



Regione Calabria

Dipartimento Turismo, Marketing Territoriale, Trasporto Pubblico Locale e Mobilità Sostenibile

PRESS RELEASE

Calabria in Rome for the World Travel & Tourism Council Global Summit 2025

Calabria Region presents itself at the 2025 World Travel & Tourism Council (WTTC) Global Summit, one of the main global tourism events as an emerging destination for international travellers. In fact, a remarkable internationalization rate of 23.4% has been achieved during the period from January to July 2025 - an extraordinary historic record that highlights the strong appeal of the regional territory.

During the Summit, Calabria Region will join the “Villaggio Italia” and will showcase the unexplored authenticity of the heart Southern Italy, with its ancient history, rich culture, and natural beauty. The Region aims to promote its unique tourist offer and foster dialogue with the key players in the global tourism industry. Calabria enhances its territory through itineraries designed to discover areas of high cultural and tourist appeal, that also present a significant investment potential.

Calabria stands out for its territorial diversity, the uniqueness of its artistic, historical and nature heritage, as well its high-quality food and wine traditions. Each province preserves a unique story layered over the centuries. Calabria boasts places that are full of charm, such as hamlets which represent the deep soul of the Region: the stone elegance of Gerace, the maritime enchantment of Scilla, the spiritual silence of Serra San Bruno, and the Arbëreshë architecture of Civita.

This is an authentic land, surrounded by more than 800 km of coastline, overlooking two seas, the Ionian and the Tyrrhenian with green mountain and lush hinterland which offers 3 National Parks, 16 State Nature Reserves and 5 Regional Nature Reserves that are crossed by trails, cycle routes and religious paths: designed for travellers who seek a deeply emotional and introspective journey.

Calabria directly addresses the key topics of the 2025 WTTC Summit with investment proposals in various areas, such as real estate re-development, hamlets restoration, experiential tourism, regenerative travel and outdoor activities. The WTTC Summit represents a strategic opportunity for the Region to attract new investments and to enhance its visibility on international markets through high-level networking activities.