

Campania.Divina at ITB, Berlin

Showcasing Campania's nature trails, wellness, spas, arts and crafts, food and wine, cultural heritage, film tourism, villages, and hikes.

Regione Campania presents Campania.Divina as a destination at the Berlin ITB through its rich touristic offer, ranging from nature trails to relaxing stays at thermal baths and wellness centers; from the cultural tourism offer of internationally relevant exhibitions to world-renowned museums and archaeological sites full of one-of-a-kind treasures.

Bestowed with the UNESCO World Heritage title, Campania is a precious mine of intangible goods such as the Mediterranean Diet, the Art of Neapolitan *Pizzaiuoli*, transhumance, Nola's Giglio, the art of dry-stone walling, etc.; while, among its tangible goods are the Historic Center of Naples, Caserta's Royal Palace and Park, the Aqueduct of Vanvitelli and the San Leucio complex; the Saint Sophia monuments in Benevento; Pompeii, Herculaneum, Torre Annunziata and their ruins; the Amalfi Coast, the National Park of Cilento and Valle di Diano, the archaeological sites of Paestum and Velia, and the Padula Charterhouse.

Promotional activities will take place at Regione Campania – Assessorato al Turismo's official stand, with a presentation of the most important assets of Campania's touristic offer: artistic craftsmanship, food and wine, cultural heritage, cinema and live performances, and beautiful villages and trails.

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