



ITALIAN NATIONAL TOURIST BOARD LATEST NEWS FOR WORLD TRAVEL MARKET 2023

The Italian National Tourist Board is pleased to announce that we will be present at this year's WTM on stands N2-400, N3-200, N2-210 from Monday 6th until Wednesday 8th November at the ExCel Centre in London. We are delighted to welcome 15 regions exhibiting with us – Tuscany, Sicily, Emilia Romagna, Liguria, Puglia, Campania, Lazio, Basilicata, Trentino, Marche, Lombardy, Calabria, Friuli Venezia Giulia, Piedmont and Umbria.

Also in attendance, is Municipality of Rome, Visit Brescia, Republic of San Marino, Ministry of Agriculture and ITA Airways. As well as, more than 140 private inbound tour operators, car hire companies and more.

During WTM, attendees and media can meet with 15 different regions from Italy, local DMCs, hotel chains and transport suppliers who are keen to celebrate Italian culture and speak about the developments happening in Italy.

SUSTAINABILITY

Sustainable tourism is at the forefront of everything that Italy introduces or promotes. The first quarter of 2023 showed significant growth in arrivals and between January and March 2023, international tourism increased by +86% compared to the same period in 2022.

Italy has had significant growth in visitors, mainly in big art cities. However, for the last eight years, ENIT has been promoting smaller and undiscovered destinations such as the ones belonging to The Association of the Most Beautiful Villages in Italy. These villages date back to the Medieval and Renaissance times, which has resulted in 36% of total tourists to visit small villages and hamlets across Italy, including San Leo, Campli and Gangi. This campaign by ENIT has already been extremely successful by encouraging tourists to visit lesser-known regions and disperse travellers across the vast quantity of regions in Italy, which in turn is alleviating over-tourism in key destinations such as Rome, Florence and Venice.

Italy ranks first for slow tourism in many markets, specifically with the UK (65%) and Spain (33%). By experiencing unknown destinations within Italy, it allows travellers to reap the benefits of slow tourism by exploring at your own pace on foot, by bike or by train, searching for wrap-around landscapes, the pleasures of culinary experiences, naturalistic walks or cultural routes and a quality of life – which is difficult to find elsewhere.

Larger regions within Italy are making a conscious effort to reduce carbon emissions through energy consumption, recycling and cutting waste pollution. Last year, high-speed trains were developed for direct connections directly from Rome to Venice (4hours), Padua (4hours), Bologna (2hours) and Florence (1 hour and 30 minutes), with no need for a flight. This provides tourists with the option to reduce their carbon emissions and explore the scenic landscapes on their way to their chosen destination. Cycling tourism in Italy has grown in popularity and has had a strong investment from The Italian Ministry of Tourism to provide adequate infrastructure such as far-reaching cycle paths and

well-marked cycling routes, as well as facilities for cycling tourism to provide safety and easy connections between locations.

Visiting Italy in shoulder season

Visiting Italy during shoulder season, during spring, autumn, or winter, offers numerous benefits. Encounter cooler temperatures and pleasant weather, as well as fewer crowds. In shoulder season, guests can also experience seasonal events and festivals such as the grape harvest in major wine regions like Tuscany and truffle hunting.

IMPORTANT DATES AND ANNIVERSARIES

Pesaro as The Italian Capital of Culture 2024

in the Marche region has been announced as the Italian capital of culture for 2024.

Overlooking the sea and crossed by the River Foglia, Pesaro is a seaside resort located between two coastal hills, Monte Ardizio to the east-southeast and Monte San Bartolo to the west-northwest, which gives its name to the Monte San Bartolo Natural Park. In 2017, it was recognised by UNESCO as a creative city for Music, for the promotion and revival of Rossini's music, having been the birthplace of the famous composer Gioachino Rossini, who was born in Pesaro in 1792 and died in Passy, Paris in 1868. Other Pesaro highlights include: the Duomo, with its early Christian mosaics; Rocca Costanza, a massive military fortress dating from the 1400s; the Fountain of Piazza del Popolo, heart of the city; the 15th-century Ducal Palace; and the installation by Arnaldo Pomodoro, a terrestrial globe open in half with gears inside it, meant to represent the union between man and nature.

The Leaning Tower of Pisa celebrates its 850th Birthday

The Tower of Pisa, one of the most admired and famous buildings in the world, has begun its 850th birthday celebrations after the laying of its first stone on 9 August 1173. Considered a World Heritage Site by UNESCO, together with the whole of Pisa's Piazza del Duomo, the tower is a fundamental example of the Romanesque style, in particular Pisan Romanesque, and a fine example of medieval engineering as it has remained leaning from the beginning of its construction due to the instability of the ground. The city has arranged a programme that will last until 9th August 2024, which includes an exhibition featuring the paintings, engravings, photographs and films that have immortalised the work over the years - 'The Many Lives of the Pisa Bell Tower'.

2025 Vatican Jubilee

The Vatican and the city of Rome are expecting an estimated 35 million people to flock to the Eternal City for the 2025 Jubilee Year of Hope — the first ordinary jubilee since the Great Jubilee of 2000. Celebrating a special year of grace, the jubilee will last a year, beginning just before the Christian Christmas and ends the Epiphany of the following year. The most exciting and well-known rite is certainly the opening of the Holy Door. This gate is open only during the jubilee year and the 4 main ones are the major basilicas of Rome: St. Peter, Archbasilica of St John Lateran, St. Paul outside the Walls and St Mary Major. The first to be opened is St. Peter's Basilica, the other doors are opened in the following days and remain open until the end of the Jubilee when they are once again walled up.

Milano Cortina to host 2026 Winter Olympics

Cortina will be hosting the Olympic and Paralympic Winter Games for the first time in 70 years. The 2026 opening ceremony will be held at Milan's iconic San Siro Stadium, which will be approaching 100 years old by the time the Games begin. On 6th February 2026, the curtain will rise on the Olympic Games; before the Paralympic Games begins on March 6, 2026.

AIRLINE NEWS

ITA Airways announces additional flights to Italy – the inaugural flight of its new Airbus A220-100 aircraft on the LCY LIN route. Passengers will enjoy the latest in-flight comfort and technology on this vital route, connecting the heart of London with the heart of Milan and is announcing additional daily flights for this route from 4th January 2024.

2023 RYDER CUP HAS GIVEN ITALY A FURTHER FOOT IN THE DOOR OF GOLF CULTURE

September saw the first Ryder Cup ever held in Italy which has kicked off a long-term golf participation and tourism boom in the country. Italy is also home to some of the best golf courses, including some courses being designed by famous names such as Jack Nicklaus, Arnold Palmer and Robert Trent Jones. Most of the golf courses in Italy are set in impressive scenery and the major courses are within easy reach of major cities, providing travellers with the best of both worlds – golf and rich culture – which is perfect for days off the golf course. The green fee prices are very acceptable when compared to other European golfing destinations and the courses are less crowded, allowing travellers to have the full golfing experience, without time restraints on the course.

DATES FOR THE DIARY 2023/2024

CHRISTMAS MARKETS IN ITALY

November – December 2023

Various towns and cities throughout Italy host festive Christmas markets with food, crafts and holiday decorations.

LA SCALA OPERA SEASON

December 2023 – November 2024

The renowned Teatro alla Scala in Milan hosts its opera season, featuring world-class performances.

NEW YEAR'S EVE (CAPODANNO)

31st December 2023

Italy celebrates the arrival of the new year with fireworks, parties and events in major cities like Rome, Milan and Naples.

EPIPHANY (LA BEFANA)

6th January 2024

Children receive gifts from La Befana, a friendly witch and parades and events are held in many Italian cities.

VENICE CARNIVAL (CARNEVALE DI VENEZIA)

27th January -13th February 2024

A world-famous carnival with masked balls, parades and various events in Venice.

VIAREGGIO CARNIVAL, TUSCANY

3 – 24th February 2024

Known for its grand parades and elaborate papier-mâché floats, this carnival is held in Viareggio, Tuscany.

SAINT AGATHA'S FEAST (FESTA DI SANT'AGATA)

3rd – 5th February 2024

A religious and cultural festival in Catania, Sicily, dedicated to the city's patron saint.

IVREA CARNIVAL (CARNEVALE DI IVREA)

11th – 14th February 2024

The Battle of the Oranges is a world-famous food fight that takes place in the Northern Italian town of Ivrea, on the Sunday before the beginning of the Catholic Lent season. The event is held as a festive way to commemorate the history of the Ivrean people's liberation from a tyrannical government.

LIBERATION DAY (FESTA DELLA LIBERAZIONE)

25th April 2024

Commemorating the end of the Italian Civil War, this national holiday includes parades and events.

VENICE BIENNALE

20th April – 24th November 2024

A major international art exhibition featuring contemporary art, architecture, and film in Venice.

FESTA DELLA SENSA

12th May

A traditional event in Venice that celebrates the city's relationship with the sea, including a boat parade and the "Wedding of the Sea" ceremony.

VERONA OPERA FESTIVAL

8th June – 7th September 2024

Held in the ancient Roman arena in Verona, this festival features open-air opera performances.

FESTA DI SAN GIOVANNI (FEAST OF ST. JOHN)

24th June 2024

A celebration of St. John the Baptist's feast day in Florence, featuring fireworks and historic pageants.

UMBRIA JAZZ FESTIVAL

12th – 21st July 2024

A world-renowned jazz festival held in Perugia, Umbria, with performances by international and local artists.

ENDS

For media inquiries, please contact FINN Partners at italypr@finnpartners.com

About Italy:

Italy is a vibrant peninsula in Southern Europe, which is known for its world-renowned art, architecture, food, and sports. Home to extraordinary cities such as Rome, Vatican City, Florence, and Venice, it boasts unparalleled local culture and experiences. Several famous monuments such as the Pantheon, Colosseum, Sistine Chapel, and Leaning Tower of Pisa can all be found in Italy. As the birthplace of the Renaissance beginning in the 14th century, the country has had an irrevocable influence on modern society's artistic and intellectual development. Now as the 2021 winners of both Eurovision and the UEFA European Championship, Italy's unfading impact continues to this day.

<http://www.italia.it/en/home.html>