

PRESS RELEASE

Tourism, Regione Lazio at the ITB Berlin from March 3 to 5. Assessor Palazzo: "The Sustainability and Quality of the offerings are the heart of our strategy".

Regione Lazio confirms its presence at the ITB Berlin 2026, the most important international tourism exhibition, scheduled from March 3 to 5 in the German capital. This strategic event promotes the region's tourism offerings on international markets and consolidates Lazio as a destination combining beauty, identity, innovation, and sustainability.

Regione Lazio will illustrate the major innovations in its tourism offerings, concentrating on the promotion of less-known areas, slow tourism, and the integration of environment, culture, and food and wine. Particular attention will also be dedicated to the implementation of the tourist system in terms of an increasing sustainability, accessibility, and competition.

"Our participation in the ITB Berlin represents a key opportunity for us to engage with leading international operators and a valuable opportunity to showcase a changing, forward-looking Lazio", stated the Assessor for Tourism Elena Palazzo. "We are working on a tourism programme that focuses on environmental sustainability, the protection of our landscapes, and the enhancement of the villages and inland areas, promoting an experiential model of tourism, which could increase development without compromising identity. The perfect synthesis of this concept is the upcoming first Appia Regina Viarum Travelling Festival, which features a very rich programme: several stops along the UNESCO World Heritage Route from Rome to the archaeological site of Minturno, cultural events, shows, Slow Food tastings, and collaborations with the Italian Alpine Club (CAI), the Appian Way Park, the Civil Protection Department, and numerous municipalities. In Berlin, we will present a more conscious, distributed, and environmentally friendly image, in line with the new needs of the travellers and the objectives of the European ecological transition" concludes the Assessor.

The three-day event will include institutional meetings, networking opportunities with business professionals, and presentations of local excellences, with the aim of strengthening Lazio's extremely important relationship with the German tourist market.

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ASSESSORATO TURISMO, SPORT, AMBIENTE, CAMBIAMENTI CLIMATICI, TRANSIZIONE ENERGETICA, SOSTENIBILITÀ

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