

LOMBARDY TAKES CENTER STAGE AT ITB BERLIN 2025: OLYMPIC EMOTIONS AND THE EXCLUSIVE GOLF EXPERIENCE IN A UNIQUE DESTINATION

Lombardy is gearing up to captivate the international audience at ITB Berlin 2025, the world's most prestigious tourism trade fair, with two innovative projects that highlight its sporting spirit, breathtaking landscapes, and outstanding tourist attractions. From March 4 to 6, the region will be the beating heart of the Italy stand, covering 90 square meters and featuring 12 top-tier operators, all ready to showcase a surprising and irresistible Lombardy.

Two extraordinary initiatives will tell the story of a region in full transformation: "Cuori Olimpici" (Olympic Hearts)—an emotional journey through Lombardy's 12 provinces in the lead-up to the Milan-Cortina 2026 Winter Olympic and Paralympic Games—and "Golf Experience in Lombardia," an exclusive invitation to discover Lombardy as one of Europe's most fascinating golf destinations.

CUORI OLIMPICI: LOMBARDY LIGHTS UP WITH SPORTING PASSION

As excitement builds for Milan-Cortina 2026, Lombardy is celebrating with an unprecedented project: *Cuori Olimpici*. For ten months in 2025, the entire region will be traversed by a symbol of passion and unity—an emotional journey connecting cities, historic villages, mountains, and lakes, involving athletes, residents, and tourists in an unforgettable experience.

Each stop will be a festive occasion, featuring special events, artistic installations, and immersive activities that showcase the region's unique identity. From Bergamo to Mantua, from Milan to Valtellina, every corner of Lombardy will shine with Olympic spirit, culminating in a grand final celebration in December 2025, when the last *Cuore Olimpico* will be placed in Valtellina as a testament to the region's enthusiasm and commitment to the world's greatest sporting event.

More than just a sports initiative, this project tells the story of Lombardy as a land of history, tradition, and innovation—where tourism, culture, and community come together in a single, powerful emotion.

GOLF EXPERIENCE IN LOMBARDY: THE LUXURY OF THE GREEN IN A UNIQUE REGION

Beyond the magic of the Olympics, ITB Berlin 2025 will be the perfect occasion to present Lombardy as a premier destination for international golf tourism. With 70 world-class golf courses, including 28 with 18, 27, or 36-hole layouts, the region offers a unique experience for those seeking the perfect balance between sport, relaxation, and postcard-worthy landscapes.

From Milan to the great lakes, from Valtellina to Franciacorta, each golf course is set in breathtaking surroundings and complemented by luxury Golf Hotels, gourmet experiences, and exclusive services. *Golf Experience in Lombardia* is a journey into the heart of a region that knows how to pamper even the most discerning travelers, offering refined hospitality, haute cuisine, and wellness in settings of rare beauty.

AUTHENTIC, SUSTAINABLE, AND HIGH-QUALITY TOURISM

Lombardy is not just about sports and luxury—it is a land that has made sustainability and authenticity the core of its tourism strategy. At ITB Berlin 2025, Regione Lombardia will showcase an innovative tourism vision that enhances local heritage, reduces environmental impact, and creates tailor-made experiences for every traveler.

From historic villages to art cities, from the vineyards of Franciacorta to the ski slopes of Valtellina, Lombardy is a diverse and captivating destination—perfect for those seeking a journey filled with emotions, surprises, and unforgettable memories. At the stand, visitors will have the chance to explore this vision through an exclusive brochure featuring the best experiences in Lombardy: from Olympic thrills to the elegance of golf, alongside art, nature, and the region's rich food and wine traditions.

LOMBARDY AWAITS YOU AT ITB BERLIN 2025: A JOURNEY INTO THE FUTURE OF TOURISM

With *Cuori Olimpici* and *Golf Experience in Lombardia*, the region arrives in Berlin with an unparalleled tourism offering, ready to win over the international audience with its blend of emotions, excellence, and innovation.

An unmissable opportunity to discover a Lombardy to experience, to love, and to share.

Discover Lombardy on:

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LOMBARDIA
Style

