



Press release

MOLISE, AUTHENTIC EMOTIONS IN A LAND TO BE DISCOVERED

Molise is authentic, as well as the emotions that this land can generate through a visit experience. It is a hidden place where wonderful mountains meet the sea, in just 90 kilometers. In the middle, breathtaking hills that stand out on the horizon, suggestive and unique arches that make this territory real, ancient and fragile as nothing else. A land made of simple things, where it is still possible to get lost in thousand-year-old beauties and reflect in lakes set in untouched nature, walk on wild paths, climb to discover breathtaking views or admire enchanted villages. A land where visitors are welcomed with sincerity and outrightness and accompanied to discover places, flavors and emotions that only a truly authentic land can still offer.

There are many areas to discover, with particular attention to outdoor, rural, mountain and cultural tourism, enhancing the overall aspects linked to well-being, quality of life and the food excellence that the region expresses.

Over the last few years, the regional administration has undertaken, also through the elaboration of the Regional Tourism Development Plan, a path to promote the resources of the territory and to define its tourism offer.

The Molise mountains, for example, constitute an asset on which the Molise Region has converged important investments, also with a view to the integration between seaside and mountain tourism, environmental sustainability and new methods of use. Furthermore, five localities in Molise (Agnone, Frosolone, Roccamandolfi, Scapoli, Ferrazzano) recently obtained the orange flag from the Italian Touring Club for the three-year period 2024-2026, a recognition that certifies the capacity of the inland municipalities and small villages to express great excellence in environmental, cultural, food and wine, hospitality and social innovation terms. And also the recognition by the FEE (Foundation for Environmental Education) of the 2023 Blue Flag is important, based on the environmental protection efforts made in particular by the seaside municipalities of Termoli and Campomarino.

The Berlin Fair, historically one of the most important events for the promotion and valorisation of the territories, constitutes an important opportunity to present regional opportunities and above all to define new networking opportunities, specifically reserved to Molise tourist operators, with a view to consolidate and open international intermediation channels, with the aim of increasing the flow of incoming tourists.

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