

Media kit

20
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**Italian
destinations
are increasingly
attractive to
foreign markets**

01

**06 Introduction by Ivana Jelinic, Chief
Executive Officer of ENIT S.p.A.**

**Ivana Jelinic CEO,
ENIT S.p.A.**



FITUR is one of the most influential trade fairs in the international tourism sector. ENIT, the Italian tourist board, is participating as always, showcasing the jewels of Italy's offering. We are here to promote our destinations, which are increasingly competitive and attractive to foreign markets. This 2026 edition highlights sustainability, innovation and digitalisation, areas we have been working on for some time, in order to attract younger visitors to Italy as well. The younger generations, in particular, are calling for a leap forward across the industry, and we are responding to that call. Coming here enables us to interact with the main stakeholders in the tourist industry, providing us with an opportunity to build networks and create new synergies, while showcasing our local excellence, from our natural and artistic heritage to our offerings in terms of experiences, food & wine, and luxury. This is an essential event for introducing Italy to the Spanish market and beyond, interacting with industry professionals and with public, who will have the chance to explore our destinations, enjoy interactive experiences and find out about our tourist

offering first hand. This is latter element is fundamental, as travellers choose Italy because they want to try unique experiences and come into direct contact with Italian products through unique tours and experiences. Spain is one of the key markets for foreign visitors to Italy, and more and more Spanish travellers are choosing to spend their holidays here, investing and generating value for our local areas and communities. We believe we still have many areas, especially inland ones, to introduce to the world, and taking part in events such as this is therefore an unmissable opportunity.

Ivana Telinic

CEO, ENIT S.p.A.

Tourism in Italy

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Consolidated leadership

Italy's status as one of the world's best-loved tourist destinations is well known but also supported by empirical evidence. Indeed, with a GDP contribution of 237.4 billion euros by the end of 2025, Italy is once again confirmed as a leading destination on the global tourism scene. Its role will be increasingly strategic in the coming years, with estimated growth set to raise the value of its tourism to 282.6 billion euros within the next decade (ENIT Research Department based on WTTC data).

In the first seven months of 2025 alone, Italy ranks second in Europe for international turnout (151.8 million) and total stays (268.4 million), as well as third for domestic flows (116.6 million). If we also include the August seasonal peak, Italy retains 2nd place after Spain for the January-August period for foreign overnight stays with 191.6 million nights (ENIT Research Department based on Eurostat data).

This is Italy's tourism profile for 2025:

- +2.2% in total turnout at accommodation facilities between January and September 2025, with +4.1% for international turnout (ENIT Research Department based on ISTAT data)
- over 40 billion euros from international tourism between January and August (+5.3%) with a tourism income of 16.7 billion in the first eight months (increase of +6.7%) (ENIT Research Department based on Bank of Italy data)

Overall, in 2024, tourism expenditure had already reached 122.6 billion euros by Italian tourists and 55.2 billion by foreign ones. For 2025, total foreign consumption is expected to total 60.4 billion euros, with domestic consumption of 124.6 billion euros. Growth for Italian consumption is estimated at +1.6%, reaching +9.4% for consumption by foreign tourists (ENIT Research Department based on WTTC data).

In the first 10 months of the year, Italy welcomed 197.9 million international airport passengers, +4.7% compared to 2024. Those from Europe numbered 90.2 million, an increase of +5.7% (ENIT Research Department based on Assaeroporti data).

International markets play a primary role in this process of sustainable growth in Italy, which is attracting the markets that are the greatest sources of tourism as well as the biggest spenders. Leading the way are Germany, the USA, the UK and Spain, markets that bring value in terms of tourist consumption while also demanding an increasingly high-level and competitive service performance.

This growth strategy focuses on social and environmental sustainability, seasonal expansion in order to better distribute the anthropogenic load, and participatory involvement of communities and businesses in tourism processes.

WTTC monitoring results

This approach is already producing positive results, as demonstrated by WTTC monitoring data:

the greenhouse gas emission intensity of travel and tourism decreased between 2019 and 2023 (-2.9% GHG emissions in kg of CO₂ per USD of annual tourism GDP);

a low-carbon energy consumption of 7.9% relating to total energy consumption for travel and tourism, compared to the global average of 6%;
15.5% of freshwater consumption relating to travel and tourism (in cubic metres used per 1000 USD of annual tourism GDP) compared to the average of around 28%;

1.34 million jobs for women in tourism (direct and indirect supply chain), an increase on the figure of 1.28 million of 2019;

48.6% of total direct female employment (707,000), compared to the European average of 47.8%;

17.1% high-wage employment in tourism out of total employment in 2023, compared to the European average of 15.4%;

reduction in youth unemployment, with 134,000 young people directly employed in travel and tourism.

These are just a few figures from an economic sector of strategic importance increasing year-on-year, allowing us to make our tourism offering increasingly modern, inclusive, sustainable over time and also economically significant.

Female employment in tourism in Italy.

Source: ENIT Research Department based on WTTC data

1.34

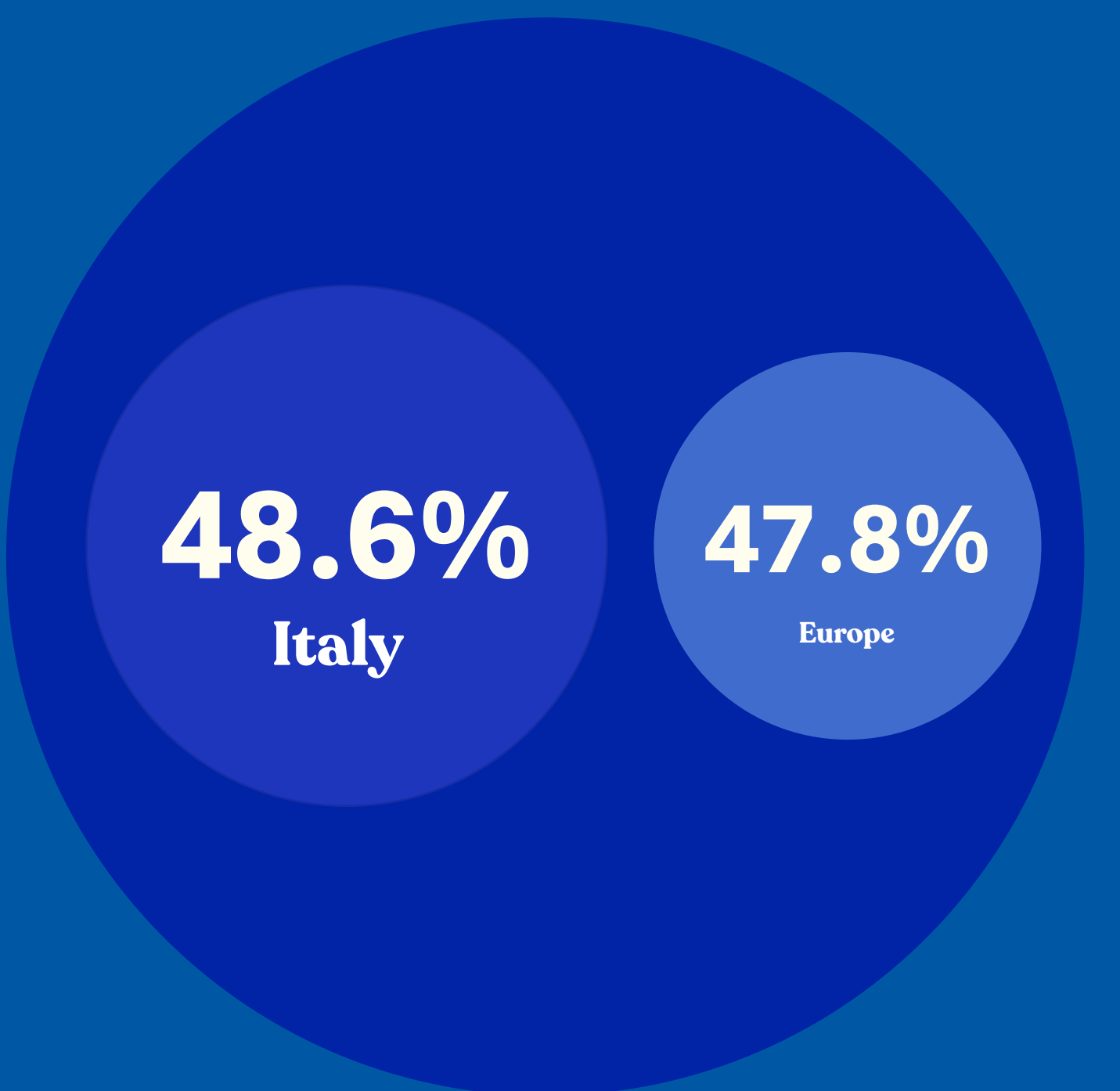
2023

1.28

2019

**Direct female employment in Italy
and Europe**

Source: ENIT Research Department based
on WTTC data



The infographic features a large dark blue circle in the center. Inside this circle are two smaller circles: a medium blue one on the left and a light blue one on the right. The left circle contains the text '48.6%' and 'Italy', while the right circle contains '47.8%' and 'Europe'.

48.6%
Italy

47.8%
Europe

17.1%

Source: ENIT Research Department based
on WTTC data

Italy

15.4%

Europe



134.000

**young people employed
directly in tourism**

+0,3%

26.7

**Manufacturing GDP supported
by travel & tourism**

+0,2%

6.97

**Medium/high tech GDP
supported by the travel &
tourism industry**

Italy is also improving its ranking for technological development and industrial diversification with a GDP of 6.97 billion dollars for medium/high technologies supported by the travel and tourism industry. This figure is also up by +0.2% compared to 2019.

In addition, tourism in Italy is contributing to an increasingly inclusive and sustainable industrialisation process, with 26.7 billion USD of manufacturing GDP supported by travel and tourism and an 8.91% share of total manufacturing GDP supported by the tourist industry, also showing growth of +0.3% compared to the pre-pandemic figures from 2019.

This trend is confirmed by the favourable positioning of luxury in Italy (Virtuoso's Top Global Destination in 2025), as well as honeymoons and family holidays.

Wellness tourism is also taking on a much greater role than previously thought, and we are witnessing a genuine shift towards more contemporary experiences such as wellness retreats. Wellness is no longer merely about having aesthetic or therapeutic treatments but having experiences with a positive physical, emotional and relational impact. These are precisely the kinds of experiences on which investments are focusing, both in Italy and abroad. This change is driven, in particular, by new generations seeking immersive, rejuvenating and authentic stays and holidays, in which spas are at the heart of relaxation and personal care and no longer ancillary services. Destinations therefore benefit socially, environmentally and economically from such innovations, and even more of our visitors can go home having had the iconic and life-enhancing experiences only found on holiday in Italy.

Italy: landscapes and infrastructure

03

- 22 Italian Regions and Regional capitals**
- 23 Railway stations served by high-speed trains**
- 24 Italy's main ports by number of arrivals by region (ferries and cruise ships) in 2024**
- 25 Italy's main airports for international arrivals by region in 2024**



Railway stations served by high-speed trains

Source: Trenitalia and FS Italiane



Italy's main ports by number of arrivals by region (ferries and cruise ships) in 2024

Source: ENIT Research Department based on Assoporti data



Italy's main airports for international arrivals by region in 2024

Source: ENIT Research Department based on Assaeroporti data



Italy's regions

04

Description of the region

Within Europe, Abruzzo stands out as the true green heart of the Mediterranean, nestled between the Adriatic Sea and the highest peaks of the Apennines, with much of its land protected by three national parks, one regional park and dozens of nature reserves. It has four main centres, the capitals of its respective provinces: Chieti, Pescara, Teramo and L'Aquila, the latter also being the regional capital. Abruzzo is a land endowed with a widespread network of small villages and ancient hamlets full of millennia-old charm, all safeguarding a precious, unique heritage of art, traditional wisdom, and fine food and wine products.

It is easily accessible from all over Italy and abroad thanks to Abruzzo International Airport, located a few kilometres from the centre of Pescara, with seasonal direct flights to and from Girona and Valencia, as well as the nearby Rome airports of Fiumicino and Ciampino. The A14 Bologna-Taranto motorway and the Adriatic railway provide north-south links, while the 'parks motorway' (A24 and A25) and the Rome-Avezzano-Sulmona-Pescara railway link the coast and inland areas to the capital and the Tyrrhenian coast. A network of private coach operators further connects the regional capitals with major cities such as Rome, Naples and Florence.



Hiking in the Gran Sasso d'Italia.
© Regione Abruzzo

The region's tourist profile

Unspoilt nature, crystal-clear lakes and rivers, ancient villages steeped in history, walking trails and cycle paths set in dreamlike landscapes – ranging from Adriatic beaches and flowering hills to vast, silent plateaus and majestic Apennine peaks. Add to this fairy-tale castles, hermitages and spiritual sites, fine food and wine delicacies, splendid palaces and places of art straight out of a film set, and beech forests with UNESCO World Heritage status.

A land of enchantment and infinite wonder, Abruzzo is a destination to be explored slowly and with curiosity, drawing its uniqueness from the colourful variety of its landscapes. It is an ideal destination for enthusiasts of all forms of active tourism, to be enjoyed year-round through sport, nature, adventure and outdoor experiences. A true place of the soul, offering far more than you might expect.



Basilica of Santa Maria di Collemaggio, L'Aquila.
© Matteo Ciommi

Regional fun facts

01 A journey by historic train on the Sulmona-Carpinone-Isernia railway, formerly known by the evocative name of Transiberiana d'Italia and now called the Ferrovia dei Parchi, which reaches an altitude of 1,268.82 metres combined station of Rivisondoli-Pescocostanzo, making it the highest line in the network after the Brenner railway.



1.268,82
metres above sea level



Lake Scanno.
© Cesidio Silla

02 Observed from a certain point that can be accessed via a convenient path from the village centre (the Sentiero del Cuore) - a favourite spot among lovers of all ages - the perimeter of Lake Scanno forms an original and romantic heart shape.

03 In the heart of the Maiella National Park, the village of Pacentro is home to Abruzzo's first zipline, from where you can enjoy all the splendour of the Peligna Valley while sliding along in complete safety.



04 Thanks to the Arteparco project, contemporary artworks can be admired in the Abruzzo, Lazio and Molise National Park, immersed in nature and easily accessible from Pescasseroli via signposted trails. Each year, the project is enriched with a new installation.



Grotta del Cavallone.
© Speleo Club Chieti



05 The Grotta del Cavallone, at an altitude of 1475 metres between the towns of Taranta Peligna and Lama dei Peligni, is one of Europe's highest visitable karst caves. It is accessible via a scenic basket lift that provides spectacular views of the Aventine area. It is one of the 95 geosites in the Maiella National Park, recognised as a UNESCO World Geopark in 2021 under the name 'Majella Geopark'.

Highlights for 2026

In 2026, L'Aquila will be the Italian Capital of Culture, hosting a series of events which will be presented on the dedicated website <https://laquila2026.it/>. In late August, the regional capital will also host the 732nd Celestinian Forgiveness Celebration, awarded UNESCO intangible cultural heritage status in 2019, with the opening of the Holy Door in the Basilica of Santa Maria di Collemaggio. On Easter Sunday (5 April), the picturesque Piazza Garibaldi in Sulmona will host the Running Madonna re-enactment, one of the most important religious celebrations held in Abruzzo at Easter time. The squares and narrow streets of Chieti are the setting of another holy event, the solemn Good Friday procession (3 April), recognised as one of the oldest in Italy. On 1 May, the village of Cocullo hosts the Festa dei Serpari, one of the most heartfelt and popular folk events, with the statue of St Dominic carried in procession entirely covered in reptiles. In the summer, the Peligna Valley hosts the Giostra Cavalleresca medieval games in Sulmona (various dates in June and July) and the traditional Corsa degli Zingari race in Pacentro on Sunday 6 September.

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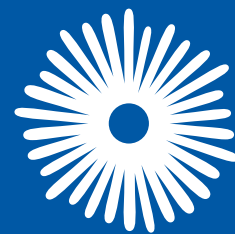
The 'Running Madonna' procession, Sulmona.
© Regione Abruzzo

Description of the region

Calabria is an authentic land, where thousands of years of history and wild nature intertwine in a unique balance in the heart of the central Mediterranean. Here, the legacy of 'Magna Graecia', with sites such as Locri and Capo Colonna, coexists with Norman castles, perched medieval villages and living traditions that tell the story of different cultures merged over the centuries. Among its spectacular landscapes, more than 800 km of coastline overlook the crystal-clear waters of the Ionian and Tyrrhenian Seas, with scenic cliffs and pristine beaches. Inland, the Sila, Aspromonte and Pollino parks offer immersive itineraries through forests, mountains and rural villages, perfect for trekking, cycling and slow tourism. Calabria also delights the senses through its flavours: the unique bergamot, the red onion of Tropea, the 'nduja of Spilinga, indigenous wines such as Gaglioppo and Magliocco, along with historic oils, breads, a unique variety of cured meats, and typical cheeses, form a gastronomic heritage with a strong identity. For the traveller, every encounter becomes an experience: welcoming communities, natural rhythms, cultural and nature trails offer a deep immersion in a region that leaves its mark while revealing, step by step, its truest soul.



San Giovanni in Fiore, Lorica, Lake Arvo.
© Regione Calabria



CALABRIA
STRAORDINARIA

The region's tourist profile

Calabria has a rapidly growing and increasingly international tourism profile. In the first seven months of 2025, 1,024,196 arrivals and 4,347,992 turnouts were recorded, an increase of more than 7% and 6%, respectively, over the previous year. Foreign demand plays a decisive role, reaching record levels and bringing the internationalisation rate to 23.4%. Two main targets emerge: Italian tourists seeking sea, nature and relaxation, and international travellers drawn to natural and cultural heritage. The average stay of four days suggests a propensity for concentrated but experience-rich visits. The growth of the non-hotel segment further confirms the region's ability to offer broad, flexible and affordable accommodation. Visitor profiles are therefore oriented towards authentic exploration, with a strong interest in the environment, culture and local traditions. This positions Calabria as suitable for families and couples seeking a sea and nature holiday, and international travellers eager to discover a genuine, off-the-beaten-path region.



The Tracciolino Trail.
© Luca Fregola

Regional fun facts

01 Thanks to a generous climate and a deep respect for tradition, Calabria tells its story through flavour. From the unmistakable sweetness of Tropea's red onion to the intense aroma of bergamot, the spicy notes of chilli pepper, seafood specialities along the coast, and on to cured meats and cheeses from inland areas, each product is the result of ancient traditions and production methods that respect seasonality and nature. Every ingredient reflects a deep bond with the land, forming the basis of simple yet characterful dishes that turn every culinary experience into an opportunity for genuine discovery.



Amantea.
© Vincenzo Stranieri.



02 The Ciclovía dei Parchi is a cycling route of around 545 km running longitudinally through Calabria along the Apennine ridge, from Laino Borgo in the north-east of the region to Reggio Calabria in the south. It crosses four major protected areas – the Pollino, Sila and Aspromonte National Parks, and the Serre Regional Nature Park – as well as numerous reserves and safeguarded zones. These areas preserve unique biodiversity and unspoilt views, ideal for those people looking to get in touch with nature, while promoting sustainable tourism that showcases local communities. Travelling the Ciclovía combines adventure with slowness, offering an in-depth experience of Calabria through forests, mountains, valleys and small towns.

03 Calabrian villages are treasure troves of history where time seems to stand still. Slow tourism finds its ideal expression here: living communities of artisans working by hand, elders passing on dialects and legends, and families opening their kitchens to share centuries-old recipes. Walking through stone alleyways, intimate squares and ancient houses overlooking the sea or perched on mountain ridges means not just observing, but participating: sharing rituals, festivals and everyday moments that turn travel into a deeply human experience.



Bivongi, the "Mamma Nostra" Procession.
© Maria Pia Russo.

04 Calabria's coastline embraces two seas, the Ionian and the Tyrrhenian, offering a rare diversity of landscapes. Long stretches of golden sand alternate with rocky coves, jagged cliffs and hidden bays, guaranteeing tranquillity and direct contact with nature. Snorkelling and diving reveal rich sea beds, sea caves and breathtaking views; kayaking and paddleboarding offer a slow, immersive way to explore secluded coves and stretches of coastline inaccessible by land; sailing, windsurfing and kitesurfing benefit from consistent winds that create ideal conditions for dynamic experiences. Often guided by local centres and specialised schools, these activities allow visitors to enjoy the sea in an active and sustainable way, turning a holiday into an opportunity for adventure, movement and a deep connection with the marine environment.

05 Calabria is one of the Mediterranean's oldest and most layered territories, a true crossroads of civilisations. Greeks, Romans, Byzantines, Normans, Swabians and Aragonese have all left their mark on landscapes and local identities. From Magna Graecia cities to medieval castles dominating hills and headlands, and Byzantine monasteries carved into rock, each site tells a different chapter of European history. Museums, archaeological parks and historic villages preserve artefacts and works of art that keep dialogue with the past alive. Visiting Calabria means walking between different eras and discovering a land that does not simply preserve its memory, but transforms it into shared culture, offering visitors a rich, surprising and profoundly authentic heritage.

Highlights for 2026

A highly anticipated event in Catanzaro for 2026 is the Jova Summer Party, scheduled for 22 August at the Calabria Music Arena. One of the most important food and wine events is the Peperoncino Festival in Diamante (CS), with entertainment, tastings and exhibitions. The region will also host large religious events, linked to ancient traditions handed down through the ages. One of the best times of the year to experience Calabria's traditions is from February to August. The season opens with the region's major historical carnivals — from Castrovillari to Alessandria del Carretto, in the province of Cosenza — and continues with the evocative rites of Holy Week. In the Reggio area, highlights include the famous Varia di Palmi, held every three years, and the Infiorata of Taurianova, a spectacular event that transforms the city into a vibrant floral celebration. Other traditional events not to be missed are those of the arbëreshë communities (vallje), the Vattienti of Nocera Terinese (CZ) and Verbicaro (CS) and the Persephoni of Bova (RC).

General contact details for further information

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Alessandria del Carretto, carnival.
© Vincenzo Adduci.

Description of the region

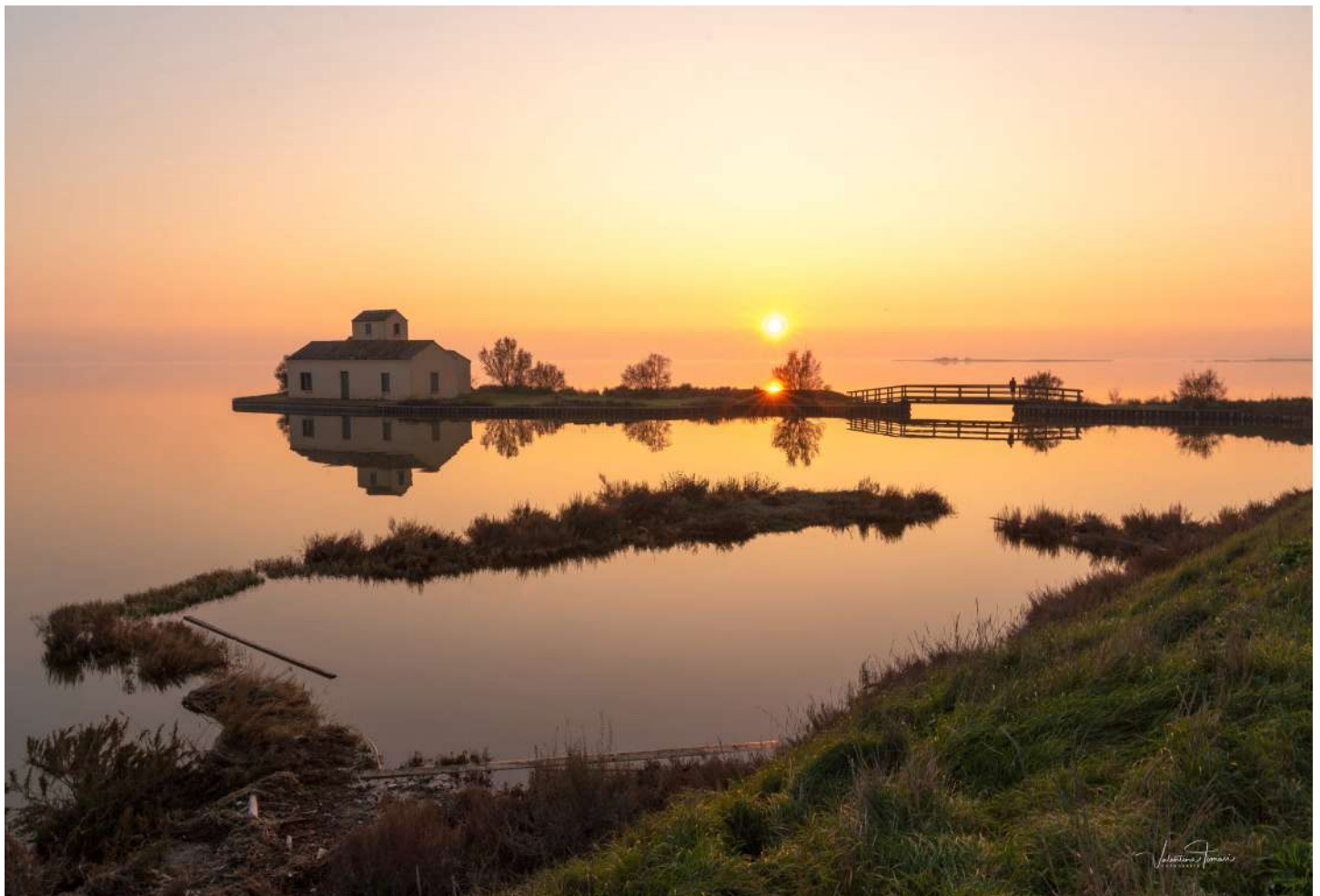
Emilia-Romagna: a land of endless discoveries. The bewitching atmospheres of its 10 Cities of Art with their treasure troves of history and culture and 17 UNESCO awards, the greenery and nature of its Apennine localities, fun in winter with 15 ski resorts and perfect trekking bases in summer, thanks to 2 national parks, 14 regional parks and as many nature reserves, not to mention 22 paths for ramblers and pilgrims crossing the entire region and 9000 km of cycle paths. There is also the appeal of the Motor Valley and its brands, from Ducati to Ferrari, Maserati, Lamborghini, Dallara and Pagani, and the Adriatic Riviera of Emilia-Romagna with its 110 km of sandy beaches, Europe's largest Amusement Park district and the Wellness Valley. Thermal wellness is offered at 23 centres, set in charming locations ranging from seaside resorts to villages in the Apennines. Food and wine reign supreme in this region, which boasts no less than 44 PDO and PGI products, from Prosciutto di Parma to Parmigiano Reggiano and from Lambrusco to the Traditional Balsamic Vinegar of Modena and Reggio Emilia, not to mention award-winning cuisine (one 3-star, two 2-star and 22 1-star Michelin restaurants), Parma, a UNESCO Creative City for Food and Wine, 26 Food Museums and Casa Artusi in Forlimpopoli. Add to that 200 historic theatres and 500 museums, 58 historic villages, 20 historic house museums, and a network of around 100 manors, fortresses and forts along the Via Emilia, from Piacenza to Rimini.



Via Galliera porticoes, Bologna.
© Marco Augusto Ghilardi

The region's tourist profile

With its natural hospitality and advantageous geography, Emilia-Romagna offers a diverse array of products, destinations, and tourist experiences. The target audience for the region is therefore broad, heterogeneous, diverse in terms of age, lifestyle, spending power, and kinds of experience sought. Active retirees with time to spare, families with children seeking affordability and hospitality, young adults looking for experiences, Generations Z and Alpha interested in leisure and entertainment, as well as organised tour groups and communities with shared interests: in Emilia-Romagna, everyone can find at least one tourism option tailored to their needs. To name just a few, seaside holidays, cities of art, spas, the Apennines and Nature Parks, the Via Emilia with the Food Valley and the Motor Valley and as well as the Wellness Valley, the Sport Valley with major sporting events, active and slow holidays, golf, hiking, castles and historic villages, inclusive tourism, the Meeting Industry, and film tourism.



Casone Donnabona, Comacchio Valleys.
© Valentina Tomasi

Regional fun facts

- 01 The most famous types of fresh pasta in the world come from here: lasagne, tortellini, tagliatelle, maccheroni al pettine, strozzapreti and more besides.



Parmigiano Reggiano PDO.
© Dell'Aquila Fabrizio



- 02 A succession of 664 arches stretching for 3.796 km makes the portico that climbs up to the Sanctuary of the Madonna di San Luca in Bologna the longest in the world.

- 03 It is the only Italian region to take its name from a road, the Via Emilia, which has connected Piacenza to Rimini for over 2000 years.



- 04 'Spaghetti Bolognese' does not actually exist, but we would be happy to invite you to try a piping hot plate of tagliatelle with ragù 'alla bolognese'.

Cycle tourism, mountains near Bologna..
© Wok Photography



- 05 Italy's Tricolour flag originated in Reggio Emilia in 1797. The Tricolour Hall and Museum offer an essential insight into its history.

Highlights for 2026

There will be many events of national and international importance in Emilia-Romagna in 2026.

Routes Europe, the most important airline industry networking event, bringing together key stakeholders from airlines, airports and destinations, will be hosted in Rimini for its 19th European edition from 18 to 20 May 2026.

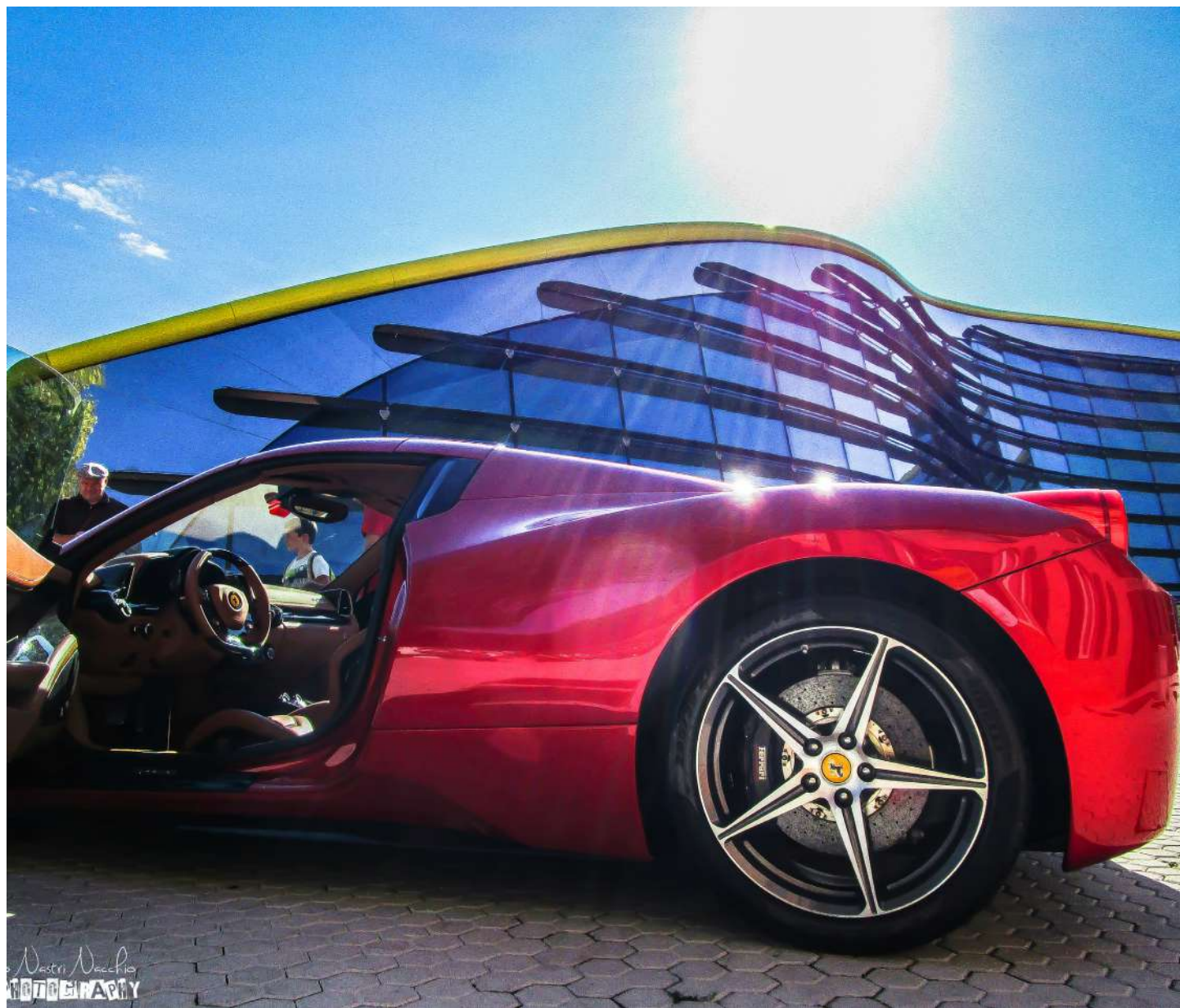
From 16 to 19 June 2026, it will be the turn of Velo-city, the world's most important cycling event, returning to Italy after 35 years. Over 1,600 delegates from over 60 countries are expected at the Rimini Palacongressi.

The region hosts a variety of eagerly-awaited motorsports events, from the Superbike World Championship (12–14 June) to the Moto GP Red Bull Grand Prix in San Marino and the Rimini Riviera (11–13 September), as well as WDW – World Ducati Week (3–5 July), a gathering for enthusiasts of this iconic Bologna-based brand.

Last but not least, the Emilia-Romagna HypER 5, five great marathons for runners eager to explore five cities of art in Emilia-Romagna and wishing to complete all the races within five years.

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Enzo Ferrari Museum, Modena.
© Angelo Nacchio

Description of the region

Between the peaks of the Alps and the Dolomites, the waves of the Adriatic Sea, the elegant squares of historic cities, the streets of small towns, UNESCO World Heritage sites, and the rolling hills of Collio and the Eastern Hills – where some of the world's finest white wines are produced – Friuli Venezia Giulia brings together many of the qualities that have long made Italy a source of inspiration for poets and travellers alike. Authentic and genuine, this land has transformed its position in north-eastern Italy, on the border with Austria and Slovenia and at the heart of Europe, into a true asset.



Basilica of Aquileia, UNESCO Site..
© Gianluca Baronchelli

The region's tourist profile

Friuli Venezia Giulia is a region that offers an extraordinary concentration of landscapes and cultures capable of appealing to a wide range of travellers within a relatively small area. From nature lovers to those seeking complete relaxation, the region presents a diverse array of services and experiences that cater to interests in culture, history, adrenaline-fuelled activities and slow tourism – without overlooking local flavours and traditions. Its offer is designed for families, outdoor and cycling enthusiasts, in addition to travellers in search of cultural discovery and memorable gastronomic experiences. The authenticity of the region, with its villages, natural reserves and short distances between sea, mountains and hills, makes Friuli Venezia Giulia a destination to be experienced in all its dimensions.



Cycling through the eastern hills of Friuli.
© Devis Solerti

Regional fun facts

01 Four main cities: Trieste, Udine, Gorizia and Pordenone.

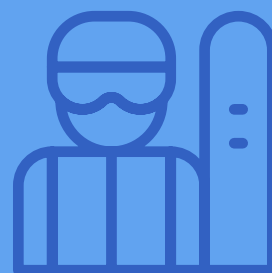


Piazza Unità d'Italia, Trieste.
© Gallina



02 Five UNESCO sites: Aquileia, Cividale del Friuli, the Friulian Dolomites, Palmanova and Palù di Livenza.

03 Six ski resorts: Forni di Sopra - Sauris, Ravascletto - Zoncolan, Piancavallo, Sappada - Forni Avoltri, Sella Nevea and Tarvisio.



04 Six food and wine routes, nine DOC wine areas and 90 million bottles of wine produced each year.



05 130 km of coastline, with two main beach destinations: Lignano Sabbiadoro and Grado.

Food and wine in Friuli Venezia Giulia: San Daniele ham and white wines.
© Gallina



Highlights for 2026

January

Tarvisio FIS Ski World Cup (17–18 January).

April – May

Far East Film Festival – 28th edition (24 April – 2 May), a leading international showcase for Asian cinema.

Giro d'Italia (30 May), with the race passing from Gemona del Friuli to Piancavallo.

July – August

No Borders Music Festival, featuring national and international artists performing in the region's mountain landscapes.

September

Palma alle Armi, a historical re-enactment held in the UNESCO-listed city of Palmanova.

Friuli DOC (Udine), a major food and wine event celebrating local flavours.

Gusti di Frontiera (Gorizia, 24–27 September), a festival dedicated to international cuisine.

Historical re-enactments and medieval events:

Mittelfest (Cividale del Friuli, 16–26 July), a major Central European cultural festival.

Palio di San Donato Historical Re-enactment (Cividale del Friuli, August)

Medioevo a Valvasone – 34th edition (September)

October

Barcolana Regatta (11 October), the iconic sailing festival and the most widely attended regatta in the world.

December

The Magic of Christmas in Friuli Venezia Giulia, with markets, nativity scenes and festive lights bringing cities and villages to life.

General contact details for further information

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Barcolana Regatta, Trieste.

© Gallina

Description of the region

Lazio offers a varied landscape, ranging from Apennines peaks and volcanic lakes to hills and countryside all the way to the coasts of the Tyrrhenian Sea, with sandy and rocky beaches and an area rich in art, history, nature, food and wine. Rome is the perfect starting point for exploring the whole of Lazio . To name just a few highlights, the province of Rome is home to the UNESCO World Heritage sites of Tivoli, Villa Adriana and Villa d'Este, while Cerveteri and Tarquinia house precious testaments to the Etruscan civilisation. The Old Appian Way, also recognised by UNESCO, is the ancient strategic axis that once connected Rome to the south and Mediterranean trade.

In the northern part of Lazio, known as Tuscia, Viterbo is the main city, with a large medieval historical centre featuring numerous churches and monuments, including the Papal Palace.

The Sabina area, on the slopes of the Sabini and Reatini Mountains, was a place where St Francis of Assisi lived and meditated, and its hills are renowned for their production of excellent extra virgin olive oil, fine wines and the famous Amatriciana sauce made with pork cheek.

Heading south, you come to Ciociaria, a rural land whose name derives from the ancient leather shoes worn by shepherds. This area offers picturesque natural landscapes, perfect for immersing yourself in an authentic environment that has stayed true to its roots.

On the coast, the Riviera di Ulisse Regional Park, with a hundred kilometres of coastline, and the Ponziene Islands archipelago offer a selection of outdoor activities. Here, sandy and rocky beaches and imposing cliffs alternate with romantic sea caves, making this part of the coast particularly enchanting.





The region's tourist profile

The future of tourism in Lazio is founded on the Region's ability to diversify its offering. Alongside its historical and artistic heritage, Lazio promotes experiences aligned with the latest trends: slow tours of historic villages, food and wine routes dedicated to local flavours, spiritual paths such as the Via Francigena and the Vie di San Benedetto, and wellness stays in spa resorts. This is not merely tourism but an invitation to experience the local area in a slow, authentic and respectful way.

Tourism is not just hospitality but genuine relationships. This is why the Region intends to actively involve communities, giving them a role in local tourism development. Their participation ensures authenticity, protects traditions and contributes to an offering that does not merely host visitors but brings the area to life. Networking of destinations and local businesses is key to creating integrated tours and experiential packages that meet the needs of a wide variety of visitors, from sports enthusiasts to senior citizens. Our goal is not only to grow but to do so responsibly. Promotion of tourism in Lazio is based on the principles of environmental, economic and social sustainability. The region intends to preserve local identity, reduce ecological impact and combat phenomena such as overtourism and gentrification. Our strategies are aimed at quality and local area protection, transforming tourism into a driver for widespread well-being.



Castel di Tora.
© Regione Lazio

Regional fun facts

01 The Castelli Romani - a hilly area just outside Rome, historic holiday destination of popes, emperors and noble families, chosen for its pleasant and always cool climate. With a multitude of villas and elegant palaces, it is also famous for its fine cuisine.



Genzano Flower Festival.
© Regione Lazio



02 The Riviera di Ulisse - an incredibly beautiful stretch of coastline reaching from San Felice Circeo to Gaeta. It takes its name from the mythological figure of Ulysses, Greek hero and protagonist of the Odyssey, who stopped here during his legendary journey back to Ithaca and met the enchantress Circe.

03 Lake Bolsena - the largest volcanic lake in Europe. Suitable for bathing, it features two islands, Martana and Bisentina. The latter is home to seven churches built to resemble the basilicas of Rome, all facing the villages around the lake.



Macchida di Santa Rosa.
© Regione Lazio

04 Terme di Fiuggi - a small, quiet spa resort known for its thermal waters with beneficial properties, particularly for the kidneys and heart. It has offered numerous accommodation facilities to visitors since the early 1900s.



05 Sanctuary of Greccio - the village where the Sanctuary stands is famous as the place where St Francis of Assisi created the first living nativity scene, in 1223. Located at an altitude of 705 metres, it is listed as one of the 'most beautiful villages in Italy'. Each year, on 24 December, Greccio re-enacts the creation of the first living nativity scene, with actors in period costumes telling story of the Nativity.

Highlights for 2026

Genzano: Infiorata di Genzano flower festival (June)

The flower festival of Genzano di Roma, which celebrates the Corpus Christi feast, was awarded 'Heritage of Italy for Tradition' status by the Ministry of Tourism in 2011; Viterbo: the 'Macchina di Santa Rosa' Procession (3 September). This event commemorates the transfer of the Saint's body in 1258. The Macchina (a tower of light) is carried in procession through the devout crowd on the evening of 3 September, on the shoulders of 100 'porters'; Rieti: La Festa del Sole (July). A series of contests, held along the river, in which citizens compete: the 'swimming race', the 'river bike race', the 'pole duel', the 'river boat race' and the historic 'Palio della Tinozza' water race; Anagni: The 'Giorni dello Schiaffo' (September). One of the most important events in European mediaeval history, during which Pope Boniface VIII was captured in 1303 by Guglielmo di Nogaret and Sciarra Colonna, and the famous 'slapping' of the pope, an outrage against Papal Power, took place; Itri: Fuochi di San Giuseppe: the oldest of Itri's traditions associated with ancient fire rituals. The event, celebrated on 19 March (St Joseph's Day), is also an opportunity to try traditional local products like fried zeppole, dried sausage and grilled meat.

General contact details for further information

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Isola del Liri.
© Regione Lazio

Description of the region

Narrowly wedged between sea and mountains, Liguria is a slender yet remarkably rich region where colourful villages, elegant marinas, historic cities and paths suspended above the deep blue sea coexist just minutes apart. It is a region best discovered on foot by walking its paths, tasting its local cuisine, stepping into historic shops and listening to the changing dialects along a coastline whose colours shift kilometre by kilometre.

From the Cinque Terre to Dolceacqua, from Genoa to the Rivas, every place reveals an intimate relationship with Mediterranean history: noble palaces, caruggi (narrow alleyways) scented with basil, and terraced vineyards shaped by human ingenuity. Hospitality is authentic and understated, expressed through boutique hotels overlooking peaceful bays, small countryside retreats and a food-and-wine tradition that tells the story of an ancient culture.

Liguria is a mosaic of landscapes and atmospheres: seaside, cultural, active and gourmet. A compact yet multifaceted destination, ideal for those travellers seeking quality, identity and a natural, unforced elegance.



Cervo, Riviera dei Fiori.
© Agency in Liguria

LIGURIA

THE ITALIAN RIVIERA

iam^{ia}liguria

The region's tourist profile

Liguria is the ideal destination for travellers in search of authenticity, Mediterranean beauty and a relaxed pace of travel. Couples, friends and solo travellers will find a compact yet varied territory where sea, hills and historic villages lie just minutes apart. Here, panoramic hiking trails alternate with seaside villages, living craftsmanship and tasting sessions of local wines and regional products. Cuisine, rooted in simple, local ingredients, is an integral part of the experience. Thanks to its mild climate and strong cultural identity, Liguria is welcoming in every season, not just in the summer months. It is ideal for travellers looking for authenticity, well-kept landscapes and a balance between quality and value, free from excess and immersed in a genuinely Mediterranean atmosphere.



Manarola, Cinque Terre.
© Agency in Liguria

Regional fun facts

01 An award-winning destination: Liguria won the Destination Sustainability Index Award 2025, presented at the tourism industry's "Oscars". The award recognises destinations that excel in environmental sustainability, quality of hospitality and responsible tourism services.



02 The Italian Riviera: Liguria is known all over the world as Italy's 'Riviera', a term that has long since entered international parlance, describing its blend of charm, mild climate and Mediterranean beauty.

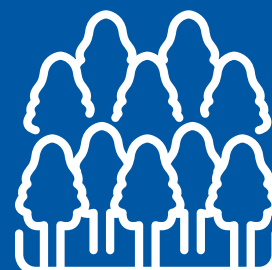
03 A sea of villages: Despite its small size, Liguria boasts no less than 28 of the "Most Beautiful Villages in Italy", plus numerous municipalities awarded the Orange Flag by the Italian Touring Club.



Village of Dolceacqua.
© Agency in Liguria



04 The green sea of Liguria: Although it is most famous for its coastline, Liguria is the region with the largest percentage of forest area in Italy. Its many protected areas also make it one of the Italian regions with the highest density of protected green areas.



Portovenere.
© Agency in Liguria



05 The most beautiful sea in Italy: Liguria leads the national ranking for cleanest and most sustainable bathing waters, as certified by the record number of Blue Flags it has held for years.

Highlights for 2026

Sanremo Music Festival – 24–28 February

Italy's most famous music event worldwide: five nights that transform the Riviera dei Fiori into an international stage.

Liguria Agri-Food Exhibition – 13–15 March

Each year, the Monumental Complex of Santa Caterina and the historic centre of Finalborgo come alive with exhibitions, workshops, show cooking and training sessions focused on innovation and sustainability in the food and wine sector.

Sciacchetra – 20–22 March

An iconic trail race winding through the vineyards and sea-facing terraces of the Cinque Terre, where sport, culture and landscape come together.

Rolli Days – TBD

Three weekends across winter, spring and autumn dedicated to the full heritage of Genoa's Palazzi dei Rolli, recognised as a UNESCO World Heritage Site in 2006.

International Chamber Music Festival – July to September

Top chamber music performers gather each year for the International Chamber Music Festival in the charming village of Cervo.

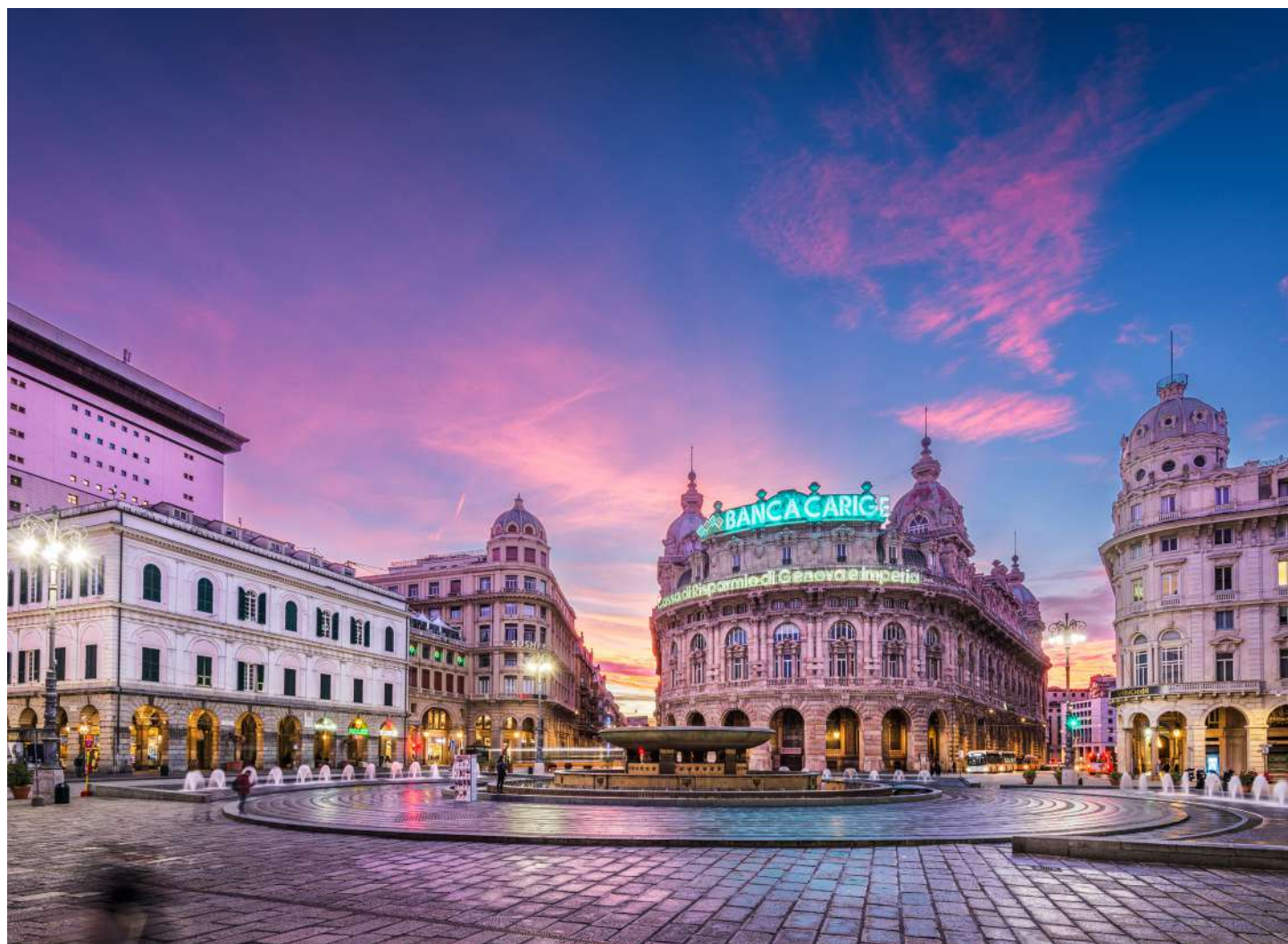
Genoa International Boat Show – 1–6 October

The largest Mediterranean event dedicated to boating and maritime design, and a global reference point for innovation, sport and lifestyle.

General contact details for further information

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lamialiguria.it



Description of the region

Marche is a region with a striking, varied landscape, where the rolling hills and imposing mountains of the Apennines stretch all the way to the sea, along a coastline that alternates sandy, pebbly beaches with pretty rocky sections. Its hills and valleys are home to medieval villages and historic centres notable for their towers, castles, parish churches and hermitages with history and traditions dating back centuries. The region also has national and regional parks, nature reserves and centuries-old forests, as well as many areas rich in flora, ideal for walking, cycling, trekking and outdoor activities in settings of rare beauty. Caves, scenic trails and winter mountain resorts offer a variety of experiences, from snow sports to direct contact with unspoilt nature. The Marche region boasts an extraordinary cultural heritage with its cities of art, museums, historic theatres, archaeological sites and monuments throughout the region where visitors can relive centuries of history and appreciate the works of great artists, like in Urbino, the birthplace of Raphael. The region's food and wine is rich and varied, with high-quality wines, local products, fine oils, cheeses and traditional dishes reflecting the local culture. Spas, marinas and cultural events complete the experience, making the Marche region an ideal destination for those seeking relaxation, wellness and enjoyment. Festivals, concerts, historical re-enactments, musical events and family activities bring the region's squares and villages to life, offering an authentic, rich and engaging experience for all kinds of visitors.



Mountain biking.
© Regione Marche

Tourist profile of the region

The Marche region attracts visitors who are curious and quality-conscious and love authentic experiences. It is perfect for couples seeking art, picturesque villages and good food, for families wishing for safe seaside, nature and outdoor activities, for lovers of trekking, cycling and mountain sports and for seniors who appreciate a slower pace, wellness and cultural tours. The region is also ideal for long weekends, cultural holidays and stays combining the sea, cities of art and nature in a short space of time.



Rossini Opera Festival.
© Regione Marche

Regional fun facts

01 Marche: the only Italian region with a plural name. 'Marche' is in the plural because the area was once divided into several marche, or border areas, in the era of the Holy Roman Empire. These administrative districts, later united under a single region, left behind a name that testifies to the historical plurality of this land.



Urbino.
© Regione Marche

02 Urbino, the birthplace of Raphael Sanzio, is one of the pearls of the Italian Renaissance and has been a UNESCO World Heritage site since 1998 due to its perfectly preserved historic centre. Dominated by the majestic Palazzo Ducale, built for Federico da Montefeltro, Urbino reflects the ideal of a Renaissance court, with squares, churches and streets that speak of art and culture. Palazzo Ducale houses the Galleria Nazionale delle Marche, home to masterpieces by artists such as Piero della Francesca, Titian and Raphael himself.

03 The Frasassi Caves are underground karst caves located in the municipality of Genga, in the province of Ancona. Formed over millions of years by water, they host a complex underground world featuring stalactites, stalagmites, small lakes and spectacular halls like the Abisso Ancona, an enormous cavity large enough to contain the Duomo of Milan. Part of the caves has been open to the public since 1 September 1974 and has become one of the Marche region's major tourist attractions.



Frasassi Caves.
© Regione Marche

04 Ascolana olives are an emblem of the gastronomic tradition of the Marche region and particularly the city of Ascoli Piceno. These large green olives are carefully pitted and stuffed with a rich and tasty filling made of beef, pork and sometimes chicken, enriched with Parmesan cheese, spices, herbs and a little wine for flavour. After careful preparation, the olives are covered in breadcrumbs and fried until golden and crispy, keeping all the intense flavour of the filling inside.



05 Loreto is famous for its Sanctuary, one of the main Catholic pilgrimage destinations, housing the famous Holy House, home of the Virgin Mary in Nazareth. The city, surrounded by defensive walls since the 14th century, was built up around the basilica, which is rich in Renaissance and Baroque art and architecture: the dome frescoed by Pomarancio and Cesare Maccari, the sumptuous marble enclosure of the Holy House designed by Bramante, the chapels decorated by Signorelli and Melozzo da Forlì, and the Apostolic Palace with the Museum of the Ancient Treasure.

Highlights for 2026

The Marche region is lively all year round, with concerts, festivals, theatre, dance, historical re-enactments, fairs, exhibitions and food and wine events. The operatic tradition lives on through the Rossini Opera Festival, the Pergolesi Spontini Festival and the Macerata Opera Festival. Civitanova Marche also hosts the International Dance Festival. In 2026, the Marche region will host stages of the Giro d'Italia, the Tirreno-Adriatico cycle race, the Grand Tour of the Marche featuring 30 fixtures spanning art, food and tradition, and the European Spring Rally in Senigallia, with live music, road tests and a Harley-Davidson tour. An extraordinary year of events combining sport, culture, music and culinary arts, confirming the region's status as an essential destination for visitors of all kinds.

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Macerata.
© Regione Marche

Description of the region

A unique, harmonious blend of unspoilt nature, ancestral traditions and proudly preserved identity, Sardinia invites exploration and creates a deep sense of connection with anyone who visits the island. The coastline is pure beauty, from dazzling stretches of fine sand to spectacular coves nestling among the rocks. Cala Goloritzè is a true jewel, voted ‘most beautiful beach in the world’ by travellers in 2025. The island’s charm goes beyond its shores, however. The often rugged and wild hinterland is also filled with wonderful surprises. The island’s invaluable archaeological heritage narrates a history dating back millennia. The singular, valuable vestiges of its past include the nuraghe, imposing megalithic constructions, and the domus de Janas (‘fairy houses’), prehistoric tombs carved into the rock, recently added to the UNESCO World Heritage list. Sardinia boasts numerous parks and marine protected areas, a testament to its commitment to sustainability and environmental protection. Indeed, the balance between humanity and nature is the guiding principle ensuring protection of a ‘land to explore and love’. The region’s food and wine tradition is an unmissable experience, an authentic expression of the local area. Strong, authentic flavours, in the form of dishes from the land and sea, accompanied by excellent wines, from the full-bodied Cannonau to the aromatic Vermentino, are framed by the warm and sincere hospitality of the local people, for whom visitors are guests but also friends to share in its traditions, experiences and deep love for Sardinia.



Tourist profile of the region

Singles, couples, families and groups with a high cultural level and medium-high spending power. Sardinia attracts discerning travellers who share a passion for the sea, a desire for exclusive experiences and a curiosity to explore its rich environmental and cultural heritage. The island's two thousand or so kilometres of coastline, featuring beautiful beaches, are an attraction that extends beyond the shoreline into parks and marine protected areas, genuine open-air gyms, offer enchanting spots ideal for outdoor activities, all year round. The beauty of the sea and landscapes, the fascinating millennia-old history, the testimonies to every historical period and the authentic spirit that pervades the villages and emerges through the productions of master artisans and genuine culinary flavours all contribute to making this Island an ideal destination for visitors of all kinds.



Cala Goloritzè.
© Alessandro Addis

Regional fun facts

01 Highly rated beaches: Every year, Sardinia's beaches top the popularity rankings among travellers and, in 2025, Cala Goloritzé was awarded the title of 'most beautiful beach in the world'.



Necropolis of Sant'Andrea Priu, Bonorva.
© Sergio Melis

02 Active holidays: A vast area dotted with parks and protected areas provides an ideal setting for year-round outdoor activities.

03 Thousands of years of 'living' heritage: Sardinia is a veritable open-air museum with unique assets, such as its testimonies to the enigmatic Nuragic civilisation and its prehistoric tombs, known as domus de Janas, now a UNESCO heritage site.



'Star Joust': Sa Sartiglia, Oristano.
© Alessandro Addis - sardegnaturismo.it

04 Slow travel: The 'Noi Camminiamo in Sardegna' and 'Borghi caratteristici delle Sardegna' projects promote and encourage tourism at a slow pace together with exploration of the island on foot.



05 Top claim to fame: Sardinia is the only European region, alongside cities and countries, to be included in the Lonely Planet - Best in Travel 2026 guide, further confirmation of its appeal.



Highlights for 2026

This is an island to be experienced all year round, with numerous events. Carnival is an immersive experience, featuring fascinating and mysterious ancient pagan rituals with traditional masks as well as daring equestrian performances including the adrenaline-fuelled Sartiglia re-enactment in Oristano and the allegorical festivals of Bosa and Tempio Pausania. Atmospheres steeped in excitement and spirituality animate the island during Holy Week, with rituals linked to its millennia-long history. In May and summer, there are iconic events ranging from the triumphant Festa di Sant'Efisio in Cagliari, the majestic Cavalcata Sarda in Sassari and the unbridled S'Ardia races in Sedilo to the solemn and vibrant Candelieri display in Sassari, the colourful Sagra del Redentore in Nuoro and the surprising Corsa degli Scalzi barefoot race in Cabras. Spring and autumn weekends are dedicated to the Monumenti Aperti initiative, unveiling architectural, cultural and historical treasures. In addition, from September to December, the main attraction is Autunno in Barbagia, during which artisan workshops and village cortes (courtyards) open to the public and visitors are invited to taste delicacies. In summer, there is the Girotonno traditional tuna fishing event in Carloforte. Summer is also the time of literary festivals, starting with the Isola delle Storie in Gavoi, music festivals including Time in Jazz, and film festivals, most notably Una notte in Italia on Tavolara.

General contact details for further information

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Feast of Sant'Efisio, parade of knights.
© Terramagika Media Services

Description of the region

Tuscany is not just a region, but a profound sensory and cultural experience. Centuries of interaction between humans and nature have created unique landscapes here. A crossroads of a thousand years of Italian history, with roots in Etruscan civilisation, Tuscany was the birthplace of the Renaissance, where artists like Brunelleschi, Michelangelo and Botticelli created timeless works and Dante Alighieri shaped the Italian language. This combination of ingenuity and creativity is expressed through the region's cities of art (Florence, Siena, Pisa and Lucca), its enchanting villages and its endless heritage of Tuscan creations. Tuscany has many claims to fame: it has the largest forested area in Italy, over 600 km of coastline and no less than 17 UNESCO sites and is one of the most iconic Italian regions for the quality of its food and wine, further enhanced by the recent UNESCO Intangible Heritage status awarded to Italian cuisine as a whole. This region is also a leader in hospitality (boasting the most 5-star hotels and the largest offering of agritourism facilities in Italy) and in active tourism. Over 15,000 km of cycling trails and 10 walking routes, showcase the region's hidden soul while promoting sustainability and respect for the environment. This vocation is combined with a musical tradition of excellence, celebrated by festivals such as the Puccini Festival and the Maggio Musicale Fiorentino.



Piazza Duomo, Pisa.
© Archivio Toscana Promozione Turistica

Tourist profile of the region

Tuscany is focusing on sustainable, food and wine, UNESCO and Family tourism, and on showcasing an 'extended Tuscany', namely all those areas traditionally more overlooked by organised international tourism.

As far as tourist flows to Tuscany in 2024 are concerned, Spain - with some 340,000 arrivals and a turnout of around 770,000 - is the sixth country in absolute terms, with a 3.9% share of the total number of foreign arrivals visiting the region, and the fourth European country, with 9.7% of the EU market total. Turnout is distributed across the main macro-destinations as follows: Cities of Art 73.5%, Seaside 4.2%, Countryside/Hills 5.2%, Spas 8.6% Partial and provisional data for 2025 confirms that tourist flows to our region have remained substantially stable compared to 2024. In particular, it confirms the growing interest of Spanish tourists in our region, already highlighted in past years.



Orcia Valley.
© Archivio Comune San Quirico d'Orcia

Regional fun facts

- 01 Between February and March. For a month, every Sunday, parades showcase giant papier-mâché floats satirising popular culture: from celebrities to public figures, everyone takes centre stage.



Basilica of Santa Maria Novella, Florence.
© Archivio Toscana Promozione Turistica

- 02 In June. 24 June, St John's Day, is the final day of the tournament. The competition has its roots in the 16th century and sees 'calcianti' (players) from the four historical Florentine districts compete against each other.

- 03 2 July and 16 August. This unique event is an integral part of the town's history as it has been held continuously since 1633 (and its origins go back another few centuries!).



- 04 On the penultimate Saturday of June and the first Sunday of September, Arezzo hosts the Giostra del Saracino: the protagonist here is Buratto, a spinning figure that participants aim for, all while avoiding the strikes of the flail.



Badia a Passignano Abbey.
© Archivio Toscana Promozione Turistica



- 05 Europe's most important comics fair. For a week, between the end of October and the beginning of November, the old town centre is transformed into a showcase of fantasy imagery with events dedicated to comics, animation, board games and role-playing games.

Highlights for 2026

The 90th Anniversary of the International Handicrafts Trade Fair (MIDA): from 25 April to 3 May 2026, Fortezza da Basso, Florence. The event will also offer a rich programme of experiential activities, including workshops, cooking shows and live demonstrations.

Turandot centenary, Torre del Lago Puccini (LU). The 72nd Puccini Festival will present a new production with performances scheduled for 17 and 24 July and 1 and 9 August 2026.

Gran Premio Storico d'Italia, Autodromo Internazionale del Mugello (Scarperia e San Piero, FI): first edition. From 2 to 4 October 2026. Over 200 historic single-seater cars will be present, including more than 70 Formula One vehicles.

Festival of the Regions and Autonomous Provinces: Tuscany will host the 5th edition in autumn 2026. The event celebrates and promotes the richness and diversity of Italy with Florence as the nerve centre.

The Santa Maria Novella Complex in Florence will see the completion of two important cultural projects. The definitive opening of the Mundi - Museo Nazionale della Lingua Italiana and the Galileo Lab. The Mundi will act as a focal point for the history and promotion of the Italian language. The Galileo Lab will be a new space for cultural, educational and scientific outreach activities.

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Handicrafts and ceramics.
© Enrico Cracciolo

Description of the region

Veneto welcomes visitors with an artistic, historical and natural heritage of universal value, highlighted by its nine UNESCO sites. A surprising region where each area offers a different delight, from cities of art and medieval villages to golden beaches, the peaks of the Dolomites and hills embroidered with vineyards and ancient trails.

Venice and its lagoon enchant visitors with unique atmospheres, Verona delights them with its romantic heritage, Padua fascinates them with its 14th-century frescoes and the oldest university botanical garden, and Vicenza and the Palladian villas exemplify Renaissance elegance. These are complemented by the sophisticated and lively Treviso with its canals, Belluno, gateway to the mountains, and Rovigo, a jewel set between the Rivers Po and Adige.

Alongside the large centres, Veneto at its most authentic offers slow tourism with timeless villages, castles perched up high, walled towns and historic villas surrounded by greenery telling stories dating back centuries. Nature takes centre stage with the Dolomites, a UNESCO World Heritage Site, and the Po Delta, a MAB reserve with extraordinary biodiversity.

The journey continues with Lake Garda, amidst olive groves and harmonious scenery, and the Prosecco Hills of Conegliano and Valdobbiadene, where the landscape forms unique geometric shapes. Wellness and relaxation await you in Abano and Montegrotto Terme, while the Colli Euganei invite you to explore trails, nature and genuine flavours. For lovers of the seaside, beaches like Bibione and Jesolo offer excellent services, sports, entertainment and long stretches of golden sand.

Food and wine complete the experience, ranging from Venetian cicchetti and Vicenza-style salted cod to tiramisù, mountain cheeses and the area's iconic wines including Amarone, Prosecco and Soave.

Veneto awaits you with a host of experiences that you are guaranteed to enjoy greatly and remember forever.



Basilica of Santa Maria della Salute and Punta della Dogana, Venice.
© Davide Busetto

Tourist profile of the region

Veneto is a complete destination combining art, nature, beaches, mountains and wellness, attracting diverse and international visitors. It is ideal for cultural travellers, thanks to art cities such as Venice, Verona, Padua and Vicenza, for families looking for well-equipped seaside resorts like Jesolo, Bibione and Caorle, and for outdoor and sports enthusiasts who will find world-class hiking, cycling, skiing and climbing in the Veneto Dolomites. The region is popular with wellness & slow travellers, thanks to the Colli Euganei and Europe's largest spa area, and food & wine lovers, attracted by tours of the Prosecco Hills and deep-rooted culinary traditions. The profile is completed by romantic and luxury visitors choosing Veneto for its boutique hotels, spas and iconic settings. A destination combining authenticity, quality and a rich, diverse offering.



Caorle.
© Regione Veneto

Regional fun facts

01 Padua, home to the world's oldest university Botanical Garden. Founded in 1545, the garden is still in its original location. It is considered the cradle of modern botany and has inspired many gardens across Europe. It enjoys UNESCO World Heritage status.



Botanical Garden, Padua.
©Davide Busetto



02 Vicenza, the “secret capital of Renaissance architecture”. Inextricably linked to the genius of Andrea Palladio, the most influential architect of the Renaissance era. His villas and palaces have inspired numerous buildings. To walk around Vicenza is to walk through a living textbook of harmonious architecture where every perspective is designed to enchant the observer.

03 Verona is home to the world's largest and most famous open-air opera house. The Arena di Verona, a perfectly preserved Roman amphitheatre, is still one of the most beautiful stages in the world. During the summer, its stone steps welcome up to 15,000 spectators for Opera performances under the stars. The experience is made unique by the arena's natural acoustics, immersing visitors in the history and magic of Italian opera.



04 A province that ‘floats’ between two rivers. Polesine is the area of Rovigo between the Po and Adige rivers, a kind of natural “island” and a birdwatcher's paradise with picturesque cycle paths surrounded by nature.



Po Delta Regional Park, Rovigo.
© MDanesin



05 The Prosecco Hills of Conegliano and Valdobbiadene, a unique landscape. Recognised as a UNESCO World Heritage Site thanks to its ciglioni, the grassy terraces created on the hillsides for growing grapevines, this undulating mosaic of landscape is unique in the world.

Highlights for 2026

Milan Cortina 2026 Winter Olympic Games

6-22 February 2026

Milan Cortina 2026 Winter Paralympic Games

6-15 March 2026

Cycle Show 2026

Padua, 27-29 March 2026

Vinitaly, International wine and spirits exhibition 58th edition

Verona, 12-15 April 2026

WTM LATIN AMERICA (Sao Paulo, 14-16 April 2026)

WTM Latin America is the leading international B2B trade fair for the leisure sector in the South American market, setting new milestones and trends for the Italian tourist industry at national and regional level. The event attracts thousands of visitors and exhibitors year after year, offering networking opportunities, service presentations, negotiations and discovery of new solutions in a three-day calendar packed with fixtures.

ATM - Arabian Travel Market (Dubai, 4-7 May 2026)

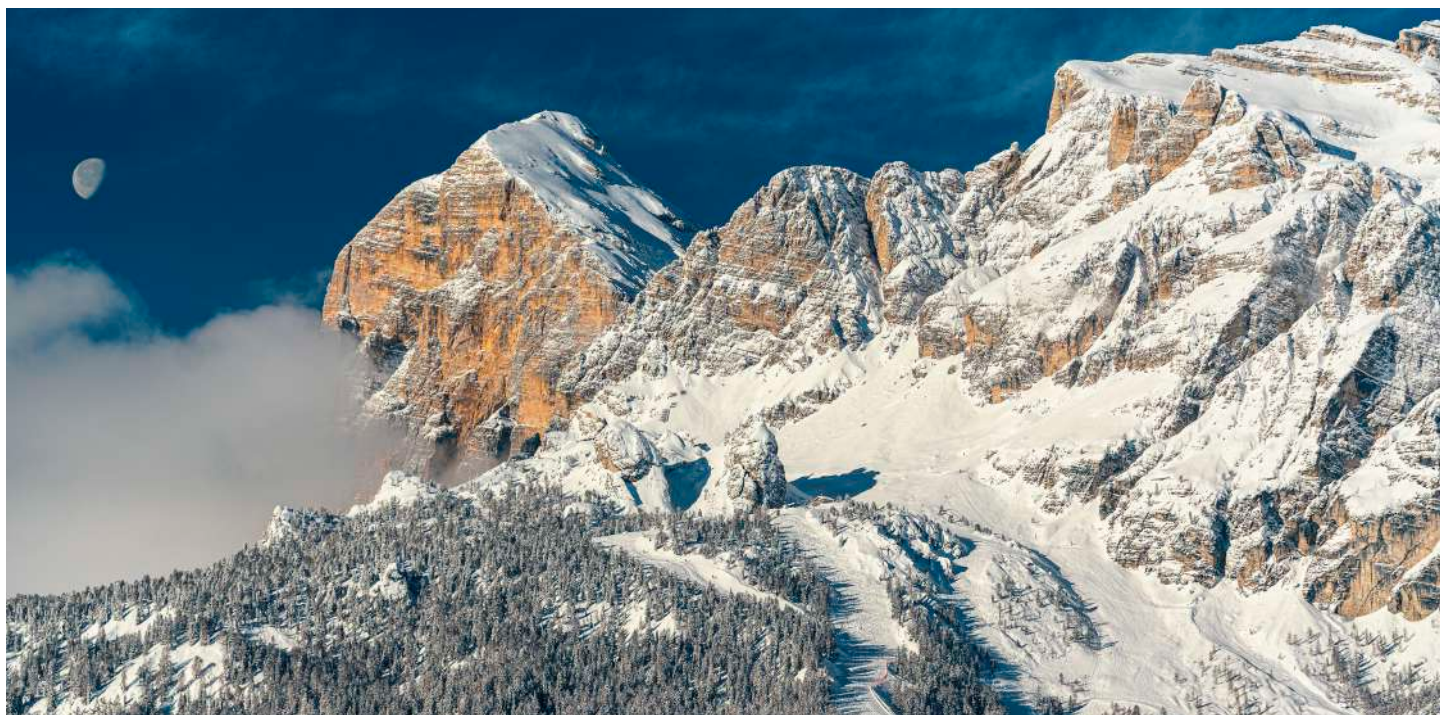
ATM Dubai is the top B2B trade fair in the Middle Eastern market, open exclusively to industry professionals. This is a market characterised by high-quality tourism showing a keen interest in Italy as a destination and its regional tourist offering with a particular demand for exclusive experiences in locations such as cities of art, the Dolomites, Lake Garda and hilly areas with wine offering food and wine tours.

ITB CHINA (Shanghai, 27-29 May 2026)

China is a key strategic market for the Veneto region, and the ITB China event is the most important B2B marketplace in China, focusing on business and contacts and attended by top buyers from the Chinese and Asian travel industry. The event, aimed at a target of FIT travellers and small groups attracted by experiential trips involving the region's diversified tourist assets, is an opportunity to consolidate the Veneto region as a major tourist destination in view of the direct flight operated four days a week between Venice and Shanghai.

General contact details for further information

veneto.eu



Tofane SkiArea, Cortina d'Ampezzo.
© Bandion.it

I comuni d'Italia

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Description of the city

Following its prestigious Best in Travel 2025 recognition by Lonely Planet, which placed the city among the world's must-visit destinations, Genoa is consolidating and strengthening its position as Italy's leading hub for active and sustainable tourism. The city makes the most of its exceptional geographical setting, where the sea and the Apennine hills meet in striking proximity, to offer a wide range of authentic, year-round outdoor experiences. This unique complementarity allows visitors to move seamlessly between coast and mountains, enhancing the overall quality of the tourism experience and encouraging longer stays through itineraries that skilfully combine nature, history, gastronomy and relaxation. One of Genoa's defining strengths lies in the possibility of enjoying lush natural landscapes just minutes from the historic centre – one of the largest in Europe. The city's strategy has a dual objective: to reduce seasonality and to promote its extensive hinterland, responding to growing global demand for slow, responsible travel. Genoa positions itself as a sustainable destination through the promotion of dedicated cycling and hiking routes. Incentives for cycling and soft mobility form an integral part of a broader sustainable tourism strategy aimed at reducing environmental impact while distributing economic benefits more evenly across the region. The Outdoor project is a holistic initiative, enabling visitors to experience the city in its entirety by integrating outdoor activities with Genoa's cultural and gastronomic offering. Walking through the city also reveals the architectural splendour of the Palazzi dei Rolli, a UNESCO World Heritage Site. This experience is further enhanced during dedicated weekends known as the Rolli Experience, which elevate Genoa's UNESCO-listed palaces to a flagship of experiential tourism in Italy.



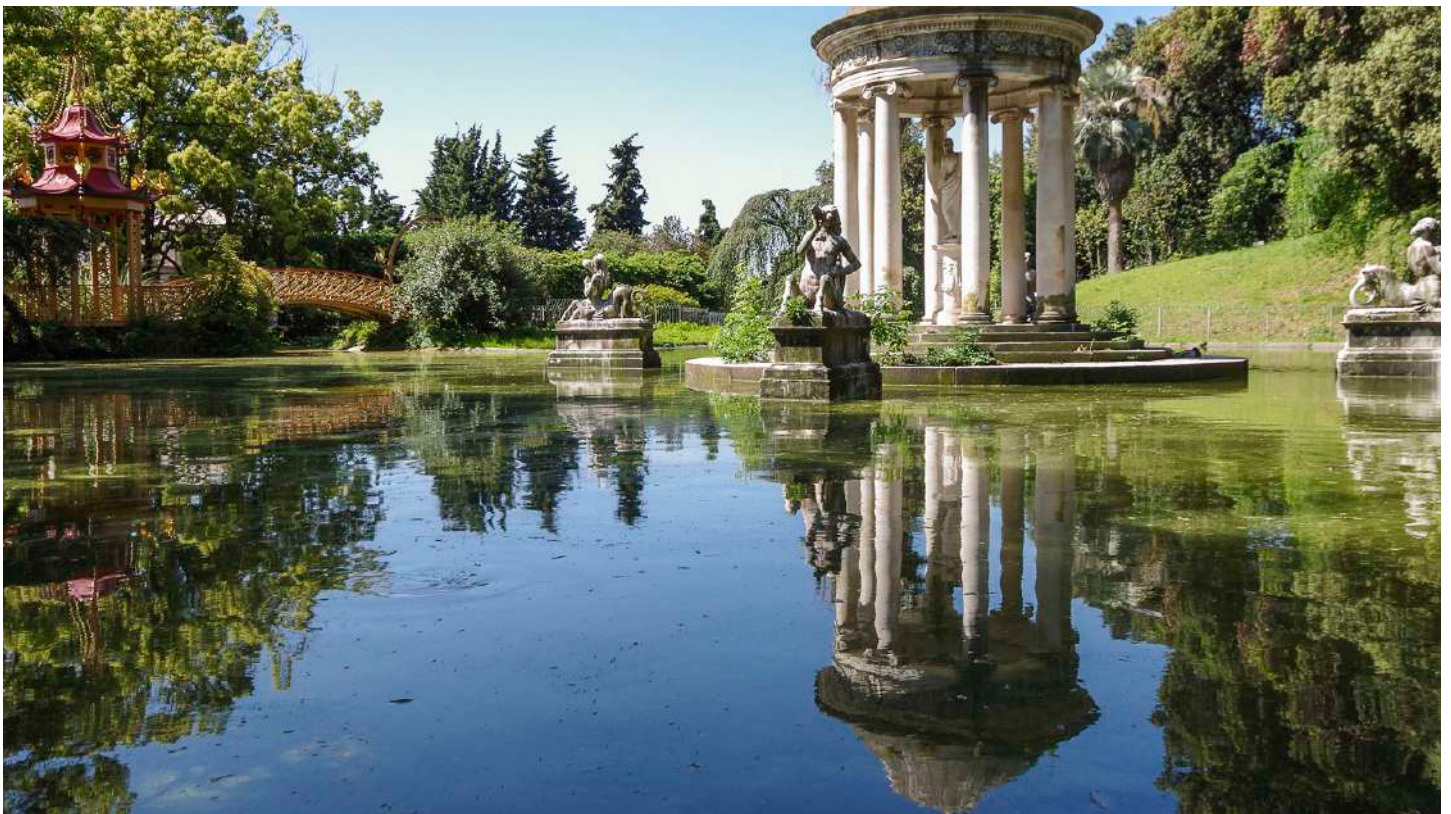
Castelletto esplanade.
© Liguria Digitale



COMUNE DI GENOVA

Tourist profile of the city

Tourist flows in Genoa can be broadly divided into four main segments: Families (edu-tainment), this is one of the strongest segments, driven by the presence of the Genoa Aquarium (the largest in Europe) and the Children's City. Key needs: indoor activities (such as interactive museums), accessibility, easy dining options (focaccia and street food), and comfortable accommodation near the Porto Antico. Stays are typically short (weekend-based). Cruise passengers, Genoa is one of the Mediterranean's most important cruise ports (and a home port for MSC and Costa). Cruise visitors often do not stay overnight, but they generate significant daytime economic impact (through restaurants, souvenir purchases and short guided tours). Many return later for longer stays after being positively impressed by the city. Cultural and 'slow' travellers, this is the fastest-growing segment. These visitors are drawn by the history of the Maritime Republic of Genoa, Baroque art (including works by Rubens and Van Dyck), and UNESCO-listed architecture. Target profile: adult couples (40-65), art lovers and solo travellers. Interests: the Palazzi dei Rolli (UNESCO World Heritage), the historic centre and its caruggi (narrow lanes), historic shops and the museums of Strada Nuova. Foodies (Gastronomic Tourism), Ligurian cuisine is a globally recognised brand. Many visitors choose Genoa specifically for its culinary identity.



Villa Durazzo Pallavicini park, Genoa.
© SACS Fotografia

Fun facts

- 01 The term “blue jeans” derives from Bleu de Gênes (Blue of Genoa), as the fabric was originally used for sailcloth and harbour workwear.



Mirror gallery, Palazzo Spinola, Genoa.
© CA Alessi LD

- 02 The Palazzi dei Rolli were effectively the world’s first Airbnbs. In 1576, the Republic of Genoa created an official system of public hospitality in private homes: Palazzi dei Rolli (now a UNESCO heritage site). These noble palaces were assigned by public lottery to host kings, popes and ambassadors.

- 03 The Banco di San Giorgio is considered one of the world’s earliest modern banks. So powerful that it effectively governed the state for centuries, it even ‘owned’ Corsica at one point.



- 04 Corzetti are traditional pasta discs with noble family crests. In the Renaissance, aristocratic families commissioned personalised wooden moulds bearing their heraldic symbols.



Genoese Focaccia.
©Matteo Carassale

- 05 With a packed calendar of events, special openings and exhibitions, 2026 is celebrating the 20th anniversary of the Palazzi dei Rolli’s recognition as a UNESCO World Heritage Site



Highlights for 2026

The highlight of the year is the major exhibition Van Dyck the European: The Journey of a Genius from Antwerp to Genoa to London, hosted at the Palazzo Ducale (Doge's Apartment) from 20 March to 19 July 2026.

Other key exhibitions

ArteGenova 2026 (Fiera di Genova): 13 to 15 February 2026. This is the leading modern and contemporary art fair (celebrating its 20th edition).

General contact details for further information

visitgenova.it

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La Lanterna lighthouse.
© Pegaso

Description of the city

With more than 2,500 years of history, Naples is a vertical city to be explored like a story unfolding across multiple levels. From the hilltops, between the panoramic viewpoints of Castel Sant’Elmo and the gardens of the Certosa di San Martino, the city opens out like a natural stage overlooking the Bay of Naples. Stairways and funiculars connect the Vomero district with the historic centre, linking neighbourhoods and perspectives. As you descend, Naples reveals its deepest layers. Beneath the surface, carved into tufa stone over the centuries, lies an unexpected underground world of tunnels, cisterns and hypogea. From Napoli Sotterranea to the Catacombe di San Gennaro and the Cristallini Hypogea, the city tells a story that stretches from Greek Neapolis to the present day. Past and contemporary life also converge in the Metro Art Stations – Toledo, Università, Municipio, Chiaia – where transport spaces become works of contemporary art and architecture. Facing the sea, Naples reconnects with its Mediterranean rhythm. From Castel dell’Ovo to Santa Lucia, from the Via Caracciolo seafront to Mergellina, castles, promenades and ancient fishing villages speak of the city’s deep and enduring relationship with the horizon. Between these levels, the city pulses with cultural energy. Its museums – from the National Archaeological Museum to Capodimonte, from MADRE to the Gallerie d’Italia – are vibrant spaces shaped by new narratives. This journey is accompanied by the aromas of pizza, sweet sfogliatella and babà, the warmth of its people and the artisan workshops of San Gregorio Armeno and Borgo Orefici, where nativity scenes, coral and cameo jewellery turn tradition into a living story. Naples cannot be seen in a single visit: it is a city to inhabit with your eyes, where every return reveals a new perspective.



View of Naples.
© Pino Codispoti

Tourist profile of the city

International travellers who choose Naples are driven by a strong cultural motivation and a genuine interest in Mediterranean cities with a high-density identity. Within this context, the Spanish market plays a strategic role, ranking as the destination's third-largest international market and accounting for around 13% of foreign arrivals. This audience is culturally aligned, curious and experience-oriented, favouring multi-day urban stays and a slow, mindful way of exploring the city. Alongside leisure tourism, Naples is also making a strong commitment to the MICE segment, recognised as a strategic lever for economic growth, seasonality reduction and international positioning. The city's global profile is further strengthened by major events and accolades such as the America's Cup and its designation as European Capital of Sport 2026. These milestones highlight Naples' sporting vocation and the role of sport as a tool for inclusion and social cohesion, contributing to an image of the city that is increasingly competitive on international markets.



View of Naples.
© Ufficio Stampa DMO

Fun facts

01 Naples is one of Italy's cities with the highest number of large-scale urban murals. From Jorit to Bosoletti, many works are no longer ephemeral but have become permanent fixtures on tourist maps and in international guides.



02 Neapolitan pizza is undergoing a second technical revolution. New generations of pizzaioli are experimenting with flours, hydration levels and ovens while remaining within UNESCO guidelines – making Naples a living gastronomic laboratory, not just a repository of tradition.

03 The pedestrianised seafront has become a space for everyday life, not just tourism. Runners, families, students and fishermen share the waterfront: a rare case in a major Italian city under high tourist pressure.



04 The Sanità district is now one of the city's most visited neighbourhoods, led by community guides. Local cooperatives manage cultural itineraries that have transformed catacombs and historic palazzi into a model studied well beyond Italy.



Piazza del Plebiscito, Naples.
© Valerio Tavani

Caffè Gambrinus.
© Valerio Tavani



05 An increasing number of international audiovisual productions choose Naples without reconstructed sets. The city is selected for its authentic urban fabric, not to stand in for 'somewhere else'.

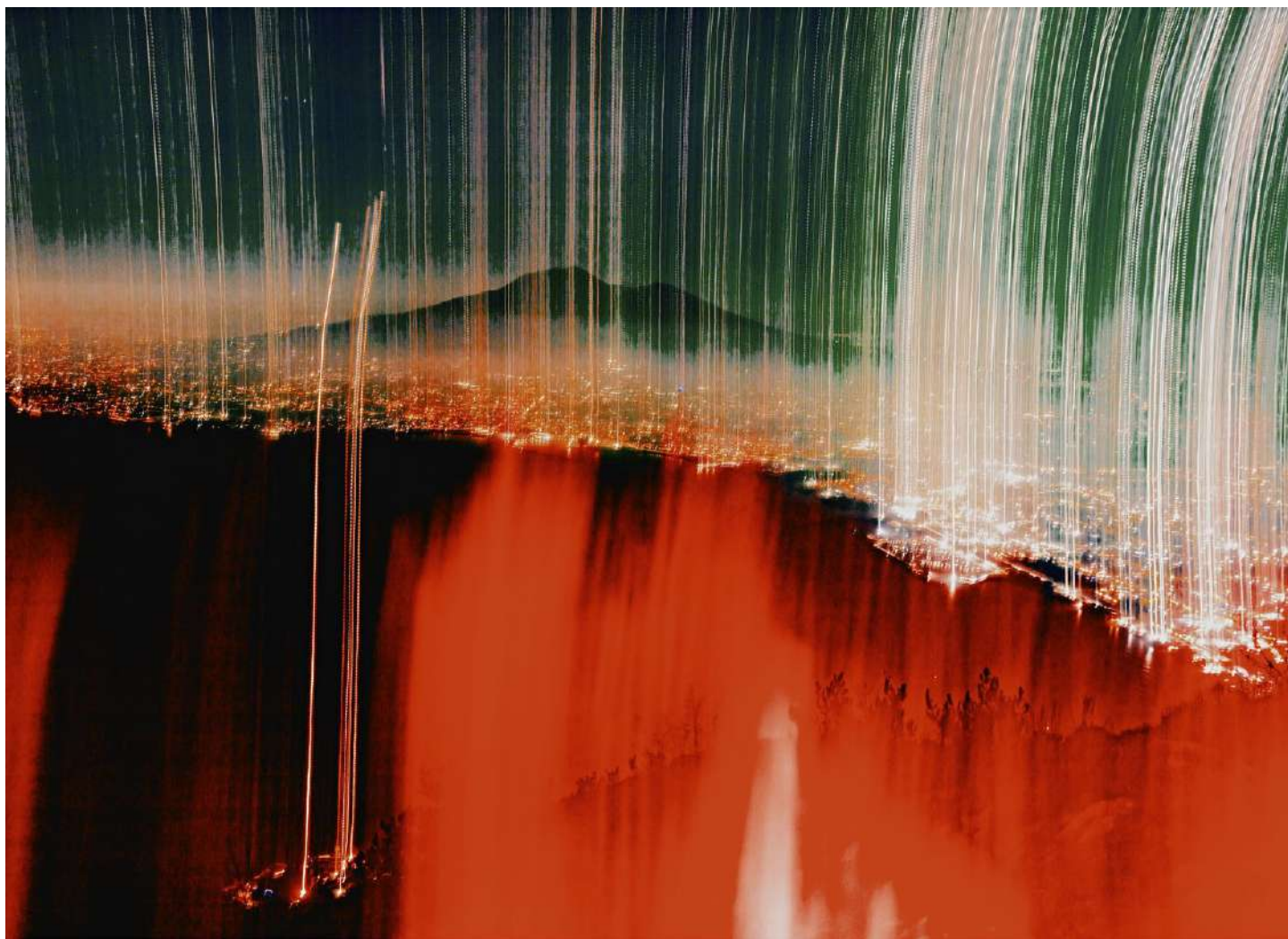
Highlights for 2026

In 2026, Naples presents itself to international audiences as a vibrant cultural and creative capital, capable of weaving together major contemporary events and a 2,500-year history. The designation of Naples as European Capital of Sport runs throughout the year, with competitions and initiatives that highlight the relationship between sport, landscape and urban space. A key event will take place on 11 September 2026, when Piazza del Plebiscito will host the opening match of the Men's European Volleyball Championships, jointly organised by Italy, Bulgaria, Finland and Romania – transforming one of the city's most iconic squares into an international sporting stage. The cultural calendar is equally rich. A major exhibition dedicated to Joan Miró guides visitors through the poetic and visionary world of the Catalan master, while the Gallerie d'Italia hosts "Donne nella Napoli spagnola: Un altro Seicento" (Women in Spanish Naples: Another Seventeenth Century), offering a new reading of Neapolitan Baroque art through a female lens. Bridging photography and cinema, Napoli Explosion by Mario Amura, cinematographer for films by Paolo Sorrentino and Luca Guadagnino, transforms the Albergo dei Poveri into a visual narrative of Neapolitan New Year celebrations and Mount Vesuvius, as part of the city's 2,500th anniversary celebrations.

In spring, Comicon Napoli 2026 confirms the city as one of Europe's leading hubs for pop culture. Festivals, music and food-focused events complete an offering that makes Naples a dynamic, authentic and deeply contemporary destination.

General contact details for further information

comune.napoli.it



Other geographical areas

06

Repubblica di San Marino

Description of the Republic

With over 1,700 years of independence and freedom rooted in both history and legend, San Marino is the world's oldest republic. This unique destination is perched on Mount Titano at 755 metres above sea level, in the heart of Italy. A true natural paradise, its heritage, shaped by both Renaissance and medieval influences, bears witness to a rich past. Breathtaking views give visitors the sensation of standing on the roof of the world. Legend has it that the Republic was founded in 301 AD by Marinus, a former stonemason from the island of Rab in Dalmatia, who established a Christian community on Mount Titan. The Republic of San Marino thus represents an exceptional example of a representative democracy founded on civic autonomy and self-government, having continuously served as the capital of an independent republic since the 13th century. Since 1243, the Republic has been governed by two Captains Regent, who serve as Heads of State and preside over the Congress of State (Government). They are elected for six-month terms by the Great and General Council (Parliament). The official Investiture Ceremony take place on 1 April and 1 October each year. On 7 July 2008, the Historic Centres of San Marino, Borgo Maggiore and Mount Titan were added to the UNESCO World Heritage List.



First Guaita Tower.
© visitsanmarino

Tourist profile of the Republic

San Marino appeals to curious, culturally minded travellers drawn to historic towns, striking landscapes and distinctive identities. Its core audience includes couples, adults and senior travellers, in addition to families and organised groups with an interest in history, art, traditions and quality shopping. The destination is also well suited to outdoor tourism, with numerous hiking and cycling routes. It is particularly popular with stamp and coin collectors and enthusiasts, while also attracting visitors seeking cultural, musical and sporting events, historical re-enactments, museums, local gastronomy and iconic views from the Three Towers of Mount Titano. Visitors tend to favour overnight stays to fully enjoy the destination's unique experiences, hospitality, safety and sense of order. There is also a growing focus on religious itineraries and a strong commitment to sustainable tourism.



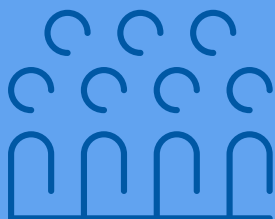
The Three Towers from above.
© visitsanmarino

Fun facts about the Republic

- 01 Covering just 61 sq km and boasting 1,725 years of history, San Marino is the smallest and oldest republic in the world.

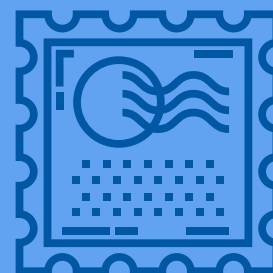


'Witches' Pass'.
© visitsanmarino



- 02 During the Second World War, San Marino remained neutral and provided refuge to around 100,000 displaced people from surrounding areas.

- 03 Stamp and coin collecting plays a significant historic role in San Marino, renowned for their artistic quality as true works of art.



- 04 The two Captains Regent serve as Heads of State and are elected every six months by the Great and General Council. Their Investiture Ceremony take place on 1 April and 1 October each year.



Feast of the Patron Saint, San Marino.
© visitsanmarino



- 05 San Marino is a 'state within a state': a fully independent country entirely surrounded by Italy.

Highlights for 2026

San Marino hosts a rich calendar of unmissable events throughout the year. On 5 February, the Republic celebrates the Anniversary of Liberation from the Alberonian occupation (1740) alongside the Feast of Saint Agatha, co-patron saint of the Republic. On 25 March, the Anniversary of the Arengo of 1906 is marked, together with the Feast of the Militias. Each year on 1 April and 1 October, the Investiture Ceremony of the Captains Regent take place. The final weekend of July sees the Medieval Days, a three-day programme of performances and historical re-enactments that bring the historic centre to life in the spirit of the Middle Ages. On 3 September, San Marino celebrates the Feast of Saint Marinus and the Anniversary of the Republic's Foundation (301 AD). The major winter event is the Christmas of Wonders. With spectacular light displays, traditional markets, events and family-friendly attractions, the old town is transformed into an enchanting festive setting.

General contact details for further information

visitsanmarino.com



'Christmas of Wonders'.
© visitsanmarino



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