



ITALIAN NATIONAL TOURIST BOARD LATEST NEWS FOR WORLD TRAVEL MARKET 2024

The Italian National Tourist Board is pleased to announce that we will be present at this year's WTM on stands N3-200 and N3-210 from Tuesday 5th - Thursday 7th November. ExCel Centre in London. We are delighted to welcome 14 regions exhibiting, including the cities of: Rome, Genoa, Turin, Milan and Brescia, the Republic of San Marino and 40 private exhibitors. Alongside this, there is a full programme of events and presentations.

In 2024 Italy has continued to champion sustainability and cultural preservation, promoting lesser-known destinations, and fostering conscious travel. With new UNESCO recognition for the Via Appia, Agrigento named Italy's Capital of Culture for 2025, and major upcoming events like the Vatican Jubilee and the 2026 Milano-Cortina Winter Olympics, Italy underscores its commitment to both its heritage and a sustainable future.

2024 News

Italy Embraces Responsible Tourism with Sustainable Initiatives

Italy continues to communicate Community Conscious Travel through sustainability initiatives and promoting smaller and undiscovered destinations such as the ones belonging to The Association of the Most Beautiful Villages in Italy. Across popular tourist regions, genuine efforts are being made to reduce carbon emissions, conserve energy, and minimise waste and pollution. In the Dolomites, for instance, an initiative restricts daytime transport beyond a certain altitude to cable cars and methane-powered buses, while hotels compete to enhance their green credentials. Locally sourced, food options are becoming the norm, reflecting a dedication to sustainability. Agrotourism breaks are also enjoying a welcome expansion, giving visitors a chance to actively engage with locals and traditional lifestyles.

Efforts are also being made to encourage travellers to explore lesser-known areas, helping to distribute the economic benefits more evenly and reduce the strain on infrastructure.

[Italy Solidifies Its Position as a Leading Destination for Shopping Tourism](#)

Italy continues to stand out as a premier destination for shopping tourism, blending its cultural heritage with high-quality products and experiences. In 2023, the country welcomed an estimated 21 million shopping tourists, a 7% increase compared to 2019. Visitors enjoy a variety of shopping



facilities, from 26 outlet villages and famous department stores to iconic shopping streets like Milan's Via Montenapoleone. Italy's historic tradition of craftsmanship is also showcased in over 1,300 workshops across 10 cities.

[Via Appia becomes a UNESCO World Heritage Site](#), making Italy host to the highest number of World Heritage Site's in the world

The rich and diverse Italian culture has been further recognised with the addition of the Via Appia (Appian Way), the earliest and most important road built by the ancient Romans, as a UNESCO World Heritage Site. This brings the total number of UNESCO sites in Italy to 60, the highest number in the world, underscoring Italy's commitment to preserving its historical and cultural treasures.

2025 News

Agrigento in Sicily – Italian Capital of Culture 2025

Agrigento will become Italy's capital of culture in 2025. With stunning ancient, medieval, Baroque and modern architecture and an archaeological museum, the local authorities are committed to shining the light on Agrigento, with a cultural programme of 44 new projects which explore the relationship between nature and humanity. One of the prominent events will be a live performance by the Italian operatic pop trio 'Il Volo' at the Valley of the Temples, taking residents and visitors back to the time when Agrigento was a place of honour and beauty.

Gorizia and Nova Gorica to become European Capital of Culture 2025

The Italian city of Gorizia in the Friuli Venezia Giulia Region and the Slovenian city of Nova Gorica are the European Capital of Culture 2025. Gorizia and its province were split in two (like Berlin) after the end of the Second World War between Italy and Slovenia (formerly part of Yugoslavia).

[2025 Vatican Jubilee](#)

The Vatican and the city of Rome are expecting an estimated 35 million people to flock to the Eternal City for the 2025 Jubilee Year of Hope, the first ordinary jubilee since the Great Jubilee of 2000. Celebrating a special year of grace, the jubilee will last a year, beginning just before the Christian Christmas and ends the Epiphany of the following year. The most exciting and well-known rite is the opening of the Holy Door. This gate is open only during the jubilee year and the four main ones are the major basilicas of Rome: St. Peter, Archbasilica of St John Lateran, St. Paul outside the Walls, and St Mary Major. The first to be opened is St. Peter's Basilica, the other doors are opened in the following days and remain open until the end of the Jubilee when they are once again walled up.

2026 News

[Milano Cortina to host 2026 Winter Olympics](#)

Cortina will be hosting the Olympic and Paralympic Winter Games for the first time in 70 years. The 2026 opening ceremony will be held at Milan's iconic San Siro Stadium, which will be approaching 100 years old by the time the Games begin. On 6th February 2026, the curtain will rise on the Olympic Games; before the Paralympic Games begins on March 6, 2026.



Emilia-Romagna to host Routes Europe 2026

Emilia-Romagna has announced that Rimini has been selected as the host destination for Routes Europe 2026. The event will take place from May 18-20, 2026, bringing together key stakeholders from airlines, airports, and destinations. This selection further solidifies Rimini and the Emilia-Romagna region's position as a leading destination in the aviation and tourism sectors. The event will be hosted by the Emilia-Romagna Region, the Municipality of Rimini, and San Marino International Airport.

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For media inquiries, please contact FINN Partners at italypr@finnpartners.com

About Italy:

Italy is a vibrant peninsula in Southern Europe, which is known for its world-renowned art, architecture, food, and sports. Home to extraordinary cities such as Rome, Vatican City, Florence, and Venice, it boasts unparalleled local culture and experiences. Several famous monuments such as the Pantheon, Colosseum, Sistine Chapel, and Leaning Tower of Pisa can all be found in Italy. As the birthplace of the Renaissance beginning in the 14th century, the country has had an irrevocable influence on modern society's artistic and intellectual development. Now as the 2021 winners of both Eurovision and the UEFA European Championship, Italy's unfading impact continues to this day.

<https://www.italia.it/en>