

A.C.C.A. NEWSLETTER

May 2025 - The International Conference Edition



PRESIDENT'S MESSAGE

Cari amici,

With great anticipation and a strong sense of purpose, I invite you to mark your calendars for **September 2025**, when the **Australian Calabrese Cultural Association (ACCA)** will proudly host its **3rd International Conference in Catanzaro, Calabria**.

Our experience at the **Italian Festa** last October, where ACCA was honored to be part of **The Calabria Stand for Italea - The Journey to Your Roots**, provided us with invaluable insights. Of the five regional stands, Calabria's was the most visited—a testament to the growing interest among younger generations in exploring their Calabrian heritage.

This enthusiasm directly inspires our conference theme: **“Driving Sustainable Tourism Growth.”** Tourism in Calabria is on the rise, with record-breaking visitor numbers and significant regional investments. But creating a future that is sustainable and inclusive will take more than momentum. It demands **collaboration, commitment, and community**.

In this edition of the conference, we'll reflect on how quickly the tourism landscape is evolving. Today's travelers seek deeper, more authentic experiences—and **Calabria** is uniquely positioned to meet that demand through its **rich culture, stunning landscapes, and strong identity**.

The ACCA Conference is a space for everyone who cares about Calabria's future—whether you work in tourism, business, or simply feel a deep connection to the region. Together, we will explore real, actionable strategies for sustainable growth. It's not about grand promises—it's about honest dialogue and meaningful, lasting connections. We hope you will join us in **Catanzaro this September** to be part of something truly special.

The ACCA Board would also like to extend our heartfelt appreciation to **Fulvio Cama**, with **Mimmo Soldano** and **Gino Mattiani**, for their fabulous and intimate performance at the University Café for ACCA members. It was truly a memorable evening.

Lastly, warm congratulations to **That's Amore Cheese** on the opening of their new retail food outlet at **Chadstone Food Court**. Their continued generosity and support of ACCA events is deeply appreciated.

With warm regards,
The ACCA Board



- BIT 2025 Conference
- Calabria in the Spotlight: A Region on the Rise.
- What will make the ACCA Conference different?

BIT 2025 CONFERENCE

Earlier this year, the Borsa Internazionale del Turismo (BIT25) conference in Milan gave us an in-depth look at Italy's tourism renaissance—and highlighted just how important it is to get sustainability right, especially in regions like Calabria.



Key takeaways from BIT 2025:

- Italy's tourism is booming, with foreign spending up 17%, led by American and Asian travellers.
- Overtourism and climate pressures are becoming urgent concerns globally.
- Travellers now seek authentic, meaningful, and environmentally responsible experiences—a sweet spot Calabria can own.
- The industry is shifting toward AI, personalised services, and new travel models like bleisure and digital nomadism.
- Luxury has been redefined: it's not marble bathrooms, it's a grandmother teaching you to roll pasta in a hilltop village.

CALABRIA IN THE SPOTLIGHT: A REGION ON THE RISE

Calabria stood tall at BIT25, unveiling a compelling vision for growth under the banner “Calabria Straordinaria”. And the message was clear: this is our time. The region recorded a record-breaking year in 2024, with:



- 3.6 million+ passengers through its airports.
- Award-winning cycle routes and national recognition for natural tourism.
- Infrastructure improvements and over €600 million in strategic investments through the ZES Unica economic zone.

Despite this progress, the region faces real challenges:

- Calabria remains the most seasonal EU region, with nearly 65% of overnight stays concentrated in July and August.
- Air and rail access is improving, but more investment is needed to unlock remote rural areas.
- Perceptions of Calabria—especially abroad—must shift to reflect its dynamic reality, not outdated clichés.

CONGATULATIONS JOE AVATI



2025 GLOBAL BRAND AMBASSADOR FOR CALABRIA

WHAT WILL MAKE THE ACCA CONFERENCE DIFFERENT?

This won't be another tourism talkfest. The ACCA conference in September will look to :

- Connect diaspora leaders, tourism operators, local hospitality providers—including agriturismo, hotel owners, and restaurateurs, mayors and government officials.
- Offer actionable strategies to foster meaningful engagement in Calabrian tourism.
- Explore opportunities for investment, digital transformation, and skills development in regional areas.
- Showcase real-world success stories—from Australian-Calabrese entrepreneurs to local Calabrian innovators.
- Serve as a bridge between vision and action, bringing together people to connect with their roots in a meaningful and practical way.



BE PART OF IT: 16-18 SEPTEMBER 2025

“DRIVING SUSTAINABLE TOURISM GROWTH IN CALABRIA”

PRESENTED BY THE AUSTRALIAN CALABRESE CULTURAL ASSOCIATION
(ACCA)

For more information and a copy of the Conference Brochure email:

info@accaonline.com.au

FEEDBACK & MEMBERSHIP

ACCA is here for you! We want to know what excites you and what you'd like to see us pursue. Reach out to us - drop a line at;
info@accaonline.com.au

ACCA is excited to welcome new members, especially those eager to bring fresh perspectives from women and younger voices to our board. Join us today by visiting our membership page at
<https://accaonline.com.au/membership/>