

Rome, the Eternal City that Never Stops Surprising

Rome comes to TEJ Tokyo with an increasingly contemporary and international image: that of a city that safeguards a unique cultural heritage, while continuing to create new opportunities to experience, discover and choose Rome once again.

This is the new dimension of the Eternal City: a destination that does not end with a first visit, but continuously renews its appeal through an increasingly rich programme of major international events.

This paradigm shift is the result of a clear vision pursued by the Roma Capitale Administration, and in particular by the Department for Major Events, Sport, Tourism and Fashion, which has chosen to turn Rome's ability to host major events into a genuine tool for international promotion. The strategy is based on a simple yet ambitious principle: moving from missed opportunities to opportunities seized, making events a structural element of Rome's tourism policy and international positioning.

Music, opera, sport, culture and entertainment are becoming new reasons to travel to Rome and, above all, to return. The coming season will be another example, with major international music artists, a new season at the Teatro dell'Opera di Roma, bringing together great classics and new productions, and sporting events that transform some of the city's most iconic landmarks into unique settings for unforgettable experiences.

The Rome Marathon, with its route passing by the Colosseum, the Imperial Fora and St Peter's Basilica, is one of the most emblematic examples of this encounter between history and contemporary life. Thousands of international runners experience Rome by running through its history, turning the city's heritage into a unique experience.

But it is above all through major events that Rome is reshaping its image on the global stage. Analyses of the impact of events held between 2023 and 2025 recorded more than 1.2 million online mentions and a total reach of 12.9 billion, helping to increase the destination's international visibility and reputation.

The result is a Rome that combines its iconic image with new identities and experiences: the Rome of music and entertainment, of sport and contemporary culture, of major international events and lesser-known places waiting to be discovered.

This transformation also means creating new reasons to return. Those who have already visited Rome can now find a different reason to come back: attending a concert, experiencing a sporting event, or exploring a neighbourhood or itinerary away from the most traditional tourist routes.

Rome is increasingly becoming a "more than once" destination: a city to return to in order to experience something different every time.

Making it easier to discover the city is Roma Pass, Rome's official tourist card, also available in digital format. It brings together, in a single tool, access to museums and cultural sites, public transport, and opportunities to experience events and performances across the city.