WTM LONDON, MASSARI: "WE WANT TO USE DATA AND ARTIFICIAL INTELLIGENCE TO HELP VISITORS DISCOVER MORE OF LOMBARDY, ALL YEAR ROUND, AND SPREAD THE ECONOMIC BENEFITS MORE WIDELY"

London, 3 November 2026 - **Discovering Lombardy beyond its best-known destinations**, at different times of the year, and measuring ever more accurately the value that tourism creates: this is the approach Lombardy Region is taking to the World Travel Market in London, which runs from 3 to 5 November at ExCeL London, as it puts data and artificial intelligence to work for a tourism growth strategy built on three dimensions: space, time and economic value.

The challenge, then, lies in how visitor flows are distributed and understood. On the one hand, there is a need to ease the pressure on the busiest destinations by drawing new visitors to **historic villages, remote rural areas, walking routes, landscapes and local produce**. On the other, the aim is to extend the tourist calendar, capturing demand **outside the traditional seasons too** and creating better conditions for local businesses and economies.

There is also the question of understanding more precisely what impact tourism has on each area. Overnight stays, where visitors come from, peak periods, interests and behaviour can all be analysed together to see where demand is strongest, which areas have room to grow and where tourism can create new economic opportunities.
"Today's tourists have a huge amount of information at their fingertips and expect to find what interests them quickly. Data and artificial intelligence can help us understand this demand and turn it into more tailored offers," says Debora Massari, Lombardy's Regional Councillor for Tourism, Territorial Marketing and Fashion. "We want to use **technology to show visitors more of Lombardy**, taking visitors **off the beaten track** and helping them discover places and experiences all year round. The challenge is to build **a kind of tourism that brings out the best in every area** and spreads the economic benefits more widely."

Digital tools and data analysis systems can help destinations understand visitor numbers, identify peak periods and design offers that suit different types of visitor. The same analysis can also reveal where tourism creates the most value and where there is scope to develop new economic opportunities, involving accommodation, shops, restaurants, services, local producers and the supply chains linked to the visitor experience.

"Understanding visitor flows means being able to plan better. It means knowing where demand is concentrated, when pressure on the most popular destinations is rising, and what other experiences we can offer visitors," adds Massari. "But it also means understanding the value tourism creates for an area. We want tools that allow us to measure the economic impact of visitor numbers and to focus our policies where they can create new opportunities. Data is only useful when it becomes a tool for making better decisions."

Spreading visitor flows is therefore about space, with promotion that aims to highlight the full variety of what Lombardy has to offer, and about time, with offers designed to attract visitors in quieter periods too.

Reducing seasonality means broadening the calendar of tourism opportunities and giving businesses and operators more stable trade, **by promoting experiences linked to culture,**

nature, sport, food and wine, and major events.
Walking holidays are one of the experiences that can support this strategy, with **the Via Francigena** among the routes that most appeal to international travellers. The route passes through areas where cultural heritage, landscape, hospitality, local produce, and food and wine can all come together in a single travel experience.

The regional strategy is part of the **2026-2028 Plan for Tourism Development and Attractiveness**, approved by the Regional Council on 23 June 2026, which identifies digital innovation as one of the five pillars of regional planning, alongside the visitor experience, territorial cooperation, skills and telling the story of Lombardy's identity.

The Region's presence at the World Travel Market is part of its strategy for international promotion and engagement with buyers, tour operators and the wider travel trade. **Lombardy is presenting the UK market and international operators with a destination of art cities, lakes, mountains, historic villages and countryside, together with culture, sport, fashion, design, and food and wine**.
"London is a key event for meeting the people who create and sell travel in international markets. Lombardy is known for a handful of major destinations, but we are also bringing **many areas that still have huge untapped potential**," concludes Massari. "We want to reach new audiences, spread visitor flows more evenly in space and time, and gain an ever clearer understanding of the value tourism creates for our communities. Technology gives us new tools: it is up to us to use them to make the most of everything Lombardy has to offer."

WTM London is the leading international marketplace for travel industry professionals and a meeting point for destinations, operators, buyers and businesses across the sector. The 2025 edition welcomed 46,500 attendees, 5,500 qualified buyers and representatives from 182 countries. More than 40,000 business meetings were also scheduled, 30% more than in 2024, while the exhibition space grew by 25%.
At WTM London 2026, Lombardy Region is exhibiting in the **ENIT** area with a **200-square-metre stand and 28 co-exhibitors**, including DMOs, tourism consortia, promotion agencies, incoming travel agencies and tour operators, hotels and historic residences, golf clubs and transfer services. The Region's presence aims to connect what Lombardy has to offer with buyers and operators from international markets.

Discover Lombardy at:

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