



World Travel & Tourism Council

GLOBAL SUMMIT

ROME ITALY 2025

Hosted By



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA



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THE UNIQUENESS OF ITALIAN TOURISM LIES IN REGIONAL DIVERSITY



We are here in Rome for the 25th edition of the WTTC's Global Summit, the industry's annual landmark event in which business leaders, institutional representatives and tourism operators come together to address the key challenges and opportunities shaping the future of the industry.

The Eternal City is, of course, a millennial-old custodian of history, art and culture; a beacon that has always illuminated the path of western civilisation. However, our nation goes far beyond the magnificence of its capital. Think of Italy as a dynamic mosaic of unparalleled experiences.

Every region, every province, even the most secluded of villages, reveals a succession of unique opportunities, inviting authentic and fulfilling exploration.

This intrinsic diversity - this exciting blend of landscapes, traditions and knowledge - is the source of the true essence of our heritage and the extraordinary richness of our tourist offering.

The Ministry of Tourism has provided a clear vision for the Italian tourism industry through its Strategic Plan 2023-2027. This policy document charts the future course of the industry, indispensable in strengthening its competitiveness within the global market.

However, no project, however effective, could succeed without the great and unique heritage that Italy possesses. This is our true and irreplaceable resource.

Our true strength - the irresistible charm that attracts visitors from all corners of the globe - lies in the extraordinary depth of our regional

diversity. Each local area does not merely offer something special but represents a world of authenticity.

From the richness of its food and wine traditions to the diversity of its local dialects and from centuries-old customs that keep its unique intangible heritage alive to the variety of its mountain farming products, no less great than the majestic peaks themselves, and the abundance of its sea and fishing products, Italy offers an experience that embraces every nuance of its land.

Renaissance art, handicrafts and characteristic villages diversify the tourist offering and animate local economies: this is the vast heritage that Italy has to offer. Travelling in our country leaves an indelible impression on visitors' hearts and memories.

For Italy, tourism is not merely a fundamental pillar of the economic and social fabric but a genuine vocation. It is in our nature to welcome visitors, to tell stories and share beauty.

And it is in this spirit of dedication and passion that we hope you will be able to fully experience these days in Rome and, through its magnificence, grasp the true essence of our nation.

I wish you a fruitful summit that is, above all, filled with that excitement that only tourism in Italy can provide.

Daniela Santanchè
Tourism Minister

WE OFFER UNIQUENESS
AND EXPERIENCES.
MORE AND MORE VISITORS
ARE CHOOSING ITALY



We are delighted to be hosting the WTTC's Global Summit 2025 - the world's most important event dedicated to the tourist industry - in Rome. In Rome, and in Italy for the first time, it will be an opportunity to demonstrate our country's efficiency in organising and managing events of this magnitude

Organised in partnership with the Italian Ministry of Tourism, the Italian tourist board (ENIT S.p.A.), the Municipality of Rome and the Lazio Region, this summit is a unique opportunity for international debate on the main trends in the industry: digital transformation, regenerative tourism and investment strategies. Three days of debates from which new ideas and synergies between major national and international players can emerge to support the tourist industry, a driving force for our country. Let us remember that Italy is on a trajectory of continuous growth in this industry, as an increasingly popular destination among foreign travellers choosing to discover the excellence of Italian-made products and spend their holidays enjoying unique experiences. For summer 2025, Italy also has a confirmed place on the podium ranking the most popular destinations, surpassing even France.

The figures show that those who choose Italy are increasingly looking for uniqueness and experiences. We are recording a boom in food and wine tourism, with an increase of +176%, a segment consolidated over the last decade and generating a total expenditure of 363 million euro, with 1.1 million visitors and 1.8 million overnight stays. Luxury tourism is another fast-growing trend. In 2024 alone, we had more than 2 million shopping tourists, an increase of 7% on the pre-COVID period, in a phenomenon that is growing globally and making a direct contribution of more than

2.5 billion euros to Italy's GDP. Another emerging phenomenon is that of sports tourism: the latest data tells us that nearly 600 thousand international travellers (up by about 5%) have chosen sports holidays in Italy, generating almost 2 million overnight stays (+8.7%) and having a strong impact on the economy, with 338 million euros generated by tourists mainly from Northern European countries such as Germany, the Netherlands, the United Kingdom and Austria.

We are proving that, working closely with the Ministry of Tourism and the government, we are on the right track. Bookings and investments in Italy are growing, in turn generating employment and economic growth and benefiting the entire supply chain. We are tackling challenges such as the Jubilee, to name just one, and demonstrating our ability to host international events, creating added value for the entire nation.

Ivana Jelinic
Chief Executive Officer of ENIT S.p.A.

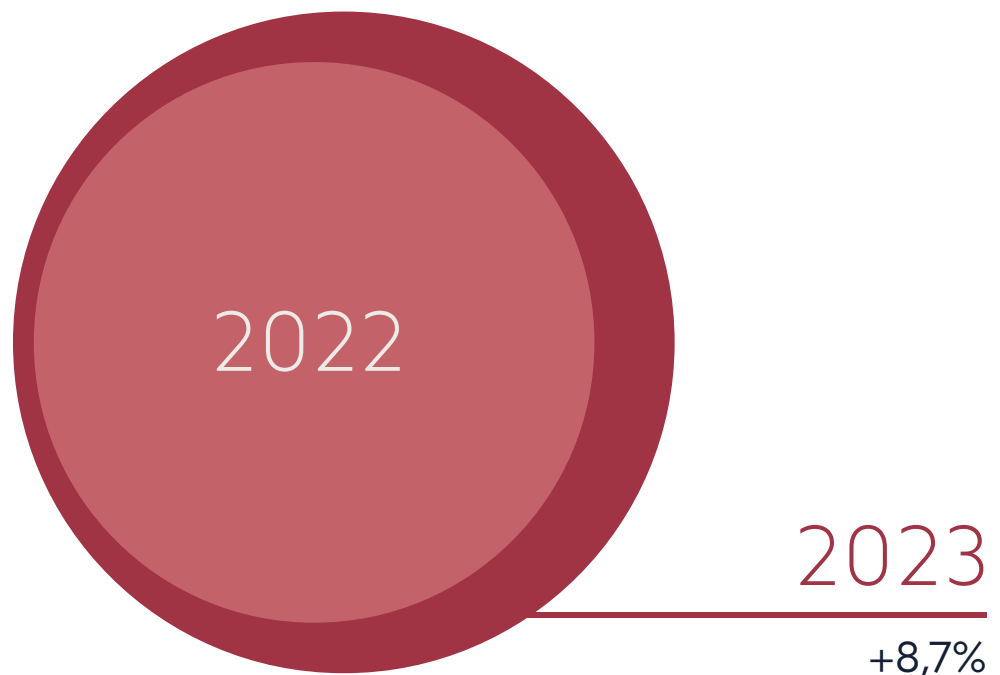
TOURISM IN ITALY

Tourism is an industry of great importance to the Italian economy, both now and in the near future, accounting for 10.8% of the national GDP (equivalent to 240.1 billion US\$) with growth forecast for 2034, when it is expected to reach 12.6% of Italy's Gross Dome-

stic Product (totalling 290.5 billion US\$). It is also a labour intensive industry: The ISTAT Labour Force Survey reports that, in 2023, the economic activities most directly related to tourism provided employment for 385,000 people (+8.7% compared to 2022). **(fig.1)**

**fig.1 Employment in Italy:
the economic activities
most directly linked to
tourism**

Source: ENIT Market
Research and Statistics
Department based on
ISTAT data



The entire tourist industry has 2,043,108 employees (1,658,322 in other tourism businesses: catering, passenger transport by rail, sea and road, vehicle hire, culture and

sports and recreation), with an increase in employment of almost 111.5 thousand (+5.8% compared to 2022). **(fig.2)**

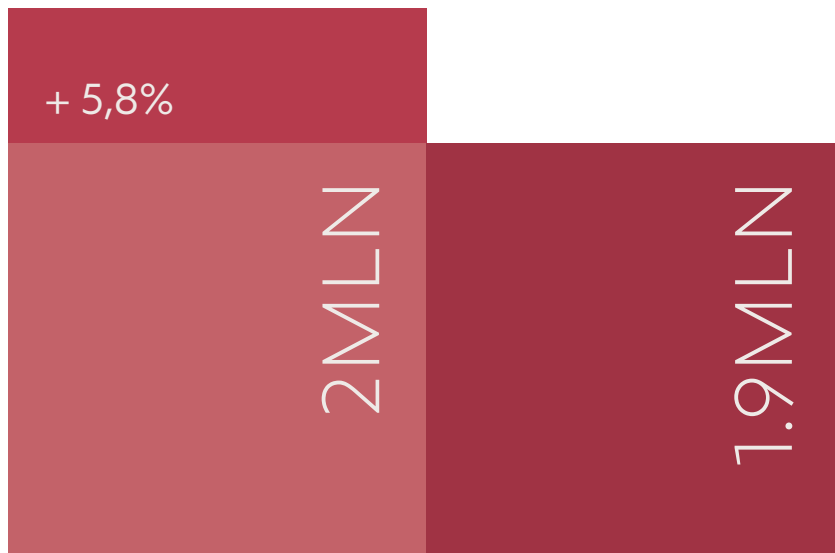


fig.2 Employment in Italy: considering the entire tourist industry
Source: ENIT Market Research and Statistics Department based on ISTAT data

If we also take into account direct, indirect and downstream employment, the figure reaches around 3.07 million total jobs in tourism. (Source: ENIT Market Research and Statistics Department based on WTTC 2025 data)

According to the Excelsior periodic survey by Unioncamere and the Ministry of Employment, overall, in the first three months of 2025, it was the service sector, with over 460,000 new hires, that drove employment growth in the national system, ahead of other sectors, such as industry and agriculture, which suffered more. And, within the world of services, it was the tourist industry that performed best, with 397,000 job opportunities and 112,000 new hires in of March 2025 alone. This was followed by the trade sector, with 64 thousand contracts, and the services to people sector, with 51 thousand

new hires. (Source: Unioncamere - Ministry of Employment and Social Policies, Excelsior Information System)

It is therefore a strategic sector for the country's economy, based on the quality of the Italian experience, from identification of lesser-known destinations to the luxury and uniqueness of Italy's top-level hospitality.

Offers of holidays in Italy, indeed, enable visitors to experience the Italian way of life, rediscovering the pace and customs of travel mindful of places, people, history and traditions. Choosing a holiday in Italy allows people to enjoy general well-being, ranging from spiritual and mental benessere to the cultural enrichment that tourists experience when moving between different traditional recipes

and between horizons of infinite greenery and rural landscape, following the rhythms of the day in harmony with nature and people.

In this way, exploring a place is always rather like rediscovering yourself, immersing yourself in a multitude of experiences, from the simple experience of a family meal of excellent local products to walking along ancient paths, regenerating mind and body through holidays also accessible to people with disabilities.

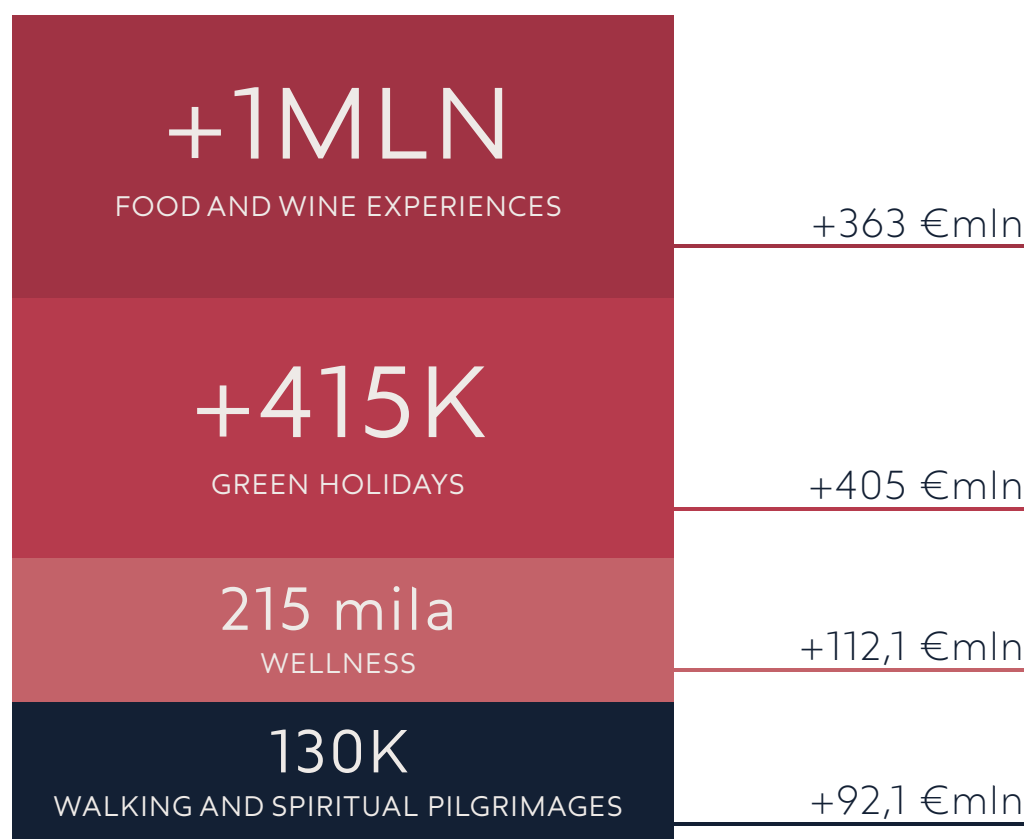
In 2024, Italy welcomed over 215,000 visitors for wellness, some 130,000 for walking and

spiritual pilgrimages, more than 415,000 for green holidays, and well over 1 million tourists seeking the Italian food and wine experience. (Source: ENIT Research Department based on Bank of Italy data)

In economic terms, this equates to tourist consumption from foreign markets alone of 112.1 million euros for wellness holidays (+11.4%), 92.1 million euros for spiritual holidays, 363 million euros for food and wine holidays (+9%) and 405 million euros for green holidays (+9.5%). **(fig.3)**

fig.3 Trends in experiential tourism in Italy in 2024

Source: ENIT Market Research and Statistics Department based on Bank of Italy data



According to data published by Virtuoso's Luxe Report 2025, Italy is also ahead of the pack as Top Global Destination 2025, a leader among the main international destinations alongside France and Spain, and climbing the ranking of the newest destinations such as Portugal with the Azores. Paris remains the favourite city, followed by Barcelona and Rome and then Tokyo.

The results of the Virtuoso study also place Italy in pole position as a Family Travel and Honeymoon Destination, followed by Hawaii and Costa Rica for family travel and Greece and Bali for honeymoons.

In addition to the country's many leisure experiences, Italy also leads the world rankings in the MICE industry for number of international conferences hosted (635 in 2024), second only to the United States. In Italy, the meetings industry annually involves more than 27 million participants from all over the world, equivalent

to a total expenditure of almost 9 billion euros.

For these reasons, 2024, once again, closed in significant growth, with 129.3 million tourist arrivals at accommodation facilities and 458.4 million overnight stays, 250.1 million of which were due to international stays by the 68.5 million tourist arrivals from abroad.

Compared to 2023, this constitutes a growth of +4.5% in arrivals and +4.2% in overnight stays, driven by the international markets, up by +8.9% in arrivals and +8.4% in overnight stays.

The first few months of 2025 are therefore showing the positive results expected from this year's performance, with +3.4% in tourist arrivals and +4.1% in overall turnout. Since the very start of the year, the momentum of foreign markets continues, with +7.5% in arrivals and +7.2% in stays with hospitality businesses. **(fig.4)**

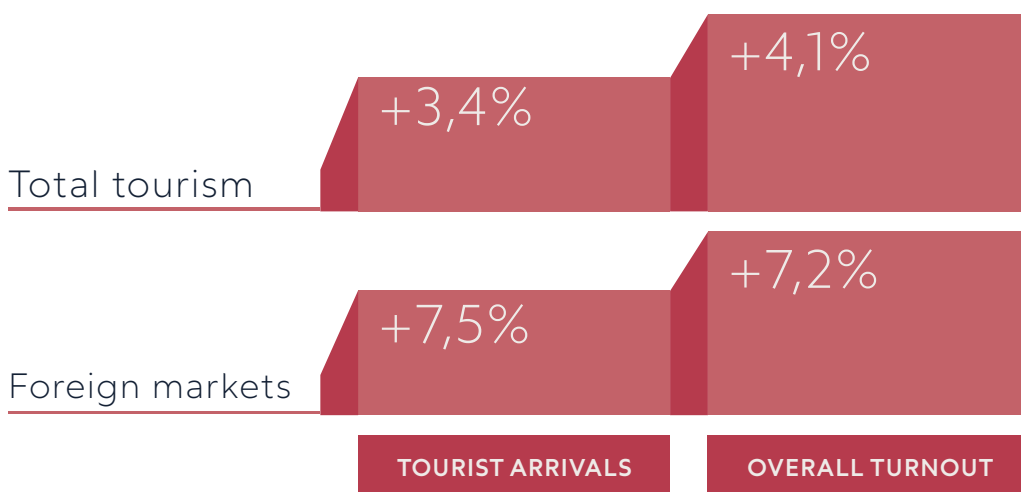


fig.4 Tourism trends in early 2025

Source: ENIT Market Research and Statistics Department based on temporary ISTAT data

The entire tourism system is benefitting from these positive results, indicating that the Italian hospitality industry comprises types of accommodation most attractive to these markets, maintaining an accommodation capacity of over 2.2 million beds and more than 80,400 rooms in the hotel industry, across a total of 32,200 hotel establishments.

Indeed, while there is a slight decline in the system compared to 2019, this is due to closure of very low-category 1-star (-10.3%) and 2-star (-8.5%) establishments in favour of 5-star and 5-star luxury hotels (+23.8% in establishments and +13.2% in beds) and 4-star hotels (+5.6%

in establishments and +2.8% in beds).

The issue of the non-hotel accommodation system is more complex, with a total of 197,337 establishments (about 130,000 of which are rented out) with nearly 3 million beds (1.3 million of which are in campsites and holiday villages). Compared to 2019, there is clear growth in the number of both establishments (+6.3%) and beds (+2%), driven strongly by the number of rental accommodations (+18.9% in establishments and +15.7% in beds).

THE ITALIAN REGIONS

Map of Regional Capitals

Italian Regions and Regional capitals



Railway map

Railway stations served by high-speed trains



Sorce: [Trenitalia](#)
and [FS Italiane](#)

Airport Map

Italy's main airports for international arrivals by region in 2024



Source: ENIT Research
Department based on
Assaeroporti data

Map of Ports

Italy's main ports by number of arrivals by region (ferries and cruise ships) in 2024



Source: ENIT Research
Department based on
Assoporti data

Abruzzo

Region description

Unspoiled nature, crystal-clear lakes and rivers, UNESCO sites, ancient villages with a millennial history, fairy-tale castles, hermitages and spiritual places, hiking trails and cycling paths immersed in dreamlike scenery, between well-equipped beaches and wild ones, and majestic Apennine peaks. A land of enchantments and wonders, Abruzzo is a destination to be savoured slowly and with curiosity, finding its unique identity in the colourful variety of its

original landscapes, combined with its delicious food and wine. An authentic place of the soul where there is much more than you can imagine.

Region touristic profile

Attracted mainly by its unspoilt landscapes preserved within three national parks, one regional park, a marine protected area and numerous natural reserves, Abruzzo presents itself as the ideal destination for active tourism lovers, a year-round destination dedicated to sports, nature, adventure, culture, food and respect for the environment.



Punta Aderci, Vasto (Chieti)

Within a relatively compact territory, amidst immense and quiet highlights, fairy-tale lakes, ancient forests, the highest peaks of the Apennines where one can breathe sea air, gentle hills

and cities of art, one can experience a truly out of the ordinary holiday, where physical activity is not only the end but the very means to fully savour the authentic soul of this fabulous land.

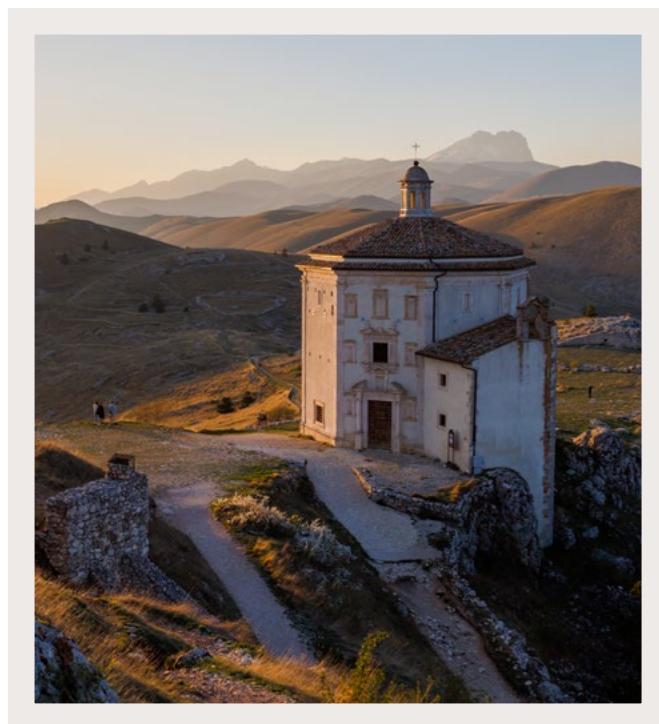
Investment tour proposals

Following the positive example of Santo Stefano di Sessanio and what is happening in other areas of Abruzzo, from Castel Campone-schi in the municipality of Prata d'Ansidonia to Rovere di Rocca di Mezzo, also in the province of L'Aquila, and up to Montepagano di Roseto degli Abruzzi in the Teramo area, the presence of numerous distinctive and typical villages, often carved into the hard stone of the Apennine mountains to which they cling, all unfortunately marked by a sad and constant process of depopulation, could encourage the development of further initiatives for widespread hospitality and/or other forms of sustainable accommodation, respecting the environment, the original sites and their histories and traditions, without further land consumption.

Media tour proposals

Thanks to the extraordinary variety of a relatively small territory, among the potential media tours, one could be related to the four literary parks of Abruzzo, which involve the territory

of six municipalities located between the provinces of Chieti and L'Aquila, ranging from Anversa degli Abruzzi (Gabriele d'Annunzio), Sulmona (Ovidio), Pescara (Ignazio Silone), and Pescasseroli, and also Raiano and Montenero-domo connected to Benedetto Croce. Another

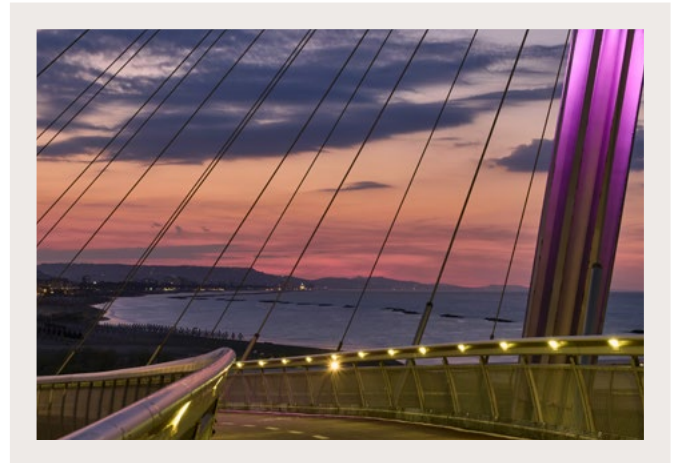


Calascio (L'Aquila)



Colonnella (Teramo)

could be related to taste and flavours and would involve the “Piana di Navelli”, land of the DOP Saffron of L’Aquila, the City of Sulmona, home of Confetti (sweets), the valleys of Tirino and Pescara rich in vineyards, the Chieti hills dotted with olive trees, the Costa dei Trabocchi for seafood cuisine, up to the province of Teramo with tastings *tacchino alla Canzanese* (turkey in Canzano), *porchetta* in Campoli and a final toast in the wineries of Val Vibrata where the DOCG wines of the Colline Teramane are produced.



Ponte del Mare, Pescara

Fun Facts

1. Two easy trails (one starting from the splendid village captured by the world’s most important photographers, the other near the lake basin) lead to a panoramic viewpoint where you can admire the Scanno Lake in its romantic heart-shaped perimeter, an ideal destination for lovers of all ages;
2. Every year, between the end of October and the beginning of November, you can participate in the harvest of the precious Saffron of L’Aquila DOP, the authentic and highly valued red gold from Abruzzo, primarily grown in the lands of the Piana of Navelli and appreciated worldwide, also thanks to a memorable mention in the Disney-Pixar animated film *Ratatouille* (2007).
3. In the province of Chieti, along the Costa dei Trabocchi, between the towns of Ortona and Vasto, you can admire the primitive fishing machines suspended over the sea, mentioned by Gabriele d’Annunzio in its novel “The Triumph of Death”. Today, most of them have been converted into restaurants where you can savour traditional Abruzzo seafood dishes. During summer, tourists and visitors can also assist to fishing demonstrations organised by some “traboccanti” in Vallevò di Rocca San Giovanni and Torino di Sangro.
4. Inside the mighty 16th century Castle of L’Aquila, a fortified military structure from the Spanish era and currently undergoing restoration to become the National Museum of Abruzzo (MuNDA), lies a mammoth skeleton, aged more than a million years old and approximately four metres tall and seven metres long, which is a spectacular attraction for both adults and children.
5. Listed in the club of the most beautiful villages in Italy (Borghi più belli d’Italia), the splendid Civitella del Tronto, in the province of Teramo, is dominated from above by its impregnable and majestic fortress, one of the largest feats of military engineering in Europe and the last stronghold of the Bourbon Kingdom to surrender to the advancing Piedmontese army after the proclamation of Italian unification. In addition to the stunning views offered by the external walkways, a visit to the Museum of Weapons and Ancient Maps housed here is unmissable.

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Calabria

Region description

Calabria is the beating heart of Southern Italy: 800 km of coastline between two seas, three national parks, timeless villages, and intense flavors. An extraordinary region that surprises with its wild nature, breathtaking landscapes, authentic traditions, and captivating hospitality. Calabria enchants with its slow and regenerating rhythm, offering a mosaic of experiences among sea, mountains, and culture. You will leave with warmth in your heart and chilies in your belly.

Region touristic profile

The typical tourist in Calabria tends to stay longer due to its nature, climate, and authenticity. The Italians who visit Calabria are generally elderly people or families from Central and Southern Italy, attracted by affordability and environmental context. Travelers from abroad visit Calabria because they are interested in culture, outdoor activities, slow tourism, and identity-based products (sea, villages, food and wine). This region is unique since it is still undiscovered by mass tourism and the travelers quickly fall in love with the local hospitality and wish to return for the next holiday.



San Bicola Arcella (Cosenza) - Credits Regione Calabria

Business tourism opportunities

Calabria is also a business and congress tourism destination, with a growing MICE offer, equipped conference centers across the region. Meeting rooms with different capacities, advanced technologies, and professional standards combined with a natural and cultural heritage allow you to experience extraordinary activities while working. The region is simply



Conference room Capo Vaticano Resort Thalasso Spa

accessible through an efficient regional airport system (airports in Lamezia Terme, Reggio Calabria and Crotone), the extensive railway network, and the high-speed trains ensure fast connections from the major Italian cities. The business tourism in Calabria combined with the quality, sustainability and territorial identity represent an opportunity to discover the hidden gems of the region.

Investment tour proposals

The Investment Tour will take you to discover the key areas of Calabria with high potential for tourism development. The coast between Lamezia and Pizzo, the Violet Coast, and the Ionian Coast offer favorable conditions for investments in accommodation facilities. The Sila area, with its beautiful nature and ski resorts in Camigliatello and Lorica, are ideal for investments in mountain tourism and four-season outdoor activities. The area of Paola and Guardia Piemontese is well-suited for wellness and senior-friendly projects. Moreover, villages such as Badolato, Civita, and Santa Severina represent ideal settings for investments in real estate re-development. This itinerary highlights the attractiveness of Calabria for potential future engagements.

Media tour proposals

A Media Tour in Calabria is a journey across breathtaking landscapes and places that will impress you with their history, traditions, nature and flavors. It begins along the Coast of the Gods, where white cliffs, crystal-clear waters, and sunsets over the Tyrrhenian Sea provide extraordinary spots for photographers. The journey continues to the heart of the Aspromonte, among forests, waterfalls, and silent trails perfect for reporting on natural



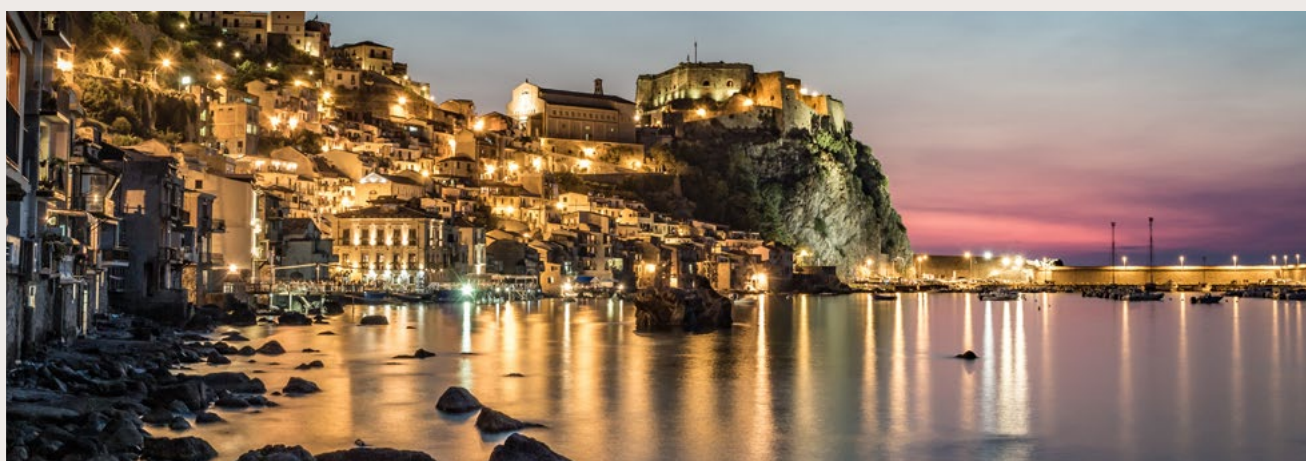
Badolato (Catanzaro) - Credits Nicola Coroniti



Cirò (Crotone) - Credits Regione Calabria

heritage. The villages reveal the deep soul of the region to be experienced and shared with the slow tourism enthusiasts: the elegance of Gerace, the charm of Scilla, the silent spirituality of Serra San Bruno, the Arbëreshë architecture of Civita. Food and wine complete the all-senses experience, you can taste 'nduja,

different types of cheese, local wines and the rich variety of seafood and enjoy the typical regional flavors. Calabrian authentic beauty is ideal for visual storytelling, editorial reports, multimedia productions and extraordinary experience.



Scilla (Reggio Calabria) - Credits Vincenzo Stranieri

Fun Facts

The Riace Bronzes (Archaeological Museum of Reggio Calabria): masterpieces of Magna Graecia found in 1972, now universal symbols of beauty and identity.

Pollino National Park: a UNESCO Geopark since 2015, with over 70 geosites and biodiversity that connect landscape, culture, and science.

A unique linguistic and cultural mosaic in Italy: the Arbëreshë, Grecanic, and Occitan communities preserve millennia-old languages, rituals, and traditions testimony of an authentic and multicultural Calabria.

Unique enogastronomy: Spilinga's 'nduja and "struncatura", typical cheeses, delicious local wines like Cirò, Calabrian cuisine represents the territory through taste and simplicity.

Small historical villages: like Gerace or Bado-lato, Civita, Morano Calabro and other towns perched on hills and valleys preserve traditions, authentic architecture, and stunning views.

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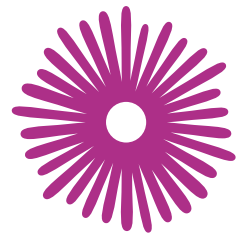
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REGIONE CALABRIA



CALABRIA
STRAORDINARIA

Emilia-Romagna

Region description

With 11.8 million tourists and 40.8 million overnight stays, 30% of which international, Emilia-Romagna is one of the leading regions in Italy and Europe for leisure and business tourism. It offers an authentic, sustainable and varied experience, backed by a proverbial vocation for hospitality: from the Adriatic Riviera to cities of art, from UNESCO World Heritage sites to hamlets, to the Apennines, to the Po River, to outdoor itineraries (cycle paths and trails) and to the excellences of the Food, Motor and Sport Valley. The region guarantees maximum accessibility thanks to a high-speed railway, four international airports, an extensive motorway network and the cruise terminal in Ravenna.

Region touristic profile

Emilia-Romagna attracts a multifaceted tourism, diversified and segmented by age, socioeconomic profile and interests. The Riviera is confirmed as the destination of choice for families and mature couples, mainly Italian and German, who seek services, relaxation and wellness. The cities of art attract a cultural and international audience, interested in short stays and authentic Italian lifestyle experiences. The Food Valley attracts gourmets and experiential travellers with high spending power, fascinated by unique products. Strategic targets include Motor Valley and Sport Valley enthusiasts, active and slow tourism in the Apennines and hinterland, and the MICE/ Meeting Industry segment, which complete an offer capable of integrating tradition and new trends for a global market.

Business tourism opportunities

With a dynamic economy, state-of-the-art infrastructure and an integrated offering that combines business, culture and unique experiences, Emilia-Romagna is a strategic choice



Bologna - Credits APT Servizi

for organizing events of all sizes. The meeting industry sector generates an estimated 1 billion euros per year, a testament to its economic significance and ability to attract a qualified audience. The region boasts an excellent trade fair system with specialized hubs such as Bologna, among the world's top 50 destinations; Rimini, with one of Europe's largest Palacongressi and a 200,000 sq. m. exhibition centre; and Parma, the heart of the Food Valley. For post-congress, it offers unique incentive opportunities related to Motor Valley (Ferrari, Lamborghini, Ducati, etc.) and Food Valley, enriched by a vast cultural heritage and first-class hospitality.

Investment tour proposals

The Colonias of the Romagna Riviera: an investment opportunity between redevelopment and new tourism models.

The former colonias* of the Rimini and Riccione Riviera represent one of the most significant investment and urban regeneration opportunities in the region. These impressive structures, which boast privileged seafront locations and large volumes, are at the heart of a major transformation process promoted by the Emilia-Romagna Region and local municipalities.

The redevelopment of these buildings is a central element of strategic projects such as Rimini's "Parco del Mare" (Sea Park), which aims to redesign the waterfront with a focus on sustainability and high-quality services. The vision behind this process seeks to balance the preservation of the buildings' historical and



Rimini Palacongressi



Colonia Novarese Rimini

* Colonias are architectural structures, often large in size, built in the first half of the 20th century along the coast to house summer stays for children and young people.

architectural value with the new demands of the tourism and real estate markets. The former colonies offer considerable flexibility and can be converted into various types of tourist facilities.

The investment potential is further enhanced by their strategic location. Situated near railway stations and just 800 meters from Rimini Airport, they directly benefit from the new airport development plan, which aims to reach one million passengers by 2028 and will host the Routes Europe 2026 event. The area is characterized by major attractions that guarantee constant visitor flows: the Rimini Fair, among the top three most important in Italy; the Rimini Palacongressi, which boasts a

total capacity of 9,000 seats with 39 halls; and the Riccione Palazzo dei Congressi with 2,500 seats.

Post-Summit Tour

Duration: 3 days/2 nights, post-summit.

Program: The program includes visits to former colonies located in the Rimini and Riccione area, as well as to already redeveloped properties (e.g., Club Family Hotel Village in Riccione and the Grand Hotel Leonardo da Vinci in Cesenatico). Meetings with municipal administrations are also planned.

Fun Facts

The Oldest University in the Western World:

Bologna, the regional capital, is home to the Alma Mater Studiorum, the oldest university in the Western world, founded in 1088. This prestigious institution has seen among its students such illustrious figures as Dante Alighieri, Francesco Petrarca and Niccolò Copernicus, and still attracts thousands of students from all over the world, contributing to the city's lively and intellectual atmosphere.

The "Motor Valley" of Italy: For motor enthusiasts, Emilia-Romagna is a veritable paradise on earth. In fact, the region is known as the "Motor Valley" because it is home to the headquarters of some of the world's most prestigious automobile and motorcycle brands, including Ferrari, Lamborghini, Maserati, Pagani, Dallara and Ducati. Along the Via Emilia are concentrated museums, racetracks



Motor Valley - Credits APT Servizi

and factories that celebrate the myth of speed and Italian design.

The "Food Valley" of Italy: Emilia-Romagna, the beating heart of Italian cuisine and one of the main exporters of national flavours to the world, holds the European record with as many as 44 food products with PDO and PGI designations. This region is the cradle of gastronomic treasures such as Parmigiano Reggiano, Prosciutto di Parma, Traditional Balsamic Vinegar and the inimitable hand-

made pasta, which includes specialties such as tagliatelle, lasagna, ravioli and tortellini. This heritage of authentic flavours is rooted in the tradition of figures such as Pellegrino Artusi, whose handbook "Science in the Kitchen and the Art of Eating Well" still inspires professional and amateur chefs today. The same legacy is today exalted and projected into the future by world-renowned chefs such as Massimo Bottura, awarded three Michelin stars and winner of awards such as the World's 50 Best Restaurants and the White Guide Global Gastronomy Award.

The "Sport Valley" of Italy: Emilia-Romagna is the Sport Valley of Italy, the region with the richest and most prestigious calendar of events of national and international calibre. Thanks

to an extraordinary capacity for attraction and organization, the region hosts events each year ranging from two to four wheels, cycling, tennis, volleyball, gymnastics, swimming, etc., transforming a widespread and deep-rooted passion for sports into a driver of growth and development for the region.

Italy's Most Cyclable Region: Emilia-Romagna holds the record as the region with the most bicycle paths in Italy. With an extensive network of routes through cities of art, nature parks and the Adriatic coast, the region is an ideal destination for cycling enthusiasts. In particular, the city of Ferrara is famous for being the "city of bicycles," where two wheels are the preferred means of transportation for its inhabitants.

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Friuli Venezia Giulia

Region description

Spanning the summits of the Alps and the Dolomites, the waves of the Adriatic Sea, the public squares of elegant cities, the village streets, UNESCO sites, and the hills of Collio, in a single Region it is possible to encounter a concentration of those features that have made Italy such a beloved destination for writers, poets, and travellers. It is a genuine and authentic land that has transformed its geographical position—on the border yet at the heart of Europe—into a true source of wealth.

Region touristic profile

Friuli Venezia Giulia is a region that, within just a few square kilometers, concentrates a mix of landscapes and cultures able to attract different types of tourists. From nature lovers to

those seeking a completely relaxing holiday, this area offers a wide range of services and experiences that satisfy the desire for culture, history, adrenaline activities, and slow tourism, without forgetting its flavors and traditions. This offer is aimed at families, outdoor and bike enthusiasts, as well as those looking for culture and memorable gastronomic experiences. Its uniqueness and authenticity—among villages, castles, and nature reserves—and the short distances between sea, mountains, and hills make it a destination to enjoy in every way.

Business tourism opportunities

Friuli Venezia Giulia is Italy's region located furthest to the east, strategically positioned towards Eastern Europe, overlooking the Adriatic Sea, and bordering Austria and Slovenia. This unique blend makes it distinctly Italian yet deeply influenced by Central European culture. With the modern Trieste Airport and the nearby airports of Venice and Ljubljana, the region is easily accessible from both national and international destinations. Excellent highway and rail connections further enhance its accessibility. As a growing



Castello di Miramare, Trieste - Credits Fabrice Gallina

hub for business and conference tourism, Friuli Venezia Giulia offers top-quality venues ideal for congresses, meetings, incentives, and team-building events, catering to every type of occasion.

Fun Facts

4 main cities: Trieste, Udine, Gorizia and Pordenone.

130 km of coastline, 2 main beaches: Lignano Sabbiadoro and Grado.

5 UNESCO Sites: Aquileia, Cividale del Friuli, Palmanova, the Friulian Dolomites, Palù di Livenza.

6 ski resorts: Forni di Sopra–Sauris, Piancavallo, Ravascletto–Zoncolan, Sappada–Forni Avoltri, Sella Nevea, Tarvisio.

6 Wine and Taste Routes itineraries, 9 DOP wine regions, 90 million bottles of wine produced every year.

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Big Science Business Forum 2024 - Credits Fabrice Gallina

IO SONO
FRIULI
VENEZIA
GIULIA



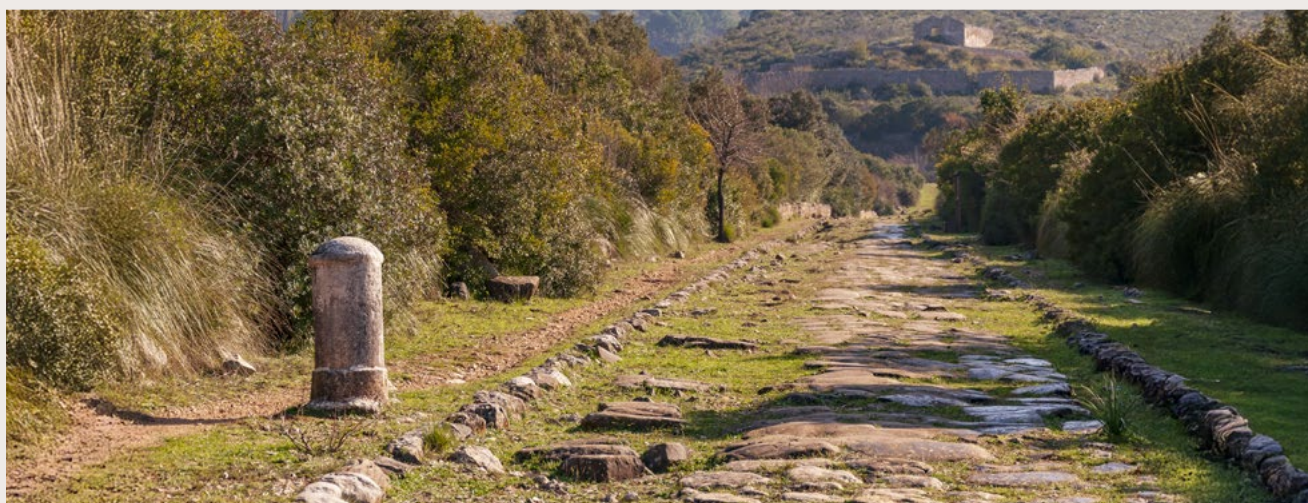
www.turismofvg.it

Lazio

Region description

A journey through Lazio represents an unforgettable adventure, a possibility to discover the uniqueness and potential of a region, whose heritage ranges from history to art, culture, food and wine traditions, and uncontaminated nature.

Lazio boasts many enchanting towns and villages, abbeys, monasteries, and mystical places, where to experience an atmosphere of ancient folklore and spirituality. Even ten of them have been designated as tangible and intangible World Heritage Sites by UNESCO. The Region also offers the possibility to explore remote locations, relax in thermal baths, enjoy the pleasure of slowness, immersed in the extraordinary scenery of the seas, lakes, mountains, and forests.



Via Appia Antica, Regina Viarum, Sito Unesco, Basolato di Itri (Latina)

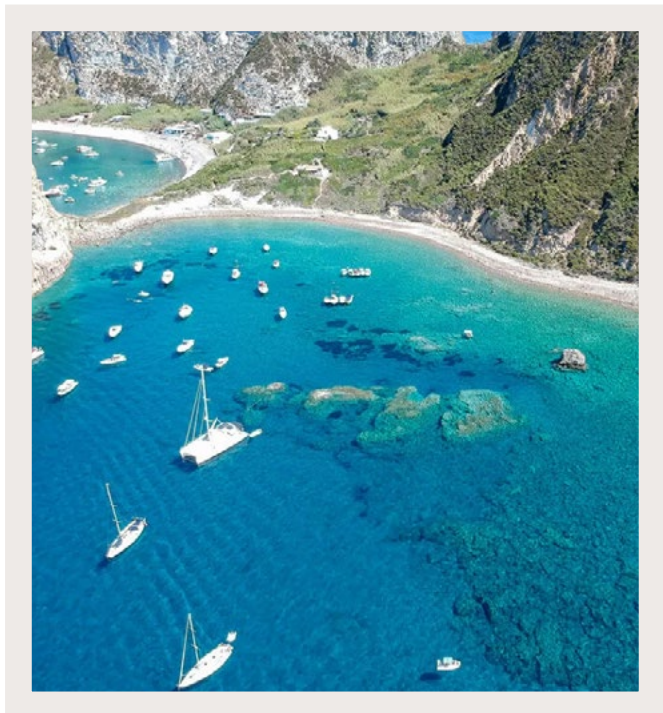
Our splendid region, absolutely not to be missed, not only includes the City of Rome, but “there is a whole Lazio around you!”.

Region touristic profile

Lazio, as a tourist destination, provides various opportunities, such as wellness, leisure, luxury, cultural, active, accessible, and MICE (Meetings, Incentives, Conferences and Exhibitions) tourism, as well as a wide range of accommodation facilities. Our region is rich in charming towns and villages, evocative mountains, lakes and centuries-old forests, as well as coasts

and islands echoing with myths and ancient legends. It is the ideal place for lovers of slow, experiential, or active tourism, and for the pilgrims interested in religious itineraries among natural beauties or through characteristic villages.

All year round, historical re-enactments and cultural events tell the story of the region’s roots. During the various festivals, it is possible to taste typical products, prepared according to ancient traditional recipes and to discover the local folklore, customs, and crafts.



Palmarola, Isole Pontine (Latina)

Business tourism opportunities

Lazio is a highly attractive region, thanks to its unique touristic potential linked to strategic clusters, such as knowledge, culture, wellness, trekking, active or slow tourism and major events.

Particular attention deserves the MICE (Meetings, Incentives, Conferences, and Exhibitions) and the wedding sectors, the latter focusing on romantic locations, spas and food and wine tourism.

Of great importance is also the environmental, social, and economic sustainability, aimed at a tailor-made inclusive and accessible tourism, based on the excellence, exclusivity and quality of the offerings, delocalization and seasonal adjustment.

Investment tour proposals

Tourism in Lazio focuses on its historical, archaeological, artistic, and architectural heritage, as well as sport and naturalistic initiatives, food and wine excellences, and major events. In addition, a new kind of tourism is emerging, aimed at local communities and traditions, the “tourism of the roots”, while, in Rome and in the province of Latina, the MICE sector is expanding thanks to the presence of large, modern meeting and congress facilities. Many investment opportunities are rising in the wedding industry in the whole region,



Castel di Tora (Rieti)

as more and more couples choose breathtaking locations immersed in nature away from Rome. Thanks to several healing water spas, the wellness sector is also gaining ground in Lazio, while seaside tourism is increasing along the over 360 km beautiful coastline and the Pontine Islands.

During the Jubilee 2025, religious tourism has consolidated itself, thanks to the presence of numerous sanctuaries and routes, such as the well-known Via Francigena, that make the region an ideal place for lovers of slow tourism.

Media tour proposals

Lazio boasts numerous cultural, historical, and natural attractions: the area of Castelli Romani, with the Tuscolane Villas of Grottaferata, Frascati, and Tuscolo; the Castle of Santa Severa on the sea; Anagni and Alatri, rich in history and archaeology; Lake Canterno and the natural oasis of the Comino Valley; the medieval town of Viterbo, with its Palazzo dei Papi; Tarquinia, with its Etruscan tombs; maritime towns rich in archaeology and traditions,

Fun Facts

Province of Rome: Castelli Romani - The Castelli Romani, a hilly area just outside Rome, that includes the Pope's summer resort of Castel Gandolfo, hosted, in the past, emperors and noble families, attracted by the pleasant, cool climate. Dotted with elegant villas and buildings in the greenery overlooking two lakes, this territory is renowned for its fine local cuisine and excellent wine.



Bolsena (Viterbo)

such as Terracina, with the Temple of Jupiter, Itri, and Gaeta; the islands of Ponza and Ventotene; Mount Terminillo, the medieval town of Rieti, and the timeless village of Farfa, with its impressive Abbey. Trekking lovers will appreciate routes among gorgeous natural beauties, like the Via Appia – Regina Viarum, recently recognized as a UNESCO World Heritage Site, and the Via Francigena, which crosses unusual, authentic sites to be explored. Many villages also offer guided tours, aimed at enjoying exquisite food and excellent wines and to discover new aromas and flavours.

Province of Latina: Riviera di Ulisse - The Riviera di Ulisse, a stretch of coast of unvaluable beauty, extends from San Felice Circeo to Gaeta and Minturno, where cliffs over the sea alternate with beautiful golden beaches. It owes its name to the Greek mythological hero Ulysses, the protagonist of the "Odyssey", who, during his legendary journey back to Ithaca, stopped here and met the sorceress Circe. A perfect site for lovers of history and nature.

Province of Viterbo: Lake Bolsena - Lake Bolsena is the largest volcanic lake in Europe. It is suitable for swimming and water sports and includes the two islands of Martana and Bisentina. The latter houses seven churches similar to the Roman Basilicas of Rome, all facing the lakeside villages. According to legend, an underground passageway leads from here into the centre of the earth and the peaceful and morally upright Kingdom of Agartha.

Province of Frosinone: Terme di Fiuggi - Fiuggi is a peaceful small town known for its thermal waters, suitable to cure kidney and heart diseases. Established in the early 1900s and equipped with numerous accommoda-

tion facilities, Fiuggi has been frequented for decades by famous politicians, artists, aristocrats, and important figures in finance.

Province of Rieti: Sanctuary of Greccio - The village of Greccio, one of "The Most Beautiful Villages in Italy", located at 705 metre above sea level, hosts the Sanctuary, where St. Francis of Assisi, in 1223, staged the first living Nativity scene. The event is commemorated every year on December 24, with a re-enactment of the Nativity with actors in period costumes.

Contacts

Web site:

There is a whole Lazio around you!

<https://www.visitlazio.com/>

<https://www.regione.lazio.it/>

<https://www.facebook.com/RegioneLazio/>



**REGIONE
LAZIO**



visitlazio.com

Lazio
ETERNA SCOPERTA

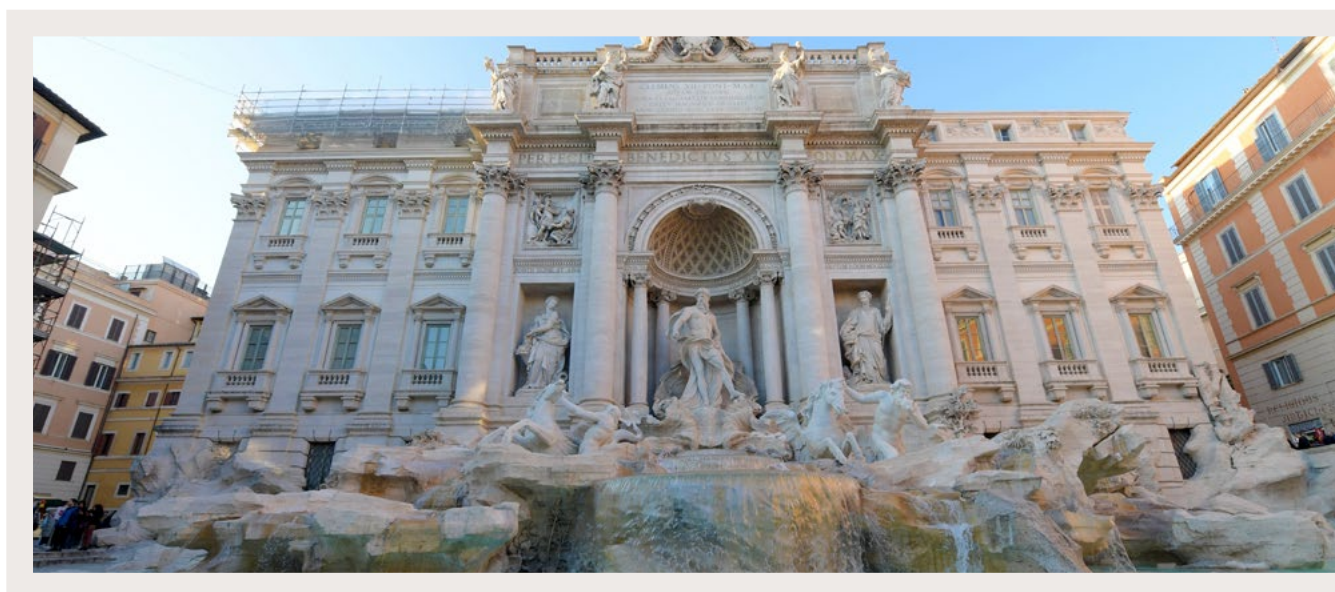
Rome

Rome description

Rome is a city where historical and cultural heritage blends naturally with unique contemporary experiences. From its UNESCO sites to its creative neighbourhoods, all Rome's places offer a vibrant dialogue between past and present, between ancient art and innovation. Major events, off-the-beaten-track itineraries, and sustainable tourism projects enrich that mosaic of emotions that finds its most authentic expression only in this unique city.

Business tourism opportunities

A global and multicultural destination, Rome welcomes leisure, business, and cultural travellers. Visitors range from families and young people to experiential tourists, affluent and high-spending luxury travellers, and repeaters who return to explore new faces of the city. Its appeal lies in the combination of historical and artistic heritage with contemporary offerings in design, cinema, fashion, gastronomy, and creative craftsmanship. Growing attention is placed on sustainability, accessibility, and digital innovation.

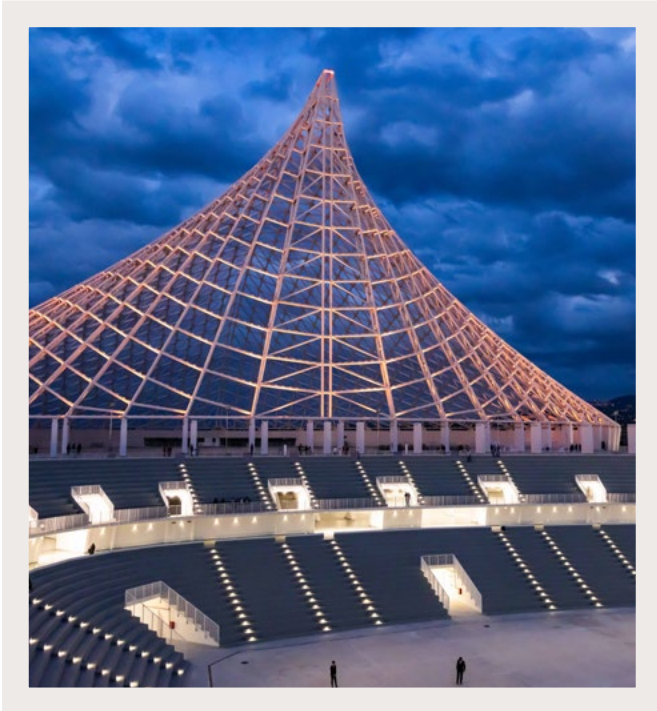


Trevi fountain

Business tourism opportunities

Rome ranks among the world's top cities for international congresses, according to the ICCA 2025 ranking. The city offers iconic venues, a cutting-edge convention and exhibition

hub, and a constantly evolving infrastructure network. Its uniqueness lies in locations where emotional and cultural value converge, creating the ideal setting for high-profile MICE events. The congress offering is naturally integrated with Rome's cultural richness, transfor-



Vela di Calatrava, Tor Vergata

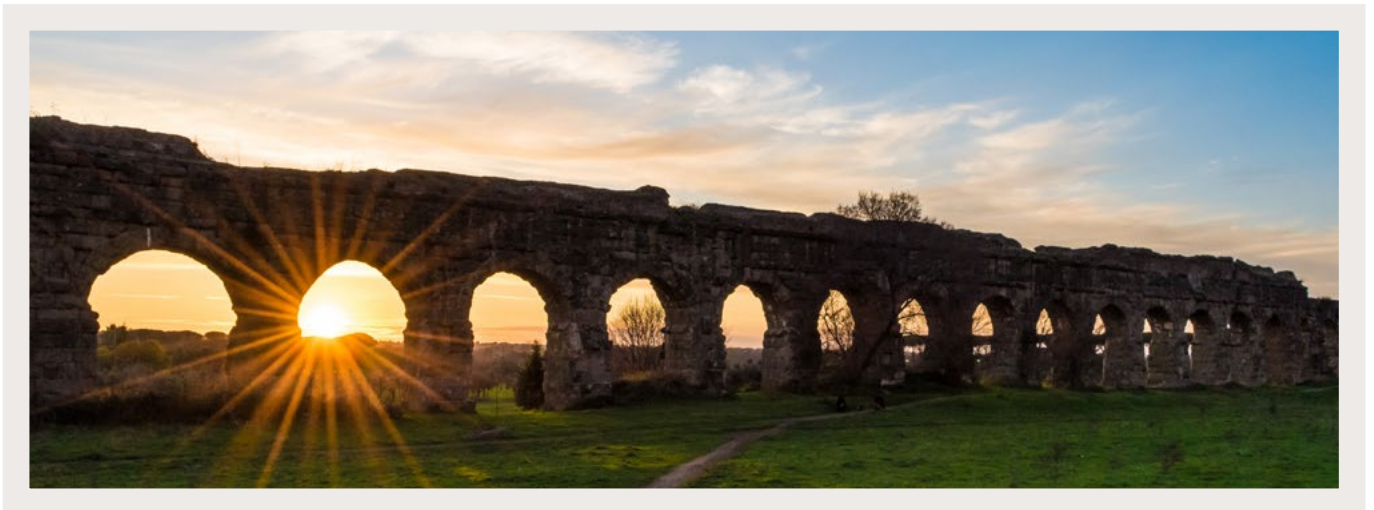
ming each event into a memorable experience. Emotions, surprise, efficiency, and international-level organization are enhanced by a calendar of global events that complete the city's appeal.

Investment tour proposals

Rome is undergoing an extraordinary transformation thanks to major investments in infrastructure, urban regeneration, and innovation. Landmark projects such as the Fori Project, new waterfronts, creative districts, and the expansion of strategic areas like Ostiense-Marconi and Tor Vergata offer unique opportunities to combine business and culture. The potential is vast: from luxury hospitality and conference tourism to premium residences, sports, student housing, and creative industry spaces. Sustainability, cultural value, and economic return merge in a city powered by the 2025 Jubilee and major international events, making Rome a global hub for visionary investors.

Media tour proposals

An itinerary is recommended through sites of extraordinary beauty and historical-artistic value, such as the Capitoline Museums—the world's oldest public museum—located in Michelangelo's Piazza del Campidoglio;



Parco degli Aquedotti

Centrale Montemartini, where classical archaeology meets industrial archaeology in a unique setting; and Trajan's Markets, a masterpiece of Roman architecture. These are as fascinating and attractive as the iconic Colosseum, yet often less known to the public and well worth visiting. The "Unexpected Itineraries of

Rome" project enriches the journey with stops beyond traditional routes—from street art to urban parks, creative districts, and natural areas like the Parco degli Acquadotti—revealing unexpected facets of the city and offering a contemporary, authentic, and sustainable narrative of Rome.

Fun Facts

Authentic Rome: Flavors, craftsmanship, and neighbourhood life in iconic districts like Trastevere and Garbatella, where time seems to stand still.

Sustainable Rome: Nature trails and slow tourism, from urban greenery to regenerative routes under the "Unexpected Itineraries of Rome" project.

Fashion & Lifestyle Rome: Haute couture, exclusive shopping, and scenic rooftops for an

elegant and glamorous city experience.

Eventful Rome: Sports, music, and arts with major international events such as the BNL International Tennis Championships, Six Nations Rugby, and the Roma Live calendar.

Romantic & Contemporary Rome: From iconic wedding backdrops to modern expressions of art, architecture, and creativity that narrate today's Rome.

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Liguria

Region description

Liguria is a region suspended between the sea and the mountains, with a unique coastline dotted with iconic villages, art cities, and dreamlike beaches. In just a few kilometers, you can go from the deep blue of the sea to the green of high-altitude trails, passing through an authentic land rich in traditions, flavors, and unspoiled nature.

Region touristic profile

Liguria caters to a broad and international tourist audience: perfect for families, couples, sports enthusiasts, culture and food lovers — and, of course, sea lovers. It is ideal for those seeking slow, sustainable travel, authentic experiences, and a widespread hospitality network made of charming villages, culinary excellence, and preserved nature. A true four-season destination, Liguria offers something for every age and interest.



Sestri Levante

Business tourism opportunities

Thanks to its seafront conference centers, historical venues, and breathtaking landscapes, Liguria is the perfect destination for MICE events, incentive trips, and leisure travel. Genoa, the regional capital and congress hub, is easily accessible by train, car, plane, and ferry, and offers modern facilities and unique event settings. Its mild climate and diverse natural environments make it ideal for outdoor team-building activities, meetings, and unforgettable incentive trips.



Villa Durazzo in Santa Margherita Ligure

Fun Facts

The Italian Riviera: Around the world, “Riviera” is synonymous with Liguria — a term that has entered the global vocabulary to describe its unique blend of charm, mild climate, and Mediterranean beauty.

A sea of villages: Despite its compact size, Liguria boasts 28 villages listed among “Italy’s Most Beautiful Villages”, as well as numerous towns awarded the “Orange Flag” quality label by the Italian Touring Club.

Liguria’s green sea: Though renowned for its coast, Liguria has the highest percentage of woodland coverage of any Italian region. It is also one of Italy’s top regions for density of protected green areas.

Italy’s cleanest sea: Liguria consistently ranks first in Italy for the quality and sustainability of its bathing waters, as proven by its long-standing record of “Blue Flag” beaches.

Land of poetry and cinema: From Lord Byron to Italo Calvino, Eugenio Montale to Fabrizio De André, Liguria has inspired great artists through the ages. Its charm continues to seduce the silver screen: Genoa features in *Blanca*, *Petra*, *Stregati* and *Scent of a Woman*; the Cinque Terre inspired Pixar’s *Luca*; Portofino appears in *The Wolf of Wall Street* and *Hotel Portofino*; and the coast of Imperia is seen in *The Bourne Identity*.

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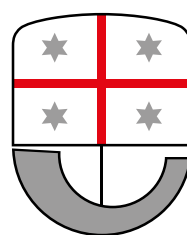
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**REGIONE
LIGURIA**

Sardinia

Region description

An Unrivalled Blend of Untouched Nature, Ancestral Traditions, and Strong Identity. This is Sardinia — a land to discover and fall in love with, where profound bonds are woven with its guests. From white sandy beaches to rocky coves, including Cala Goloritzè, named by travellers in 2025 as the most beautiful beach in the world, and into the wild and picturesque hinterland, every corner of the Island surprises and moves, offering deeply fulfilling experiences. A true paradise that boasts a rich cultural and archaeological heritage, with unique features such as the nuraghi and the domus de Janas, recently recognized as part of UNESCO's World Heritage.



Cala Goloritzè - Source Shutterstock

Region touristic profile

For Sea Lovers, Culture Seekers and Outdoor Enthusiasts. Sardinia attracts singles, couples, families and groups with good education and medium-high spending power, eager for exclu-



*Yacht a Cala di Volpe, Costa Smeralda
Credits Gianluca Muscas, Source Shutterstock*

sive experiences and discovery. A destination offering strong motivations and endless opportunities for unforgettable holidays. Renowned for its stunning beaches stretching over 180 km of coastline, it also features parks and marine protected areas: a true open-air gym for outdoor activities all year round. With a millennia-old history, from prehistoric times to the mysterious Nuragic era, Sardinia offers unique cultural and natural treasures—picturesque villages, natural monuments, breathtaking landscapes, refined crafts and excellent food.

Business tourism opportunities

Over the years, Sardinia has developed a range of facilities and services dedicated to MICE (Meetings, Incentives, Conferences, and Exhibitions). Hotels in the main cities of Sardinia are equipped with conference rooms of various sizes. There are also congress centers managed by public entities (e.g., the Cagliari Fair Congress Center) or private ones (e.g., the Porto Cervo Conference Center), which are located within hotel facilities. Another type of venue dedicated to meetings and conferences

can be found in historic residences, villages, castles, etc. The Regional Department of Tourism supports MICE tourism by contributing up to € 30,000 and covering up to 50% of the costs of ancillary activities.

Investment tour proposals

At the moment in Sardinia, there are some important hotel and accommodation complexes for sale, as well as some development projects (with approved and ready-to-start plans). There are regional calls for investment support from the Tourism Department (Diffused Hotel), and from the Planning Department, including investment contracts, investment plans, etc. A tour could therefore involve visiting some public facilities (e.g., the former G8 site in La Maddalena, Costa Verde) and private properties in all areas of Sardinia. It might be possible to plan three different tours of Sardinia:

- 1.** North and northeast (from Stintino, including the national park island of Asinara, to Dorgali, naturally including the surrounding inland areas);
- 2** South and southeast (from Ogliastro to Teulada, including the surrounding inland areas);
- 3.** West (from Sant'Anna Arresi to Alghero and Sassari and their hinterlands).

The tours can be customized based on specific interests.

Media tour proposals

It. 1 Cagliari–Isili: Copper Museum–Nuraghe Is Paras–Serri pasta lab.–Su Nuraxi in Barumini–Wineries.



Cagliari vista mare - Credits Sean Pavone

It. 2 Olbia/ Su Gologone–Lanaitto Valley (jeep tour)–Mamoiada Mask Museum–Wineries–Nuoro–Nuraghe Noddule–Bitti–Nuraghe Su Romanzesu–Return to Olbia.

It. 3 Alghero–Scenic drive to Bosa–Bosa–Santulussurgiu–Nuraghe Losa–Santa Cristina Well–Cabras Museum–Wineries–Marine Protected Area–Return to Alghero.

It. 4 Cagliari–Abbasanta–Sacred Well of Santa Cristina–MAN Museum in Nuoro–San Pantaleo–Costa Smeralda–Porto Palau–Boat excursion to La Maddalena with lunch onboard – Arrival in Olbia.

It. 5 Cagliari–Abbasanta–Nuraghe Losa–Sacred Well of Santa Cristina–MAN Museum in Nuoro–Cala Gonone–Boat trip with lunch onboard, including the Bue Marino Caves and nearby coves–Dock at Arbatax–Tortolì–Bari-sardo–Gairo–Cardedu–Return to Cagliari.

It. 6 Cagliari–Mogoro: carpet workshop–Siddi–Barumini Nuragic Palace–Guspini–Geo-Mining Park–Piscinas Dunes–Sant'Antioco–Archaeological site of Nora in Pula–Return to Cagliari;

It. 7 Cagliari–Barumini–Seui/Tortolì via the Green Train–Arbatax–Porto Corallo–Boat trip to Villasimius, Marine Park–Return to Cagliari



Bosa sul fiume - Credits Eugene Suslo

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Fun Facts

- **Sea:** Sardinia, the most sought-after destination with the beach voted 'the most beautiful in the world' (Cala Goloritzé)
- **Active tourism:** an open-air gym
- **Archaeology:** Domus de Janas - UNESCO World Heritage Site / the mysterious Nuragic civilisation
- **Slow tourism:** We Walk in Sardinia 2025 (event in early October)
- **Food & wine:** the diet of centenarians



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

SARDINIA

Sicily

Region description

Sicily is the largest island in the Mediterranean, surrounded by unspoiled smaller archipelagos, where there are 7 UNESCO sites, archaeological areas, and beautifully preserved natural parks. A warm welcome, traditions, events, and a rich and varied food and wine culture complete its tourist offering.

Region touristic profile

The island is able to satisfy the needs of every type of traveler given the variety of its tourist and cultural offerings: the variety of landscapes, the presence of still-active volcanoes,

the crystal-clear sea, and the stratification of numerous dominations make the region an open-air art history book. The accommodation facilities, ranging from luxury hotels to numerous B&Bs, from villages to farmhouses scattered throughout the territory, make the stay comfortable and unforgettable for all guests.

Business tourism opportunities

The island is the ideal setting for conferences and conventions and for all kinds of investment: with its important port and airport facilities, its central location in relation to all Mediterranean countries, the exponential growth of the tourism sector, and the excellence of its agricultural and artisan products, it is a strategic region with significant development potential in all sectors.



Duomo di Sant'Agata con vista Monte Etna, Sito Unesco, Catania



Porto di Castellamare del Golfo, Sito Unesco, Castellamare del Golfo

Media tour proposals

The institutional objectives of the Sicilian Region also include the organization of thematic or general media tours.

Assistance is also provided to individual reporters. In collaboration with ENIT, the possibility of organizing press tours to facilitate the discovery and enjoyment of the territory and its attractions may also be evaluated. The Sicilian Region is committed to promoting tourism and the economy of the region through the organization of media tours.



Teatro Antico con vista Monte Etna, Sito Unesco, Taormina

Fun Facts

- **International Week of Sacred Music:** October – Monreale Cathedral
- **Bellini International Context:** September – Catania and Messina
- **Greek tragedies:** May/June – Ancient Theater of Syracuse
- **Sicilia Jazz Festival:** Palermo
- **Coppa degli Assi (horse riding):** October – Parco della Favorita in Palermo

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REGIONE SICILIANA

Tuscany

Region description

Tuscany offers a profound sensory and cultural experience. Centuries of human-nature interaction forged **unique landscapes**. It's the **crossroads of Italy's history**, rooted in Etruscan civilization and the **birthplace of the Renaissance**. Artists like Brunelleschi, Michelangelo, and Botticelli created immortal works, while Dante shaped the Italian language. This blend of genius shines in **art cities** (Florence, Siena, Pisa, Lucca), charming **villages**, and countless testaments to "Made in Tuscany" art and craftsmanship.

Region touristic profile

In 2025, the **Tuscany Region** is focusing on several key tourism areas: **sustainable tourism**, **food and wine tourism**, **UNESCO sites**, and **family tourism**. There's also a strong emphasis on promoting "diffuse Tuscany," which includes all the areas of the region less frequented by

organized international tourism.

Regarding **incoming tourism**, 2024 saw continued growth in international arrivals. Notably, the **US market surpassed the German market**, and there was a significant presence along the coast.

Beyond these trends, **2024 also highlighted a shift towards high-end tourism**, with Tuscany already leading Italian regions in the number of five-star hotels. Promotional activities are currently underway in countries such as **Spain, the United States, and Japan**, with special campaigns planned to coincide with **Expo 2025 in Osaka**.

Business tourism opportunities

Located in the heart of Italy, Tuscany is one of the **most attractive destinations for MICE tourism**. Easily accessible from all over the world, it offers a unique variety of settings: from iconic rolling hills and vineyards to historic city centres and the seaside. The region features a wide range of **venues for**



Santa Maria del Fiore, Firenze

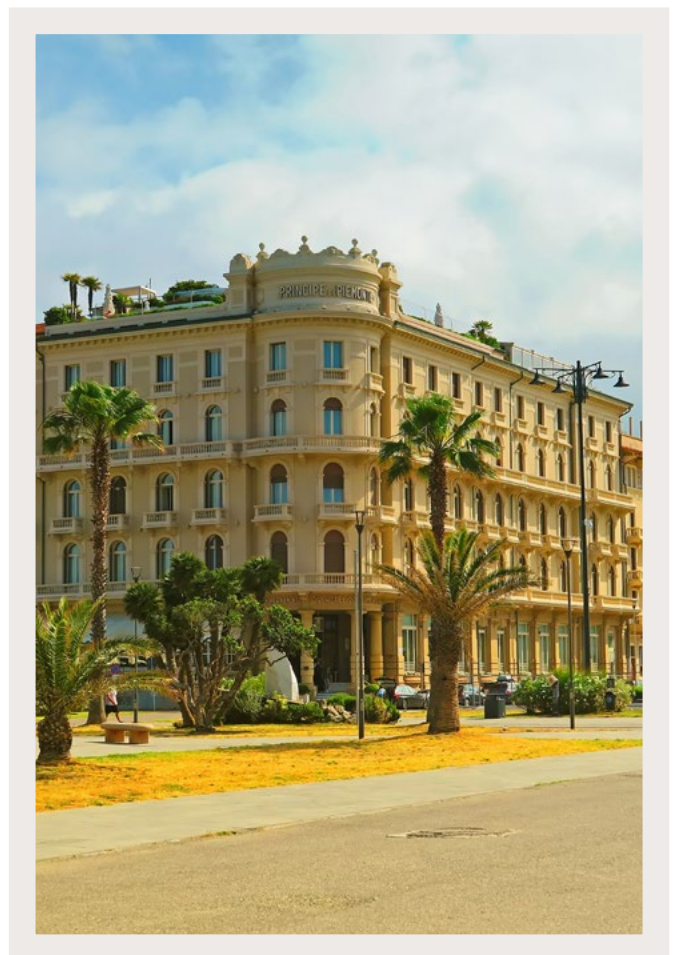


Fiera Firenze

events, including **congress centres**, **exclusive locations**, and **hotel facilities**. Florence is the beating heart of Tuscany's congress offering, thanks to an efficient network of services and the presence of a modern congress centre located in the city centre, just a short walk from the train station and directly connected to the airport by tram. Other key offerings in Tuscany include **Arezzo**, **Carrara**, and **Siena**. The region's **congress venues also represent a significant portion of Italy's total**.

Investment tour proposals

Thanks to its incredible offering in terms of art, nature, villages, and history, tourism is a key resource for Tuscany. With over half of its visitors coming from abroad, the region generates €300 million annually from agritourism alone and leads the Italian market in wedding tourism, accounting for 30% of national revenues. Small towns, symbols of authentic Italian lifestyle, are gaining prestige and represent high-potential opportunities for sustainable, experience-driven investment. A standout example is the renovation of the Grand Hotel



Principe di Piemonte - Credits Regione Toscana

Principe di Piemonte, located on the seafront in Viareggio. This hotel, a landmark in Versilia's hospitality scene since its founding in 1922, was acquired in 2020. Its rooms have been reduced from 106 to 80 to offer larger spaces, including 32 suites, and have been renovated using low-impact materials and custom-made furnishings crafted by local artisans

Media tour proposals

- From the historic medieval city of **Siena**, through the iconic landscape of **Val d'Orcia**, past **Pienza**, the perfect Renaissance town, and **San Gimignano**, an exceptional cultural site, all the way to **Florence**, the birthplace of the Renaissance.
- From the **Tuscan Valtiberina**, with the legacies of Michelangelo and Piero della Francesca, to the Renaissance art city of **Arezzo**, and on to the monumental forests of the **Foreste Casentinesi National Park**.
- From the **Etruscan Coast** to the **Maremma**, from remote Etruscan traces to the ancient tufa cities of Sorano, Sovana, and Pitigliano, reaching the coast with its pristine beaches and charming hilltop villages.
- A journey through the vineyards, wineries, and villages of Tuscany's most iconic locations. A trip from **Chianti** to **Valdichiana**, from **Montepulciano**, and then, through **Val d'Orcia**, to **Montalcino**.
- From **Pisa** with its Leaning Tower, to **Lucca** with its historic walls, all the way to **Carrara**, a UNESCO Creative City of Crafts and Folk Art.



Siena

Fun Facts

Viareggio Carnival: Between February and March. For a month, every Sunday, papier-mâché parodies of mainstream culture parade through the streets: from stars to public figures, all are featured on gigantic allegorical floats.

Florentine Historic Football (Calcio Storico Fiorentino): In June. The final tournament is held on June 24th, the feast day of Saint John. This competition dates back to the 16th century and features “calcianti” (players) from Florence’s four historic neighborhoods.

Palio di Siena: On July 2nd and August 16th. A unique event that’s an integral part of the city’s history, as it has been held continuously since 1633 (with its origins documented

centuries earlier!).

Joust of the Saracen in Arezzo (Giostra del Saracino di Arezzo) : The Giostra del Saracino takes place in Arezzo on the penultimate Saturday of June and the first Sunday of September. The main character here is Buratto, a rotating automaton that participants try to hit while avoiding blows from its flail.

Lucca Comics & Games: This is Europe’s most important comic convention. For one week, between late October and early November, the historic city center transforms into a showcase for fantasy imagery with events dedicated to comics, animation, board games, and role-playing games.

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Umbria

Region description

Umbria abounds in open spaces, unspoiled nature, picturesque villages and authentic experiences, and is renowned among Italians for its traditional cuisine and beautiful landscapes. Visitors receive a warm welcome, and feel like they are discovering something extraordinary, far from the beaten path. Historical sites and museums preserve masterpieces of Italian art and culture. Stimulating performing arts and culinary events showcasing excellent local products are offered year-round. These are the elements of a truly memorable holiday. Come fill your senses in Umbria, the green heart of Italy.

Region touristic profile

Umbria is for...

Culture lovers: hundreds of museums and archaeological sites await!

Families: tour a chocolate museum, cycle along easy scenic bike paths, have a hands-on cooking or gardening experience at a teaching farm, splash around in the lake.

Outdoor adventures: paths for hiking and cycling, lakes and rivers for water sports, national and regional parks, wildlife oases.

Pilgrimages: the homeland of St. Francis, St. Benedict, St. Valentine, St. Rita, St. Claire, and more.

Anyone who loves good food: enjoy meals with every ingredient locally sourced, prepared into mouthwatering dishes.

Performances: from Umbria Jazz and the Spoleto Festival, attracting international stars and audiences, to village festas re-creating historical events, there is always something happening.

Business tourism opportunities

Plan a memorable event that includes adven-



Assisi - Credits Regione Umbria



Perugia - Credits Regione Umbria

tures ranging from truffle hunting to river rafting in Umbria. There are countless possibilities for team building experiences in unspoiled natural settings or in the region's wineries and kitchens. Meals feature hearty traditional recipes using local products ranging from wine to oil, from truffles to chocolate. A mix of outdoor activities, food and wine to stimulate, recharge and relax you at the same time.

Host an especially unforgettable event in a Roman amphitheater, a medieval castle or a former monastery – Umbria offers a wealth of accommodations in historic properties that preserve ancient charm and character while adding modern comfort and amenities (including facilities for golf, tennis, cycling and other activities.).

Investment tour proposals

Umbria, the green heart of Italy, rich in nature, attentive to sustainability and a pole of excellence for Slow and Experiential Tourism. In 2024 it recorded almost 7.4 million presences, with strong increases in foreigners (+20.8%)



Orvieto - Credits Regione Umbria

and Italians (+17.9%). Nature, authenticity and quality of life make Umbria a particularly attractive context. The entire regional territory is dotted with historic villages to be restored and enhanced, ideal for developing models of widespread hospitality, projects linked to wellness, culture and food and wine. Outdoor hubs and theme parks oriented towards sustainability and inclusion are also being developed. The location is strategic, strengthened by the expansion of Perugia airport with new routes. The public system supports investors with calls for tenders, EU and regional funds, tax incentives and accompanying services. Human resources are also a strong point: a solid training system - two universities, ITS and high levels of education assure talent ready to innovate.

Media tour proposals

Umbria, the green heart of Italy, offers a rich variety of delights. An evocative journey could start with the cultural liveliness of Perugia, with its historic squares, the masterpieces of the National Gallery of Umbria and a taste of artisanal chocolate before moving into the beau-

tiful rural surroundings. Hills and villages follow one after the other, ready to be discovered. Montefalco with its Sagrantino wine telling the story of the land in every sip; Spello whose picturesque lanes lead to the Baglioni Chapel frescoed by Pinturicchio; Deruta, where tradition takes shape in the hands of the ceramic artisans; Trevi overlooking its Fascia Olivata, rural heritage of world importance for olive oil, to be tasted on delicious regional dishes. Then we reach the majesty of the Marmore Falls, a natural symbol of Umbria and gateway to the Valnerina, a perfect location for outdoor activities, in the water or riding a bike. The best of Umbria awaits: art, cuisine and unspoiled nature.

Fun Facts

A largely rural region, Umbria has many charming villages, in scenic locations and often boasting a special attraction. The region has **the most borghi più belli in Italy** - 33! (most beautiful villages, as recognized by <https://borghipiubelliditalia.it>).



Panorama Castelluccio - Credits Regione Umbria

Umbria has a wealth of **cultural treasures**, such as the fresco cycle illustrating the life of St. Francis in his basilica in Assisi, the dawn of Renaissance painting, the Umbrian National Gallery with its rich collection of masterpieces, and works by Perugino and Pinturicchio found throughout the region.

Umbria is a **paradise for outdoor activities**, with hundreds of kilometres of trails for walking and cycling, water sports on lakes Trasimeno and Piediluco, regional parks ideal for MTB, parasailing, canyoning and spelunking, and unique instagrammable wonders like Marmore Waterfall, the highest in Europe, and the amazing natural spectacle of the wildflowers in the plain of Castelluccio di Norcia.

Umbria is known for its authentic, close-to-the-

land **traditional cuisine**: prosciutto and other meats, pecorino and ricotta cheeses, legumes and hearty pasta dishes, often with truffles or mushrooms, finished with excellent extra-virgin olive oil and perfectly accompanied by local vintages.

Umbria is full of **surprising discoveries**: Thermal springs used by the Romans. A long-forgotten underground Inquisition prison cell covered in symbolic graffiti. A trattoria located in the walls of an ancient Roman building. The tomb of a wolf, in a town where a legend says St. Francis tamed a wolf. Fifth-generation family artisans hand-painting glass for a cathedral window. A vineyard enclosed by Roman-era stone walls (you visit it in a solar-powered electric cart). A village of pink and white stone whose lanes are overflowing with flowers.

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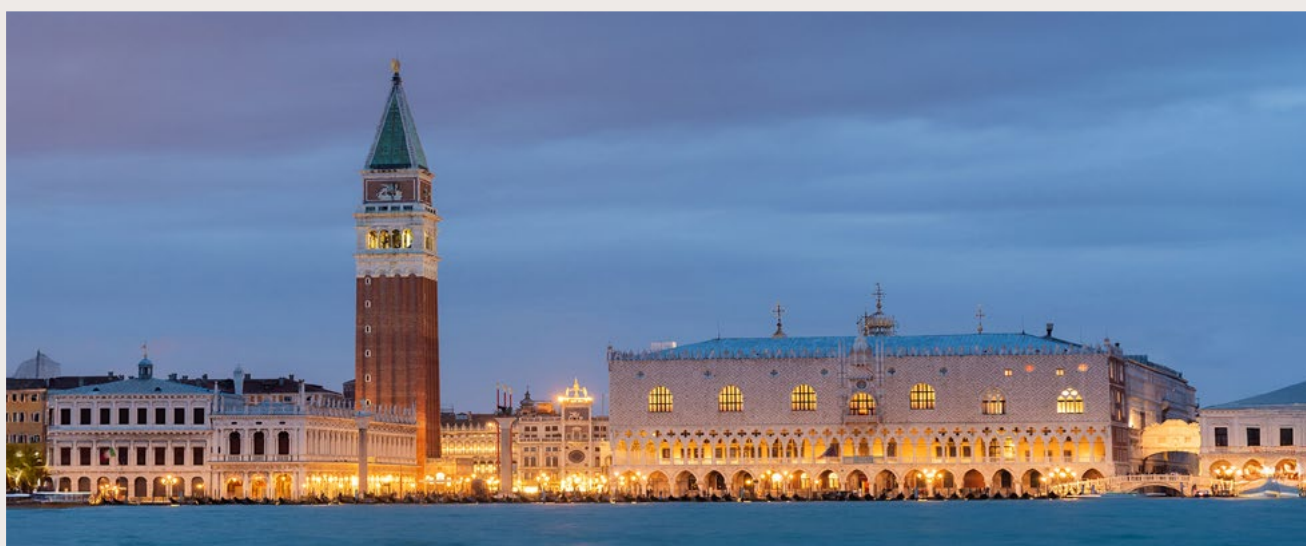
Veneto

Region description

Veneto is leader in international tourism, accounting for 21 million arrivals and 73 million overnight stays in 2024, more than 70% from abroad. Its 9 UNESCO World Heritage sites testify to Veneto's rich history and landscape variety. Venice, a capital of art; Verona, famous for the Arena di Verona Opera Festival, Vicenza and the Palladian villas; Padua known for its fourteenth-century frescoes; the medieval Treviso. Nature and sport lovers will appreciate the Dolomiti Bellunesi and Cortina, hosting the Milano Cortina 2026 Olympic and Paralympic Winter Games; the wine region of the Prosecco Hills of Conegliano Valdobbiadene; the Lake Garda, golden beaches, the Abano Montegrotto spas and the excellent food&wine make Veneto a top tourist destination in every season.

Region touristic profile

Veneto welcomes visitors from all round the world to enjoy its rich cultural heritage and natural beauties. The region showcases a great popularity among European travelers, with Germany, Austria, UK and France topping the list of countries of origin while the largest long-haul markets include US, Asia and India. Tourists of different age groups, becoming increasingly younger. They look for immersive activities and authentic experiences, traveling primarily with family, as a couple or with friends. European tourists are motivated by slow tourism combined with outdoor holidays at the seaside, lakeside, or in the hills and mountains, loving sports and adventure, with a preference for non-hotel accommodations. High-end tourists from Europe, the US and China, seek luxury linked to culture, wellness, and fine gourmet tradition. They are attentive to quality services, niche experiences in lesser-known spots, staying in 5-star hotels and Venetian villas.



Veneto the Land of Venice - Credits Davide Busetto

Business tourism opportunities

Veneto is one of the most appealing regions with strong business destinations and a high concentration of manufacturing, artisan and industrial companies. The high destination appeal makes Veneto a top choice for both association and corporate clients to host events, accounting more than 28.000 events, business meeting and international congress per year. Veneto's meeting industry provides more than 500 event venues, brand-new

meeting infrastructures and top quality accommodation accounting 765.000 beds. A well-developed railway network and excellent air connections via Venice Marco Polo, Verona and Treviso airports make the region very accessible. Local DMOs and 7 Convention & Visitors Bureau cooperate at regional level with Venice Region Convention Bureau Network combining events and congress with leisure, tour and post-congress activities offering the business traveller a relaxing and unforgettable vacation.



Venice Region Convention Bureau Network

Fun Facts

Romantic river mini-cruise along the **Brenta Riviera from Padua to Venice**, discovering the Venetian Villas and "life in the Villa"

Walking through **vineyards in the Prosecco Hills of Conegliano Valdobbiadene**, enjoying the harvest and wine tours.

Experience the exclusive **backstage tour in the Arena**, meeting tailors and stagehands, tasting an aperitif before the Arena di Verona Opera Festival.

Experience a breathtaking emotion with the **Zipline in San Tomaso Agordino**, the highest in the Dolomiti Bellunesi.

Discover the ancient **goldsmith tradition in Vicenza** and visit the **Jewellery Museum set in Palladio's Basilica Palladiana**.

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