



Naples: Back in the Spotlight at World Travel Market London

Celebrating 2,500 years of history, culture and innovation, the city unveils a new era of Mediterranean energy and creativity.

Naples arrives at World Travel Market London with the confidence of a city enjoying an extraordinary renaissance. After years of transformation, Naples steps onto the global stage with record-breaking numbers – more than 20 million visitors in 2025 – and growing acclaim from the international press.

The Times has hailed it as “the most loved Italian city in the world”, while its historic centre and the Spanish Quarters are now ranked among the most captivating and authentic urban destinations on the planet.

A city that honours its past and embraces the future

In 2025, Naples marks 2,500 years since the founding of Neapolis – a milestone that offers the perfect moment to celebrate the city’s unique identity: a place built on layers of history, art and humanity, where every era has left its mark and every encounter has inspired beauty.

To commemorate the anniversary, a special postage stamp has been issued – a symbol of Naples’ enduring link between heritage and modernity.

Today, Naples stands as one of the Mediterranean’s most dynamic cultural capitals. Its award-winning museums, international exhibitions and world-renowned metro art stations all showcase a city that masterfully weaves together tradition and innovation.

A hub of culture, creativity and hospitality

Led by the City of Naples Department of Tourism and its DMO, the city is strengthening its international presence and building new partnerships with global tour operators, institutions and media.

The goal is clear: to affirm Naples as a contemporary Mediterranean capital – sustainable, accessible and culturally vibrant all year round.



A Christmas to enchant the world

Few places celebrate Christmas quite like Naples. Each winter, the city becomes a dazzling stage of light, art and tradition: 150 kilometres of festive illuminations, enchanting markets, artistic installations and the timeless magic of *San Gregorio Armeno* – the famous “street of nativity scenes” where master craftsmen continue centuries of creativity.

A new artistic Nativity scene in Piazza Municipio, created in collaboration with local artisans, will add to the festive charm, captivating both Neapolitans and visitors alike.

An extensive programme of concerts, events and performances will light up the city until New Year’s Eve, when Naples will burst into celebration, confirming its reputation as one of Europe’s most loved destinations for the festive season.

A City That Stays with You

Naples is a city that never tells its story in quite the same way. It welcomes, it transforms, it surprises.

Between sea and volcano, art and faith, innovation and memory, every visitor discovers a piece of themselves here.

For Naples, appearing at World Travel Market London is not only about promoting its tourism offer – it’s about sharing a vision: a city not just to be seen, but to be felt, experienced and remembered.

And once you’ve been, Naples stays with you forever.

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