



ENIT AT ITB BERLIN: GERMANY FIRST MARKET FOR TOURIST ARRIVALS IN ITALY. IN THE FIRST NINE MONTHS OF 2025 MORE THAN 11 MILLION GERMAN TOURISTS INVESTED EUR 7.5 BILLION IN OUR COUNTRY

- **Jelinic (ENIT CEO): *'Italy is increasingly attractive to foreign tourists. The successes of the last year are the best evidence'***
- **The promotional actions dedicated to the regions of Sicily, Calabria and Sardinia to relaunch tourism after Cyclone Harry were presented**
 - **German tourists in Italy seek sea, culture, sports, food and wine experiences and the outdoors**
 - **75% of German tour operators report increases in sales to Italian destinations Among the most popular destinations are Venice, Milan, Trieste, Parma, Genoa and Verona Friuli-Venezia Giulia recorded record growth (+27%), followed by Lazio and Tuscany (+20%) Focus on spa tourism: Abano and Montegrotto top the list**

Rome/Berlin, 3 March 2026. ENIT's **ITALIA** stand was inaugurated today at the **ITB Berlin** trade fair (the most important global event for the tourism industry). A strategic participation in the **German market**, which confirms itself as the **first for arrivals in Italy also in 2025: in the first nine months, 11.1 million German travellers chose to stay in Italy (+4.9% compared to 2024) with a tourist expenditure of Euro 7.5 billion (+1.7%)¹.**

'Italy is becoming increasingly attractive for European tourists, especially those from Germany, our main market, which shows steadily increasing flows. Visitors are looking for high quality experiences, characterised by the originality of Made in Italy. We have shown that we are able to respond to these needs, and the numbers recorded over the past year are the best evidence to this. The German market is also crucial for the regions of Calabria, Sardinia and Sicily. For this reason, we are implementing measures and promotional strategies to ensure that tourism does not come to a standstill and is not penalised by a distorted narrative. Tourism is not only an economic sector, it generates socio-economic well-being and is an essential driver for territories. In a complex international context, it seems complicated to talk about tourism, but it is essential to keep talking about it, as it is a powerful tool for dialogue, confrontation, knowledge and peace. Therefore, our responsibility in this area is even more significant,' according to **Tourism Minister Daniela Santanchè**.

'Italy is increasingly in demand among international tourists. Especially from Germany, we notice how the flows are steadily increasing. Those arriving are looking for quality experiences with the originality of Made in Italy. We know how to respond to these needs and the records we have set over the past year are clear proof of this. The German market is also one of the main markets for the

¹ ENIT Research Department based on Bank of Italy data



*regions of Calabria, Sardinia and Sicily, and we are putting all our energy and resources into getting tourism going again immediately, preparing for the spring and summer holidays. Tourism generates socio-economic well-being and it is an essential driver for territories,' says **Ivana Jelinic, ENIT S.p.A. CEO***

*'Germany is confirmed as our main partner not only in trade, but also in tourism. The cooperation between our two countries is particularly structured, even within the common European framework, as demonstrated by the results of the Italo-German Intergovernmental Summit held in Rome on 23 January,' said Ambassador Fabrizio Bucci at the reception organised at the Embassy for the Berlin ITB International Tourism Fair. 'The significant tourist flows from Germany play an important role, not only economically but also culturally, strengthening Italy's image in the country and people-to-people exchanges, as well as mutual acquaintance,' says the **Italian Ambassador to Germany, Fabrizio Bucci**.*

In this context, great visibility was given to **Sicily, Calabria and Sardinia** (regions hit by Cyclone Harry), for which the **promotion plan** was presented and which **ENIT** and the **Ministry of Tourism** will deploy with a dedicated campaign, as had already been anticipated during the BIT in Milan. The decision to present the campaign precisely in Berlin is strategic in view of a foreign market - the German market - that is fundamental for the tourism industry and the economy of the three leading regions. In fact, **Germany is the first international market for Sardinia** (2.2 million overnight stays) and **Calabria** (half a million overnight stays) and the second for **Sicily** (1.18 million overnight stays)². Launching the initiative, at the same time as the inauguration of the **ITALIA** pavilion, the **ENIT S.p.A. CEO Ivana Jelinic**; the **Italian Ambassador to Germany, Fabrizio Bucci**; **Regional Councillor Giovanni Calabrese (Calabria Region)** and **Regional Councillor Franco Cuccureddu (Sardinia Region)**.

German tourists who appreciate the whole of Italy, from north to south, not only with regard to **sea and beach** products (which moves **16.8% of visitors**) but also wish to discover our territories for **culture** (15.5% of the total), **water sports in lake resorts** (10.3%) or **mountain resorts** (7%). Overall, **German tourists book about three months in advance and stay an average of one week, 32 per cent travel as couples and just as many arrive individually**. The **airports from which most visitors arrive in Italy are Frankfurt (27%), Munich (22.4%) and Dusseldorf (12.2%)**.

The success of the Italian destination in Germany is also confirmed by **tour operators: for 2025, 75 per cent of them report increases in sales to our cities of around 8.5 per cent, with peaks of up to +15 per cent. Positive forecasts also for Q1 2026**, with unanimous indications confirming a further upward trend compared to last year.

Among the packages in greatest demand by German travellers (according to consolidated data from the last winter holidays) are those dedicated to **cities of art with 3-4 day tours to destinations such as Venice, Milan, Trieste, Parma, Genoa and Verona**, which record a **15% increase** compared to the 2024 Christmas holidays, while **cultural itineraries in Friuli-Venezia Giulia, Emilia-**

² ISTAT, 2024



Romagna, Marche and Veneto show an 8% growth. Among the different regions, **Friuli also stands out for adventure travel: a significant increase in sales, i.e. +27%,** while **Lazio and Tuscany show a growth rate of 20%.** Another very attractive package is the **spa** package, with the resorts of **Abano and Montegrotto Terme** at the top (+10%).

The trends for the coming months of flows from Germany to Italy will be thematic experiences such as wine and food, opera festivals, hiking and e-bike trips, on the whole evenly distributed throughout the country.

ENIT participates in the **ITB** fair with its own stand of almost 1,700 square metres and 225 co-exhibiting companies (including regions and individuals). On the sidelines of the event, there will be the '**CIAO BERLIN!**' initiative, an evening event organised by the Italian Embassy in Berlin with ENIT. The evening will be co-branded with Region of Sardinia.

'Sardinia looks to the future with determination and confidence. Following the recent passage of Cyclone Henry, which affected some of the island's coastal areas and caused localised damage, regional institutions and tourism operators implemented prompt restoration and safety measures, rapidly returning the main resorts to full operation. Today, Sardinia is once again ready to welcome visitors from all over the world, offering the quality, safety and excellence that have always made it stand out. Beaches, accommodation facilities, marinas and infrastructure are fully functional, thanks to the synergistic work involving local authorities, businesses and communities. Tourism is a fundamental pillar of the island's economy, and the sustainable development of the sector remains a strategic priority. Particular attention is paid to the German market, historically the most important for Sardinia, and demand from Germany continues to show great interest in our destination. We want to reassure tour operators, business partners and travellers: Sardinia is ready, safe and eager to welcome its guests again. With renewed enthusiasm, the island is preparing for a season under the banner of quality, sustainability and hospitality, values that make Sardinia one of the most popular destinations in the Mediterranean,' says **Franco Cuccureddu, Regional Councillor for Tourism, Handicrafts and Trade for the Region of Sardinia.**