

Regione Lombardia relaunches the image of the Lombardy region with the Lombardia Style project

There is a style of Lombardy, a sort of 'fil rouge' that characterises and unites all the fruits of this extraordinary land, from tourism to fashion/design, from culture to wine and food, from craftsmanship to wellness. This is the 'Lombardia Style', a project of Regione Lombardia, officially presented at the Bit - Italian Tourism Exchange on 5 February 2024, to give new impetus to Lombardy's position as a highly-desirable tourist destination, also in view of Milan-Cortina 2026, the Olympic and Paralympic Winter Games of which Lombardy will be the 'home'. Meanwhile, Regione Lombardia will be present at one of the world's major trade fairs dedicated to travel, the ITB in Berlin, from 5 to 7 March, to promote Lombardy tourism among international operators, with a space within the 160-square-metre Italy stand and 12 operators from all over the region. An opportunity to take the new project beyond national borders and promote it at the European level. The '*Lombardia Style*' wants to relaunch the image of the region according to a targeted territorial marketing strategy. It is a clear, effective and recognisable communicative paradigm focusing on identity, that encompasses various aspects of the Lombardy tourism experience, from scenic and artistic beauty to sport, wellness and food. The aim is to encapsulate in a 'brand' the Lombardy lifestyle and all the attractions of an area that is preparing to become the venue for the 2026 Milan-Cortina Olympics and Paralympics. The aim of 'Lombardia Style' is to enhance the regional identity and also to create a new form of communication to valorise the territories' excellence and local uniqueness in a consistent and harmonious way. The intention is to relaunch it in all the new communication campaigns and integrated digital promotion tools in connection with all territories. In terms of sustainability, the aim is to enhance a new vision that identifies '*Lombardy as a land of tourism of all kinds and experiences to be lived responsibly*', thus focusing on the multiplicity of 'tourism': the cities, lakes, mountains, culture, the outdoors, villages, and so forth. Things that make Lombardy unique and bear witness to its own, recognisable style, the 'Lombardia Style'. The opportunity to visit these places by having experiences that reflect the reality and everyday life of those who live in and know our territories becomes the key to a development of tourism and of the power to attract that enhances the transversality of the tourism sector. This new vision is also reflected in the new trends that will drive the tourism market in 2024: travellers are increasingly looking for authentic, exclusive and low-impact travel experiences, favouring slow rhythms and in often high-end facilities. In this perspective, sustainability assumes a prominent role by emphasising 'responsibility'. 'Responsible' tourism is, in fact, tourism that focuses on the interests and expectations of the local community, which must be able to benefit from the positive effects of the tourist presence on its territory. Travelling, in this logic, means favouring local, zero-kilometre products, getting to know and respect local culture, paying attention to the environment, as well as to integration and waste. This tourism is increasingly attractive and can also represent an interesting professional outlet for young people who decide to enhance their territories by giving birth to new economic activities. Finally, a brochure is being distributed at the stand to promote and tell about the region's excellence and the entire range of tourist experiences offered by the region through the 'Lombardia Style' brand. With this publication, whose first issue features Giorgio Armani as an exceptional testimonial, the aim is to highlight everything the region has to offer, to communicate Lombardy by focusing on excellence and high-quality experiences throughout the entire region.

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