



WORLD TOURISM EVENT

INTERNATIONAL TOURISM EXHIBITION

ROME

25/26 September

2025

For World Heritage Sites

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IN THE JUBILEE YEAR 2025 ROME WILL HOST THE 16TH EDITION OF THE WORLD TOURISM EVENT. AN EXHIBITION FOR WORLD HERITAGE SITES SCHEDULED ON 25TH AND 26TH SEPTEMBER 2025.

The well-established format of the World Tourism Event features:

Exhibition area

The Exhibition area is reserved for all Italian and International World Heritage Sites and for all professionals, including tour operators who want to help their clients get the most from their holidays in a World Heritage Site Region. The WTE exhibition area will offer information on each World Heritage Site and assist with tourist accommodation offers and communicate with tourism operators. Free admission to the exhibition for visitors for all two days of the WTE.

Workshop

The b2b Workshop has become a key event for operators. The b2b Workshop will take place on 25 September 2025, with two sessions, one in the morning and one in the afternoon. The workshop is reserved for international buyers, selected in collaboration with ENIT - Italian National Tourism Agency, and for Italian sellers who are based and operate in the areas included in the Unesco World Heritage List. Including all who intend to promote the territory, accommodation and cultural experiences of these areas.

Events and Experiences Area

One of the most exciting aspects of the WTE is the 'Events and Experiences Area'. It is a place that we have created where professionals can bring their culture directly to the people. It remains always open and here you might find demonstrations, lectures or book presentations on the unique architecture or landscape or authentic and profound slow travel experiences. And, it is all free with admission for all two days of the WTE.

Specific focus will be on **education in local schools**, to help raise awareness in the next generation for the protection of Unesco treasures, offering new opportunities to grow and work.

The choice of Rome, as the location for the 16th edition of the World Tourism Event, is because of the Jubilee 2025, that is expected to attract millions of visitors from all over the world to Rome, and also because of so many Heritage Sites within the city of Rome and in the Lazio Region. The 'Via Appia: Queen of long-distance Roads' has recently entered the UNESCO World Heritage List. This new designation acknowledges the universal value of the first of Rome's great roads built to connect Rome to the South, a true masterpiece of civil engineering that has become the symbol of an entire civilisation. WTE 2025 will be held in a prestigious venue on the Appian Way.

The World Tourism Event for 2025 offers itself as a privileged showcase both for exhibitors who intend to promote the tourist offer in World Heritage Sites as well as for the attentive traveler who finds ideas, proposals and information for a rich, responsible and sustainable holiday. It is an unmissable opportunity for synergistic meeting between supply and demand operators. It offers a place where people can interact and exchange ideas that better serve the preservation of all Heritage Sites and where professionals can meet and enrich the tourist experience.

The WTE 2025 will be held thanks to the collaboration and contribution of the **Lazio Region**. The event enjoys the patronage of the **Ministry for Culture**, the **Ministry for Tourism**, the **Ministry of Foreign Affairs**, and of **ICOMOS Italia - Consiglio Internazionale dei Monumenti e dei Siti Comitato Nazionale Italiano** as well as the collaboration and official recognition of the **National Tourism Agency - ENIT**, the **European Federation of Unesco Associations and Clubs - FEACU**, the **Italian Federation of Unesco Clubs - FICLU**, and of the **Italian Association of World Heritage Sites - AIBPM**.



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