



TOURISM: CITY COUNCIL AND DMO BRING NAPLES TO ITB BERLIN TO TARGET THE GERMAN MARKET

Naples, 20 February 2026 – Naples is reinforcing its internationalization drive and strengthening its dialogue with the German market by participating in **ITB Berlin 2026**, the world's leading international travel trade show, scheduled from **3 to 5 March** in the German capital.

Naples' **City Council Department for Tourism and Productive Activities**, together with the city's DMO, will be present at the stand of **ENIT – the Italian National Tourism Agency**, at one of the most significant global events in the travel industry. The 2026 edition of ITB Berlin will bring together thousands of industry operators from more than **170 countries**, confirming its role as a strategic marketplace for the positioning of urban destinations in Europe's highest-spending markets.

Participation forms part of the international promotional program developed under the **Napoli. A New City** brand and aims to consolidate the destination's positioning in the **German-speaking market** ahead of the spring and summer 2026 season.

According to data from the Bank of Italy, **Germany remains among the top five countries of origin** for international visitors to the city and represents one of the leading foreign markets in terms of overnight stays in the Municipality of Naples.

"The German market is among the most discerning and well-structured for an urban destination like Naples. The city today offers an increasingly integrated cultural and experiential proposition, capable of bringing together heritage, major events, urban transformation and quality hospitality. Our participation in ITB Berlin is a further step in the internationalization journey we are pursuing through the Napoli. A New City brand," said **Teresa Armato, City Councillor for Tourism and Productive Activities**.

In Berlin, Naples will present the trade with an integrated tourism offer that complements its **UNESCO heritage** and major cultural attractions with a product system increasingly built around **city breaks, experiential tourism and food and wine tourism**. The presentation will also highlight the urban transformations currently underway — from the regeneration of the **waterfront** to the development of new cultural hubs and outdoor itineraries that are expanding the ways visitors can experience the city beyond the historic centre.

During the event, **B2B meetings** are scheduled with tour operators and industry stakeholders, aimed at developing new commercialisation opportunities for the destination, including in connection with major international events coming to the city in the years ahead, among them the **2027 America's Cup**.

Throughout the fair, the Tourism Department's space will also screen ***Napoli 2500***, the short film by **Alessandro Rak** created to mark the city's anniversary — a contemporary narrative that weaves together memory, identity and future vision, helping to project the image of a Naples that is dynamic, self-aware, and increasingly oriented towards a European and international dimension.