

PRESS RELEASE

From March 4 to 6, 2025, Regione Lazio and ENIT at the ITB Berlin, the largest international tourism fair. Palazzo: “We are promoting the Lazio brand in one of the most important showcases in the world”.

Rome, February 12, 2025.

This year too, from March 4 to 6, Regione Lazio will join the ITB - Berlin, the largest international tourism trade fair.

The event, crucial for global travel and tourism industry, will represent for the Lazio Region an important showcase. Exhibitors and visitors from all over the world will be able to network and to discover the latest market trends.

Regione Lazio, represented by fourteen local companies and one DMO, will present its tourism offers in the dedicated stand within the ENIT (Agenzia Nazionale del Turismo) Exhibition Area.

As always, the presentation will be focused on the excellences of the territory, such as history, culture and outdoor activities, with particular reference to the extraordinary event of the Jubilee Year 2025.

The stand at the ITB in Berlin will be inaugurated on March 4 by the Councillor for Tourism, Environment and Sport of the Regione Lazio, Elena Palazzo.

"As we anticipated during our First Tourism Forum in Rome, our goal is to promote the Lazio brand by selecting the most important trade fairs in the world, just like the ITB in Berlin" says the Councillor, "For the Lazio Region, this event is a precious opportunity to make visitors and operators aware of the richness of our territory. We aim to the promotion of the economic development, the deseasonalization of tourist destinations and the evaluation of the increasingly central asset of our economy. We will start from Rome, our main catalyst, to promote the whole region." And she concludes, 'Our Italian slogan says, "C'è tutto un Lazio intorno (There is a whole Lazio around us)", and it surely deserves to be discovered'.

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