



PROGETTO FINANZIATO NELL'AMBITO DEL PIANO SVILUPPO E COESIONE (PSC)  
MINISTERO DEL TURISMO - DELIBERA CIPESS N. 58/2021  
TITOLO PROGETTO HIGHWELLNESS AREA TEMATICA: 'COMPETITIVITÀ IMPRESE',  
SETTORE DI INTERVENTO: 'TURISMO E OSPITALITÀ',  
SCHEDA 52 'MONTAGNA ITALIA'. CUP J88J22000400001.

## HighWellness – South Italy: the revival of mountain tourism

in Southern Italy at ITB Berlin

Messe Berlin, Hall 1.2 – Stand 107

The first international appointment for **HighWellness - South Italy**, the project planning the revival and promotion of Southern Italy's mountains, will take place at the Berlin Expocenter City **from 4 to 6 March 2025**. The event will include the official launch of its promotional campaign at the ITB Berlin trade fair and will present the project's goals to a global audience.

Backed by the **Ministry of Tourism**, **HighWellness - South Italy** was created to establish an innovative platform to network mountain tourism operators, and to foster **strategic synergies** and an **integrated management model**. The objective is to enhance the unique resources of the mountains of Southern Italy through initiatives that promote the **art, culture, history, food and wine, and nature** of the area, transforming these features into drivers of tourism and economic development. The project not only aims to enrich the visitors' experience, but also actively contributes to **environmental protection, hydrogeological protection** and the **revitalisation of villages**, counteracting their depopulation.

In this context, the project has already been joined by the **Sila National Park**, the **Pollino National Park**, the **Aspromonte National Park** and the **Serre Regional Park**. These parks, the beating heart of Calabrian biodiversity and culture, represent the core of the initiative and a model of territorial integration combining nature, sustainability and local development.

The idea of an **integrated mountain park** is inspired by the geographical conformation of Calabria, the project's lead region, which is characterised by an extraordinary ecological network connecting varied but complementary territories. This natural model of coordination represents the basis for a **sustainable and innovative management of the tourist offer**.

The presence of **HighWellness - South Italy** at the ITB Berlin event, within the Italian Pavilion promoted by **ENIT**, represents part of the promotion strategies aimed at increasing the visibility of Southern Italy's mountains, attracting tourists interested in **authentic experiences**, and establishing partnerships with specialised operators and national and international investors.

During the fair, a **press conference** will be held on **6 March at 10.30 am**, in which the stages of this ambitious journey will be illustrated. The process will see the direct involvement of operators through infrastructural interventions, the creation of **new sustainable tourism products**, and the building of a **solid network of cooperation**.

The meeting at ITB Berlin 2025 thus marks the beginning of a new chapter for Southern Italy's mountains, projecting them onto the international scene as a destination of excellence in sustainable tourism.

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