



### **Gerace Sogno Normanno and the Pearls of the Ionian Sea**

Sustainability, Authenticity, and Technology for the Tourism of the Future

From Calabria, a new model of experiential and innovative tourism: sustainable, authentic, and digital.

ENIT Space – ITB Berlin 2025

March 4, 3:00 PM

At ITB Berlin, one of the most important international tourism fairs, Gerace Sogno Normanno and Le Perle dello Ionio will be the focus of an event dedicated to promoting tourism that enhances historical and natural heritage, engages local communities, and uses new technologies for more accessible and innovative tourism.

The event, scheduled for March 4 at 3:00 PM in the ENIT space, will feature the presentation of the projects 'Gerace Porta del Sole' and 'CIS Svelare Bellezza', two strategic initiatives promoting Gerace, Antonimina, Portigliola, Locri, and Siderno through an integrated approach that combines sustainability, authenticity, and technological innovation.

### **A Model of Tourism for the Future**

The event will provide an opportunity to explore a vision of tourism based on three key pillars:

#### **Sustainability**

From the preservation of historic centers and natural landscapes to the promotion of soft mobility and renewable energy. Tourism cannot disregard territorial conservation and environmental responsibility, with concrete actions to reduce the impact of tourism activities and enhance local resources.

#### **Authenticity**

The cultural identity and traditions of the Ionian villages of Calabria represent a unique heritage to be preserved and promoted. From local crafts to gastronomy, to historical walking trails and immersive experiences, the region offers authentic experiences capable of attracting travelers seeking true and historically rich places.

#### **Technology**

Digital innovation is a key element in making tourism more accessible, interactive, and engaging. Tools such as tourist apps, augmented reality for discovering cultural heritage, and digital promotion platforms allow travelers to connect with the territory in a more direct and personalized way, improving the visitor experience and engagement.



## **Program**

### **Institutional Greetings**

- Giovanni Calabrese, Councilor for Tourism of the Calabria Region
- Cosimo Caridi, Director of the Calabria Region
- Marisa Larosa, Councilor for Tourism and Culture of the Municipality of Gerace
- Giuseppe Varacalli, Councilor of the Municipality of Gerace

### **Gerace Sogno Normanno and the Pearls of the Ionian Sea**

Why visit Gerace and the other Pearls of the Ionian Sea: Antonimina, Locri, Siderno, and Locri?

Between authentic experiences, nature, food, culture, and technology

- Loredana Panetta and Domenico Romeo, Officials of the Municipality of Gerace
- Roberto Quatraccioni, Expert in Territorial Enhancement

### **Voices from the Journey – Stories from the protagonists**

'Voices from the Journey' will gather testimonials from tour operators and travel bloggers who will share their experiences in the region and their vision for the future of tourism in Calabria.

- Viorika Schmidinger, Product Coordinator DACH

### **Tasting of Local Products**

At the end of the meeting, participants will have the opportunity to taste typical local products to discover the authentic flavors of Calabrian culinary traditions.

### **Gerace: The Norman Dream – Video and Images from the Destination**

During the event, there will be a dedicated space for the projection of videos and images that showcase the beauty and authenticity of Gerace and the Pearls of the Ionian Sea. A visual journey through breathtaking landscapes, historical architecture, and centuries-old traditions that make this destination unique. Through immersive content, visitors will discover the magic of a region that combines history, nature, and tourism innovation.

The event is open to Tour Operator, Travel agencies, journalists, and anyone interested in discovering the potential of this unique region.

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