A PERFECT LOCATION
IN CAMPANIA

MAGAZINE 2024-2025

PLACES TO VISIT
ALL DAYS OF THE YEAR

TOP QUALITY
TRAVEL SERVICES

SELECTED
ACCOMMODATIONS



the Salerno region

from the Amalfi Coast to Cilento

SALERNOINCOMING
tour & stay

SALERNO THE EMBRACE OF THE TWO COASTS

Salerno, rima d'inverno, o dolcissimo inverno. Salerno, rima d'eterno*

Salerno is a fascinating synthesis of what the Mediterranean has to offer all those who want to get to know it better.
The city is increasingly becoming a welcoming community for tourists and visitors from all over the world.
Evocative and extraordinary, Salerno's historical centre is home to traces of the city's ancient history, as well as the fervour of artisan workshops and artistic, cultural and musical venues frequented by thousands of people.
The recovery of the city's ancient heart has aimed to rediscover the art and culture treasures of an exceptional land.

Today, through the alleys and squares, the churches and palaces, you can read about the city's past, you can perceive an image of the events that have taken place over time, a glimpse of the splendour, economic, social and cultural prosperity of past centuries.Roman colony Between 197 and 194 BC, with the conquest of the Lombards, it became the most flourishing centre in southern Italy, a centre of learning with the famous Medical School, the oldest medical institution in western Europe and the focus of valuable scientific discoveries fundamental to the evolution of modern thought.

** Salerno, rhyme of winter, o sweet winter. Salerno, rhyme of eternity. Alfonso Gatto - Poet from Salerno*



A PERFECT LOCATION

A capillary network of connections to explore the wonders of Campania

Plane • Train • Ferry • Bus



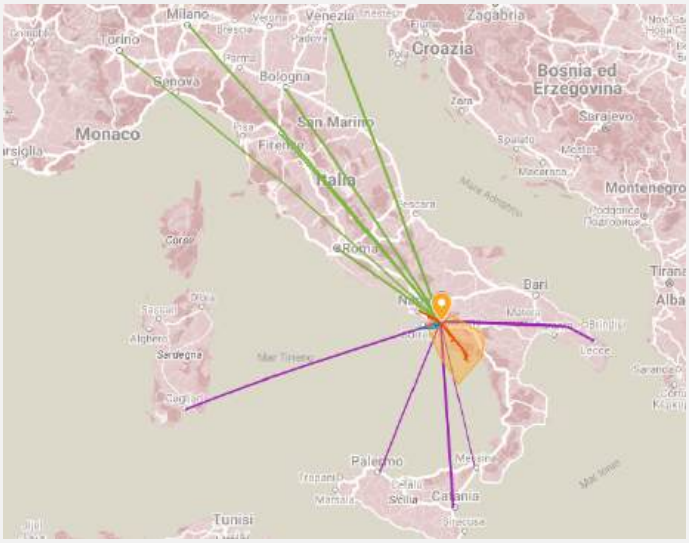
The new infrastructure that has built up in recent years shows how Salerno is increasingly becoming a destination for tourists and visitors from all over the world.

Reaching Salerno and the most places of Campania and South of Italy has never been easier:

Amalfi Coast International Airport
Another evidence of Salerno's declared desire to emerge as a destination for international tourism is the opening of its new airport.
Located 14 km south of the city, the airport has attracted the interest of several international airlines since its opening, with numbers destined to grow both in terms of commercial traffic and in terms of companies and destinations interested in the new terminal.

Maritime Station and Connections by Sea
Thanks to the redesign of the seafront, the maritime station - designed by architect Zaha Hadid - linking the port with the seafront through Piazza della Libertà, Salerno is now ready to receive a substantial flow of cruise passengers, and to increase maritime tourism.

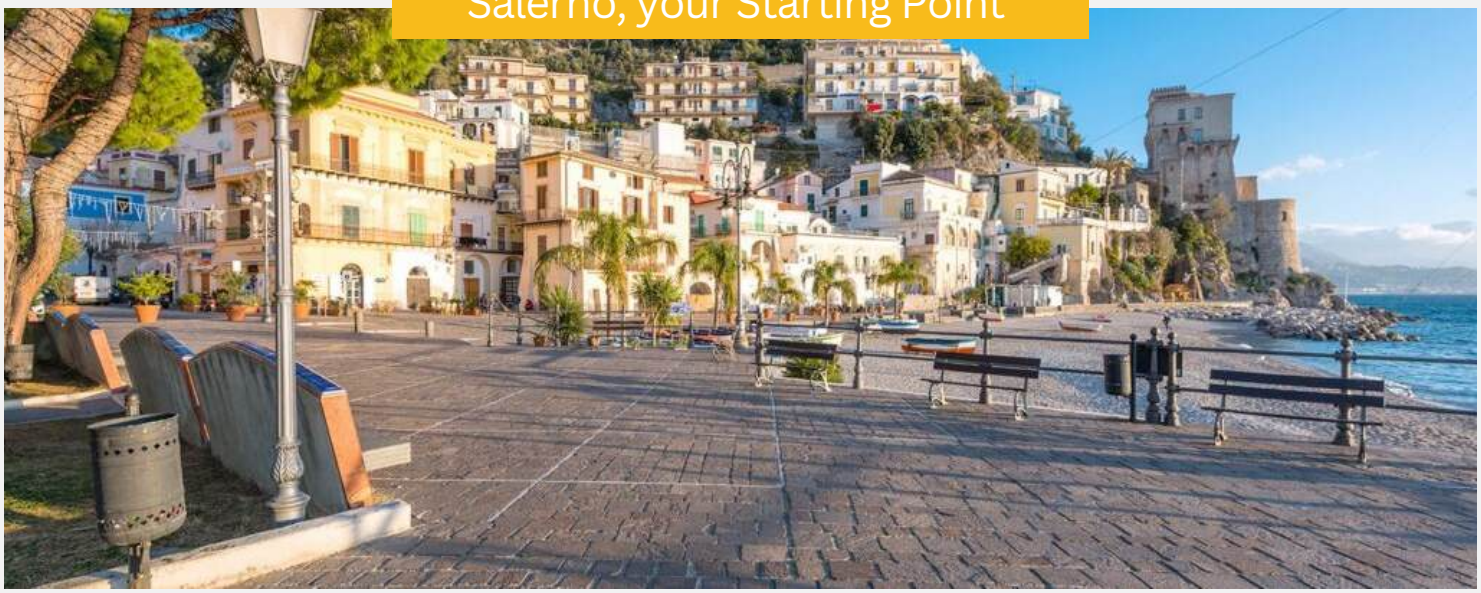
Hight Speed Railway Lines
An important railway junction in Southern Italy, Salerno is easily accessible thanks to the High Speed Line.
Many tourists from Rome, Naples or Florence choose to arrive in Salerno by Hight Speed train to spend a day on the Amalfi Coast!



AMALFI COAST & CILENTO

Explore Salerno Region and the most beautiful places of Italy South

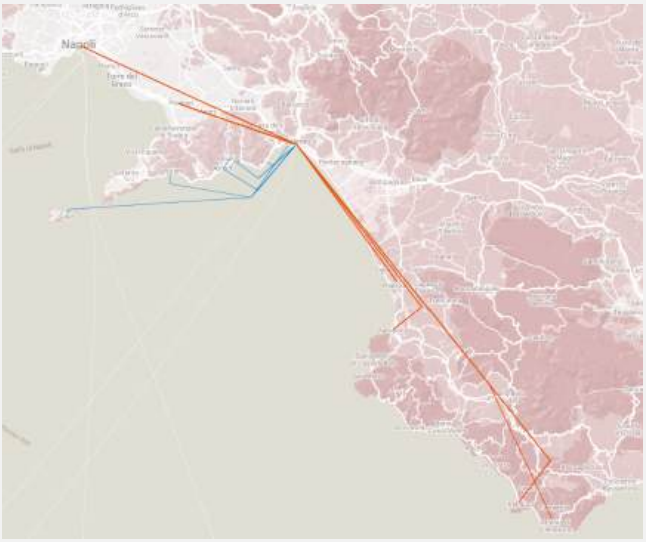
Salerno, your Starting Point



Thanks to its perfect location, harmoniously nestled between the two coastlines, Salerno is the perfet destination for visiting Campania's main tourist destinations.

The Amalfi Coast, easily accessible by both sea and land connections, is the main destination for visitors.

The marvellous archaeological sites of Paestum and Pompeii can be visited with a train ride of about 30 minutes, as can Naples and the Reggia di Caserta, only an hour away.



Less well known but still worth exploring is the Cilento Coast:

declared a UNESCO World Heritage Site with the archaeological sites of Paestum and Velia and the Certosa di Padula, is located a few kilometres south of Salerno, and is known as the pearl of Campania.

A hospitable land of breathtaking scenery, overlooking a crystal-clear sea that punctually earns the renowned Blue Flag award every year.

Castled villages form a backdrop to wild stretches of coastline and unspoilt beaches.

Charming villages, rich in history, culture and folklore, await you with their many legends and tasty, fresh, slow food cuisine with Mediterranean flavours.

However, Salerno is also a city to be experienced for its local beauty, authentic culture and culinary tradition.

There are many activities that an area as vast and diverse as Salerno can offer 365 days a year.
Boat trips, gastronomic walks to discover local flavours, nature and historical-cultural walks.



Premium
TOUR & TRANSFER

Imagine ploughing through the crystal-clear waters of the Mediterranean, admiring unforgettable panoramas that will leave you breathless.

ALIA
CHARTER

www.aliacharter.com

A fantastic Marlin 40 complete with all accessories and equipped with 3 latest-generation, low-consumption 350-horsepower engines.
With its extraordinary performance, it can take you to discover the entire Amalfi Coast without the slightest hesitation and with the most pleasant comfort at sea.
Cleverly designed and functional, this boat is designed to offer an unforgettable sailing experience.
The spacious cockpit features a large convertible dinette, perfect for relaxing in the sun during the hottest days and spending pleasant moments in good company.

Choose & Book Now

- All Inclusive Boat Tour
- Prestige Boat Tour
- Speed Boat Taxi
- Boat Rental with Skipper



A LAND TO BE DISCOVERED

365 DAYS A YEAR

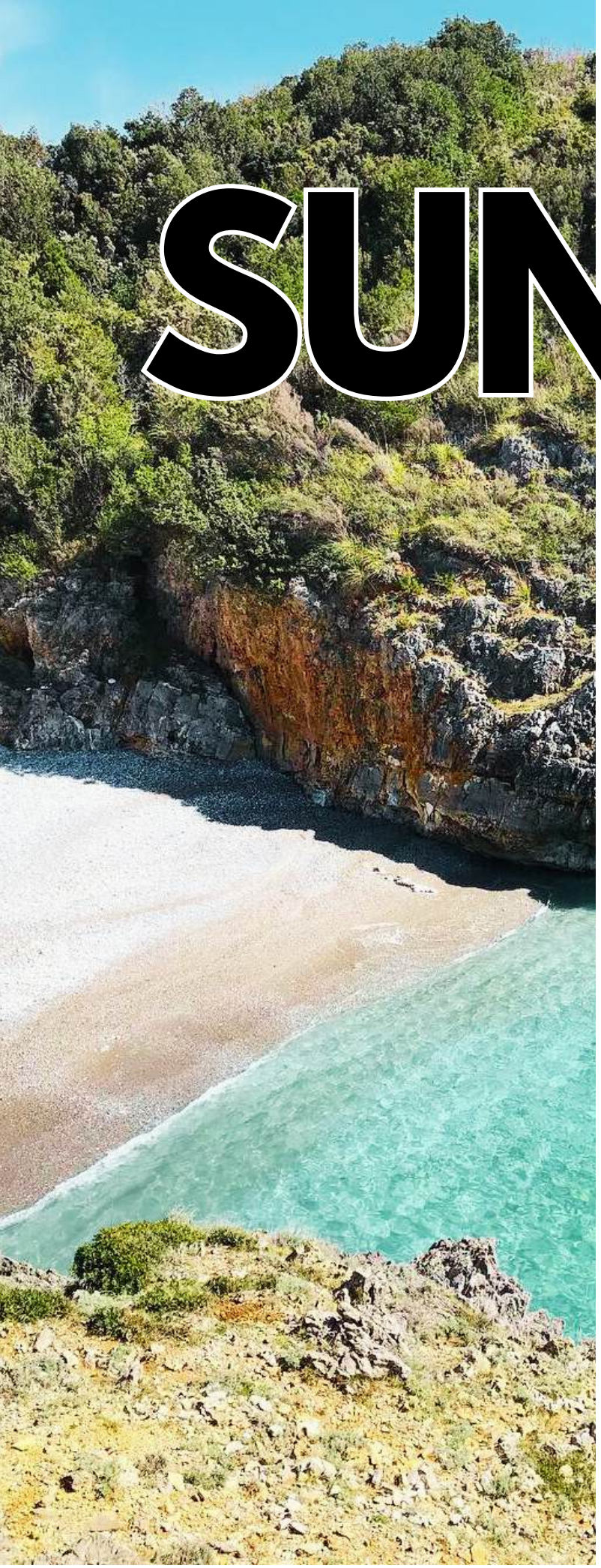
In summer, Salerno is the destination of choice for tourists from all over the world attracted by its history and proximity to the Amalfi and Cilento coasts.
A wide range of boat tours and maritime connections allow visitors to enjoy a unique and entertaining experience, visit the most characteristic villages or dive into the crystal-clear waters of the Gulf of Salerno**.**

In **autumn** and **spring**, it is the ideal place to enjoy a peaceful holiday with all the comforts of a tourist town but without being affected by the chaos of the larger, busier neighbouring cities.
Thanks to the AV railway station, it is easy to reach Naples, Rome and Florence in just a few hours.

In **winter** and during the **Christmas time**, the city is dressed in a magical and evocative atmosphere thanks to the long-standing tradition of Luci d'Artista.
The light installations created by internationally renowned artists are a mix of creativity, innovation and tradition.
A magnificent thematic path transforms the main streets of the city of Salerno into a true spectacle of light and colour.

Whatever the time of year, Salerno offers its history to those who wish to visit it. Just stroll through the streets of the historic centre to rediscover the political and commercial value that the city has had in past centuries.
But there is more!

Salerno lies between two of Italy's most important archaeological sites that are UNESCO World Heritage Sites: to the north the excavations of Pompeii and Herculaneum, to the south the Greek temples of Paestum.



ENJOY THE SUNNY DAYS

SPRING/SUMMER COLLECTION

The Mediterranean climate that characterises the province of Salerno allows for mild, albeit rainy winters and warm, sunny summers.

Summers are 'long': the hot days begin in April and end in October.
A long period, therefore, to take advantage of for long walks, trekking excursions, visiting archaeological sites and exploring lesser-known and crowded villages.

Spring is the best time to experience the Amalfi Coast when it is not yet overrun by the summer crowds, when the first flowers begin to bloom and colour the landscape with their characteristic hues.

Or enjoy the quiet Cilento coastline, with the Cilento and Vallo di Diano National Park and its man-made and natural landscapes.

'HERE, IN THIS PLACE THAT IS NOT OF THIS WORLD, WHERE EVERY LOOK IS ALREADY EMOTION AND EVERY THOUGHT IS ALREADY A DREAM, HERE YOU CAN. '

ENJOY THE

QUIETEST SEASON

AUTUMN / WINTER COLLECTION

Luci d'Artista, Xmas Holidays and New Year's Eve

Every year, the city of Salerno is enveloped in the evocative Christmas atmosphere thanks to the 'Luci d'Artista' event, an enchanting event that transforms the city into a veritable open-air museum of light.

From November to January, the city is clothed in a magical atmosphere that invades the city streets with lights and colours, in a unique luminous path capable of thrilling and enchanting young and old.

The Luci d'Artista attracts visitors from all over the world and offers a unique experience for young and old alike, who stroll along the streets illuminated by luminous works of art that stand out among the city's historic buildings and squares.

The event of 'Luci d'Artista' is also the right pretext for the city of Salerno to offer a rich programme of side events, including concerts, theatre performances, Christmas markets and children's workshops:

A unique opportunity to spend quality time with family and friends and enjoy the magic of Christmas in Salerno.

Those who have had the good fortune to visit the Amalfi Coast in both the summer and winter periods have been doubly fascinated: you will feel privileged to be able to calmly visit Amalfi and its famous cathedral and its characteristic alleyways, smell the scents of Christmas wrapped in lights and decorations, and taste the typical Amalfi cuisine.



B&B & AND HOLIDAY HOMES IN SALERNO

ECSTRA



A selection of accommodations in Salerno Area associates full of enthusiasm, full of energy, willing to confront each other, coming from different professional horizons and life experiences, united by the desire to enhance their territories and offer their guests unique emotions, always striving to provide the best and to take care of every detail in order to improve guest's experience and welcome.

Top Accommodations in

01 B&B and Boutique Hotels

Enjoy personalized service and unique accommodations in a Bed and Breakfast or Boutique Hotel. These intimate establishments offer a variety of amenities, from gourmet breakfasts to stylish decor. Experience the heart of a destination with local insights and a cozy atmosphere.



02 Holiday Homes & Aparthotels

Home away from home! Vacation rentals and aparthotels provide the flexibility and comfort of a private residence. With fully equipped kitchens and spacious living areas, these accommodations are perfect for families or groups. Explore local neighborhoods and enjoy the freedom to create your own itinerary.



03 Country Houses & Farms

Escape to the Italian countryside and immerse yourself in nature. Country houses and agritourism offer a peaceful retreat, often with stunning views and access to local produce. Enjoy authentic experiences, such as farm-to-table dining and outdoor activities.





YOUR DIGITAL TRAVEL GUIDE in Campania

CREATE YOUR UNIQUE EXPERIENCE
Customize your holiday in Campania and make it truly unforgettable. Discover Campania: book excursions and live unique experiences. The easiest way to explore Campania like a local.

NO WAITING
Explore Campania at your own pace, wherever you are. Discover Itineraries, points of interest and local guides. Book your next experience without worries.

START YOUR ADVENTURE
The feeling of planning the next adventure in Campania is unmatched, and even more so is choosing the ideal service with the help and guidance of a local.

Download Now

- Travel Tips
- Transportation Tickets
- Entrance
- Day Trip & Experience

Tours & Experiences

01 Walking and Local Experiences

Feel the authenticity of the area with walks to discover the hidden corners of the city and neighbouring towns and let yourself be moved by local experiences, to take an unforgettable memory with you.



02 Nature Hikes

Our nature guides will accompany you through parks and nature reserves, breathtaking landscapes and sheer cliffs.
Lots of itineraries with varying degrees of difficulty, ideal for those who love nature and exploration.



03 History & Archaeology

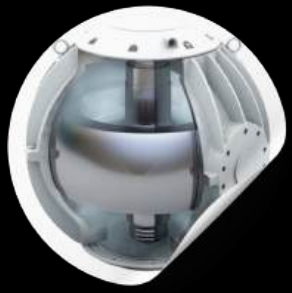
Thanks to our specialised guides you will visit the most beautiful places in Campania.
We will accompany you to discover the wonders of Naples and Pompeii, the villages of the Amalfi Coast and the history of Cilento.



STABLE Boat Tours



We redefine your concept of navigation.



Cruises on the Amalfi Coast with 360° stabilised boats with state-of-the-art technology for maximum comfort

Boat Tours

01 Easy Boat Tour

Thanks to the Easy formula of our shared tours you will board our small boats or motorboats, lasting half or full day, ideal for those wishing to spend time on the Amalfi Coast at the best price.



02 Classic Boat Tour

The most classic of boat tours on the Amalfi Coast.
You will board comfortable boats and share a full day cruise with a small group, pampered by our skippers and hostesses, with swimming stops and landings.



03 Prestige & Luxury

Embrace the elegance of the Prestige and Luxury yachts in our fleet with impeccable exclusive service and an itinerary designed and built just for you.
Choose the luxury of our private cruises.



Rentals & Transfers

01 Taxi & Water Taxi

Car, Van, Bus: a dense network of door-to-door transport from the airports of Salerno Amalfi Coast and Naples to your accommodation. Skip the road traffic and opt for a hassle-free journey by water taxi. Furthermore we connect you to the vibrant towns of Amalfi and Cilento Coasts.



02 Car & Moto Rental

Rent a car from Salerno airport or hop on a scooter from our collect points in the city to start your adventure through the breathtaking landscapes of the Amalfi Coast. Wind along scenic coastal roads, marvel at panoramic views of the Mediterranean Sea, and stop at charming villages nestled into the cliffs.



03 Rent a Boat with/without Skipper

Discover the freedom of exploring the Amalfi Coast at your own pace with our boat rental services in Salerno and Vietri sul Mare. Whether you're seeking a leisurely cruise or an adventurous voyage, renting a boat without a license or with a skipper provides the perfect opportunity to experience the stunning coastline from the sea.



COLOURS OF THE HINTERLAND

Explore Salerno Region and the most beautiful places of Italy South

Castles & Ancient Villages



Campania Felix as it was called by the ancients is a region rich in history and poetry. A destination that offers the opportunity to tell its story through the natural landscapes, art, culture and hospitality of its inhabitants.

Examples of the most interesting inland locations are:

Cava dei Tirreni: a place of selected tourism, offering culture, history, architecture, art, environment, pleasant woods and green hills close to the sea, mountain excursions and itineraries between the green and the sea.

Teggiano: called a town-museum because of its unparalleled charm and art treasures, declared a UNESCO World Heritage Site, it is a medieval jewel that tells visitors all about its history, culture and nature. The town, perched on a hill, proudly displays its ancient origins.

Roscigno Vecchia: 'the village that enchants'. A hamlet abandoned by landslides and left untouched by time. And so it is still possible to be swept away by the atmosphere of times gone by when crossing the square with the mother church, the drinking troughs and public wash houses. All around is a curtain of houses with shops, stables, and narrow streets.

Padula: is among the most enchanting villages in the Cilento and Vallo di Diano National Park area. The ancient village enchants with its stone portals and characteristic narrow streets, but Padula is best known for its imposing Charterhouse of San Lorenzo, which holds the record of being the largest in Italy.

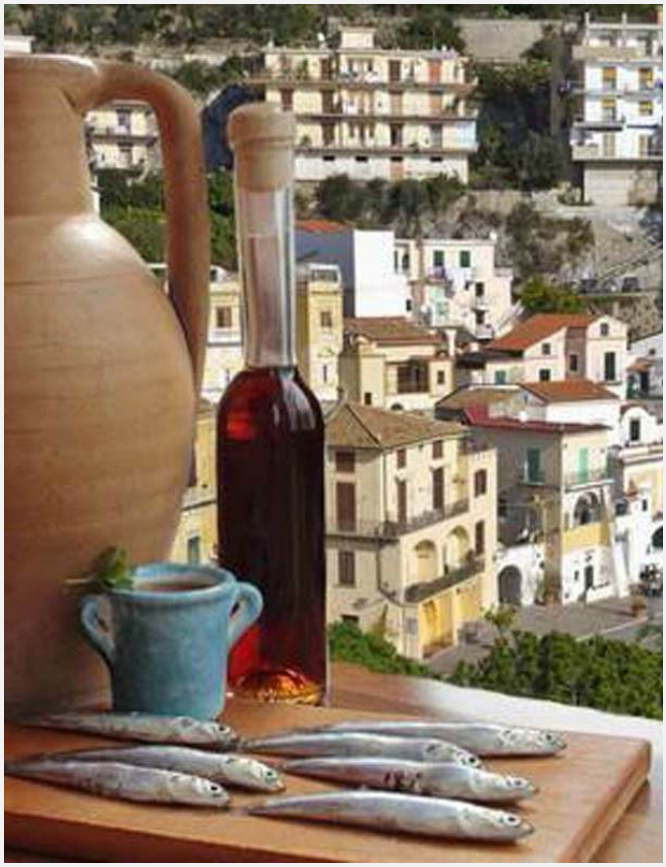


SCENT OF THE SEA

Explore Salerno Region and the most beautiful places of Italy South

Costal Seaside Villages





Vietri sul Mare: is the first pearl of the Amalfi Coast coming from Salerno. Proclaimed a Unesco heritage site in 1997, it offers a unique experience. Its breathtaking landscapes and the art of ceramics, the symbol of this land, make this village a real jewel.

Cetara: the small fishing village on the Amalfi Coast nestled between the sea and the mountains, has always been considered a niche tourist destination thanks to its deep connection with traditional economic activities, primarily fishing, thus preserving, practically intact, its charm as a fishing village.

Castellabate is one of the oldest villages in the Salerno area. Located in the Cilento Natural Park, it is a village rich in history and culture, protected by UNESCO and a renowned seaside resort on the Cilento Coast.
A visit to the medieval village, full of alleys, stairways, squares and typical small houses, all immersed in an evocative and overwhelming atmosphere, is a must.
Standing out is the castle that gives the location its name, as well as a series of breathtaking views of which to take souvenir photos.

Agropoli is a city rich in history, starting from the Greco-Roman era, passing through the barbarian, Byzantine and Saracen domination, up to the power of the bishops that lasted throughout the Middle Ages.The village of Agropoli preserves its ancient centre and part of the city walls. Agropoli's sea has been awarded the Blue Flag several times.

FLAVOURS OF TRADITION

Explore Salerno Region and the most beautiful places of Italy South

the Routes of Food & Wine





Italian cuisine is among the most appreciated in the world, so it is impossible to visit Campania without tasting the local cuisine, rich in Mediterranean flavours and fresh produce, immersing yourself in cultural traditions handed down through generations.

It is no coincidence that Campania is also the cradle of the Mediterranean Diet, an eating style based on the consumption of typical products from the countries of the Mediterranean basin, born in the Cilento region thanks to its biodiversity.

Guided gastronomic experiences will allow you to get to know not only the typical flavours and aromas, but also the secrets of preparing the most famous dishes of this land!

All framed by dreamlike landscapes and panoramas that will contribute to leaving an indelible memory.

The geography of Campania is astonishing for its two sides: on one side, the sea caresses the rocky coastline, on the other, the mountains extend towards the sky.

So why not take advantage of such richness and spend some time away from the city chaos and in contact with nature, the smells and tastes of this land?

Guided visits to wineries with tasting of local wines will help you discover the essence of our land.

FOODS • WINES • CRAFT • TOURISM

CAMPANIATIPICA

CAMPANIAN EXCELLENCES, TYPICAL FOR LOVE



Campania Tipica is a quality brand that selects and sells the excellence of Campania among Food, Wine, Crafts and Tourism and mixes them together to make you live unique and unforgettable experiences.

Our experts select small local producers, artisans and experience providers every day, to offer you a sustainable, natural and always high-quality product.


IT WebSite
SalernoIncoming.it
EN WebSite
AmalfiCoastActivities.com
LET YOURSELF BE INSPIRED
BY A LAND TO LOVE