

Basilicata at ITB in Berlin: sustainable trips and adrenaline-filled experiences

The Regional Tourism Office Basilicata will be at ITB Berlin, one of the main international trade fairs in the travel market. An appointment consolidated for over thirty years for Basilicata Region, together with some regional incoming representatives, always at the Italian Pavilion (ENIT Italia).

“The Lucanian territory – says the General Director of the Regional Tourism Office Basilicata, Mrs Margherita Sarli – is a concentration of natural treasures and mostly hidden artistic wonders that catch German as well as foreign guests looking for engaging locations, unusual travel ideas and outdoor and cultural proposal that can be tailor-made starting from the study of the preferences of the target audience”.

If **Matera**, already European Capital of Culture 2019 and next Mediterranean City of Culture and Dialogue 2026, welcomes you with its charm as an international icon, also the whole region can make you live as on a “film set”. Characteristic villages, ancestral traditions, food and wine excellences, adrenaline-filled adventures, walking and cycling itineraries invite you to visit an equally rich Basilicata even off the beaten track. **Aliano**, a small village nearby Matera, is among the ten finalists for the title of Italian Capital of Culture 2027 with the naturalistic heritage of the *Calanchi*, the horned masks of the Carnival, festivals and cultural events including those linked to the figure of the Italian writer Carlo Levi. From culture to adventure, in **Castelmezzano**, a nice village nearby Potenza, in the heart of the Lucanian Dolomites. Here from next spring the “Slittovia” will open: a 1180 m long track on rails, created by the German company Wiegand, designed for the enjoyment of adults and children, in absolute safety with the use of technologically advanced systems.

And no less are the **five Natural Parks** with endemic plants and botanical rarities; outdoor proposals and delicious deposits nor the Lucanian coastlines (on the Ionian sea as well as on the Tyrrhenian one) with a varied offer of new and captivating sports activities such as kayaking, hiking, climbing, coasteering, e-foil, sailing, snorkeling to be practiced in *Blue Flag and Green Flag* areas. These confirm the beauty and quality of the beaches, some also suitable for families, along the Ionian side (**Metaponto, Pisticci, Policoro, Scanzano Ionico or Nova Siri**) and **Maratea** on the Tyrrhenian sea, where takes place the feast of the *Madonna of Portosalvo*, an evocative sea procession which has become the event of the Jubilee of the Environment

“Authentic experiences – adds Sarli – allow visitors to discover and enjoy the local culture, landscapes and peculiarities of the region, where feeling good can become an all-round concept of well-being, the search for a journey that offers well-being and new knowledge not only for the duration of the holiday itself and, from this perspective, increasingly targeted promotional actions will be carried out”.

The interest of German travelers in the Basilicata destination is supported by the presence of direct connections with the airports of Naples, Bari and Brindisi which guarantee easy travel and coverage throughout all seasons of the year to the benefit of the growing tourist flows.

The data, collected by the APT Basilicata statistical area, in fact, show a general and constant increase in both arrivals and presences from German-speaking countries (Germany, Austria and Switzerland) between 2023 and 2024. In particular, German arrivals increased from 17,473 in 2023 to 18,994 in 2024, with an increase of 1,521 (+8.7%).

Further information:

<https://www.basilicataturistica.it/en/>
<https://www.basilicataturistica.it/de/>
<https://routebasilicata.it/it/>

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