



The Department of Tourism, Culture and Territorial Identity of Calabria Region has confirmed its participation at ITB Berlin 2026, together with its tour operators, hotels and resorts, presenting to buyers from the German market the main new developments and opportunities in tourism.

Calabria is emerging as an authentic and rapidly growing destination, capable of responding to the increasing demand for sustainable, adventurous and identity-driven travel experiences. Calabria's airports are now connected to the main European hubs, and the region is increasingly well linked to Germany through numerous direct flights.

Calabria's tourism offer responds precisely to the interests of German visitors, who are increasingly oriented towards alternative and experiential forms of tourism. In this context, significant emphasis is placed on seaside tourism, thanks to over 800 kilometres of coastline overlooking Calabria's two seas and the wide variety of shores, ideal both for those seeking restorative relaxation and for enthusiasts of water sports, nautical activities and environmentally low-impact diving. The offer is further enriched by structured nature-based experiences including walking routes, cycle paths, slow itineraries and outdoor activities available within Calabria's protected areas. Ancient traditions, textile craftsmanship, the processing of silk, broom fibre and wool on handlooms, and traditional costumes all express a cultural heritage of strong identity value. Food and wine are also central, with high-quality raw ingredients, typical products and traditional recipes serving as authentic narrators of a Calabria deeply rooted in local traditions handed down over time.

On the occasion of ITB Berlin, Calabria will present a varied tourism offer, with dedicated focus on new trends in experiential tourism, the enhancement of historic villages, and initiatives aimed at reducing seasonality in order to further consolidate the German market, its principal source of international tourist flows.

Following its exhibition in London last November, the Codex Purpureus Rossanensis, a precious manuscript included on the UNESCO list, arrives in Germany for the first time, in Berlin. This is not simply an international stop, but an event of strong symbolic value that reconnects an ancient bond between Rossano and the German academic world.

It was thanks to two great nineteenth-century German scholars, Adolf von Harnack and Oscar von Gebhardt, that the Rossano manuscript was studied, published and made known throughout Europe. The renowned scientific edition printed in Leipzig marked the beginning of the Codex's international recognition, placing this treasure preserved in Calabria at the centre of European philological and theological scholarship.

The exhibition in Berlin, supported and promoted by Calabria Region, Department of Tourism, at the "*Calabria Straordinaria*" stand, therefore represents a kind of return to the origins of its fame: it was precisely in Germany that the Codex first achieved worldwide recognition, and it is still celebrated today as a shared cultural heritage.



For Calabria, this is a moment of pride and remembrance: a cultural bridge spanning the centuries and connecting the region to the heart of Europe, in the spirit of research, scholarship and the shared enhancement of historical heritage.

In this context, the Calabria Region will organise on Tuesday 3 March at 4.00 pm, at Piazza Italia – ENIT Italy Stand, the destination presentation event: **“Calabria between places and people: a story told by many voices”**. A moment of storytelling and discussion dedicated to buyers, operators and the media, designed to highlight the region's identity through its communities, territories and tourism experiences.