



## THE BIT IN MILAN, SICILY LANDS IN BERLIN READY TO CONQUER THE GERMAN MARKET

*At ITB Berlin, all the charm and enchantment of a magical land  
to experience en plein air*

**Sicily is a wonderful adventure.** The **Sicilian Region** presents itself at the next edition of the **ITB in Berlin** with the intention of telling about the **countless opportunities for experiential activities** and **the most original and attractive holiday proposals** to be experienced all year round.

Recovering from an extraordinary season that in **2022** recorded excellent performance in terms of **arrivals** – more than **4 million 858 thousand** with an **increase of 56%** compared to the previous year – and **domestic and foreign tourist** presences (**14 million 700 thousand**, of which about **6.4 million foreigners** for an increase of **51.7%** compared to 2021), the **Region** brings to the important square of Berlin **the most authentic and accessible Sicily and its best tourist offer**, with a special focus on **sustainable and outdoor tourism**.

Climate and scenic beauty make it possible to practice many outdoor sports activities in Sicily, combining wellness and fun. **Trekking, bicycle touring, sailing, diving, snorkelling, kitesurfing and horse riding** are just some of the possibilities that this wonderful island offers to those who choose it as a tourist destination. Many associations offer organized tours to discover nature reserves, archaeological sites, film scenery, baroque cities up to pushing along the lunar walls of Mount Etna.

And if that were not enough, the vibrant and harmonious colours and scents of its bountiful cultivated lands, the enchantment of the Mediterranean and the Ionian Sea intertwining in front of the **Isle of Currents**, the poignant view of the **Stagnone** of Marsala at sunset, the snow-white marl of the **Scala dei Turchi** and the ancient fishing villages, which provide endless glimpses and love stories, are all there to make this region unforgettable. Impossible to resist the seductions of the world's most fascinating art cities, from Arab-Norman **Palermo** to the Cathedrals of **Cefalù** and **Monreale**, from the Pearl of the Ionian Sea **Taormina** with its theatre to the open-air museum of **Agrigento** and its **Valley of the Temples**, from the sparkling whiteness of **Catania's** Baroque stuccoes to the fascinating maze of alleyways on the island of **Ortigia** in **Syracuse**. Then the sea, surprising in its transparency and richness of colours, with its islands of **Ustica** and **Pantelleria** and its three great archipelagos: the **Aeolian, Egadi and Pelagie** Islands.

There is one more reason to love this unique and generous land: **SeeSicily**, the promotional initiative wanted by the **Sicilian Region's Tourism Department** to encourage the non-seasonal tourist flows and allow travellers and tourists to extend their stay on the island thanks to vouchers and discounts on airline tickets.

Just over a year after its launch, the campaign offers a wide range of deals. By booking at least three nights in one of the affiliated facilities, SeeSicily allows you to receive a free night's stay and, if the stay is longer, the free nights go up to two. The package also includes a tourist service of your choice from excursions, guided tours and diving. SeeSicily also gives a 50% discount on the price of airline tickets (by September 2023 except for July and August) up to a maximum of €100 for domestic and European flights and up to €200 off for intercontinental flights. On ships, ferries and hydrofoils, the discount is always 50% with a maximum of €100. To join the promotion, simply contact one of the qualified travel agencies that have joined the initiative, which can be found on the [visitsicily.info](https://visitsicily.info) website in the dedicated section.

**The wide-ranging and qualified marketplace** with which the **Sicilian Region** is presenting itself at the **ITB in Berlin** will be an opportunity to take stock of this initiative and to compare notes with buyers from around the world and with a tourist increasingly seeking an authentic, active, sustainable and quality vacation experience.

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