

Molise, Red Carpet: Where Nature Steals the Show

Among the quiet peaks of the Apennines and timeless villages, Molise turns into a living stage where nature, wrapped in warm autumn colors, becomes the star. Walking, hiking, or cycling here means diving into authenticity, where every fallen leaf adds to a mosaic of red, orange, and gold—the region's own red carpet for those seeking beauty and truth.

“Molise, Red Carpet!”—the campaign promoted by the Molise Regional Tourism Department and Visit Molise—is more than a slogan. It's an invitation to reconnect with nature and yourself. After the success of the first Experiential Tourism Exchange, strongly supported by Delegate Councillor Fabio Cofelice, Molise confirms its role as a top destination for slow, sustainable, and sensorial travel.

From the blazing woods of Matese to the ancient forests of Alto Molise, from the medieval paths of Agnone and Capracotta to the natural backdrops of Pescopennataro, Pizzone, Campitello Matese, and Castel San Vincenzo—time slows down and every step tells a story.

This red carpet touches all senses: the taste of caciocavallo cheese, chestnuts, truffles, and bold wines; the scent of woods and farmhouse kitchens; the silence broken by wind and distant bells; the sight of golden valleys and fiery sunsets; and the touch of stone, earth, and artisan fabrics.

“Molise, Red Carpet!” is not just a campaign—it's a travel philosophy. An invitation to explore Italy's hidden soul, far from the spotlight, with curious eyes and an open heart.