



The presence of the Umbria Region at the WTTC Global Summit will be an opportunity to tell the story of a unique territory, characterised by wide open spaces, unspoilt nature and picturesque villages that represent the most authentic soul of the green heart of Italy. Alongside the beauty of its landscapes, Umbria guards an extraordinary cultural heritage, ranging from the great Renaissance masterpieces of Perugino and Pinturicchio to the universal spirituality of Assisi and its Franciscan itineraries, without forgetting the museums and archaeological sites that enrich the entire territory.

The region also stands out for its rich calendar of events, ranging from major cultural and musical events, such as Umbria Jazz, to historical re-enactments and food and wine events celebrating local excellence. It is precisely the food and wine on offer that is another of Umbria's distinguishing features: cured meats, cheeses, legumes, truffles and mushrooms, accompanied by quality extra virgin olive oil and fine wines, are at the heart of a cuisine that is genuine and deeply tied to the territory.

Umbria is also an ideal destination for those who enjoy outdoor experiences: from trails through hills and nature parks, to activities on the Trasimeno and Piediluco lakes, to unique experiences such as rafting, caving and excursions to iconic natural settings such as the Marmore Falls or the Castelluccio di Norcia plain. The variety on offer is also reflected in the hospitality, with accommodations ranging from medieval castles to former monasteries and historic residences, combining old-world charm with modern comforts.

Participation in the WTTC Global Summit will therefore be an opportunity to consolidate Umbria's image as a destination capable of offering authentic and diversified experiences, strengthen relations with international operators and stakeholders, and forcefully enter the emerging circuits of slow, sustainable, nature-based and food-and-wine tourism. A commitment aimed at enhancing local production chains, building new partnerships and spreading an image of Umbria around the world as a place where culture, nature and community are harmoniously intertwined, offering unparalleled quality of life and hospitality.

During the Summit days, Umbria will be present with images, videos and multimedia tools that will allow visitors to immerse themselves in its landscapes, villages and traditions. An invitation to discover an area capable of surprising, welcoming and leaving an indelible mark on anyone who chooses to get to know it closely.