



Abruzzo: much more than you can imagine

A region of pristine nature, where crystal-clear lakes and romantic rivers meet ancient villages steeped in millennia of history. Walking and cycling trails wind through dreamlike scenery, stretching from the Adriatic beaches and hills in bloom to silent plateaus and the highest peaks of the Apennines. Yet there is even more to discover: from fairytale castles, hermitages and spiritual retreats to palaces and art sites of cinematic grandeur. This is a region of exceptional gastronomy and breathtaking natural heritage, including ancient beech forests recognised as UNESCO World Heritage sites.

A land of enchantment and endless wonder, **Abruzzo** will be present at FITUR 2026 for the first time, showcasing itself as a destination to be savoured at a slow pace and with curiosity, whose unique character lies in the colourful variety of its landscapes. It is the ideal destination for lovers of all forms of active tourism, offering sport, nature, adventure and fun in every season. **A truly authentic "sanctuary for the soul" where there is much more than you can imagine.**

At its promotional stand – approximately 20 m², located inside the **ENIT Italy Pavilion** (Hall 4, Stand 4E18) and set up in collaboration with the Chambers of Commerce of Chieti Pescara and Gran Sasso d'Italia (L'Aquila-Teramo) – the Abruzzo Region will host **six industry operators** specialising in experiential tourism. Representing the full breadth of the regional portfolio, these include Destination Management Companies (DMCs), tour operators, travel agencies and hotelier consortia: DMC and GAL Costa dei Trabocchi, Abruzzotravelling, Pallenium, Vivere Italia by Turismo e Dintorni, Abruzzo Experience and Freedom to Live. Throughout the fair, **Daniele D'Amario**, Undersecretary to the President of the Abruzzo Region for Tourism, will also be present, alongside representatives from the Chambers of Commerce and officials from the regional Tourism and Sports Planning and Promotion Service.

Adorned with evocative **images of the characteristic trabocchi** (historic fishing platforms) dotting the southern coast between Ortona and Vasto, the exhibition space will feature brochures, maps and promotional material in bilingual Italian-English versions, all with QR codes to enable free digital download on users' devices. **High-definition videos and adverts** will run on a continuous loop, showcasing the main regional attractions: from cities of art to historic towns – starting with **L'Aquila**, the regional capital and **2026 Italian Capital of Culture**, with its extensive programme of initiatives and events – and outdoor activities to be enjoyed amid the region's unspoilt natural landscapes. Nature reigns supreme in Abruzzo: one-third of its territory is protected, home to **three national parks and one regional park** – the Abruzzo, Lazio and Molise National Park; Maiella National Park (a **UNESCO Global Geopark** since 2021); Gran Sasso and Monti della Laga National Park; and Sirente Velino Regional Park – along with 44 protected areas and 38 nature reserves. This remarkable commitment to environmental stewardship confirms Abruzzo's status as **the true green heart of the Mediterranean**.

The Abruzzo Region's participation in FITUR Madrid is part of the comprehensive integrated promotional project **"Radici e rotte: l'Abruzzo a Madrid"** (Roots and Routes: Abruzzo in Madrid). Launched in May 2025 by the Regional Council of Abruzzo, in collaboration with the Consulate General of Italy, the Italian Cultural Institute and the Casa Abruzzo association in Madrid, the project aims to highlight and promote the region's historical and cultural heritage to a broad audience of Spanish visitors and tourism and trade operators. The initiative is expected to culminate – potentially as early as next spring/summer – with the launch of a **direct Pescara–Madrid flight**, bringing the total to **three operational air links between Abruzzo and Spain**, alongside the established routes from Pescara to Barcelona (Girona) and Valencia.

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