

Liguria at World Travel Market London: Innovation, Sustainability, and a New Vision for the Future of Travel

LONDON. Liguria returns to World Travel Market London with a forward-looking message built around sustainability, innovation and new alliances across regions. Following a year of major achievements in Italy, the Region now steps onto the global stage to present a destination in evolution – one that connects coast and countryside, technology and tradition, people and places.

Within the **ENIT – Italian National Tourist Board** area, Liguria's 75 m² stand will host **sixteen partners** including tour operators, hotel groups, local councils and destination consortia. Together they represent the very best of Liguria's offer, from luxury stays and experiential travel to outdoor and cultural experiences. WTM provides an ideal platform to highlight the region's upcoming projects for 2026 and to strengthen ties with the UK market – always one of Liguria's most loyal and established audiences.

At this year's WTM, Liguria showcases a destination where **identity meets innovation**. The sea remains its beating heart, while the hinterland increasingly comes into focus thanks to a growing network of outdoor and cycling routes. A key highlight is the **new cross-regional agreement with Piedmont**, aimed at creating an integrated tourism system that links mountains and sea. The flagship project – a "*Maritime Alps*" cycling route – will connect Piedmont's historic **Alta Via del Sale** trail with Liguria's award-winning **Cycling Riviera**, winner of Italy's *IGRAW Green Road Award 2025*. The result: a unique itinerary blending breathtaking scenery, active travel and authentic encounters.

This new partnership signals a shared commitment to sustainable tourism and balanced growth. By combining two complementary destinations – the Alpine landscapes of Piedmont and the Mediterranean charm of Liguria – the initiative aims to boost visibility on international markets and promote outdoor, cycling and heritage tourism as defining experiences of Italy's North-West.

Innovation also extends to the **digital transformation of travel**. By 2026, more than **150 live webcams** will be installed across Liguria's towns, villages and beauty spots, providing real-time views for visitors planning their trips and enriching the region's online storytelling. Meanwhile, Liguria continues its drive towards **year-round tourism**, with growing investment in winter and experiential travel: festive lights, cultural events and Christmas markets that bring warmth and atmosphere to the quieter months, revealing the region's most intimate and authentic side.

For Liguria, WTM London is more than a showcase: it is an opportunity to engage with global travel professionals, reinforce strategic partnerships and position the Region among the most dynamic destinations in the Mediterranean. It tells the story of a land that values quality, embraces innovation and looks to the future without losing sight of its soul.

Visitors can find Liguria at the **ENIT–MiTur stand (N2-240 / N3-200)** to discover its latest projects and meet the **16 regional co-exhibitors**, representing the Riviera from west to east, coast to hinterland.

Liguria Co-exhibitors at WTM London 2025

1. Love5terre
2. Convention Bureau Genova S.r.l.
3. Grand Hotel Savoia Genova – Planetaria Hotels
4. MB Luxury Agency Limousine Service
5. Kitty Tours Srl
6. Grand Hotel Arenzano
7. Rete Bella Liguria
8. Portofino Coast
9. Incoming Liguria Together
10. Experience Liguria Together
11. Consorzio Marittimo Turistico 5 Terre – Golfo dei Poeti
12. Municipality of Sanremo
13. Municipality of Diano Marina
14. Melia Genova – Melia Italy
15. Municipality of Bordighera
16. Iscra Tour Operator for Italy and Europe