



Italy will host the next World Travel & Tourism Council event, scheduled from Sunday, September 28 to Tuesday, September 30, in the foyer of the Auditorium Parco della Musica Ennio Morricone in Rome. This internationally significant event will highlight tourism's crucial role in the global economy, with a focus on digital transformation, regenerative tourism, and investment strategies, as well as an exploration of the growing role of technology in the sector's development.

Organized in collaboration with the Ministry of Tourism, ENIT, the Municipality of Rome, and the Lazio Region, the 25th edition of the WTTC will be dedicated to the theme of "La Grande Bellezza" (The Great Beauty of travel), showcasing Italy not just as a simple destination but as a genuine model for a sustainable and innovative tourist experience.

The Abruzzo Region will be present with a dedicated workspace where industry professionals can find promotional materials in both Italian and English on the main points of interest of a land to be discovered from top to bottom, including pristine nature, crystalline seas, majestic Apennine peaks, historic villages, and places of spiritual and cinematographic beauty. It's a destination to be lived and savored day by day, finding its absolute uniqueness in the variety of its landscapes.

Thanks to the presence of multimedia screens, emotional photographs and videos will be projected, telling the story of the essence and "wild soul" of the so-called "Green Region of Europe" better than any words. The region is home to three national parks—including the Maiella National Park, which was named a UNESCO Global Geopark in 2021—one regional park, one protected marine area, and over forty protected areas and nature reserves.

Whether by the sea or in the mountains, Abruzzo offers countless opportunities for active vacations, from snow sports to water sports in the waves of the Adriatic; from horseback riding on Italy's longest bridle path to trekking on the trails of brigands, saints, and hermits; and cycling on the numerous paths and bike lanes of its bike-friendly network, such as the scenic Via Verde della Costa dei Trabocchi. The historic train journey on the tracks of the Ferrovia dei Parchi—also known as the "Italian Trans-Siberian"—is also not to be missed. The route starts in Sulmona, reaches over 1,200 meters in altitude, crosses the Major Abruzzo Plateaus, and ends in Molise.

Finally, one of the best ways to discover Abruzzo is to treat yourself to a total immersion in the flavors of its food and wine excellence, from the agropastoral delicacies typical of the mountainous interior to the seafood specialties of the coast, capable of winning the heart and palate of the most greedy tourist.