



From flowers to sports: Liguria “blooms” at ITB with 2025’s top attractions

From the grand floral exhibition **Euroflora 2025** to the title of **European Region of Sport**, Liguria is heading to **ITB Berlin** with an increasingly diverse tourism offering that blends nature, international events, and a year-round destination to discover.

From **April 24 to May 4**, **Genoa** will host the **13th International Exhibition of Flowers and Ornamental Plants**. As one of Europe’s most prestigious events in its sector, the exhibition will return in a renewed format at the **Waterfront di Levante**, a new multifunctional space designed by **Renzo Piano**. A unique sensory experience where nature interacts with art and architecture: the exhibition route will showcase **excellence in floriculture**, the most **innovative trends in urban greenery**, and **sustainable environmental projects**. Conferences, meetings, and live performances will further enrich the event, offering a truly immersive journey into the world of flowers and plants.

2025 will also be a year of sports for Liguria, as the region has been awarded the title of **European Region of Sport**. This recognition highlights the region’s strong connection with sports and **outdoor tourism**. The annual sports calendar will feature top-tier international events such as the **European Fencing Championships**, the **Enduro MTB World Championships**, and the **renowned regattas** that attract athletes and enthusiasts from all over the world. But “**Liguria 2025**” is not just about competitive sports: the region will offer **activities for everyone**, from gentle movement programs to scenic hiking trails, with a special focus on **inclusion and well-being**. Thanks to a **mild climate all year round** and **breathtaking landscapes**, Liguria is confirmed as a true “**open-air gym**”, where every sporting experience becomes an immersion in nature.

This year, Liguria will once again participate in **ITB Berlin** within the **ENIT exhibition space**, featuring **six operators** showcasing the region’s top **tourism offerings**. From **charming accommodations** to **outdoor adventure experiences**, **maritime transport**, and the **promotion of Liguria’s most iconic destinations**, the region presents a perfect blend of **tradition and innovation**. A destination able to surprise in every season.

Discover more at lamialiguria.it/en, liguria2025.it and euroflora.genova.it/en.

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