

WONDERFUL LAZIO: CULTURE AND NATURE TO EXPERIENCE

The Lazio Region is present at ITB 2023, in the Enit-Regions Pavilion, with a group of travel companies to showcase the attractions of Lazio's tourist offer to tour operators and passionate travelers present in Berlin. The Berlin Fair is an important opportunity for Lazio to make the interest of German travelers grow stronger. The strengths of its tourism offer, for a market so interested in nature and culture, are undoubtedly a priority in our promotional activities. The focus is on the promotion of cultural and nature heritage to demonstrate the Lazio Region's commitment to the development of sustainable tourism. Lazio is rich in cultural treasures immersed in a typically Mediterranean environment and untouched nature. Lazio is also a land of ancient places revealing the traces of ancient peoples, where time seems to have stood still and life still follows the rhythm of the seasons.

Lazio boasts a varied tourist offer that spans different sectors:

Nature tourism, thanks to its many lakes, trekking and mountain bike trails immersed in an unspoiled nature not yet discovered by mass tourism. Lazio is also a land of religious routes, of paths traveled for centuries, where it is possible to experience traveling at a slower pace.

Cultural tourism is enriched by the presence of UNESCO sites, such as Cerveteri and Tarquinia which lead the visitor to know more about the Etruscan civilization, or Tivoli Hadrian's Villa, the Roman Emperor famous retreat, or the Renaissance gardens of Villa D'Este.

In Lazio, the visitor can experience ancient traditions and cultural events: the evocative procession of the Macchina di Santa Rosa is a good case in point. The procession, a Unesco Intangible Heritage since 2013, takes place every year in Viterbo in honor of the Patron saint of the city.

Worth mentioning is also the village of Greccio, one of the places that preserve the memory of Saint Francis, that this year is going to celebrate the 800th anniversary of the enactment of the first living nativity scene.

Food and wine tourism in Lazio countryside is based on genuine products, from wines to olive oil, from sheep's milk cheeses to cakes originating from ancient traditional recipes.

We are proud to mention that Lazio is among the top European producers and exporters of fruit and vegetables. Fruit and vegetables to be consumed also as a snack with smoothies and extracts to fully meet the demand of German tourists, even the most demanding and health conscious.

Seaside tourism offers the visitor impressive beaches for all tastes, from the rocky coves of Gaeta to the stretches of sandy beaches rich in the typical Mediterranean vegetation such as in Sperlonga, Terracina, Anzio, Montalto di Castro. Although still little known, the Pontine islands are a nature marine park worthy of being discovered by the German tourist.

Sports tourism is enriched by the Tennis Open and this year even more in view of the 2023 Ryder Cup, the most prestigious international golf competition, as well as the third most followed sporting event in the world, which will take place in Guidonia (Rome) at the Marco Simone Golf & Country Club from 29 September to 1 October 2023.

In conclusion, Lazio is a region that has a lot to offer to anyone who is looking for new places to discover and to anyone who is looking for a sustainable holiday immersed in nature sites of outstanding beauty. Moreover, Lazio can offer a very genuine hospitality that makes the visitor experience the authentic local lifestyle.

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