

TOURISM. LOMBARDY INAUGURATES TTG 2025 WITH EMPHASIS ON INLAND AREAS, GOLF, AND THE UPCOMING MILAN-CORTINA 2026

During the ribbon-cutting: 'Our region is solidifying the expansion of activities and presenting itself from new perspectives'

Rimini, 8 October 2025 – Lombardy opens the TTG Travel Experience 2025, Italy's foremost platform for promoting international tourism, scheduled in Rimini until 10 October. Over the course of three days, the stakeholders in the supply chain – including tour operators, travel agencies, tourism organisations, airlines, accommodation providers, and technology firms – gather to outline the sector's future directions.

With a 350-square-metre stand and 32 co-exhibitors, the Lombardy Region unveils a renewed offering that spotlights interior areas, golf tourism, and a preview of the Milan-Cortina 2026 Winter Olympics. A space that returns the essence of Lombard excellence: impactful signage, B2B areas, event spaces for guests and special events. A journey through the symbols of the territory – from renowned artisanal skills to culinary excellence – all Made in Lombardy. The project is made possible thanks to the support of Bric's and Pinetti, and the valuable collaboration with ERSAP – Regional Entity for Agricultural and Forestry Services.

The **Councillor for Tourism, Territorial Marketing and Fashion, Barbara Mazzali**, opened the Lombardy area and, before presenting the numbers, highlighted the new tourist vision: Lombardy presents itself at the TTG with a clear message: more tourism, all year round, throughout the territory. 'A forward-thinking region, capable of combining innovation and tradition, new experiences and great events, iconic destinations and places waiting to be rediscovered.'

Growing numbers in 2024 and 2025

'In 2024 we exceeded 53.5 million official overnight stays – over 55 million including those not recorded – with 67% international attendance. A result that is worth +26.1% compared to the historical record of 2019, confirming Lombardy as a rapidly growing destination', said Mazzali.

The trend continues in 2025: 'In the first five months, we registered 19.7 million visitors, a 6.2% increase compared to the same period in 2024. For the summer, we estimate over 25 million overnight stays, with almost 75% being foreign tourists. In an unstable global context, Lombardy proves to be solid and resilient'.

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Inland areas: Intelvi Valley and territories waiting to be rediscovered

Among the novelties, the project “Valle d’Intelvi: il balcone verde tra laghi e vette” (‘Intelvi Valley: the green balcony between lakes and mountains’), promoted by the Intelvi Valley Tourism Association. An emotional video reveals the beauty of this treasure chest between Lake Como and Lake Ceresio, a natural crossroads between Italy and Switzerland. We want Lombardy to be seen from new perspectives, like the Intelvi Valley, and for tourism to spread beyond the iconic destinations, said Mazzali. Our strategy aims to adjust the seasonal flows and enhance lesser-known areas, a capital for many communities.

Golf: a strategic excellence to attract visitors

The second key element of the offer is golf tourism, central to the Open Horizons – Lombardy Capital of Golf initiative, created by Assolombarda and the FIG – Italian Golf Federation. Objective: to promote golf as a lever for economic and territorial development. ‘Boasting more than 70 courses set against stunning backdrops, from Franciacorta to Brianza and from Lake Como to Lake Garda, Lombardy stands as one of Europe’s premier golf destinations. We offer much more than a sport: luxury resorts, excellent hospitality, elegance and unique scenery’, said the Councillor. This initiative seeks to develop an integrated public-private framework capable of fostering economic, employment, and reputational gains for the entire area.

2026 Olympics: beyond sports, a chance to discover the entire region

At the heart of the event was the panel “La Valtellina verso Milano Cortina 2026” (‘Valtellina towards Milan Cortina 2026’), promoted with APF Valtellina, Livigno Next, and QC Terme, with institutional representatives from Bormio and Livigno. ‘The Olympics will not only be a great sporting event, but a historic opportunity to relaunch the entire region, said Mazzali. It is estimated that there will be an increase in tourism between +15% and +60% in the post-Games period. A sum exceeding 434 million euros has already been allocated for infrastructure and projects of significant symbolic importance, including ‘Olympic Hearts’, a route traversing the 12 provinces of Lombardy with various events and installations’. With 3,500 athletes from 93 countries and over 1.3 billion spectators expected, the Games will offer a global showcase: ‘Milan will be the gateway, and Valtellina the beating heart of the races. But it will be the whole of Lombardy – between fashion, design, nature, and hospitality – that will stand on the podium of international tourism’.

Agenda: international relations, accessibility, know-how, sustainable tourism

Aiming to foster international cooperation, Councillor Barbara Mazzali is set to meet with Michele Friedman, the Minister of Tourism of Jalisco, Mexico, at the Lombardy Region stand (Wednesday 8 October). The meeting on accessible tourism, “Un Turismo per tutti” ('A Tourism for All'), is also planned by the Chamber of Commerce of Cremona-Mantua-Pavia, with the involvement of the Provinces of Pavia and Sondrio (Thursday 9 October). Then there is the innovative craftsmanship with "Artigiani 4.0" ('Artisans 4.0'), curated by UpSkills 4.0 (Thursday 9 October). For the last 'Lombardy' day at the TTG (Friday 10 October), focus on “Vivi la natura e la storia della Via Carolingia” ('Experience the nature and history of the Via Carolingia'): presentation of the project to enhance the Via Carolingia religious path in the Mantua stretch (230 km, 23 municipalities, from Castiglione delle Stiviere to Sermide and Felonica). On the same day, the food, and wine delights of Lombardy, organised by ERSAF, also took centre stage.

Another key attraction in Lombardy could not be missing: slow and sustainable tourism, highlighted by the CAI initiative “Il Sentiero Italia” – a trail that crosses the entire Lombardy region. It consists of 60 stages through mountain and lowland areas, accessible both on foot and by mountain bike, and passing through the provinces of Brescia, Bergamo, Sondrio, Lecco, Como and Varese (Friday, October 10).

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