

LAKE COMO TAKES CENTRE STAGE IN LONDON: A SINGLE VOICE TO DESCRIBE A WORLD WITHIN A WORLD

Lake Como returns to the international stage with its elegance, energy and ability to work as a team. From 4 to 6 November, the destination will be present at the World Travel Market in London, one of the world's most important events for global tourism, hosted at the Excel London exhibition centre.

The presence is coordinated by the Como-Lecco Chamber of Commerce, which will bring the brand "Lake Como – A world within a world" to the ENIT – Italy stand, with a 25 m² exhibition space dedicated to the joint promotion of the area. The space will feature three strategic entities that testify to the strength of a destination capable of uniting to become even more competitive: Lake Como Convention Bureau (MICE tourism), Lake Como Golf Destination (sports and outdoor tourism) and Coordinamento Ville e Musei del Lago di Como (cultural and experiential tourism).

WTM will not only be a showcase, but also an opportunity to create connections and inspire ideas. On Wednesday 5 November at 6.30 p.m., the Como-Lecco Chamber of Commerce, together with the Italian Chamber of Commerce in the United Kingdom, will host the event "Lake Como in London – A Journey through the Landscapes and Flavours" at the iconic The Dorchester.

Around 50 British travel agents and tour operators will enjoy an immersive experience of the landscapes, flavours and stories of Lake Como. During the evening, a new 'Ambassador of Lake Como' will also be appointed, a symbolic figure who represents the identity and beauty of the area around the world.

"Returning to the World Travel Market in London with Lake Como as a destination is, in my opinion, a very important step, because we must not rest on our laurels but continue to promote our businesses, with particular attention to small and medium-sized enterprises, which need the support of the public sector, the Chamber of Commerce, local authorities and the Lombardy Region, because without it they struggle to compete with multinationals or large companies in general. The logic is very simple, based on fundamental principles, on what we believe needs to be done: to maintain a strong presence in the traditional markets of Europe, the UK and the US, and from there to expand our focus to new markets such as the Arab Gulf countries and Asia.

In Dubai, we were very pleased with the event organised outside the ATM fair, which is why we decided to repeat it in London. It is an opportunity to capture the exclusive attention of tour operators and agencies from the UK, also involving them with the appointment of a new "Ambassador of Lake Como". — Fabio Dadati, member of the Como-Lecco Chamber of Commerce Council.

Participation in the WTM fair is part of a strategic plan that looks to traditional markets such as the United Kingdom and the United States, but also to new frontiers in global tourism, from the Middle East to Asia. In 2025, Lake Como continues to evolve: new prestigious accommodation facilities, winter opening of tourist attractions and services, and a growing commitment to deseasonalise the offer, promoting this extraordinary area throughout the year.

Lake Como cannot be described in words alone: it must be experienced, breathed in and shared. And London, once again, will be the perfect stage to make it shine.