



Liguria at ITB fair exhibition with its new Spring-Summer program 2024

Quality sea, the new seasonal campaign and the reopening of the famous Via dell'Amore, located in the Cinque Terre. With this reopening, Liguria is ready for ITB in Berlin. The sea themed campaign has been one of Liguria's main promotional objectives, especially in recent years, aimed at offering increasingly high-level services, customising the offer so that all users can be satisfied with the experience.

Meanwhile, anticipation is growing for the announced reopening of the historic scenic route that winds along the coast of the Cinque Terre, between Riomaggiore and Manarola. Maintenance and recovery work on the trail began on January 4th, 2021, and is expected to be completed by July 2024. The redevelopment project of the Via dell'Amore represents an important step forward in enhancing and promoting the cultural and natural heritage of the Cinque Terre. Through the creation of a safe and accessible route, the aim is to preserve the identity and authenticity of this unique place in the world, while ensuring a memorable visit for tourists.

It will be an opportunity to discover the beauty of the cliffs, stroll through the colourful villages of the Cinque Terre, and immerse oneself in the unique atmosphere of this wonderful destination.

The reopening of the trail is also linked to the new promotional campaign "a Kissable Liguria" which celebrates love and aims to showcase all the wonderful views of the territory, iconic places, and perfect backgrounds for romantic trips, both as a couple and with family.

Liguria will be represented by 10 operators at the collective exhibition of Enit, representative of the entire territory and its excellences: from luxury accommodations to maritime transport, from outdoor suggestions to art city breaks, including opportunities in the MICE sector. All in one kissable region!

INFO AND CONTACTS

<https://lamialiguria.it/en/>

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