Press Release

Lake Como at ITB Berlin

A shared strategy combining international promotion, sustainability and Olympic legacy

From 3 to 5 March 2025, Lake Como will play again a leading role at ITB Berlin, one of the most important international tourism fairs, reference appointment for professionals worldwide.

At the fair, Lake Como will present its own stand as part of ENIT-Italy exhibition area, promoting the region and its excellences through this exclusive showcase.

"*This activity,' says* ***Fabio Dadati, Councillor at the Como-Lecco Chamber of Commerce****, in charge of tourism and culture, 'is part of a larger project to promote the touristic destination "Lake Como" in collaboration with ENIT, the Italian National Tourism Board, and the Lombardy Region's Department of Tourism, Territorial Marketing and Fashion. Being present at ITB Berlin, as well as at other prestigious international trade fairs such as ATM Dubai, TTG Rimini and WTM London, allows Lake Como to be represented in the main world showcases with a significant exhibition space and a delegation of its tourism operators, in order to strengthen relations with the international trade and enhance its tourism offer in an increasingly competitive market'.*

Germany retains its position as the leading foreign market for Lake Como, accounting for more than 15 % of the annual tourist arrivals. Attending ITB Berlin represents a strategic opportunity to strengthen ties with the German market, and more.

"Our destination is preparing to welcome important news during 2026, including the opening of new hotels, upgraded and renovated according to the latest sustainability trends. - ***Fabio Dadati*** *continues - In addition, our tourism professionals continue to work towards the goal of the deseasonalisation of tourist flows, focusing on extending the tourist season by opening accommodations and tourist attractions even during the winter time".*

This context also includes work related to the Milan-Cortina 2026 Winter Olympics, seen not only as an event, but as an opportunity to build a positive and lasting legacy. A structured path that enhances the synergies between Lake Como and Valtellina and strengthens the commitment to increasingly sustainable tourism, capable of generating long-term economic, social and cultural benefits, in balance with the needs of local communities.

For further information:

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