



## **The Lazio Region in the spotlight at WTTC 2025 with a stand dedicated to discovering the territory**

Rome xx September 2025 - The Lazio Region will be among the protagonists of the World Travel & Tourism Council 2025, one of the most important international events for the tourism sector. Thanks to a concrete commitment, Lazio is among the promoters of this prestigious showcase and will be present with its own stand, conceived as a dynamic and immersive space to tell the world about the soul of a territory that combines tradition, innovation and sustainability.

The Lazio stand will be a real meeting point with international operators and stakeholders and will offer visitors a unified and engaging account of the entire regional offer. Culture, walking and religious tourism will be intertwined with experiences related to wellness, beach and sports tourism, through to the MICE segment and global events.

Investment opportunities will be enhanced, with Rome and the other provinces confirming themselves as reference destinations for national tourism. The exhibition, enriched by evocative images and multimedia materials, will guide visitors on a journey through natural landscapes, ancient villages, UNESCO sites and millenary traditions, restoring the image of an authentic and surprising Lazio.

Each province will be represented through its most recognisable excellences, but also through fun, interesting facts and anecdotes that testify to the richness and variety of the territory. The claim 'C'è tutto un Lazio intorno' (There is Lazio all around) will accompany the entire narrative, emphasising how the region offers a unique heritage that goes beyond Rome, involving a mosaic of experiences capable of satisfying travellers of all types.

"Participation in WTTC represents a unique opportunity for the Lazio Region to strengthen our image on an international level and to highlight the completeness of our tourist offer," says Tourism Councillor Elena Palazzo. "We want to present a Lazio that knows how to surprise, excite, and welcome, offering tailor-made experiences that combine culture, nature, wellness and innovation."