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Sustainable Calabria at ITB Berlin

The objective of the Calabria Region's participation in the ITB in Berlin, with nine exhibitors including accommodation facilities, tour operators and cultural associations, is to introduce international buyers to the sustainable tourism opportunities offered by Calabria in all seasons of the year. From natural beauty, which can be enjoyed through various outdoor activities, to the construction of authentic itineraries dedicated to the rediscovery of ancient crafts and traditions. Calabria welcomes visitors with a wide range of experiences for both mountain and beach tourism. From the thrills of rafting along Italy's longest gorges, to the excitement of climbing and water sports, up to adventurous air sports. Along trails and paths or along the Ciclovía dei Parchi (Parks Cycle Route) on mountain bikes, visitors can explore the natural and cultural beauty of the region. The ITB Berlin will also showcase the Calabria destination of villages and traditions, with the presence of the Association of The Most Beautiful Villages of Italy, which invites travellers to discover the area in a slow and authentic way.

Precisely in order to communicate the beauty of these Calabrian localities, on 7 March at 12.30 p.m., at the Calabria stand, there will be an event presenting the tourist destination of Gerace, entitled "Why you will love Gerace? The Norman Dream", aimed at the foreign press and sector operators attending the fair. The meeting will be presented by representatives of regional and municipal institutions. The agenda includes the projection of the promotional video "Gerace the Norman Dream", conceived and realised with the intention of presenting the peculiarities of Gerace, particularly focused on the concept of the "Enchanted Village" and its eight thematic dimensions; this will be followed by the projection of a short video "Gerace Happy Borgo: Artists in action!" to show the energy and creativity of the artists who take part in the renowned "International Street Art Festival"; communication and marketing experts will also be involved in this panel. The event will end with a tasting of typical local products, carefully selected and presented by Gerace farms. The meeting will allow participants to enjoy a unique sensory experience.

The Region of Calabria is ready to welcome visitors to its stand at the ITB in Berlin and to share the beauty and exclusivity of the destination with a national and international audience.

Contact

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