



The Marche Region at the Madrid Tourism Fair

A holistic experience encompassing sea, villages, nature and sustainable tourism

Marche, 8 January 2026 – Regione Marche is taking part in the **International Tourism Fair in Madrid** (FITUR, 21–25 January 2026), showcasing the region to the Spanish public as an authentic, welcoming and sustainable destination, offering a complete and balanced travel experience, deeply rooted in local life and culture.

The only Italian region named in the plural, the Marche tells the story of a piece of Italy defined by harmony between sea, hills and mountains, with thriving historic villages and intimate cities of art where culture, landscape and traditions merge into a seamless and accessible narrative. More than 170 kilometres of Adriatic coastline – from the fully serviced beaches of the Riviera delle Palme to the pristine coves of Monte Conero – alternate with rolling hills dotted with medieval villages, Renaissance fortresses and cultivated countryside, stretching all the way to the unspoilt landscapes of the Sibillini Mountains and protected nature reserves.

The Marche appeals to travellers seeking quality, authenticity and a slower pace. It speaks to those focused on the human dimension of travel, favouring contact with local communities, the warmth of good company, great food and genuine hospitality. They will find a natural cultural affinity in the Marche: lively piazzas, active traditions, folk festivals, small historic theatres and a gastronomy rooted in the territory, conveying local identity through simple, distinctive flavours.

Art cities such as Urbino (the cradle of the Renaissance), Ascoli Piceno (elegant and monumental) and Pesaro (Italian Capital of Culture 2024) bear witness to a history rich in creativity, architecture and knowledge, set within a landscape that invites slow and mindful discovery. Alongside culture, the Marche region offers a wide range of active and sustainable tourism options: trekking, cycle routes, walking trails and inclusive outdoor experiences, ideal for those who want to enjoy nature mindfully, authentically and respectfully.

At the Madrid fair, the Marche region presents itself as a versatile and all-encompassing destination, catering to couples, families, active travellers and food lovers alike. It appeals to an international audience that is increasingly focused on wellbeing, sustainability and experiential tourism: a less crowded, more authentic Italy, where travel becomes an encounter, a chance to slow down and a celebration of the quality of life.

The Marche: a region to be experienced, not just visited.

For information:

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