

AT THE WTM IN LONDON, LAZIO PRESENTS ITSELF AS A LAND TO LIVE, NOT JUST TO VISIT.

AN IMMERSIVE JOURNEY THROUGH HIDDEN PLACES, AUTHENTIC FLAVORS, HISTORY, AND ANCIENT TRADITIONS

Rome, October 22, 2025 – Lazio presents a new and captivating tourism offer at the **World Travel Market in London**, one that puts the visitor and their desire to live unforgettable moments at the center of the experience.

The Italian region that is home to one of the most beautiful and fascinating cities in the world – **Rome** – is also a land filled with undiscovered treasures: charming villages steeped in history where life moves at a slower pace, and breathtaking landscapes stretching from the sea to the mountains.

Guiding our tourism promotion is the slogan **“C’è tutto un Lazio intorno”** (“There’s a whole Lazio around you”), which will also welcome visitors to our stand. Here, **3D viewers** will reveal the region’s most stunning corners, offering the thrilling sensation of experiencing Lazio’s beauty firsthand.

We are working towards a new kind of tourism – one that is no longer content to simply see, but wants to **live, feel, and take part**.

This vision has inspired the many projects we’ve launched over the past two years, centered on visitor experience, quality hospitality, and the enhancement of our local identities. From **villages to pilgrim routes**, from **culinary trails to coastal itineraries**, every initiative we support stems from a clear idea: to tell the story of Lazio not as a destination to pass through, but as a land to experience and to discover slowly. Our true challenge is to make every visitor feel like they are not just “visiting” a place — but becoming part of it.

In this spirit, we are about to launch the **first edition of the Appia Regina Viarum Festival**, dedicated to the ancient Roman road recently recognized as a **UNESCO World Heritage Site**. The event will travel across the towns along the Appian Way, featuring concerts, local food tastings, cultural events, and walking tours from Rome to the archaeological site of **Minturno**, in southern Lazio, home to one of the region’s most significant archaeological parks.

From **November 15 to December 6**, Lazio will also host **“Cammini DiVini”**, a festival that unites spirituality, culture, nature, and fine wine and food. It’s an immersive journey for both body and soul — an invitation to explore the territory through its landscapes, traditions, and authentic flavors — with the participation of the **Abbeys of Montecassino, Valvisciolo, and Subiaco**.

The future of tourism in Lazio lies here: in an **authentic encounter** between those who arrive and those who welcome. A journey made of emotions, experiences, and the true essence of our land.