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TOURISM, COUNCILLOR LOMBARDI AT WTTC IN ROME: “CYCLING TOURISM, WEBCAMS AND CHRISTMAS EVENTS — HOW LIGURIA IS INVESTING NATIONAL TOURISM FUND RESOURCES”

ROME. Regional Councillor for Tourism Luca Lombardi spoke today in Rome at the press conference dedicated to the Italian Regions, organized by ENIT – the National Tourism Agency, during the WTTC, the 25th Global Summit of the World Travel & Tourism Council. He illustrated how Liguria Region is allocating the resources of the *Fondo Unico Nazionale del Turismo* (National Tourism Fund, FUNT).

“We have chosen to focus on cycling tourism, webcams, and Christmas events,” said Lombardi. “The project *Regional Cycling Routes*, in cooperation with local authorities, provides for the creation of ring routes branching inland from the Tyrrhenian cycle path along the Ligurian coast. The first four projects have already been submitted for co-financing under FUNT’s capital resources, with a total contribution of €3.1 million for the Provinces of Imperia and Savona, the Metropolitan City of Genoa, and the Municipality of Sanremo. Additional projects are being prepared for submission by November 30, 2025, for the Municipality of Genoa and the Metropolitan City of Genoa, and in 2026—based on the FUNT allocations for that year—for the Province of La Spezia.”

“Secondly,” Lombardi continued, “we will allocate €2.8 million of FUNT resources to install 150 high-resolution webcams in as many municipalities. These will be added to the 50 webcams already scheduled for installation by the end of 2026, financed with €950,000 from the Regional Strategic Fund. The goal is to strengthen Liguria’s public tourism infrastructure, enhance its attractiveness and the real-time accessibility of our destinations, and improve digital communication through live images and weather data.”

“Finally,” Lombardi concluded, “about ten days ago we launched a call for proposals addressed to Ligurian municipalities to support Christmas lights and events running from December 1, 2025, to January 31, 2026. The program has a total public budget of €500,000, financed through FUNT’s current expenditure 2025. Contributions granted cannot exceed 50% of the project’s value and, in any case, cannot exceed €10,000 per initiative. The aim of this call is to foster both community gatherings and unique experiences for travelers, strengthening Liguria’s regional tourism offer, promoting a unified image of our tourism system, rediscovering local traditions, and ensuring better management of visitor flows.”