LAZIO OF EXCELLENCE

INTERNATIONAL BUYERS PROGRAMME | 16–19 OCTOBER 2026

An experience designed for tourism professionals to discover the excellence of Lazio, meet local industry professionals, and explore business collaboration opportunities through B2B meetings and Fam Trips across the region's five provinces.

Friday, 16 October 2026

TTG RIMINI – ROME | ARRIVAL AND WELCOME

- **1:30 PM** – Meeting of participating buyers at the Lazio Region stand and departure for Rome aboard the private TTG bus. Rimini Pavilion: A1 – Coordinates: 221-420-121-220.
- **6:00 PM** – Arrival at the Shangri-La Hotel in Rome and hotel check-in.
- **8:30 PM** – Welcome dinner. Return to the hotel and overnight stay.

Saturday, 17 October 2026

ROME | B2B MEETINGS AND EVENING EVENT

- **9:00 AM** – Private transfer from the hotel to We Gill, Largo Ascianghi 5, 00153 Rome.
- **9:30 AM–3:30 PM** – B2B Workshop. A session of B2B meetings between buyers and tourism operators from Lazio, aimed at presenting the region's tourism offer and developing new business opportunities.
- **4:00 PM** – Return to the hotel by private bus. Free time.
- **7:00 PM** – Transfer to Cinecittà aboard vintage cars.
- **8:30 PM–11:30 PM** – Cinematic Dinner Experience.
  An evening dedicated to cinema and entertainment, featuring a gastronomic experience in the evocative setting of Cinecittà.
- **11:30 PM** – Return to the hotel aboard the Fiat 500s. Private transfer and overnight stay.

Sunday, 18 October 2026

FAM TRIP | DISCOVERING THE EXCELLENCE OF LAZIO

- **7:30 AM** – Departure from the hotel by private bus.
  Buyers depart for Fam Trips dedicated to discovering the five provinces of Lazio. Participants will be divided into groups according to their assigned itineraries, experiencing the destinations first-hand and discovering the region's cultural, scenic, wine-and-food, and tourism excellence.

Information for all participants:

- Departure from the hotel at 7:30 AM
- Return to the hotel at 10:30 PM
- Lunch and dinner in the respective destinations, with tastings of local specialty products

1. Province of Latina

The Riviera of Ulysses

Full Day Tour
Norma · Terracina · Sperlonga · Fondi · Itri

An itinerary discovering the Riviera of Ulysses and the Pontine territory, between ancient Roman cities, villages overlooking the Mediterranean, archaeological sites, spirituality, and wine-and-food traditions. A journey through more than two thousand years of history, ideally following the route of the ancient Appian Way, to discover one of the most captivating areas of southern Lazio.

NORMA AND ANCIENT NORBA – A terrace overlooking the Pontine Plain
The first stop is Norma, an enchanting village in the Monti Lepini overlooking the Pontine Plain, with views stretching as far as the sea. Visit the archaeological area of Ancient Norba, a city founded in a strategic position and still characterised today by its imposing polygonal masonry walls. The site offers a striking encounter between archaeology and landscape, with sweeping views over the surrounding territory.

TERRACINA – The Temple of Jupiter and the Appian Way
Continue to Terracina, a city with a millennia-old history and an important stop along the ancient Appian Way. Visit the Temple of Jupiter Anxur, a spectacular archaeological complex located on Mount Sant'Angelo. From its commanding position, visitors enjoy an extraordinary panorama of the coast, the Circeo promontory, and the Pontine territory.

SPERLONGA – In the footsteps of Emperor Tiberius
Arrival in Sperlonga, one of the most enchanting villages on the Lazio coast, known for its typical white houses, narrow lanes, and terraces overlooking the Mediterranean. Visit the National Archaeological Museum and the Villa of Tiberius, a complex linked to the Roman emperor's seaside residence and famous for the important sculptures found in the evocative natural sea-facing grotto. Afterwards, stroll through Sperlonga's historic centre, among panoramic views, narrow streets, and small squares with a distinctive Mediterranean charm.

FONDI – History and spirituality
Continue to Fondi and visit the Monastery of San Magno, set in greenery at the foot of the Aurunci Mountains. A place of great charm, where history, archaeology, and spirituality meet in a particularly fascinating natural setting.

ITRI – THE ANCIENT APPIAN WAY AND THE FLAVOURS OF THE TERRITORY
The final stop is Itri, a village of the Riviera of Ulysses nestled between the Aurunci Mountains and the Gulf of Gaeta. The route follows one of the most evocative stretches of the ancient Appian Way, in the area between Itri and Fondi near the Fortino di Sant'Andrea, where important remains of the ancient Roman road are still visible amid the Mediterranean landscape.

TASTING – THE FLAVOURS OF THE RIVIERA OF ULYSSES
The day will be enriched by a terrace dinner overlooking the Tyrrhenian Sea.
During the day, there will be tastings of olive oil and local specialty products, an opportunity to discover the area's production and, in particular, the olive-growing tradition linked to the Gaeta Olive and the prized Itrana cultivar.
An experience that completes the journey through the history, landscape, and wine-and-food identity of southern Lazio.

Return to Rome at the end of the activities.

Note: The order of the visits and activities listed in the programme may be subject to change for organisational and operational reasons, while maintaining, wherever possible, the content envisaged by the itinerary.

2. Province of Frosinone

Ciociaria

Full Day Tour
Anagni · Cesanese del Piglio · Lake Canterno · Alatri · Fiuggi

An itinerary discovering the most authentic Ciociaria, between ancient Hernican cities, medieval heritage, natural landscapes, and wine-and-food excellence. A journey through Anagni and Alatri—cities that have presented their candidacy for Italian Capital of Culture 2028—the Cesanese del Piglio DOCG area, Lake Canterno, and the elegant spa town of Fiuggi.

ANAGNI – The City of Popes
The first stop is Anagni, one of the historically most important cities of Ciociaria, known as the "City of Popes" for its deep connection with the history of the medieval Papacy. Stroll through the historic centre to the evocative Piazza Innocenzo III and visit the Cathedral of Santa Maria, one of the city's main monuments. Inside is the extraordinary Crypt of San Magno, decorated with an important cycle of medieval frescoes and often called the "Sistine Chapel of the Middle Ages." The route continues through some of the city's symbolic sites, including the Palazzo della Ragione, the Palace of Boniface VIII, and the distinctive Casa Barnekow—testimonies to the different eras that shaped Anagni's history.

CESANESE – A wine-and-food experience
Continue to the Piglio or Serrone area, in the heart of the Cesanese del Piglio DOCG

production zone, one of Lazio's most representative wines. Visit a local winery, with a tasting of Cesanese accompanied by a selection of local specialty products. An experience dedicated to discovering the wine culture of Ciociaria and the productions that express its identity and traditions.

LAKE CANTERNO – Nature and landscape
Continue to the Lake Canterno Nature Reserve, a natural oasis set between the territories of Fiuggi, Ferentino, Fumone, and Trivigliano. Lake Canterno, the largest karst lake in Lazio, is surrounded by hills and nature trails. A pleasant walk along its shores will allow visitors to appreciate the tranquillity and landscape of one of Ciociaria's most captivating natural environments.

ALATRI – The city of cyclopean walls
Arrival in Alatri, an ancient Hernican city rich in archaeological and medieval heritage. The city's symbol is its monumental Acropolis, surrounded by imposing megalithic walls, among the most significant examples of ancient architecture in the area. From the highest part of the city, visitors enjoy a broad panorama over the surrounding valley. Stroll through the historic centre to discover its main monuments, including the Church of Santa Maria Maggiore, the Church of San Francesco, Palazzo Gottifredo, and the Basilica of San Paolo.
History, archaeology, traditions, and legends intertwine in one of Ciociaria's most fascinating cities.

FIUGGI – The city of waters
The route continues to Fiuggi, a historic spa town set in the greenery of the Ernici Mountains and internationally renowned for the properties of its waters. A brief visit will introduce the atmosphere of the town and its connection with a long tradition of wellness and spa tourism, a distinctive element of Ciociaria's tourism offer.

THE FLAVOURS OF CIOCIARIA
The day will be completed by lunch or dinner in a traditional local restaurant, featuring a menu dedicated to the flavours, products, and recipes of Ciociarian tradition. A convivial moment to conclude the experience with a further exploration of the territory's gastronomic identity.

Return to Rome at the end of the activities.

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3. Province of Rieti

Sabina

Full Day Tour
Lake Turano · Castel di Tora · Rieti · Mount Terminillo

An itinerary discovering Sabina and the Rieti territory, between lakes, medieval villages, traces of ancient Rome, and mountain landscapes. A route leading from the waters of Lake Turano to the historic heart of Rieti and up to the peaks of Mount Terminillo, telling the story of a territory where nature, history, spirituality, and traditions coexist in perfect harmony.

LAKE TURANO AND CASTEL DI TORA – Villages and nature
The first stop is Lake Turano, set in a spectacular natural landscape of mountains, woods, and small villages.
Visit Castel di Tora, listed among "Italy's Most Beautiful Villages" and overlooking the lake's waters. The village retains its intact medieval structure, with stone houses, narrow lanes, arches, and stairways leading to the main square and the Fountain of Triton, from which there is a splendid view of the lake, the surrounding mountains, and the ancient village of Antuni.
Afterwards, enjoy a boat trip on Lake Turano aboard an electric and solar-powered boat—a panoramic and sustainable experience to discover the landscape from a privileged perspective and learn about a model of environmentally conscious tourism integrated with the territory.

RIETI – The heart of Sabina
Continue to Rieti, a city crossed by the waters of the Velino River and traditionally identified as the "Centre of Italy."
Stroll through the historic centre to discover the city's main heritage: the Roman Bridge and the ancient Via Salaria, Via Roma, Piazza Vittorio Emanuele II, Piazza Cesare Battisti, the Cathedral of Santa Maria Assunta, the Papal Palace, and the Flavio Vespasiano Theatre.
The route tells the many facets of the city, from the legacy of ancient Rome to the medieval and papal periods. Particularly evocative is Underground Rieti, where the remains of the imposing Roman viaduct built to allow the Via Salaria to reach the city are preserved.

MOUNT TERMINILLO – Nature and spirituality
In the afternoon, ascend Mount Terminillo, one of Lazio's main mountain destinations, characterised by sweeping views and a natural environment that changes with every season.
Arrive at Pian de' Valli, at an altitude of over 1,600 metres, and visit the Votive Temple of Saint Francis, built after the proclamation of Saint Francis of Assisi as Patron Saint of Italy.
Set in the Terminillo landscape, the Temple houses an imposing apse mosaic dedicated to the mystery of Creation and is a symbolic site in the Rieti Holy Valley, deeply connected with the presence and spirituality of Saint Francis.

DINNER – THE FLAVOURS OF SABINA
The day will conclude with a dinner dedicated to local specialty products and the area's wine-and-food excellence, an opportunity to discover Sabina through its flavours, local productions, and traditional recipes.

Return to Rome after dinner.

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4. Province of Viterbo

Tuscia

Full Day Tour
Viterbo – Bolsena – Tarquinia

An itinerary discovering Tuscia, a territory with a strong identity, where medieval towns, Etruscan heritage, natural landscapes, and wine-and-food excellence tell the story of one of Lazio's most fascinating areas.

VITERBO – The City of Popes
The first stop is Viterbo, the historic heart of Tuscia and a city with an evocative medieval layout. Stroll through the historic centre to discover the San Pellegrino district, among narrow lanes, towers, and stone houses, up to the Papal Palace and the Cathedral of San Lorenzo. A journey into the Middle Ages and the history of a city that for a long time was the seat of the Popes.

BOLSENA – The village on the lake
Continue to Bolsena, an elegant village overlooking the shores of the lake of the same name, Europe's largest volcanic lake. The historic centre, dominated by the Rocca Monaldeschi, retains an authentic atmosphere of narrow lanes, small squares, and panoramic views. Bolsena is also linked to the history of the Eucharistic Miracle of 1263, which contributed to the establishment of the Feast of Corpus Domini.
Time dedicated to discovering the village and its evocative lakeside promenade.

TARQUINIA – In the heart of Etruscan civilisation
In the afternoon, arrive in Tarquinia, one of Italy's most important Etruscan cities. The visit will introduce its extraordinary archaeological heritage, with particular focus on the Monterozzi Necropolis, a UNESCO World Heritage Site famous for its painted tombs, an exceptional testimony to Etruscan life, rituals, and culture. Stroll through the medieval historic centre, characterised by towers, palaces, and evocative views over the countryside and the sea.

DINNER – THE FLAVOURS OF TUSCIA
The day will conclude with a dinner dedicated to local specialty products and the wine-and-food excellence of Tuscia, an opportunity to discover the territory through its flavours, local productions, and traditional recipes.
At the end of dinner, return to the hotel.

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5. Province of Rome

The Castelli Romani

Full Day Tour
Grottaferrata – Tusculan Villas – Frascati (Tusculum) – Nemi – Castel Gandolfo and Lake Albano
Grottaferrata · Tusculan Villas · Frascati and Tusculum · Nemi · Castel Gandolfo and Lake Albano

An itinerary discovering the Castelli Romani, a historic area on the outskirts of the capital characterised by elegant residences, villages, archaeological sites, volcanic lakes, and ancient wine-and-food traditions. A journey through history and landscape, from the remains of ancient Tusculum to the Tusculan Villas, and on to the villages overlooking the lakes of Nemi and Albano.

GROTTAFERRATA – History and spirituality
The first stop is Grottaferrata, an elegant location in the Castelli Romani set in the greenery of the Alban Hills. Visit the Abbey of San Nilo, founded in 1004 and still today an important religious and cultural centre. The complex is a unique testimony to the encounter between East and West and preserves a monastic tradition of the Byzantine rite. Stroll through the town centre to experience the atmosphere and identity of one of the area's most representative historic villages.

THE TUSCULAN VILLAS – Residences of the Roman aristocracy
The route continues with a discovery of the Tusculan Villas, magnificent residences built from the Renaissance onwards on the hills between Frascati, Monte Porzio Catone, and Grottaferrata. Created as country retreats for important noble families and the papal court, the villas tell centuries of history through monumental architecture, gardens, and scenic views towards Rome. A historic and scenic heritage that still today represents one of the most distinctive features of the Castelli Romani.

FRASCATI AND TUSCULUM – From ancient Rome to the traditions of the Castelli
Arrival in Frascati, one of the best-known locations in the Castelli Romani, famous for its Tusculan Villas, wine-and-food traditions, and historic production of Frascati DOC wine. Stroll through the historic centre and continue to Tusculum, an archaeological area set in the landscape of the Alban Hills, where the remains of the ancient city of Tusculum stand. The site offers a striking encounter between archaeology and nature, with wide views over the surrounding territory and towards Rome.

NEMI – The village of wild strawberries
Continue to Nemi, a small village overlooking the volcanic lake of the same name and known for its traditional production of wild strawberries. Stroll through its characteristic historic centre, among narrow lanes, terraces, and panoramic views over the lake. The area is also

closely linked to the history of ancient Rome through the Sanctuary of Diana Nemorensis and the famous ships of Emperor Caligula recovered from the lake's waters.

CASTEL GANDOLFO AND LAKE ALBANO – The village of the Popes
The final stop is Castel Gandolfo, one of the most enchanting villages of the Castelli Romani, set in a panoramic position above Lake Albano. The historic centre is characterised by the scenic Piazza della Libertà, overlooked by the Apostolic Palace, historically the summer residence of the Popes. Time dedicated to discovering the village and the spectacular views over the lake, one of the symbolic landscapes of the Castelli Romani.

THE FLAVOURS OF THE CASTELLI ROMANI
The day will be enriched by an experience dedicated to the wine-and-food excellence of the Castelli Romani, a territory historically linked to wine and olive oil production and to a cuisine deeply rooted in local tradition. An opportunity to experience the convivial atmosphere of the historic fraschette and taste some of the area's representative products, accompanied by wines from the Castelli Romani.

Return to Rome at the end of the activities.

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Monday, 19 October 2026

ROME | INDIVIDUAL DEPARTURES

Breakfast at the hotel and check-out.
Private transfers to Rome Airport (or Rome Termini railway station), arranged according to departure times and participants' individual travel plans.