

EXTRAORDINARY CALABRIA AT FITUR MADRID 2026

The Department of Tourism, Culture and Local Identity of the Calabria Region returns to FITUR Madrid 2026, alongside the region's tour operators, hotels and resorts to showcase the latest highlights and opportunities in tourism to buyers from the Spanish market.

Calabria is asserting itself as an authentic destination on the rise, catering to the growing appetite for sustainable, adventurous travel experiences that are culturally immersive and deeply rooted in local tradition. It is an attractive destination that is becoming increasingly accessible to international markets thanks to the progressive expansion of direct air links. Calabrian airports are connected to major European hubs and Calabria is now also easily accessible from Spain via direct flights.

Calabria's tourism portfolio aligns perfectly with the interests of the Spanish public, which is increasingly geared towards alternative and experiential forms of tourism. The region prioritises hiking trails, cycle routes, slow travel itineraries and outdoor activities that can be enjoyed within Calabria's protected natural areas. Gastronomy also plays a central role, featuring premium local produce, traditional products and signature recipes – true ambassadors of an authentic Calabria, deeply steeped in time-honoured local traditions.

At FITUR Madrid, Calabria will present a varied tourism portfolio, with a dedicated focus on new trends in experiential tourism, the revitalisation of historic villages and initiatives aimed at driving year-round tourism. In this context, the Calabria Region will organise a destination showcase on Tuesday 21 January at 16:30, at the Piazza Italia – ENIT stand: "Calabria: Places and People – A Story Told by Many Voices." This storytelling and networking session is dedicated to buyers, operators and the media, designed to celebrate the region's identity through its communities, distinctive landscapes and tourism experiences.

This will be followed by a tasting of typical Calabrian delicacies, offering a sensory journey through the region's flavours and gastronomic culture.

The Calabria Region is consolidating its position as an emerging destination for the Spanish market by creating new opportunities for business partnerships, with the aim of boosting quality tourism and positioning itself as a destination of excellence within the Mediterranean tourism landscape.