

## WELLNESS TOURISM IN ITALY LAUNCHING A NEW PROJECT



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*A new project that aims at boosting Italian wellness tourism has been launched under the title Terme d'Italia.*

The project involves the regions of Calabria, Emilia-Romagna, Lazio, Lombardy, Puglia, Sicily, Veneto and the Autonomous Province of Bolzano. It is dedicated to Italy's domestic spa and wellness resorts and the aim is to support and stimulate the demand for local spa and wellness services.

Organizers of Terme d'Italia want to take advantage of the potential of wellness tourism in Italy through promotion, communication activities, both nationally and internationally. According to a study of the sector, conducted by Sri International, wellness tourism generates \$440 billion

per year globally as well as 12 million jobs. It also accounts for 14% of the world tourism expenditure.

Gastronomic tourism and ecotourism are similar in size to wellness tourism, but sports tourism is a much larger branch. As of today, it is one of the fastest developing sectors.

However, Italy does not appear to be among the most favorite wellness destinations in the region. Thus the organizers want to create and promote the thermal tourism product at the national level as well as abroad. A product that is capable of serving the needs of 21<sup>st</sup> century tourists.

The strategy of the Terme d'Italia project includes the repositioning of spas at leading destinations which are prosperous, trendy, luxurious and fashionable.