

PUGLIA

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PUGLIA, THE MICE TOURISM SECTOR TAKES THE STAGE IN FRANKFURT

Bari – May 12, 2023 - **Puglia** will showcase its MICE destination offer at the **IMEX 2023 Frankfurt** international tourism fair, from 23 to 25 May 2023. This is an unmissable opportunity to consolidate the incentive travel, meetings and events sector, i.e. the international congress tourism segment. IMEX Frankfurt is the most important European appointment for MICE tourist supply and demand, a travel market essential for increasing networking contacts and establishing new business. Puglia pushes its incentive travel, meetings and events sector by participating at the IMEX in Frankfurt from 23 to 25 May. At the forthcoming Frankfurt appointment, the **Regional Tourism Board Pugliapromozione** will host 4 operators specialized in business travel at the Puglia stand inside the Italian pavilion managed by **ENIT**: Green Blu Hotels & Resort; HO Hotels Collection; indigeno; Rosa Marina Resort Ostuni.

"We are confident that even before 2024 we will exceed our set-out goals: figures for next summer 2023 are already very interesting - explains **Luca Scandale, Pugliapromozione General Director** - and the **Puglia Region Tourism Observatory** confirms that the recovery phase of international incoming flows will be achieved in the two-year period 2023-2024, also by participating to international fairs such as the **IMEX Frankfurt 2023**, as well as events and workshops in order to catch new tourism flows from abroad. In Puglia, we have also invested in new communication campaigns to attract emerging markets, with particular attention to the Meeting Industry".

Incoming tourism data from Germany in Puglia in 2022: 384k presences, with a positive balance of +42% on 2021, 66k arrivals, marking a +22 percent compared to last year. The variation of the total flows from abroad in the summer of 2022, compared to 2021, recorded a +80% for both arrivals and presences. The largest increases are those of the United Kingdom and the United States. Overall, for Puglia the internationalization rate in the summer of 2022 was very high: the share of foreigners on the total number of travelers reached 25% for arrivals and 21% for overnight stays, exceeding pre-pandemic levels.

Across 2022 and the first months of 2023, international tourist flows to Puglia set a new record. The main markets, in terms of arrivals, are Germany, France, Switzerland, the United Kingdom, and the United States of America. Among the emerging markets outside the EU in 2022, we highlight: Australia, Canada, and Brazil.

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