camera-based parking management system for summer 2026, carrying on into 2027. Every car park in the town will be monitored in real time, with availability displayed on information boards at the main entrances and throughout the centre. Visitors heading to the Ischia car park (the largest near the lake) can book spaces online in advance via the 'ParkMolveno platform', following successful trials in 2024 and 2025. The aim is to eliminate the circling traffic of drivers searching for spaces, reduce congestion and ensure that visitors spend their time at the lake rather than in a queue.

Lake Caprioli: Advance Booking and Eco-Shuttles

In Val di Sole, access to Lake Caprioli is regulated through a new system limiting the number of parking spaces available to daily visitors. Spaces must be booked online in advance. For those without a booking, or those preferring not to drive, an eco-shuttle service will run every 30 minutes between the village of Pellizzano and the lake.

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Trentino

A Model for Sustainable Alpine Tourism

Taken together, these initiatives position Trentino as one of the most proactive regions in Europe when it comes to managing tourism sustainably. At a time when destinations across Italy and the wider Alps are grappling with overcrowding, Trentino is investing in systems that balance visitor access with environmental protection, and ensures that the landscapes people travel to remain worth seeing.

DISCOVER TRENTINO WITH THE NEW "MIO TRENTINO" TRAVEL PLANNER

An essential tool for exploring the region year-round, Mio Trentino is the official digital travel assistant designed to make every trip seamless and personalized—from summer hikes and autumn harvest festivals to winter skiing and spring lake getaways.

Powered by integrated AI technology, the app acts as an intelligent, interactive guide that learns user preferences to provide real-time, context-aware suggestions. Travelers can simply ask questions, choose from customized recommendations, and organize their ideal trip on the go.

Key AI-driven and digital features include:

- AI-Powered Smart Recommendations: Delivers hyper-personalized suggestions for activities, events, and local dining by analysing personal interests, current location, weather conditions, and time of day.
- Integrated Trentino Guest Card: Offers instant digital access to free public transportation province-wide, along with complimentary or discounted admission to top castles, museums, and natural sites all year long.
- Seamless Mobility & Booking: Helps users plan travel routes, check live transport schedules, and reserve tickets for attractions, guided tours, and local experiences directly within the app.
- Interactive Year-Round Guide: Provides up-to-date information on seasonal events, trail maps, opening hours, and real-time updates for outdoor sports and cultural activities.

By unifying AI-assisted trip planning, transport access, and local ticketing into one intuitive platform, Mio Trentino empowers visitors to discover the best of the region in every season.

About Trentino:

The beautiful region of Trentino is located in the North-East of Italy, in the heart of the Italian Alps, nestling between Lake Garda and the Dolomites. It's also within reach of the vibrant and stylish cities of Verona, Venice and Milan.

Trentino is famous for its natural landscapes, its impressive mountains, its green valleys and its lakes - there are 297 of them in total. This makes it an ideal year-round destination for outdoor enthusiasts.

Winter offers over 800 kilometres of ski slopes, while summer beckons visitors to the shores of Lake Garda and the numerous trails perfect for hiking, mountain biking, and climbing in the mountains, while autumn provides a delightful experience with its vineyards and charming towns and villages. Truly, Trentino is an Italian destination for every season.

For information: **visittrentino.info**
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umbria
Cuore verde d'Italia

Description of the region

Umbria is a region where culture, art, nature and spirituality coexist within a unique landscape. The green heart of Italy, it is home to cities of art and historic villages, masterpieces by great artists, and evidence of a history stretching back thousands of years.

From Perugia to Assisi, and Orvieto to Spoleto, every place tells a story of heritage steeped in beauty, creativity and tradition. Museums, theatres, festivals and events bring the area to life all year round, offering opportunities to meet people, enjoy performances, and get involved.

Nature invites you to walk through hills, woods, parks, lakes and waterways, along routes that combine wellbeing, beautiful scenery and discovery. Umbria is also a land of spirituality: the sites associated with St Francis and his pilgrimage routes, which blend spirituality, nature and beauty, attract pilgrims and travellers in search of tranquillity, harmony and great depth. An authentic region, capable of transforming every experience into an encounter with beauty.



Perugia
@PPMetelli

14

Umbria

umbria
Cuore verde d'Italia

The region's tourist profile

Umbria appeals to curious, discerning travellers seeking authentic experiences, far removed from the mass tourism circuit. It is an ideal destination for couples, families, groups, senior citizens and solo travellers interested in culture, art, food and wine, nature, wellbeing and spirituality.

The area offers experiences suitable both for those seeking a relaxing and rejuvenating break and for those who love exploring, walking, cycling, and enjoying outdoor activities. Umbria is particularly appealing to those interested in cultural and village tourism; it also attracts those who love events, festivals, music and the performing arts, as well as pilgrims and travellers interested in spiritual journeys.

The region's rich culinary heritage and warm hospitality round off the experience, making it ideal for everyone, with themed itineraries and experiential holidays available all year round.

Contacts: **umbriatourism.it**
turismo@sviluppumbria.it



Cascate delle Marmore



Festival di Spoleto
@PPMetelli

14

Umbria

umbria
Cuore verde d'Italia

Umbria turns to data and artificial intelligence to guide its tourism strategy. Meloni: "A compass for managing visitor flows and building more balanced and competitive tourism"

The aim is simple: to put technology at the service of public decision-making. That means bringing together data that currently comes from a range of different sources, in order to understand who comes to Umbria, when they come, where they go, what they are looking for and which experiences they choose. A deeper understanding of demand makes it possible to plan tourism policy more effectively and to direct promotional resources towards the areas with the most room to grow.

With this approach in mind, the Umbria Region has developed a data intelligence platform that can analyse and cross-reference the data generated by the regional tourism system, from physical visitor flows to digital interactions. Built with public oversight, transparency and respect for privacy, the tool gives a clearer picture of visitor profiles and behaviour, measures the effects of the policies in place and, above all, allows strategies to be adjusted and updated in the light of the evidence.

"Today's challenge is not just about attracting more visitors, but about managing tourism growth better and increasing the value it brings to local areas," says Simona Meloni, Umbria's Regional Councillor for Tourism. "To do that, we need an ever better understanding of demand, and we need to use data as a compass for our decisions. Artificial intelligence and data intelligence are no substitute for policy-making: they help us make it better informed and more effective. We want to understand where there is room for growth, spread visitor flows more widely across the region and throughout the year, and align promotion with each area's ability to offer visitors what they are looking for. It is a crucial step for an Umbria that wants to grow in national and international markets without losing its balance, while making the most of its historic villages, remote rural areas and local supply chains."

The digital data analysed by the Region sheds light on two complementary areas: demand and supply. On the demand side, user interactions with the regional tourism portal, from searches and browsing paths to the offers viewed and the time spent on each page, reveal the real interests of potential visitors through their behaviour. This makes it possible to understand not only "who comes", but also "what they are looking for" and, above all, "what they cannot find". On the supply side, the regional portal brings together the offers of around 2,300 active operators, including accommodation providers, experiences and services. The way these offers are viewed is also a valuable source of information: which ones are looked at, which are explored in more depth, and which generate interest or enquiries. All of this shows whether supply is actually meeting market demand. If a particular type of experience is searched for frequently but generates few conversions, for example, the data suggests that the problem may lie not with demand but with the quality, structure or presentation of the offer.

Matching supply and demand therefore becomes a tool for steering tourism policy. The platform does more than take a snapshot of visitor flows: it measures the quality of the relationship between the region and its visitors, distinguishing, for example, between an offer that people look for but cannot find and one that they find but do not choose. The real added value of data intelligence lies in its ability to read physical flows and digital behaviour together. The former show where and when people arrive; the latter help to explain what they were looking for before they arrived and what they found, or did not find, once they came into contact with what the region has to offer. Combining the two makes it possible to move from a purely descriptive reading of tourism to a diagnostic one that can inform planning. Once processed, visitor flows also stop being mere numbers and become maps of tourism. The platform shows how visitors are distributed in space as well as over time, pinpointing the areas under the greatest pressure and those that still have room to grow. This information helps to guide promotional choices and to use resources in a more targeted way. Knowing where visitors are concentrated helps to identify where action is needed to spread them more widely and, conversely, where the offer needs to be strengthened first so that an area is ready to welcome new demand.

The data intelligence platform thus becomes a genuine “compass for the region”: a tool for consolidating the results achieved, spotting any problems early and guiding future decisions. Data is no longer used simply to produce statistics on arrivals and overnight stays, but becomes an integral part of shaping tourism policy. The first findings are already being put into practice and point towards a clear goal: a more balanced spread of visitors throughout the year and across the whole region.

Alongside the analysis of digital behaviour, the Region also measures visitor flows and the economic value generated by tourism, in both the domestic and the international market. Three priorities have emerged from this analysis. The first is continuous monitoring: data intelligence tools provide ever more up-to-date information on visitor numbers, making it possible to act before any build-up of visitors becomes a problem. The second is extending the season. Data on international markets shows that there is demand for quality experiences outside the traditional peak months too. The challenge, then, is to create products, experiences and travel offers that can capture this demand all year round. The third concerns the development of local areas. Managing visitor flows more carefully can strengthen the role of historic villages, remote rural areas and local supply chains, turning the spread of demand into a driver of development and, in the long term, striking a balance between appeal, sustainability and the quality of the experience.

This is how the Region intends to use data and innovation: not to replace decisions, but to make them better informed. Because understanding tourism better means being able to manage it better, and turning growth in visitor numbers into value that is shared across the whole of Umbria.

05

Other organisations and geographical areas

COMUNE DI GENOVA

Description of the city

Genoa is a vertical city set between sea and mountains: the Old Port, redesigned by Renzo Piano, opens onto one of the largest medieval historic centres in Europe, a maze of caruggi (narrow alleys), historic shops and hidden squares.

In 2026 the city celebrates twenty years since the UNESCO inscription of the Palazzi dei Rolli and Strade Nuove, the aristocratic residences that hosted sovereigns and Grand Tour travellers, some of which are now museums awarded three stars by the Michelin Green Guide. Named by The New York Times among its 52 Places to Go in 2026, Genoa is the only Italian city shortlisted for European Capital of Tourism 2027.

Behind the centre, the seventeenth-century forts and walls offer hiking and mountain biking with views over the gulf; at the table, mortar-pounded pesto, focaccia and farinata tell the story of a cuisine shaped by merchants and sailors. From the Aquarium to the fishing village of Boccadasse, Genoa is a destination to enjoy in every season.



Genova ripresa dall'alto, con in primo piano la Torre Grimaldina del Palazzo Ducale

01

City of Genoa

COMUNE DI GENOVA

The region's tourist profile

Genoa appeals to curious travellers seeking authenticity and culture away from the crowds. In 2025 the city recorded 3.5 million overnight stays (+15%), half of them by international visitors. Its ties with the United Kingdom run deep: Byron and Mary Shelley stayed here, and Dickens lived in Genoa and wrote about it in Pictures from Italy. Main target segments: cultural city breakers, including off-season; couples and independent women travellers; lovers of art, architecture and music (Paganini October); food lovers drawn to historic shops, markets and Ligurian cuisine; outdoor enthusiasts combining city and nature across forts, walls and coastal trails; cruise passengers and yachting visitors; the MICE and incentive segment, with upscale hotels and historic residences as venues. Genoa is also the ideal base for exploring the Riviera, from Camogli and Portofino to the Cinque Terre, combining an art city and the seaside in a single trip.

Contacts: Comune di Genova – Direzione Turismo
E-mail: promozioneturismogenova@comune.genova.it - Sito: www.visitgenoa.it



Vista panoramica di Genova



Galleria Dorata - Palazzo Tobia Pallavicino

01

City of Genoa

COMUNE DI GENOVA

Genoa, Italy's only finalist for European Capital of Tourism 2027: a greener city where the outdoors starts at the end of the street

Twenty years of UNESCO World Heritage, the longest city walls in Europe, trails, forts and ridges just minutes from the historic centre, and Italy's first urban plan to include depaving.

Genoa arrives at WTM London as the only Italian city among the eight finalists of European Capitals of Tourism 2027, the European Commission initiative rewarding destinations for sustainable, accessible and innovative tourism. The winner will be announced in Brussels on 18–19 November.

It is the fourth consecutive year that Genoa has made the shortlist. This year the city competes alongside Aalborg, Braga, Konya, Ljubljana, Lviv, Salzburg and Sofia, selected by the Commission's Directorate-General for Mobility and Transport (DG MOVE).

Four pillars for a European candidacy

Genoa's bid rests on four pillars: accessibility and inclusion, cultural heritage and creativity, technology for sustainable tourism, and urban sustainability.

- **Accessibility**: the Plan for the Elimination of Architectural Barriers (PEBA), the sea lift at Capo Marina Beach, the FUNT Genova4all project and the Accessible City Pass.
- **Culture and digital innovation**: the Genoa City Pass, offering discounted access to more than 150 museums, libraries and archives; the VisitGenoa app; augmented-reality audio tours on the Loquis podcast platform; and the VOX digital tourist card.
- **Environment**: the SurplUSE Reuse Centres, circular economy policies and a 6.5% annual reduction in pollution in tourist areas.

"Seeing Genoa confirmed among Europe's leaders in innovation tells us we are on the right track," said **Tiziana Beghin, Councillor for Tourism of the City of Genoa.** "Remaining on this shortlist is a strategic goal. It shows that our vision is sound, that our work over the past year has been consistent and, above all, that the principles of our bid have become best practices officially promoted by the European Commission for the benefit of other cities. It is recognition of the real impact of our sustainable and accessible tourism policies on the ground."

Genoa Outdoor: from the caruggi to the ridges

In Genoa the outdoors starts where the city ends, often just a flight of steps or a funicular ride away. From the caruggi, the narrow medieval lanes of the historic centre, trails, fortresses and ridges are only minutes away, making nature an integral part of the city experience. The Zecca–Righi funicular climbs from the city centre to the gateway of the Parco delle Mura, where the longest city walls in Europe and the Strada dei Forti, the road of the forts, have been reopened to the public thanks to the restoration of Genoa's fortifications. From here a network of trails crosses every hill from east to west and connects to the Alta Via dei Monti Liguri, the long-distance ridge trail that runs the length of Liguria, with routes for every level: panoramic walks, demanding hikes and trail running, always with the sea in view.

Each hill also has its own mountain bike network, largely maintained by sports and volunteer associations, with

equipped starting points such as the bike hub at Forte Begato. Further afield, the Beigua UNESCO Global Geopark rises from the sea to the Apennine ridges, while Genoa's waters are part of the Pelagos Sanctuary for Mediterranean marine mammals. Thanks to its mild Mediterranean climate, Genoa Outdoor is a year-round proposition. Autumn and winter, with clear days and fewer crowds, are among the best seasons to hike and ride the hills above the city: a sustainable way to discover Genoa beyond the summer months.

A greener Genoa: Italy's first city to write depaving into its urban plan

Genoa is the first Italian city to officially introduce depaving into its new Urban Plan (PUC): removing concrete, asphalt and sealed surfaces to give soil back to nature, let rainwater soak into the ground again and cool urban heat islands. Soil and urban greenery are now formally recognised as ecosystem infrastructure.

The plan also brings the private sector on board. Developers who choose to allocate their urbanisation charges to depaving works benefit from tax relief, in exchange for maintaining the new green areas for at least ten years. Among the flagship projects, depaving at Villa Bombrini in Cornigliano will replace concrete with a new urban park of more than 13 hectares.

Depaving is part of a wider strategy that already includes reuse centres, circular economy policies and a steady reduction in pollution in the areas most visited by tourists: a city that is reshaping its public spaces for residents and visitors alike.

A city with two souls

2026 marks twenty years since the Strade Nuove and the system of the Palazzi dei Rolli were inscribed on the UNESCO World Heritage List: the first great urban planning project of Renaissance Genoa, where noble families hosted popes, kings and ambassadors in their palaces. Alongside the city of art, the historic parks and gardens of Nervi and Pegli open onto the sea.

Binding culture and nature together is Italian cooking, inscribed on UNESCO's Intangible Cultural Heritage list, kept alive every day by Genoa's Historic Shops and Traditional Venues. With 20 new entries in 2026, the municipal register now counts 120 businesses (75 shops and 45 venues), making Genoa the Italian city with the largest number of officially recognised historic establishments.

What's on: from November to winter

- **Until 8 November – Ottobre Paganini.** The biennial festival dedicated to Niccolò Paganini, with concerts, masterclasses and many free events across the city, including concerts by the winners of the Paganini Competition and itineraries of the European Paganini Route, a Council of Europe Cultural Route.
- **Autumn 2026** – Twenty years of UNESCO World Heritage. Under the theme "Sharing is protecting", a photography exhibition at Palazzo Bianco and Palazzo Rosso tells the story of the city's museums through archive images, alongside guided tours of Palazzo Nicolosio Lomellino.
- **Until 25 November** – ReC 26 at Teatro della Tosse, a multidisciplinary festival of dance, circus, theatre, live music, visual arts and new media.
- **18–19 November** – **European Capitals of Tourism 2027** final in Brussels.
- **Until 31 December** – World Press Photo Exhibition 2026 at the Loggia degli Abati, Palazzo Ducale.
- **Until 31 December – Le pietre parlano at the Depositi di Sant'Agostino**, offering rare access to the hidden collections of the civic museums.
- **8 December – 6 January – Christmas in Genoa**. Light installations in all nine districts of the city, from Voltri to Nervi, and the return of the **Nativity Passport**, a city-wide trail through churches, oratories and museums celebrating the Genoese nativity-making tradition, a pride of Ligurian craftsmanship since the 18th century.
- **19 December – Confeugo in Piazza De Ferrari**. In a ceremony dating back to the 14th century, the city's highest authorities pay homage to a laurel tree as a good omen for Genoa, followed by historical and cultural performances in the Salone del Maggior Consiglio of Palazzo Ducale.
- **6 January – Epiphany.** The firefighters' Befana abseils down from Palazzo Ducale into Piazza Matteotti, handing out sweets to children.

www.visitgenoa.it

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LAGO DI COMO
ITALIA
A WORLD WITHIN A WORLD

Description of the lake

A unique place, rich in art and culture, and set against a stunning natural backdrop: this is Lake Como. A 'small world' that captivates and surprises, is synonymous with elegance and glamour, yet youthful and dynamic at the same time. Here, centuries of history, combined with the harmonious work of humankind, have become part of the landscape, shaping famous destinations and hidden corners, giving rise to historic villas and gardens, small hamlets and elegant market towns, with a mix of colours and atmospheres that vary with the seasons, to be discovered, experienced and savoured all year round.

Lake Como. 'A World Like No Other'



Villa del Balbianello - Tremezzina

02

Lago di Como

Tourist profile

With over 2.4 million visitors a year, Lake Como remains one of the most popular and best-loved destinations for tourists from all over the world. Its landscapes, culture, and the many authentic experiences it offers, combined with outstanding hospitality, are just some of the things that have made it famous. However, Lake Como continues to evolve, with the emergence of new, prestigious accommodation facilities, the winter opening of tourist attractions and services, and a growing commitment to reducing seasonal fluctuations in the tourism offering, to make the most of this extraordinary region all year round.

The UK market has traditionally been one of the main sources of tourist arrivals, with over 420,000 overnight stays in 2025, accounting for around 7% of international visitors. Interest continues to grow among UK travellers, as they increasingly seek out experiences that allow them to enjoy 'slow tourism', in close contact with local life, where time spent on oneself takes centre stage.

Contact: **www.lakecomo.is**



Varenna



San zeno
@Maurizio Moro

02

Lago di Como

Lago di Como - Viaggio verso il Futuro

Grazie ad una maggiore diffusa sensibilità e ad una visione lungimirante dei suoi attori principali, l'iconica destinazione turistica "Lago di Como" guarda al futuro con un nuovo impegno, quello di offrire al visitatore un'offerta completa anche nei periodi di minore affluenza, con l'apertura invernale delle sue Ville storiche e la creazione di nuovi percorsi esperienziali improntati sul turismo culturale ed enogastronomico, sui cammini, sul turismo wellness e sul concetto di lentezza come esperienza rigenerante.

Le azioni messe in campo sono molteplici e si stanno sempre più consolidando, grazie al coordinamento della Camera di Commercio di Como-Lecco e all'apporto degli stakeholder locali, pubblici e privati che operano in sinergia su più aree di intervento con strategie flessibili, condividendo idee e best practice, con l'obiettivo sfidante di mantenere alta l'attrattività del Lago di Como ma al contempo gestire con consapevolezza i grandi flussi e promuovere un turismo di qualità.
Lo scopo è quello di raccontare un Lago di Como meno gettonato, ma più vero e genuino: i piccoli borghi della montagna e dell'Alto Lago, la Valle Intelvi, la Valsassina e il ramo lecchese, i cammini e i percorsi naturalistici, le vie in altura, le gemme architettoniche nei centri della Brianza e il grande patrimonio immateriale del "saper fare" che ha reso gli artigiani locali famosi nel mondo.

Negli ultimi anni, l'aumento massiccio delle presenze sul Lago di Como, particolarmente concentrate nei periodi di alta stagione e in poche località, ha reso urgente un cambio di paradigma e la necessità di acquisire una maggior consapevolezza, con l'obiettivo di promuovere, sia sui mercati storici come Regno Unito e Stati Uniti, ma anche sulle nuove frontiere del turismo globale, dal Medio Oriente all'Asia, un modello di sviluppo turistico equo e sostenibile per le realtà locali, in particolare per i piccoli centri.

YES MILANO

Description of the city

Milano: a blend of old-world charm and cutting-edge modernity

Milan is a great Italian city of art, rich in history, heritage and tradition, and a vibrant modern city of innovation and cultural change.

From the Duomo to the CityLife skyscrapers, from Leonardo da Vinci to contemporary art foundations and its lively neighbourhoods, from the Stock Exchange to the universities, Milan combines beauty, business, fashion, design, lifestyle, research and innovation with the brisk pace of a city that looks to the future.
Milan keeps one foot in the past, one in the present, and its eyes on the future



03

Milano

YES MILANO

Tourist profile

Target audience: **Cultural Explorer (mainly USA, Canada, UK, EU, Japan)**. They are urban explorers keen to discover the less touristy parts of the city and to build genuine connections with it. They love to immerse themselves in local culture by getting to know its roots.

Per informazioni: **www.yesmilano.it**



Castello Sforzesco in bici
©AnnaDellaBadia_YesMilano



Gallerie Leonardo Da Vinci
Lorenza Daverio Museo Nazionale Scienza Tecnologia

03

Milano

YESMILANO

Milan: rediscovering the city and its heritage Sustainably, with new itineraries

London, October 2026 - From Volume to Value: Milan puts value before volume. More mindful tourism, for travellers who stay longer and are happy to be surprised. It is the ideal city for Cultural Explorers, curious travellers in search of authentic experiences and deeper meaning. This is the thinking behind two new projects: Milan and Leonardo, and LetMi: Literature and the Tourist Experience.

The Milan and Leonardo project, with its international campaign Leonardo is everywhere, tells the story of the bond between Milan and the Renaissance genius, who lived here for around twenty years, during the most productive period of his life. Unlike other cities, Milan does not keep Leonardo in a single museum: his traces are everywhere. The route starts at the Last Supper in Santa Maria delle Grazie, a UNESCO World Heritage Site, and continues with the Sala delle Asse and the Codex Trivulzianus at the Sforza Castle, the Codex Atlanticus and the Portrait of a Musician at the Biblioteca Ambrosiana, and the machines at the National Museum of Science and Technology, through to the Navigli canals, which still bear the mark of his ingenuity, the Conca dell'Incoronata lock in Brera and, finally, the equestrian statue at the San Siro Racecourse. A city-wide itinerary that invites visitors to discover Milan one neighbourhood at a time.

LetMi: Literature and the Tourist Experience is a project designed to introduce visitors to places around the city through the lens of literature. New itineraries and an interactive platform lead visitors along less-trodden paths, following a cultural legacy that anyone with a smartphone can explore. And while literature takes centre stage, there is also plenty of inspiration from film, theatre, music, fashion and design.

For more information: **https://www.yesmilano.it/leonardo - https://www.yesmilano.it/en/literary-itineraries**
Press contacts: **Milano & Partners - Communications Office / press@yesmilano.it**
Contact at WTM: **Luciano Bersano - luciano.bersano@comune.milano.it**

Repubblica di SanMarino
www.visitsanmarino.com

Description of the state

With over 1,700 years of independence, the Republic of San Marino holds a unique place on the European and international stage. Perched on Mount Titano, 755 metres above sea level, this ancient Republic overlooks the landscape like a natural balcony in the heart of Italy, and is recognised as the oldest republic in the world still in existence.

According to tradition, San Marino was founded in AD 301 by Marino, a stonemason of Dalmatian origin, who established an autonomous Christian community on Mount Titano. Over the centuries, the Republic has preserved its institutions, including the Captains Regent, two Heads of State elected every six months by the Great and General Council (Parliament). The investiture ceremonies, held on 1 April and 1 October, remain to this day an occasion of great symbolic value and a strong expression of national identity.

The Historic Centre of San Marino, Borgo Maggiore and Mount Titano were inscribed on the UNESCO World Heritage List in 2008.



The Three Towers
@visitsanmarino

04

Republic of San Marino

Tourist profile

San Marino appeals to visitors interested in culture, history and identity, mainly couples, adults and senior citizens, but also families and organised groups.

The destination is prized for the quality of its cultural offering, its breathtaking views and a safe, orderly and welcoming setting. The Republic of San Marino is also an ideal destination for outdoor tourism, thanks to a network of hiking and cycling routes, and for cultural tourism, with a particular focus on philately and numismatics, a field in which San Marino enjoys a reputation for excellence.

Museums, cultural events, historical re-enactments, music and sporting events complete the picture, together with food and wine rooted in local traditions. Interest in longer stays is growing, encouraged by the development of religious itineraries, themed routes and sustainability initiatives.



The Walk of the Titano @visitsanmarino



Basilica of Saint Marinus @visitsanmarino

04

Republic of San Marino

San Marino, a crossroads of trails and routes

Exploring San Marino on foot means experiencing the area from a new perspective: following the paths of Mount Titano, crossing hilly landscapes and discovering places steeped in history and letting yourself be captivated by views stretching all the way to the sea. An authentic experience, where every step becomes an opportunity for discovery. Among the options on offer, the Walk of the Titano stands out – a circular route that allows you to explore the entire territory of the Republic – as does the Walk of Saint Marinus, dedicated to the figure of the Founding Saint and the historical and spiritual journey linked to the origins of the Republic.

It is within this context that the Path of the 5 Saints fits in: a route of approximately 166 kilometres, divided into eight stages, which leads from Rimini to the Sanctuary of La Verna, in the heart of the Apennines. Dedicated to Sant'Amato Ronconi, San Marino, San Leo, Sant'Alberico and San Francesco, the route also passes through the territory of the Republic, creating an ideal link between history, spirituality and landscape, with San Marino being one of its most significant stops. The Path links up with a network of major national and European routes, including the Via Francigena, the Via Romea Germanica, the Alta Via dei Parchi and the Sentiero Italia. Although it does not lie on the historic route of the Via Francigena, San Marino can thus become a worthwhile detour for those travelling along the routes leading to Rome, adding to their journey the discovery of a unique Republic, a historical and cultural heritage of extraordinary value.

These links reinforce San Marino's reputation as a destination for slow tourism, capable of combining the value of its historical and religious heritage with the authentic experience of walking.

Ufficio Stampa: **ufficiostampa.turismo@pa.sm**
Follow us on: **@VisitSanMarino**

Description

South Tyrol in all its diversity - The mix makes all the difference

Welcome to our landscape, unique for its contrasts of **rugged Alpine vistas** and **Mediterranean wine landscapes**. Shaped by the unique beauty of the Dolomites, a **UNESCO World Heritage Site**, it's here that food specialities such as apples, wine and speck are produced. Due to a mild climate with over 300 days of sunshine, these products are of exceptional quality. Not to mention the **experienced and passionate farmers.**

After all, it is the people and their culture that make it a dynamic melting pot of languages: Italian, German and Ladin. It's favourable geographical position as the northernmost region of Italy means that it is nestled between Tyrol, in the north, and Trentino, in the south. Experience for yourself the mixture of **southern calm and rural down-to-earth values**. The influence of South Tyrol's characterful and famous personalities continue to shape the province.



Dreifingerspitze

05

South Tyrol Südtirol

Tourist profile

South Tyrol offers travellers a winter experience that goes far beyond skiing. Set amidst the spectacular Dolomites, it combines perfectly groomed slopes, stunning mountain landscapes and authentic Alpine charm with the warmth and lifestyle of Italy.

Visitors can spend their days skiing across one of Europe's largest ski areas, exploring scenic winter hiking trails or enjoying unforgettable culinary experiences in award-winning restaurants and cosy mountain huts. Elegant spa hotels, exceptional hospitality and a unique blend of Alpine tradition and Mediterranean flair create a winter holiday unlike any other.

Whether travelling as a couple, with family or with friends, guests discover a destination where outdoor adventure, relaxation and world-class gastronomy come together seamlessly. South Tyrol is the ideal choice for travellers seeking a stylish, authentic and memorable winter escape in the heart of the Alps, where every day offers new experiences and every moment is enriched by breathtaking scenery, outstanding food and genuine South Tyrolean hospitality.

Contacts: **sales.tourism@idm-suedtirol.com**
Web site: **www.suedtirol.info**





Marion Lafogler - Meran

05

South Tyrol Südtirol

South Tyrol - Alpine Pace - Italian Mood

Discover the future of tourism with IDM South Tyrol, where innovation meets tradition. As pioneers in sustainable tourism development, IDM South Tyrol are committed to elevating South Tyrol's status as a premier destination in Europe. Their strategic approach combines targeted promotional campaigns, PR, and co-marketing projects to enhance our presence in selected European markets. By leveraging data analysis, market research, and cutting-edge digital strategies, they ensure that South Tyrol remains at the forefront of tourism trends.

The region, once a mere "dot on the map," now offers visitors unparalleled experiences and a distinctive lifestyle that is both unique and unmistakable. Through the South Tyrol brand, they have transformed their landscape into a haven for travellers seeking authenticity and adventure.

Join us in partnership with renowned regional attractions such as Gitschberg Jochtal, Eggental, Kronplatz Dolomites, Dolomites Seiser Alm, Alta Badia Dolomites, 3 Zinnen Dolomites, Sterzing-Ratschings and Sky Alps. Together, they're crafting a tourism experience that stands the test of time, offering guests the perfect blend of natural beauty, cultural richness, and modern comfort. Embrace the tourism of tomorrow, today, with IDM South Tyrol.

ROMA

Description of the region

Rome, the Eternal City that never fails to surprise

Rome comes to WTM London with a contemporary, international image: a destination that safeguards a heritage unlike any other in the world, yet keeps creating new opportunities to experience it, discover it and choose it again.

This is the vision of Rome City Council's Department for Major Events, Sport, Tourism and Fashion: to turn the city's talent for hosting major events into a cornerstone of its international promotion and its appeal to visitors.

Music, opera, sport, culture and live entertainment are becoming new reasons to travel to Rome, and to come back. Global music stars, the Rome Opera House season and iconic events such as the Rome Marathon turn the city's landmarks into the backdrop for experiences you won't find anywhere else.

The result is a Rome that pairs its iconic image with live entertainment, sport and contemporary culture, encouraging visitors to discover its lesser-known corners too.



Acquedotto Felice

06

Roma

ROMA

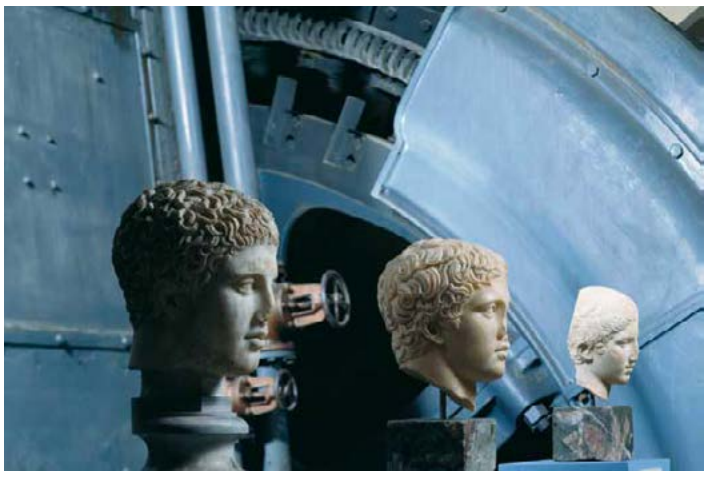
Tourist profile

An inexhaustible destination

Rome's target audience is the leisure traveller with an interest in culture and contemporary life, who values authentic experiences and premium offers. The city appeals both to first-time visitors and to those returning, as well as to segments interested in experiential travel, major events and lifestyle.
Those who have already visited Rome now find ever more reasons to return: to catch an international concert, experience a major sporting event or explore neighbourhoods and routes away from the classic tourist trail. Rome is thus establishing itself as an inexhaustible destination, a city to come back to for a different experience every time.
Exploring the city is made easier with Roma Pass, the official tourist card (available online in digital format), which combines access to museums and cultural sites, public transport and opportunities to enjoy events and shows in a single pass.

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Teste di Diomede di Eracle e di giovane atleta davanti ad alternatore

06

Roma

ROMA

A new era for Rome: a major events strategy driving the economy and tourism

From record-breaking editions of the Marathon and the tennis to the arrival of SailGP in Ostia, the department headed by Alessandro Onorato is pursuing an integrated strategy built on economic benefits, year-round tourism and itineraries spread across the city, through the "Unexpected Itineraries of Rome" project.

Rome is establishing itself on the world stage as a true capital of entertainment, sport and contemporary culture, thanks to the ambitious strategy pursued by Rome City Council's Department for Major Events, Sport, Tourism and Fashion, headed by Alessandro Onorato. Leaving the era of missed opportunities behind, the administration has chosen to turn the city's ability to host major international events into a lasting tool for promoting tourism and a powerful engine of economic growth.

As Councillor Alessandro Onorato has repeatedly stressed: "Major events are not just shows or sporting competitions. They are a clear strategic choice to generate real economic benefits, create jobs for our young people and keep visitors coming steadily throughout the year. We have shown that Rome has the strength and the organisational capacity to compete with the world's great cities, becoming an inexhaustible destination that keeps offering new reasons to choose it and experience it. It is no coincidence that we have broken record after record for arrivals and overnight stays every year, and that the average stay has risen from 2.3 to 4.1 days."

Music, opera, sport and major shows continue to deliver record numbers for the city's economy: from Run Rome The Marathon, which attracts thousands of runners from more than a hundred countries and brings tens of millions of euros directly into the local economy, to the Italian Open tennis tournament, now a global success story in terms of attendance and revenue. Add to this an extraordinary season of live music, which puts Rome among Europe's leaders for tickets sold at major concerts, as well as prestigious new international events such as the arrival of the Italy Sail Grand Prix (SailGP) on the Ostia coast, which will raise the profile of Rome's maritime side on the international circuit. "Every major event brings real value to the community through tangible legacy projects, such as new outdoor sports courts," Onorato points out. "We are keeping up a calendar of top-class events that strengthens Rome's reputation around the world and gives the city a fresh, modern and dynamic image."

Alongside the major events, the city administration is firmly committed to sustainability and to easing congestion on the classic tourist routes, with the relaunch of the "Unexpected Itineraries of Rome" project, created to promote the heritage found throughout the city and its lesser-known neighbourhoods. The project now also includes 42 geolocated podcasts, available on its dedicated app. This audio trail guides visitors towards a slower, more mindful way of exploring, and works hand in hand with the services offered by Roma Pass, the official tourist card, which can be bought online: a simple, easy way to make the most of the city's sights and attractions during a stay.

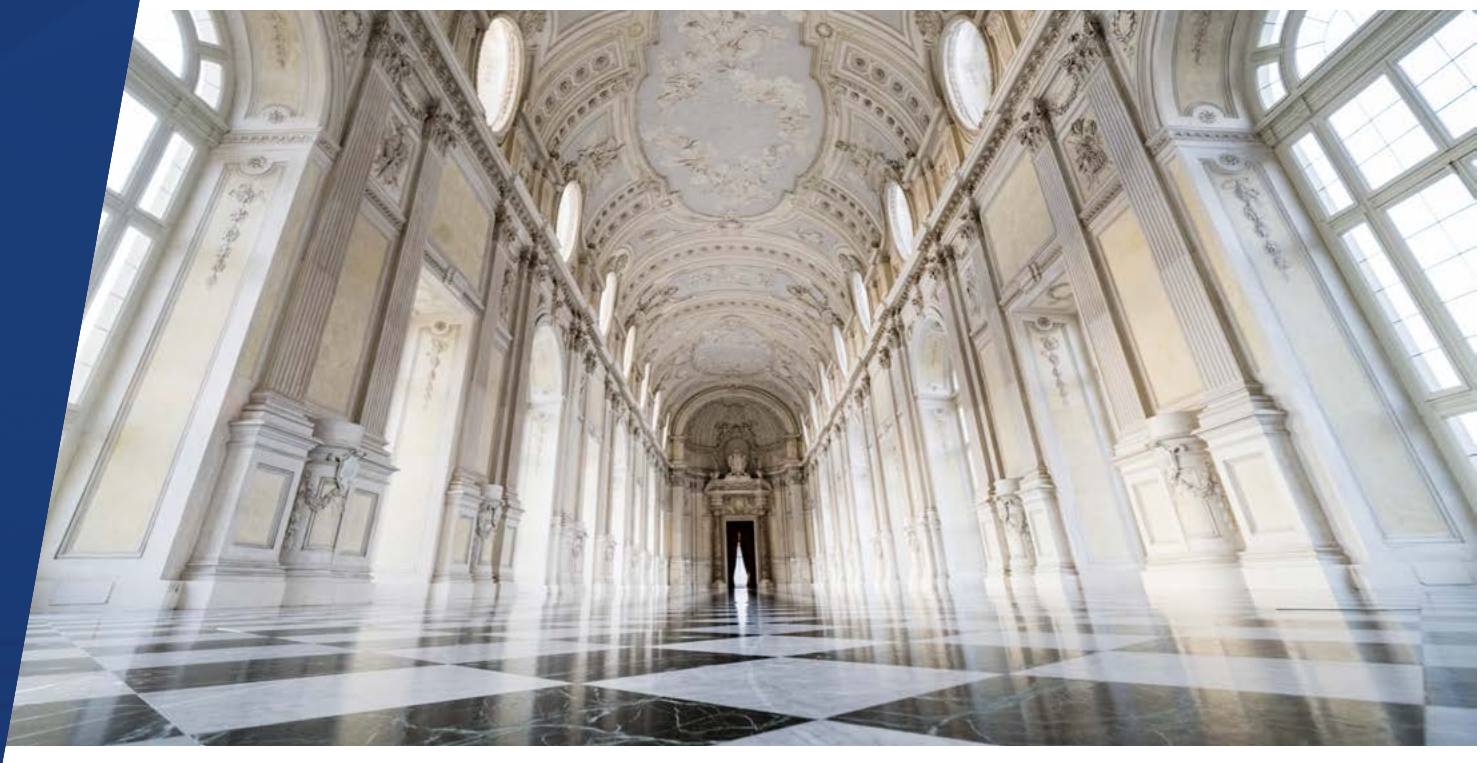
turismo Torino e provincia since 1997

Description of the region

Torino e il suo territorio: history, culture, flavours and nature

Torino, Italy's first capital, is a city where history, culture, innovation and a passion for good food come together in a unique balance. It is home to the **Museo Egizio**, the world's oldest museum of its kind, the **Museo Nazionale del Cinema** housed in the Mole Antonelliana, and the Museo Nazionale dell'Automobile. The city also safeguards the **Holy Shroud, Leonardo da Vinci's self-portrait**, and its **UNESCO-listed Royal Residences**. A capital of contemporary art, Torino surprises with landmark architecture, 18 km of arcades, historic cafés, pastry shops, chocolate, vermouth and grissini breadsticks, as well as the lively atmosphere of its markets and nightlife districts.

But **Torino e Piemonte** is also the gateway to a territory waiting to be explored. Ivrea, a **UNESCO World Heritage Industrial City of the 20th Century**, is a remarkable example of modern urban planning; the **Olympic Mountains** offer outdoor activities in every season, while castles, fortresses and the **Via Francigena** routes lead to the Sacra di San Michele and other places of outstanding cultural and **historical value**. Further afield lies **Gran Paradiso National Park**, Italy's oldest protected area, where forests, lakes and Alpine landscapes invite visitors to experience nature at its most authentic. A destination where culture meets contemporary creativity, city life meets the mountains, and tradition meets innovation.



Galleria Grande, Reggia di Venaria Reale, Torino
Andrea Guermani

07

Torino

Tourist profile

Torino e il Piemonte: events, heritage and innovation for quality tourism

Torino e il Piemonte are consolidating a tourism model that combines international appeal, heritage enhancement and innovation, with a strong focus on the quality of the visitor experience. A calendar of major cultural and sporting events – from **CioccolaTò to the Salone Internazionale del Libro**, from **EXPOSED Torino Photo Festival** to EuroPride Torino 2027, as well as **Artissima, the Torino Film Festival and the Nitto ATP Finals** – creates new opportunities to visit throughout the year, helping to reduce seasonality and strengthen the destination's appeal.

Data from the Turismo Torino e Provincia Tourism Observatory confirm this potential: in 2025, visitors rated their experience in Torino highly. **66% stayed for at least three nights**, while **64% visited four or more museums or exhibitions**. In addition, **30% took trips outside the city**, confirming Torino's role as a gateway to the wider area. **91% said they would like to return**, while **99% would recommend the destination**.

From the **Savoy Residences** to Ivrea, **UNESCO World Heritage Industrial City of the 20th Century,** from the **Olympic Mountains** to the Alpine valleys, Torino e il Piemonte offer a rich combination of culture, innovation and nature. This smart and sustainable vision was recognised with the title of **European Capital of Smart Tourism 2025** and aims to foster tourism growth that creates value for visitors, the destination and local communities.

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Lugo Po e Castello del Valentino
Andrea Guermani



Veduta su Torino e le sue montagne
Andrea Guermani

07

Torino

turismo Torino eprovincia since 1997

2027: CIOCCOLATÒ E I GRANDI EVENTI
Torino e il Piemonte: uno straordinario palcoscenico per ospitare eventi di ogni tipo.

WTM LONDON, 3-5 Novembre

2027 is set to be packed with sporting, food and wine, music and cultural events that will bring the whole area to life and show it at its best.

JANUARY
January begins with the official opening of the Historic Carnival of Ivrea, with ceremonies and music, the traditional bean feasts, the Alzata degli Abbà and the parade of the orange-throwing carts, building up to the main carnival days from 4 to 9 February.
Until 6 January, the Royal Museums of Turin are hosting the exhibition "Margherita, First Queen of Italy. History, Culture and Style at the Palace and the Royal Library", Palazzo Madama presents "The Art of Living with Nature in the Eighteenth Century" and the National Mountain Museum tells the epic story of the great Italian and international expeditions to the Himalaya and the Karakoram in the 19th and 20th centuries in the exhibition "Eastern Atlas", until 10 January.

FEBRUARY
February opens with "Chocolate fills me with wonder", the strapline of the new visual identity for **CioccolaTò**, the big chocolate festival taking place from 10 to 14 February. The dates confirm the decision to link CioccolaTò with Valentine's Day, a particularly important time for the market and the perfect opportunity to showcase Turin as Italy's chocolate capital. As in 2025 and 2026, the poster is the work of Gianluca Cannizzo, a Turin artist who has taken the brand's visual identity further with a new colour palette and fresh energy in the character's movements, while keeping a firm link with tradition and the event's now iconic image.

During the festival, Piazza Vittorio Veneto will once again be home to the CioccolaTò exhibition area, the production and retail heart of the event, while a programme of events will again spread out to venues across the city, complementing the market with talks, in-depth sessions and events celebrating chocolate culture and the theme of Wonder in all its forms.

From 17 to 21 February 2027, the **Freccia Rossa Final Eight** of basketball's Coppa Italia return to Turin, confirming the Piedmontese capital as the epicentre of top-flight Italian basketball. From 19 to 22 February, the **Salone del Vermut** vermouth fair takes place at the Museum of the Risorgimento, while the **Salone del Vino** wine fair returns at the end of February and the beginning of March. The major exhibition The Quantum Effect, which explores the impact of quantum theory on visual culture, is on at the OGR until 25 February.

07

Torino

turismo Torino eprovincia since 1997

MARCH

From 2 to 7 March it's time for the Seeyousound International Music Film Festival, while from 5 to 7 March people walk or run in Just The Woman I Am to support university cancer research and promote care, prevention and inclusion. From 25 to 29 March the city dances to the Tango Torino Festival Musica, and on Sunday 28 March runners take on 5 or 10 kilometres in the Deejay Ten. Pralormo Castle opens its doors for Messer Tulipano, its tulip festival, from the end of March to the end of April.

APRIL

Until 4 April, visitors can see Marisa Merz: The Dance of the Hours, a major exhibition in three acts, spread across the Castello di Rivoli, the Fondazione Merz and the GAM, celebrating the centenary of the artist's birth. The tenth edition of Biennale Democrazia takes place in Turin from Wednesday 7 to Sunday 11 April 2027, while from 9 to 11 April the Auto Moto Turin Show returns to Lingotto Fiere with an event for car and motorbike fans that brings exhibitions, shows and entertainment together under one roof. The fourth edition of the EXPOSED Torino Photo Festival runs from 15 April to 6 June, with a packed programme of exhibitions, installations, urban walks and talks with international photographers, and from 16 to 18 April Torino Bike Experience returns.

Be Comics! Be Games!, the biggest pop culture festival in north-east Italy, devoted to comics, manga, video games and geek culture in all its forms, returns on 17 and 18 April, while from 23 to 30 April it's time for the Torino Jazz Festival, featuring internationally renowned artists alongside emerging talent, with sounds ranging from traditional jazz to crossovers with rock, electronica, the avant-garde and new European progressive music.

MAY / JUNE / JULY / AUGUST

From 13 to 17 May the Turin International Book Fair, Italy's most important book and culture fair, returns, and from 18 to 26 June Turin hosts Europride, Europe's biggest LGBTQIA+ event, which comes back to Italy after sixteen years. The Flowers Festival runs from late June to mid-July. June is also cherry season, with the 112th Pecetto Cherry Festival, and on 6 June walkers take to the Via Francigena Marathon in the Susa Valley.

Until 10 June, don't miss the first solo exhibition in Italy devoted to the celebrated Chinese artist Song Dong, Song Dong. Soul Out, at the MAO. From 2 to 4 July, the Kappa Future Festival puts Turin in the spotlight: a daytime, outdoor summer electronic music event recently voted the world's 6th best festival by DJ Mag, one of the industry's best-known magazines. Up in the mountains at Sestriere, two major road and off-road events take place on 17 and 18 July: the 39th Assietta Legend mountain bike race, a piece of MTB history, and the Gravel Race, combined with the epic Colle delle Finestre Granfondo.

SEPTEMBER

The month opens with RISÒ - International Rice Festival, from 11 to 14 September in Vercelli, and with MITO Settembre Musica, the international classical music festival that unites Milan and Turin in a packed programme of concerts. And after its huge success in 2022, which drew more than 540,000 visitors over three days, with 40 premieres and over 3,000 test drives, the Salone Auto Torino motor show returns.

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Torino

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OCTOBER / NOVEMBER / DECEMBER

October is the month of Torino Spiritualità, four days of conversations, lectures and readings that invite people to grow together through dialogue between different outlooks and the meeting of faiths, cultures and religions from all over the world, as well as the Festival of Economics and Italian Tech Week. Completing the calendar are Portici di Carta, Italy's biggest open-air bookshop, and Buonissima, the festival of fine dining. The Alba International White Truffle Fair brings the Langhe to life throughout the autumn, celebrating the precious tuber with markets, tastings and cultural events that draw visitors from all over the world.

As every year, November is the month of contemporary art, with Artissima, Italy's leading contemporary art fair, from 31 October to 2 November, and a host of related events: Paratissima, The Others, the Flashback Habitat exhibitions, C2C Festival and the contemporary open-air light installations of Luci d'Artista. From 15 to 22 November, the world's top eight tennis players battle it out at the seventh edition of the Nitto ATP Finals, followed by the Torino Film Festival, Una Mole di Panettoni and the Turin Marathon. December opens with the 27th edition of the Sottodiciotto Film Festival, a festival of feature films and shorts for schools, and continues with a wide range of events and initiatives to celebrate Christmas and New Year.

MICE EVENTS

Thanks to the work of the Turismo Torino e Provincia Convention Bureau, which promotes the city and the surrounding area as a destination for conferences, conventions and incentive events, offering its services free of charge to national and international associations and to all event organisers, Turin has a busy programme of MICE events lined up:

- 25-28 February: 19th ARCI National Congress (around 500 participants)
- 17-18 March: European Light Rail Congress (around 200 participants)
- 17-19 March: SVEPM - The Society for Veterinary Epidemiology and Preventive Medicine (around 250 participants)
- 6-8 May: AIDOR - Italian Academy of Orthodontics National Congress (around 1,000 participants)
- 26-28 May: EAA - European Accounting Association (around 1,100 participants)
- 16-19 June: TED Sports (around 1,200 participants)
- 28 June - 2 July: ECOOP Conference (around 400 participants)
- 11-16 October: SINch - Italian Society of Neurosurgery National Congress (around 1,000 participants)
- November: 26th SIEDP National Congress 2027 (around 800 participants)

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TURIN ALPS

VIALATTEA Your Mountain Experience / bardo.

Description

The **Turin Alps** have one of the most extensive ski areas in the entire Alps, known all over the world for the quality and quantity of its services.

The **Upper Susa and Chisone Valleys**, home to the mountain events of the Turin 2006 Olympics, offer extensive and modern downhill skiing and snowboarding areas, such as the **Vialattea** (Milky Way) and Bardo (Bardonecchia), ideal terrain for both beginners and experts. The Vialattea area includes the Italian towns of **Sestriere, Sauze d'Oulx, Oulx, Sansicario, Cesana, Claviere** and **Pragelato**, and the French resort of **Montgenèvre**. The area offers **400 km of pistes plus** modern lift facilities and altitudes reaching 2800 m: a dream for all winter sports enthusiasts. One of the reasons skiers choose the Vialattea is undoubtedly its snow-making system, one of the most extensive in Europe. This authentic jewel in the resort's crown guarantees optimal snow conditions throughout the season. Bardonecchia is located at an altitude of 1312 metres, although its ski slopes reach an altitude of 2800m. In the Colomion-Les Arnauds and Melezet areas, you can ski on wide forest trails, enjoying a dense web of pistes starting at the 1330 metres of Campo Smith and reaching 2400 metres at the Vallon Cros plateaus for backcountry ski enthusiasts. The Jafferau ski area, peaking at 2800 metres, is predominantly the realm of pistes above the tree line. Ski instructors and mountain guides can accompany you on amazing off-piste trails, through pine forests and plateaus, in complete safety. Lovers of the mountains 'au naturel' can also enjoy ski touring and snowshoeing on the most untamed peaks, taking in the breathtaking views.



Vialattea Sauze d'Oulx
TurinAlps

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Turin Alps

TURIN ALPS

VIALATTEA Your Mountain Experience / bardo.

Tourist profile

The Upper Susa Valley, home of Italian downhill skiing for over a century, is a place with thousands of years of history and a deep-rooted tradition of movement, hospitality and interchange.
Their proximity to Turin, make Bardonecchia and the Vialattea perfect destinations for family ski holidays, with modern lifts and slopes for all levels, babyparks in the snow and enchanting forest trails for walking, snowshoeing and cross-country skiing. All this plus family-friendly hospitality, excellent cuisine and a varied cultural offering.
The many opportunities for fun, from après-ski to relaxing in a spa, make the Turin Alps a perfect destination for young people, couples and groups of friends.
Sport and active holidays are the hallmark of these valleys and mountains, which are an ideal setting for mountain biking, trekking, climbing and fly fishing in summer as well.

Turin Alps - Vialattea/Bardo:

- 500 km of pistes served by 90 lifts.
- Close to the airports of Turin (90 minutes) and Malpensa (150 minutes). Motorway and rail links to Oulx and Bardonecchia.
- 80% of the slopes are at altitudes above 1,900 metres, guaranteeing excellent snow conditions and low temperatures.
- Great sporting tradition:
  - 1997 Men's and Women's Alpine World Ski Championships.
  - Venues of the Alpine Skiing, Snowboarding, Freestyle, Nordic Skiing, Biathlon, Bobsleigh and Luge events at the Torino 2006 Winter Olympics.
  - Home to more than 60 men's and women's Alpine Skiing World Cup races.
  - Various starts and finishes of Giro d'Italia and Tour de France stages.

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Bardo Family - TurinAlps



Vialattea Sestriere - TurinAlps

08

Turin Alps

TURIN ALPS

VIALATTEA Your Mountain Experience // bardo.

Vialattea // Bardo: a long-term vision for the olympic mountains

Investment, strategy, innovation and year-round tourism in the spotlight at Palazzo Madama. 2026/27 season pass sales get under way

TURIN, 3 July - A mountain destination that invests, innovates and looks beyond the winter season. That is the vision at the heart of the meeting **"Vialattea // Bardo: investment, local ties and a long-term vision"**, held today in the Sala Feste ballroom at Palazzo Madama in Turin, where institutions, local authorities, operators and stakeholders heard about the progress made and the development plans under way at Vialattea and Bardonecchia, both controlled by the **international fund iCON**. The project aims to strengthen one of Europe's leading ski areas through investment in infrastructure, technological innovation and the development of human capital, and through a strategy centred on mountains that generate value all year round.

With around **2 million skier visits a year**, the international Vialattea // Bardo network of ski resorts is now looking towards a broader development model in which tourism, the economy, jobs and the quality of the experience are all part of a single vision.

"With up to **500 kilometres of pistes** and a well-established presence in international markets, Vialattea // Bardo is now one of the most important tourism hubs in the Alps. Our ambition is to consolidate this position through **investment, innovation and the quality of the experience**. We firmly believe that the mountains can and should be seen as strategic infrastructure, capable of generating economic value, jobs and growth for the entire area," says Massimo Feira, Chairman of Sestrieres S.p.A.

Bringing Vialattea and Bardonecchia together is one of the key elements of this strategy: **two destinations with strong identities and complementary strengths that share a common vision** for development, based on investment, innovation and making the most of the local area, with the aim of creating a single large ski area and raising the international profile of the area as a whole.

"Integration with Vialattea, investment in snowmaking and the technological upgrading of our lifts are all **building blocks** of a wider strategy aimed at making the area more competitive, improving the experience for our guests and generating value for the entire local economy. Bardonecchia is now entering a new chapter in its history: more integrated, more innovative and stronger, while staying true to its authentic identity," comments **Nicola Bosticco, Chairman and CEO of Colomion S.p.A.**

08

Turin Alps

TURIN ALPS

VIALATTEA Your Mountain Experience // bardo.

"A long-term vision, close cooperation between the most active and enterprising players in the area, major investment to complete the plan to upgrade snowmaking across the whole ski area, and initiatives to extend the season and turn the unexpected success of Piedmont's 2025 summer mountain season into a lasting trend. These are the features that put the multi-year Vialattea and Bardonecchia project squarely in line with the development model that the Piedmont Region is backing with substantial funding across all these sectors: a model based on innovation, quality, and bringing together tourism, retail, sport, major events and our outstanding food and wine, which we promote in Italy and around the world," say **Alberto Cirio, President of the Piedmont Region, and Regional Councillors Paolo Bongioanni (Trade, Agriculture and Food, Tourism, Sport and Post-Olympic Legacy, Hunting and Fishing, Parks), Marco Gallo (Mountain Affairs and the Ski Industry) and Andrea Tronzano (Budget).** *"The public and private sectors are working together to make this important part of Piedmont's tourism industry more competitive and better able to attract new types of visitor and respond to fast-changing markets, generating real added value and benefits for our mountain communities."*

The benefits of the ski area's development plan are also felt in Piedmont's capital, as highlighted by **Stefano Lo Russo, Mayor of Turin and of the Metropolitan City of Turin**: *"The Olympic mountains are one of the jewels of the metropolitan area, an environmental, economic and social resource that makes the area more competitive nationally and internationally. In this context, Vialattea // Bardo and the integration of Vialattea and Bardonecchia are a strategic asset, because they bring out the distinctive character of each area within a shared vision for development and make them more attractive. It is essential to keep working with a long-term perspective, focusing on investment, innovation and reducing seasonality, to make the mountains ever more vibrant all year round. Turin and its mountains are a single ecosystem: working as a team means strengthening their competitiveness and international profile, for the benefit of the entire metropolitan area and of Piedmont."*

Strong local ties - a central part of the "vision" for the development of Vialattea and Bardonecchia set out by the ski area's management - were reflected in the attendance of **Mauro Meneguzzi, President of the Unione Montana Comuni Olimpici Via Lattea (the association of Via Lattea Olympic mountain municipalities); Chiara Rossetti, Mayor of Bardonecchia; Valeria Ghezzi, National President of ANEF (the Italian association of cable car and ski lift operators); and Gianpiero Orleoni, President of ARPIET Piemonte (the Piedmont association of ski lift operators)**, who all expressed their full support for the project.

Investing in competitiveness

This growth is backed by a major investment plan launched in recent years. Since 2022, **Sestrieres S.p.A. has invested €50 million in the area**, confirming a strategy of ploughing the resources it generates back into developing the ski area, improving infrastructure and making the destination more competitive.

A significant share of this investment has gone into **upgrading snowmaking**, which is seen as key to ensuring continuous operations, good snow quality and a reliable ski season. Around **€20 million has been invested** in this area alone. In Sestriere, the final stage of the major snowmaking upgrade launched in 2023 is nearing completion, with total investment of €13.5 million covering the Alpette, Sises, Borgata and Banchetta sectors. At the same time, the plan is being extended to the other sectors of the Vialattea, with €12.5 million already allocated for work in the Sauze d'Oulx, Cesana-Sansicario and Cesana-Claviere areas. An initial phase of work worth around €6.6 million, focusing on **key links and priority areas across the ski area**, is already getting under way in summer 2026. The aim is to create a more cohesive, modern and sustainable Vialattea, ensuring optimal conditions and an increasingly reliable ski season.

08

Turin Alps

TURIN ALPS

VIALATTEA Your Mountain Experience // bardo.

“Investing means building the future of the mountains. We are continuing to improve infrastructure and services to give skiers an even better, more reliable experience. At the same time, we are also innovating on the commercial side, with earlier season pass sales and new opportunities for our customers,” says Luisella Bourlot, CEO of Sestrieres S.p.A.

A year-round mountain destination
The long-term vision looks beyond the ski season and aims to build on the work already under way to **reduce seasonality.** The goal is to gradually turn Vialattea // Bardo into a destination that brings economic benefits for most of the year, adding **at least 90 days of summer operations to the current 130 or so days of winter activity**, and eventually reaching more than 220 days of activity in total.

The strategy aims to broaden what the area offers for **hiking, mountain biking, golf, outdoor activities, events** and nature tourism, creating new business and job opportunities locally and consolidating the role of the Olympic mountains as an increasingly well-rounded destination.

2026/27 season pass sales get under way
The meeting also coincides with the launch of **2026/27 season pass sales,** which open on 4 July, several weeks earlier than in previous years.

For the first two weeks, the **price of the season pass remains unchanged** for the third year running. After that, prices will rise gradually in three bands, with discounts for under-16s, families and anyone who buys early.
Other highlights for next season include season passes that are also valid for summer 2027, and the evening opening of Sestriere’s Kandahar Giovanni Alberto Agnelli piste on designated night-skiing days.

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visit brescia

Description of the province

Between Milan and Verona, at the heart of northern Italy, the province of Brescia packs remarkable variety into one compact area.

The city of Brescia is a city of art whose Roman forum, Capitolium and Santa Giulia monastery museum are a UNESCO World Heritage site. The Valle Camonica, with more than 200,000 prehistoric rock engravings, became Italy's first UNESCO site in 1979.

Three lakes each have their own character: Lake Garda, with breathtaking landscapes; Lake Iseo, with car-free Monte Isola; and quiet Lake Idro.

Three Alpine valleys offer skiing, hiking and cycling all year round, and six villages are listed among "The Most Beautiful Villages in Italy".

And there is so much more to discover: ten golf courses, the vineyards of Franciacorta, thermal resorts, and a rich calendar of events throughout the year.

In 2027 Brescia celebrates the 100th anniversary of the Mille Miglia, "the most beautiful race in the world", which starts and finishes here (24–29 May).



Brescia

09

Visit Brescia

visit brescia

Tourist profile

Brescia suits travellers who want several kinds of Italian holiday in one trip.
Culture lovers come for Roman Brixia, three UNESCO sites and the Festa dell'Opera.
Nature and outdoor enthusiasts come for the lakes, the mountains and long-distance walking trails.
Food and wine lovers can follow the wine routes, led by Franciacorta, Italy's leading traditional-method sparkling wine.
Golfers can play ten courses, from Lake Garda to Franciacorta and the mountains.
A wide range of accommodation includes top-class lakeside hotels, spa resorts and wine estates for luxury travellers, agriturismi, B&Bs and family hotels.
Getting here is easy. Brescia is centrally located in northern Italy, with fast trains and motorways to Milan, Verona and Venice. From the UK and Ireland, fly direct to Milan Bergamo, Verona, Milan Linate or Milan Malpensa.

Contacts: **info@visitbrescia.it - www.visitbrescia.it**



Lago di Garda



Lago di Iseo

09

Visit Brescia

visit brescia

Ten reasons to make 2027 Brescia's year

A road race turning 100, a car-free island and 545km of Italy without the crowds

Brescia lies between Milan and Verona, around 45 minutes from Milan Bergamo airport and its direct flights from across the UK and Ireland. One compact province holds a walkable historic city, three UNESCO World Heritage sites, the Franciacorta wine region, three lakes and the Alps.

1.Start your engines: the 1000 Miglia turns 100 where it began
24–29 May 2027 · 1000 Miglia centenary
Enzo Ferrari called it "the most beautiful race in the world". In 2027 the Mille Miglia marks 100 years since it first left Brescia, with six days on the road instead of the usual five. More than 400 cars built between 1927 and 1957 set off from Viale Venezia at 6pm on Monday 24 May, bound for Rome and back via Parma, Florence, Cervia and Verona. On Saturday 29 May they sweep through Lake Garda, the Valle Sabbia, Lake Iseo and Franciacorta to the finish in the city. All year round, the Museo Mille Miglia tells the story of the race in a former monastery.

2. Unearthed in 1826: the bronze that built a city's museums
4 November 2026 – 22 August 2027 · Santa Giulia Museum
In 1826, excavations at the Capitolium uncovered the Winged Victory, a first-century AD bronze among the finest surviving works of Roman art, and Brescia's civic museums were born. For the bicentenary, Tesori ("Treasures") brings out 100 works rarely or never seen by the public, from Dürer and Rembrandt to Romanino.
Then walk Via dei Musei past the forum, temple and theatre of Roman Brixia, the largest Roman archaeological area in northern Italy. With the Santa Giulia monastery, it forms part of the UNESCO site "The Longobards in Italy". The province has two more World Heritage sites: the rock art of the Valle Camonica, Italy's first listing in 1979, and the prehistoric pile dwellings around Lake Garda.

3. 545km of Italy, minus the crowds
Best from spring to autumn · All three trails
Three long-distance cammini start in or cross the province, covering 545km over 30 day stages. Most follow mid-mountain paths rather than high peaks, into villages and valleys that see far fewer visitors.

- **Antica Via Valeriana** (about 190km, 12 stages): prehistoric and Roman routes from Brescia through Franciacorta, above Lake Iseo and up the Valle Camonica, past its UNESCO rock art.
- **Cammino di Carlo Magno** (about 225km, 12 stages): Charlemagne's legendary march from Bergamo over the Tonale Pass into Trentino.
- **Via delle Sorelle** (130km, 6 stages): launched in 2023, linking Bergamo and Brescia through parks, vineyards and two UNESCO sites.

On the cammini walkers can request a free credential and collect stamps along the way.

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4. Music at 2,600m: concerts on guitars carved from ice
January–April 2027 · Paradice Music
Beside the Presena Glacier, the Paradice Dome is a 200-seat theatre built entirely from snow and ice. Musicians play guitars, violins and cellos carved from ice by local artisans, usually on Thursday and Saturday afternoons. Come spring, the whole theatre melts away.

5. Dawn to midnight: a whole city sings opera
June 2027 · Festa dell'Opera
For one day, the Teatro Grande takes opera out of the opera house. Squares, courtyards, churches, palaces and even metro stations host dozens of free performances, from sunrise until midnight.

6. Three lakes, a car-free island and concerts under the stars
Tener-a-mente festival: June–July 2027
On Lake Iseo, Monte Isola is Europe's largest inhabited lake island, and almost car-free. Lake Idro is for the active, with hiking, mountain biking, windsurfing and paragliding. Brescia's shore of Lake Garda runs from Sirmione to Limone, with castles, Liberty villas, handmade paper at Toscolano Maderno and Limone's historic lemon houses. On summer nights, the lakeside amphitheatre at the Vittoriale degli Italiani, poet Gabriele d'Annunzio's estate, hosts the **Tener-a-mente festival**.

7. Italy's finest fizz, with the cellar doors open
September 2027 · Franciacorta in Cantina
Franciacorta, a short drive from Brescia, makes Italy's most celebrated traditional-method sparkling wine. For one weekend each September, wineries across the region open their doors for masterclasses, tastings, vineyard walks and picnics among the vines.

8. Glacier skiing in winter, national parks in summer
Ski season December–April
Pontedilegno-Tonale has 100km of slopes reaching the Presena Glacier at 3,000m. In summer, its trails lead into the Stelvio National Park and the Adamello Park. Closer to the city, the Maniva Ski Area's 40km of slopes suit families and first-time skiers.

9. Hot springs under Lake Garda and ten Golf Courses
At Sirmione, thermal water rises from beneath the lake to feed spas a short walk from the Roman villa known as the Grotte di Catullo. In the Valle Camonica, Boario Terme is another place to unwind.
Golfers have ten courses to choose from, including Arzaga, Bogliaco and Garda Golf in Lake Garda, Franciacorta Golf Club among the vines and a summer course at Ponte di Legno.

10. Masks, forges and lemon houses: six of Italy's most beautiful villages
Bagolino Carnival: February 2027
Six villages in the province belong to I Borghi più belli d'Italia (The Most Beautiful Villages in Italy):
- **Bagolino**: one of the oldest carnivals in the Alps, with masked dancers and musicians on the Monday and Tuesday before Lent. Try Bagòss, a mountain cheese flavoured with saffron.
- **Bienno**: a medieval village where blacksmiths still work the forges.
- **Gardone Riviera**: Garda's "garden city", home to the Vittoriale and the André Heller Botanical Garden.

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- **Limone sul Garda**: historic lemon houses on the western shore.
- **Monte Isola**: mountain, lake and island in one.
- **Tremosine sul Garda**: the Terrazza del Brivido viewpoint, more than 350m above the water.

WALKING TOURISM

Brescia emerges as Italy's new walking destination with three long-distance trails through UNESCO sites, vineyard hills and alpine valleys

As the popularity of walking holidays continues to grow across the UK and Europe, northern Italy's least-known province offers 545km of waymarked trails (and not a crowd in sight)

Walking tourism is one of the fastest-growing tourism trends of recent years, with British travellers increasingly seeking out long-distance trails that combine landscape, culture and a slower pace. But as well-loved routes grow ever more crowded, many are looking further afield for alternatives that offer the same rewards without the queues.

Enter Brescia in Lombardy, northern Italy. Stretching 150km from the Alps to the Po plain, and home to three lakes (Garda, Iseo and Idro), the Franciacorta wine region and a UNESCO-listed city centre, Brescia has quietly established one of the most compelling walking trail networks in Italy, yet remains largely undiscovered by UK travellers.
Among the trails in the area, three officially recognised long-distance trails (totalling 545 kilometres and 30 stages) offer a structured alternative for walkers who want the cultural richness of Italy without the overtourism of its more famous routes.

Antica Via Valeriana: 190km / 12 stages
Following paths first trodden in prehistoric times and later followed by the Romans, the Antica Via Valeriana runs from the city of Brescia through the Franciacorta vineyards, along the slopes above Lake Iseo and into the Camonica Valley. It passes through the UNESCO-listed rock art sites of Valle Camonica, which is home to more than 200,000 prehistoric engravings and the first Italian site to receive UNESCO recognition in 1979. Here you will also find Romanesque sanctuaries, medieval villages and panoramic ridgelines high above the lake.

Cammino di Carlo Magno: 225km / 12 stages
A trail steeped in legend, the Cammino di Carlo Magno traces the route said to have been travelled by Charlemagne as he conquered and converted local Lombard lords, building churches in his wake. Running through the Lake Iseo and Camonica Valley landscapes, the route has recently been extended with three stages from Bergamo and four into Trentino (Val di Sole and Val Rendena). This allows walkers to retrace the emperor's legendary expedition across a hugely varied landscape, from lakeshores to alpine passes.

Via delle Sorelle: 130km / 6 stages
This is the newest of the three and was inaugurated in 2023 when Bergamo and Brescia were jointly named Italian Capital of Culture, the Via delle Sorelle ('Way of the Sisters') links the two cities. Designed to stay as off-road as possible, the route passes through natural parks, DOCG and DOC wine-growing areas, ancient communication routes and UNESCO World Heritage Sites. It is walkable in either direction and can be adapted to suit different fitness levels and timeframes.

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Walkers can easily combine a trail with a few days in the city, a Franciacorta winery visit or a stay on the lakes. In 2027 they can also time a trip around the centenary of the Mille Miglia, which starts and finishes in Brescia from 22 to 29 May.

ENDS

Getting there: direct flights to Milan Bergamo from London Stansted, Birmingham, Bristol, East Midlands, Edinburgh, Liverpool, Manchester, Newcastle and Dublin, plus seasonal routes from Belfast, Cork and Knock. Verona airport as well as Milan's Linate and Malpensa airports have further UK routes. High-speed trains reach Brescia from Milan in around 35 minutes.
More: **visitbrescia.it/en**

About Visit Brescia
Visit Brescia is the official tourism promotion body for the city and province of Brescia in Lombardy, northern Italy. The province stretches from the Po plain to the Alps. It includes the western shore of Lake Garda, Lake Iseo and Lake Idro, the Franciacorta wine region and the Valle Camonica, and holds several UNESCO recognitions, including three World Heritage sites.

Social media: Instagram, Facebook, YouTube: **@visitbrescia**

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