

PRESS RELEASE

Tuscany at FITUR 2026: between the prestigious new designation of Italian Cuisine and the legacy of UNESCO sites

On 22 January, the headline event at the Grimaldi stand: a sensory journey through the region's 16 UNESCO sites, celebrated through chef Enrica Barni's signature lunch and the Vetrina Toscana project

MADRID - Tuscany takes centre stage again at **FITUR Madrid 2026** (21–25 January), reinforcing its leading role in the European tourism landscape. This year, the Region's participation takes on even deeper meaning: the recognition of **Italian Cuisine as UNESCO Intangible Cultural Heritage of Humanity** provides the backdrop and guiding thread for the story of a "wider Tuscany", where food culture is inextricably intertwined with the monumental and landscape beauty of its **UNESCO Heritage**.

The main event will take place on **Thursday 22 January** at the stand of **Grimaldi**, a strategic partner for connectivity between Italy and Spain. Together with the shipping company, last May, Toscana Promozione Turistica organised a tour to foster a deeper understanding of Tuscany – and in particular of Maremma – for a selected group of journalists and bloggers from Spain's most prestigious media outlets.

On this occasion, Tuscany will celebrate the outstanding quality of its heritage: **16 treasures recognised by UNESCO**, with a variety ranging from Renaissance art to natural landscapes.

Just as December 2025 saw the celebration of the **30th anniversary of the inclusion of Siena's historic centre** on the World Heritage List, this year marks the **30th anniversary of Pienza's recognition (1996–2026)**, the "ideal city" of Pius II. These anniversaries bear witness to that harmony between people and the land that Tuscany continues to promote as a model of hospitality.

The UNESCO recognition of Italian cuisine finds its natural expression in **Vetrina Toscana**, the Region's project that brings together local food and wine culture and environmental awareness, coordinated by Toscana Promozione Turistica with support from Fondazione Sistema Toscana. Active since 2000, the project has created a regional network which today includes over 2,200 operators in the gastronomic sector, safeguarding biodiversity and traditions.

For the headline event on **Thursday 22 January** at the Grimaldi stand, **chef Enrica Barni** will celebrate Tuscan UNESCO sites with a signature lunch inspired by them, creating a symbolic bridge between authentic flavours and the region's monuments and turning the culinary experience into a journey through Tuscan art and history.

Participation at FITUR is part of a trajectory of steady growth in visitor numbers. In 2024, Spain confirmed itself as **Tuscany's fourth-largest European market**, with **770,000 overnight stays** and over **340,000 arrivals**. While art cities remain the main destination (73.5%), interest is growing in spa tourism, the seaside and the countryside – signs of a "wider Tuscany" that is winning over new segments of travellers.

The strategy aimed at Spain is based on concrete partnerships that go beyond traditional promotion, creating a dialogue between regions that share similar visions. With the region of **Castilla-La Mancha**, for example, a protocol is in place focusing on rural tourism and the power of literary storytelling, symbolically linking the land of Don Quixote with that of Boccaccio through itineraries celebrating the historic landscape.



Equally significant is the synergy with **Navarra**, developed through the format "Dialoghi di gusto al femminile" (Taste dialogues: the female perspective): a project that champions the talent of chefs and women as a key to experiential tourism that pays greater attention to human relationships.

To complete this picture of relationships, exchanges with the **Canary Islands** are also being added, as part of a network promoting European excellence.

Together, these alliances allow Tuscany to present itself in Madrid as the heart of a modern, integrated hospitality ecosystem, capable of engaging with Spanish travellers through universal themes such as culture, taste and sustainability.

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