PRESS RELEASE

"IN LAZIO – *be excellence*. Lazio Tourism Market": three days showcasing the region's excellence to the world
From 16 to 18 October, the first edition of the event dedicated to Lazio's five provinces. On Saturday, over 500 B2B meetings at WEGIL with 50 buyers from 22 countries and four continents; in the evening, a cinematic dinner at Cinecittà. On Sunday, itineraries to discover the region.

Rome, 16 October 2026 – The first edition of **"IN LAZIO – be excellence. Lazio Tourism Market"** officially opened today at WEGIL in Rome. The event is dedicated to promoting Lazio's tourism, cultural and territorial excellence, with the aim of strengthening the region's presence in national and international markets.

Running until 18 October, the initiative puts the five provinces of **Rome, Frosinone, Latina, Rieti and Viterbo** at the centre of a programme combining professional meetings, business opportunities and first-hand experiences designed to showcase the region's identity and distinctive features.

The official opening was marked by a ribbon-cutting ceremony, attended by **Antonello Aurigemma**, President of the Regional Council of Lazio, **Elena Palazzo**, Lazio Regional Councillor for Tourism, Environment, Sport, Climate Change, Energy Transition and Sustainability, **Giuseppe Sacco**, President of LAZIOcrea, and **Manuela Cacciamani**, Chief Executive Officer and General Manager of Cinecittà.

"IN LAZIO – be excellence. Lazio Tourism Market" is an important opportunity to present the richness and diversity of our region to the world. Lazio is not just Rome: across its five provinces, we find villages, art cities, landscapes, traditions, culture and outstanding food and wine that deserve to be discovered and promoted.

"Connecting local areas and industry professionals means turning Lazio's heritage into tangible opportunities for development, employment and growth for local communities. It is particularly important to support lesser-known destinations and inland areas, enabling them to become part of major tourism circuits and helping counter the risk of depopulation."

"The more than 500 B2B meetings scheduled with 50 buyers from 22 countries represent a valuable opportunity to build new relationships and expand Lazio's presence in international markets. Tourism promotion delivers results when it is supported by quality, collaboration and attention to the specific characteristics of each area," said **Antonello Aurigemma, President of the Regional Council of Lazio**.

The event's main business day will be **Saturday, 17 October**, when WEGIL will host B2B meetings between tourism operators from Lazio and **50 international buyers from 22 countries across four continents**.

More than 500 professional meetings are scheduled, with the aim of fostering new business partnerships, promoting regional destinations and expanding opportunities to develop Lazio's tourism offering in foreign markets.

"With IN LAZIO – be excellence, we want to place our region at the centre of international attention, highlighting a wealth that extends beyond Rome and is reflected in the extraordinary heritage of our five provinces. Our goal is to turn this excellence into opportunities for development, employment and growth for local communities. To achieve this, we must focus on the quality of our offering, build new business relationships and showcase lesser-known destinations, from villages to inland areas, from coastlines to food and wine and sports itineraries. Through this event, we are connecting local areas and industry professionals so that tourism can increasingly become a driver of widespread development throughout Lazio," said **Elena Palazzo, Regional Councillor for Tourism, Environment and Sport**.

WEGIL will thus become a meeting point for tourism supply and demand, giving operators from the five provinces the opportunity to present destinations, services and experiences to a qualified audience of international stakeholders.

"I would also like to emphasise, from the perspective of a mayor of a small town, the importance of this initiative for certain areas which, despite being rich in attractions, benefit only marginally from the attention of major national and international tourism circuits. These destinations often struggle with a lack of resources needed to promote their natural, environmental, historical and gastronomic heritage. Institutional support is therefore essential, particularly in fostering economic growth and development, the only effective means of countering depopulation," noted **Giuseppe Sacco – President of LAZIOcrea**.

Saturday's programme will conclude with a **cinematic dinner at the Cinecittà studios**, an event combining cinema, culture and tourism promotion at one of the most iconic venues in the Italian audiovisual industry.

For international buyers, this will be an opportunity to discover first-hand a place that has helped make Rome and Lazio recognisable around the world, highlighting the links between film productions, cultural heritage and tourism appeal.

Manuela Cacciamani, CEO and General Manager of Cinecittà, stated: *"We are proud to support an initiative such as In Lazio, which aims to shine a spotlight on the excellence of the entire region, while presenting Cinecittà from a different perspective: as a premier venue for events and a cultural and tourism destination. The beauty of these Studios, which have helped shape the collective imagination, should not remain the exclusive preserve of industry professionals. Moreover, the audiovisual industry and film-induced tourism share an exceptionally strong connection: the sector generates approximately €600 million in annual business in Italy, with Lazio accounting for the largest share of the economic impact. For this reason, on Saturday we will not only host the Cinematic Dinner, but also open the doors of the Ancient Rome set to invited guests and buyers. Covering four hectares, its impressive and realistic sets continue to attract productions from all over the world."*

On **Sunday, 18 October**, the event will continue with **fam trips across Lazio's five provinces**, itineraries designed to give buyers first-hand experience of the destinations and activities that characterise the region.

Villages and art cities, natural landscapes, culture, traditions, food and wine, and craftsmanship will feature throughout a programme designed to turn awareness of the region's excellence into new opportunities for tourism promotion and commercial development.

With this first edition, **IN LAZIO – be excellence. Lazio Tourism Market** aims to strengthen Lazio's position as a destination offering a diverse range of experiences, highlighting the distinctive features of its five provinces and fostering new relationships with the international tourism market.

Upcoming events

Saturday, 17 October – WEGIL, Rome
B2B meetings with 50 buyers from 22 countries and four continents. More than 500 meetings scheduled with tourism operators from Lazio.

Saturday, 17 October – Cinecittà, Rome
Cinematic dinner with international buyers.

Sunday, 18 October – Lazio's five provinces
Fam trips and itineraries to discover the region.

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