



PRESS RELEASE

Basilicata presents its best tourism experiences at WTM London

October 2025 - At the World Travel Market in London, Basilicata will present a rich tourism offer highlighting the region's history, nature, and traditions.

The Basilicata Tourism Promotion Agency will take part in the World Travel Market, from 4 to 6 November 2025 at the ExCeL Centre in London (the most important international event for European tourism), with a strong presence of specialized incoming tour operators. This represents an important opportunity to introduce Lucanian tourism products to the UK and international markets.

At the British fair, Basilicata will present a complete range of proposals: from outdoors activities to cultural offerings, from food and wine to immersive experiences in historic villages.

The Lucanian region is aimed at different targets such as trekking and cycling adventurers, wine lovers, cinephiles exploring famous film locations, explorers of the most authentic landscapes.

"Basilicata Coast to Coast," the 167-kilometer route inspired by Rocco Papaleo's film, is among the tourism products to be promoted in London. The itinerary is divided into twelve stages, passing through charming villages and unspoiled natural landscapes.

From the Tyrrhenian to the Ionian, the route combines spectacular landscapes – from cliffs overlooking the sea to clay gullies, from beech forests to sandy beaches – with a layered historical heritage including rock sanctuaries, medieval castles, prehistoric caves and archaeological sites.

In addition to the Coast to Coast, the promotional offer includes Fantastico Medioevo, a project dedicated to Frederick II's medieval Basilicata, Constitutions of Melfi (1231), as well as its castles and cathedrals.

A journey that tells the cultural and architectural heritage of an era that profoundly marked the identity of the territory, still a source of artistic and literary inspiration.

The promotional strategy focuses on an integrated tourism experience connecting nature, culture, sport, and history. It celebrates slowness and authenticity as a competitive advantage worldwide.

An approach that meets the growing demand for immersive and sustainable travel experiences, combining wellness, cultural discovery, and profound connections with local communities.