

At FITUR 2026 in Madrid, Emilia-Romagna aims to captivate Spanish tourists with art, seaside, gastronomy, world-class sport and both active and “slow” tourism

From 21 to 25 January, the Region returns to FITUR 2026, Spain’s largest B2B and B2C event (www.ifema.es/) – 10 tourism operators from Emilia-Romagna will present a range of offerings spanning Culture, Food and Wine, Seaside Tourism, Active Holidays, World-Class Sport and Cycle Tourism, Slow Tourism, Motor Valley and Wellbeing to travellers and industry professionals. The stand is managed by Apt Servizi Emilia-Romagna and can be found in the Italy/ENIT area (Hall 4, Stand 4E18)

Emilia-Romagna returns to Madrid **from Wednesday to Sunday, January 21-25** for the **46th edition of FITUR**, the most important B2B and B2C trade fair for Spanish tourism. The goal is to **strengthen interest from the Iberian market** – increasingly attracted to Italy and the region’s offerings – and **promote year-round tourism** (www.ifema.es/).

At the stand – managed by Apt Servizi Emilia-Romagna – in the Italy/ENIT area (Hall 4, Stand 4E18), 10 tourism operators from Emilia-Romagna will present the latest products in their 2026 holiday portfolio to the public.

A key highlight will be the **major events and international exhibitions in the Cities of Art** – true treasure troves of history and culture, home to **17 UNESCO designations**.

Significant space will also be dedicated to **green and outdoor tourism**, to the “slow” travel experience featuring the **22 Walking Routes of Emilia-Romagna** and to the **58 historic villages of the hinterland**.

The Apennine destinations will feature prominently. Set in lush countryside, they are ideal for summer trekking, boasting **2 National Parks, 14 Regional Parks** and as many nature reserves. Promoting the **Riviera Romagnola** will also be a central focus, with its **110 kilometres of coastline** featuring eco-sustainable and accessible beaches, seafront promenades revamped with sustainability in mind and pedestrianised zones. Also highlighted will be the spring events around Easter and bank holiday weekends, without overlooking the emblematic event of the summer: **“La Notte Rosa” (Pink Night), from 19–21 June**.

Completing the region’s portfolio are the hubs of excellence of the **Motor Valley**, featuring iconic brands such as **Ducati, Ferrari, Maserati, Lamborghini, Dallara and Pagani**; the **Food Valley**, which boasts **44 PDO and PGI products**; and the **23 centres of the regional spa circuit**.

2026 will be the year of **major sporting events**, with a focus on cycle tourism and **Velo-city 2026**, the World Cycling Congress returning to Italy after 35 years. Scheduled in **Rimini from 16 to 19 June**, more than 1,600 delegates from over 60 countries are expected at Rimini’s Palacongressi.

Rimini will also take centre stage with **Routes Europe 2026 (18–20 May)**, the most important European networking event dedicated to air transport. This will bring more

than **1,200 delegates** and representatives of **100 international airlines** to the city, making this destination a true “European aviation hub.”

The 2026 calendar also features numerous **world-class motorsport events**: from the **Superbike World Championship** (12–14 June) to the **Red Bull Grand Prix of San Marino and the Rimini Riviera MotoGP** (11–13 September), **World Ducati Week** (3–5 July) – which in 2026 will celebrate 100 years of the Ducati brand – the **Ironman in Cervia** (19–20 September) and the **Motor Valley Fest**, the great festival of Emilia-Romagna’s Land of Motors (May). Finally, the “**Emilia-Romagna HypER 5**” project brings together sport and tourism with **five major marathons** (Parma, Bologna, Ravenna, Reggio Emilia and Rimini) spread out over five years, offering an experience that integrates competition, discovery of the local territory, culture and food and wine.

The region’s stand will also host a number of events dedicated to gastronomy.

The first, on **Thursday, 22 January**, is a networking aperitif featuring Emilian culinary specialities offered by Destinazione Turistica Visit Emilia and the regional consortia for typical local products. It will be hosted for around 30 tourism operators and Spanish journalists, including those who took part in the incentive trip to Emilia organized in October by Amadeus España, in collaboration with ENIT, Apt Servizi Emilia-Romagna, Visit Emilia and the Municipality of Parma.

Throughout the fair, **Piazza Italia will host tastings of PDO and PGI certified delicacies, in collaboration with the Regional Department of Agriculture**. The selection features iconic specialities including Parmigiano Reggiano PDO, Traditional Balsamic Vinegar of Modena PDO, Salumi Piacentini PDO, Balsamic Vinegar of Modena PGI and Piadina Romagnola PGI, an initiative designed to celebrate the excellence of Emilia-Romagna’s gastronomic heritage.