



Lazio is back to ITB Berlin

From March 5th to March 7th
the Lazio Region will exhibit in the world's leading travel trade fair.

The Lazio Region is taking part in the 2024 edition of ITB Berlin, the world's leading travel trade fair.

11 qualified tourism companies have been selected to showcase the amazing touristic offer of Lazio, to promote its art and culture, its food and wine tradition, its considerable attractions, counting villages of charm, abbeys and churches, ancient villas, castles and UNESCO sites.

Lazio's booth will be located within the exhibition area of Enit – the National Tourism Agency- in the pavilion 1.2 n.107 of the fair.

In Berlin, the newly elected Councilor for Tourism, Elena Palazzo, to whom just a few days ago the Governor of Lazio Francesco Rocca gave the tourism delegation, will speak for the region.

“Tourism is a fundamental asset for the economy of our region, in which we must invest firmly. Tourism is precisely intertwined with diverse sectors: culture, environment, sport, food and wine. We must work to systematize all sectors and enhance our treasures, just as they deserve”, said the Councilor for Tourism, Environment, Energy Transition and Sport, Elena Palazzo.

Lazio will play a leading role thanks to the mix between the quality and expertise of its hotel accommodation facilities, combined with the remarkable traditions and history of its locations.

The deep know-how in hospitality of Lazio can meet all the segments of the market: from culture to luxury experiences, including the food and wine sector and the outdoors.

In Berlin, the project of the new **Macchina di Santa Rosa** - "Dies Natalis"- will be presented.

On the evening of September 3rd, the new set up of the Macchina will parade for the next 5 years through the streets of the capital of Tuscia. A tradition of international appeal, the Macchina of Santa Rosa encompasses the historical, cultural and tourist attractions on which Lazio is focused.

This year, special attention will also be paid to sustainability and respect for the environment. The Lazio Region is promoting the natural beauty of its lakes, parks, and reserves, as well as the hiking trails in the mountains, popular among lovers of trekking and mountain biking.

In view of the next **Jubilee Year of 2025**, the ITB 2024 is an important opportunity. Lazio is also a land of pilgrimage that will welcome pilgrims from all over the world along its surprising network of centuries-old routes.

The ITB Berlin will also give the Tour Operators from Lazio the opportunity to strengthen the relationship with the German tourism market, a significant incoming market for Italy and for our region.

<https://www.visitlazio.com/en/>