

Liguria at FITUR 2026: The Mediterranean in Dialogue with Europe from Genoa to Madrid: a journey through culture, landscapes and authentic hospitality

From 21 to 25 January 2026, Liguria returns to Madrid for FITUR with an official presence developed in collaboration with ENIT. The region will showcase itself to the Spanish market as a destination that unites sea, history and innovation in a tourism portfolio that extends beyond the traditional summer season. Liguria is not just a summer destination, but a Mediterranean experience to be enjoyed all year round: villages that preserve identity and memory, panoramic coastal paths, trails striking inland just kilometres from the shore and a culture that tells the story of centuries of European exchanges.

Adding further cultural depth to Liguria's showcase is the major international exhibition “*Van Dyck l'Europeo*” (**Van Dyck, the European**), scheduled in Genoa from 20 March to 19 July 2026. The Flemish painter, a leading figure of an artistic era that had one of its most significant moments in Liguria, becomes the ideal key for building a narrative bridge between Flanders and the Mediterranean, between Northern and Southern Europe. It is a connection that Madrid can naturally embrace: Spain's sensitivity to art, its historical relationships with Europe's great capitals and its interest in cultural travel make this exhibition not just an event to highlight, but an invitation to rediscover Genoa as an international city, open and surprisingly modern.

At FITUR, where attention is focused on sustainability, innovation and sector transformation, Liguria brings concrete, quantifiable projects. In 2026, major investments are planned to develop new cycling routes linking the coast with the hinterland, strengthening the appeal of natural landscapes and small villages while promoting “slow” tourism that respects the territory. This development vision meets the growing demand among the Spanish public for active, authentic, outdoor experiences: not just a holiday, but a form of travel that truly connects with the destination.

Alongside the landscape and cultural dimensions, Liguria is showcasing its ongoing commitment to accessibility. Following the successes of 2025, with **almost three hundred beach facilities** and **67 accommodation options** certified as accessible to people with disabilities, 2026 will see the return of the **Accessible Sea Guide** and the **Accessible Hotels Guide**, produced in collaboration with specialist associations and organisations. This is a project that broadens rights and opportunities, transforming hospitality into a shared value.

The region's participation in Madrid is thus rooted in balance: roots and innovation, tradition and investment, Mediterranean identity and European vision. The result is a destination that goes beyond self-promotion to open a genuine dialogue. It is an invitation to discover Liguria by following diverse sources of inspiration: Flemish art and the light of the sea, historic ports and Baroque squares, sea-view walks, the scent of pesto and PDO extra-virgin olive oil and the calm of the shoulder seasons that reveals the most authentic essence of the place.

It is a region close in both culture and spirit. At FITUR, Liguria chooses to present itself not as a distant destination, but as a gateway to the Mediterranean: welcoming, European and profoundly alive.