

Tourism - Lombardy takes the lead at ITB Berlin to enhance the territory's top-quality locations

Lombardy Region will be a major player at ITB Berlin, Europe's leading trade show for the whole tourism industry, scheduled for the German city from Tuesday 7 to Thursday 9 March 2023. It is a strategic event to promote the Lombardy's top-quality locations at international level, by presenting to the world its varied and rich tourist offer.

Alongside Enit- the Italian National Tourist Board, we will be able to present this destination in all its facets. Being a land of remarkable events, Lombardy is able to attract tourists from all over the world also in view of international events such as Bergamo Brescia Capital of Culture 2023 and the Milan-Cortina 2026 Olympics.

In addition, it should be remembered that traditionally Germany is a target market for the tourist promotion of Lombardy as destination. Polis data from 2021 confirm that Germany is the main foreign country of origin, with more than 1,140,000 tourists spending their holidays in Lombardy.

From lakes to mountains, passing through art cities and breath-taking landscapes, and hamlets, Lombardy offers a wide range of particularly appreciated touristic proposals. No to mention, the taste routes, the discovery of tastes and culinary traditions that are so popular with Italian and foreign visitors.

After all, figures speak clearly. After the difficult years of the pandemic, tourist flows in Lombardy are returning to very high values. Provisional figures for 2022 show an increase in average overnight stays in 2022 of around 43.4 million. Such figures essentially equalled the 2019 overnight stays (43.6 million). The breakdown of tourist flows by origin confirms a higher number of foreign tourists' arrivals (55%) and overnight stays (60%) compared to Italians. Finally, the breakdown of tourist flows by type of accommodation activity shows that 73.5% of the arrivals stay overnight in the hotel structures.

The start of the current winter season was positive compared to 2021: arrivals showed an increase of +23% in the fourth quarter of 2022 compared with the same period in 2021, with a sharp increase in foreign flows (+53%). In the last quarter of 2022, the number of overnight stays in Lombardy increased by 30% (growth of +11% of Italians and +52% of foreigners) compared to 2021. The trend is also positive compared to 2019, with +12% (consistent growth between Italians and foreigners).