# ITALIA

TRAVEL NEWS

ANNO III - N. 2

WTM London

November 2025

# Golden country

*Italy's march towards Winter Olympics has begun*

## Off-peak, luxury and events the evolution of tourism

*The regions beyond the icons*

## IVANA JELINIC

*«A land of unforgettable experiences»*

Lagenzia di viaggi magazine

ENIT SPA

# Ivana Jelinic, Italian's tourism unveils its untold strengths

*Catering to off-peak tourism, promotion of inland areas and a focus on luxury and major events. The priorities for the CEO of the Italian National Tourism Agency (ENIT). A modern and sustainable Italy will be showcased at the WTM 2025*

A picture of strong growth in tourism from the United Kingdom emerges from this interview with Ivana Jelinic, the CEO of ENIT Spa, who reveals how the UK is a key market that continues to show keen interest in Italy. In anticipation of her participation at the World Travel Market 2025, scheduled to take place in London between 4 and 6 November, Jelinic confirms that the balance is extremely positive for Italy both in terms of visitor numbers and spending. From the need to cater to off-peak tourism to the promotion of less popular regions, and the preparations for major events such as the 2026 Winter Olympics, the CEO reveals ENIT's strategy aimed at consolidating the appeal of the Italy brand on a global scale. .

**What is the overall picture as regards the objectives that ENIT set itself for the Anglo-Saxon market?**

«The balance is very positive. Just look at airport arrivals in Italy between January and August 2025: passengers from the UK make up 16.1% of the total number of foreign passengers, a positive growth trend of +3.2% compared to 2024. Not only are the sheer numbers of these holiday choices by British tourists significant but also the amounts being spent, totalling €2.4 billion in the first half of 2025, which is an increase in consumption of +10.1% compared to 2024».

**Which segments are most popular in the UK?**

«Leisure above all. Ninety-eight per cent of arrivals are related to holidays and leisure stays, while the remaining 2% are business trips, of which 33% are bookings made less than two weeks before departure. Thirty-eight per cent of these reservations are placed by couples, while groups of 3-5 passengers account for 29%. There is also a significant number of solo travellers, who account for around 25%».

**What are ENIT's main objectives for 2026 for the international market, set to be revealed at the important WTM showcase?**

«Without doubt it is ENIT's task to promote all aspects of excellence associated with the brand Made in Italy, helping people discover Italy's inland areas, the uniqueness and typical characteristics of our regions, promoting investments and spreading tourist flows throughout the year. We can offer sea, mountains, art, shopping, food and wine, making us an attractive option all year round. We will continue to promote our excellence around the world, scaling the rankings that place Italy firmly at the top of the most desired destinations».

*The Italian Ministry of Tourism appointed Ivana Jelinic as CEO of ENIT Spa in November 2022*

**Are classic Italian destinations such as the Amalfi and Sorrento coasts, Sicily and Tuscany still the most popular, or are you investing in destinations as yet unexplored by UK tourists?**
«From the data collected by British tour operators selling Italian package holidays, we note that, alongside the more traditional destinations such as coastal areas and islands or Tuscany and Umbria, villages in inland areas are also in high demand. In fact, in addition to the most frequent destination airports Rome, Milan and Venice for travellers arriving from the UK in 2025, the presence of Naples, Pisa, Verona and Catania is noteworthy. In the first eight months of the year, there was an increase in arrivals from the UK to Tuscany and Sicily, but also to new destinations such as Puglia (85,000, +21.5%) and Calabria (around 17,000, +53%)».

**In addition to aiming for growth in arrivals in Italy, are there any plans to increase tourism spending or to consolidate the Italy brand in the luxury?**
«We are trying to expand our range of offers, targeting all types of tourists. From those who want an outdoor experience to those who prefer a lakeside holiday, from families to honeymooners. The luxury market is an important sector, which is seeing growth and increasing investment. Tourists come to Italy from all over the world (China, US, Saudi Arabia) to shop in our cities or enjoy 5-star treatment».

**High-end tourism is evolving towards quiet luxury, where the focus is on privacy, exclusivity and authenticity. How is ENIT adapting its strategy to capture this demand in the UK market?**
«Luxury tourists certainly appreciate elite and exclusive experiences. In Italy we are well equipped to meet this demand thanks to fantastic facilities capable of accommodating guests while ensuring maximum privacy and comfort, offering dedicated packages. The sector is growing and we encourage this growth because it attracts investment and high-spending tourists, which helps to drive the local economy and enhance the well-being of local communities».

**The Milan Cortina 2026 Winter Olympics will be an extraordinary showcase. How do you intend to present the British public with an image of Italy that is modern, innovative, sporty and sustainable? What strategies do you intend to adopt to extend the visibility to the rest of Italy?**
«As we have already seen with this year's Jubilee, major events drive tourism throughout the entire country. International travellers choose Italy as a destination in every sense. The Winter Olympics will certainly be a driving force for development and will be accompanied by an increase in tourist flows also for the rest of the peninsula. We are among the global leaders in event organisation, as evidenced by data on the MICE sector, so we will undoubtedly make our presence felt on this occasion».

**In 2026, many British tourists will be looking for a 'purposeful journey'. How is ENIT working to increase the range of learning, wellness and inner discovery experiences linked to tourism?**
«Tourism is a bridge between cultures, a continuous enrichment. This also affects the destinations chosen by travellers. In Italy, we are second to none when it comes to offering such experiences, because of our uniqueness in terms of culture, art and natural scenery. I believe that we are one of the main destinations for such holiday experiences and we will certainly be able to meet the demands of British travellers».

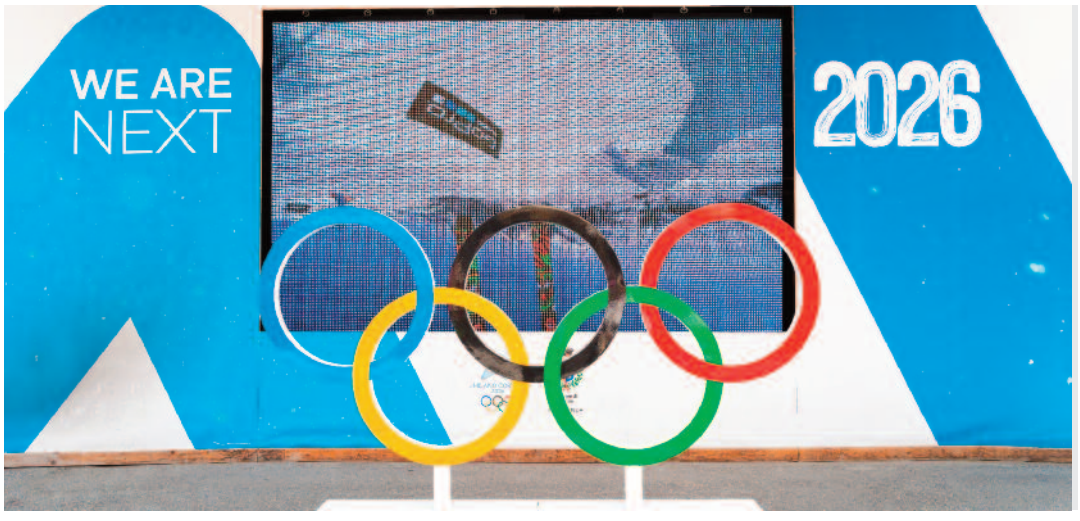
**Italy does not only sell holidays but also lifestyle. How do you communicate such an intangible and powerful value?**
«This undoubtedly represents a challenge. Thanks to international fairs and events, we are able to showcase our flavours, our customs and the 'Italian way of life' sought by foreign tourists. Whether you're enjoying a coffee sitting at a table in a café or attending a tasting in a splendid wine cellar, we are able to offer values and traditions that are unique and unrepeatable in other parts of the world».

**Catering to off-peak tourism remains a crucial challenge. What initiatives are you planning to promote intermediate season tourism?**
«Autumn already has good booking peaks, and we are managing to provide the right input to foreign tourists. The Italian experience is available throughout the year and is managing to attract new flows of tourists: this summer, we saw how destinations such as lakes and mountains fared better than the seaside, driving the overall growth of the sector».

"Our country is increasingly recognized as a premier destination for experiencing something truly unforgettable"

# Italian #TravelPower conquers London

Connecting the global travel community, promoting innovation and creating opportunities to redefine the future of travel, one powerful connection at a time. This is the claim of WTM 2025, where the Italian National Tourism Agency (ENIT) and Italian tourism are naturally positioned. This is the result of a legacy that has set out to shape the future of travel and support #TravelPower, establishing Italy as the second most popular tourist destination in Europe and singling us out as leaders in social sustainability; a legacy built on values. The real challenge for contemporary tourism is not measured in numbers but in terms of human values. The aim is to offer personalised experiences that are accessible to all, respectful of the ecosystem, inclusive and open to cultural diversity – capable of accommodating the needs of people with different abilities, backgrounds and sensibilities. Holidays should encourage people to meet, stimulate intercultural dialogue and help strengthen the social fabric. Italy has the resources, territories, awareness and structures required to realise this vision. Tourism is being transformed from a mere economic activity into a strategic lever for the harmonious development of local communities and visitors, generating concrete benefits in terms of social inclusion, cultural growth and environmental sustainability.
This is what characterises the Italian tourism sector in 2025 as it faces the challenges and opportunities of the future on a sound footing. This is also borne out by the figures for the past few months: +5.7% total occupancy in accommodation facilities between January and July 2025, +10.4% if we consider international facilities; almost €25 billion generated from international tourism in the first half of the year (+5.9%) with net tourism revenues of €9.2 billion for the first six months (up +6.5%); 105.5 million international airport passengers in the first 8 months, i.e. +7.4% when compared to 2024. Furthermore, Italy ranked second in Europe for international arrivals in the first seven months and for total stays, but also third for domestic arrivals with 116.6 million overnight stays from January to July; a forecast for the whole of 2025 of €185 billion in total tourism consumption, with foreign spending in Italy estimated at +9.4% at the end of the year and domestic spending at +1.6%. Furthermore, in 2025, Italy will also be a leading destination in terms of sustainability, capable of combining tradition and innovation, hospitality and responsibility, tourism and authenticity. The recipe is simple: optimise attractiveness while maintaining respect for the environment, the territory and communities; make slow tourism, cycle tourism, spiritual journeys and high-quality seaside and cultural offerings the basis of sustainable tourism models; tackle the global challenge represented by the Jubilee and the Olympics through innovation, ensuring governance, security and hospitality. This growth strategy, which focuses on social and environmental sustainability, by extending the tourist



season to reduce the concentration of human impact, and encouraging the participation of communities and businesses in tourism processes, is already bearing fruit, as evidenced by WTTC data:
– from 2019 to 2023, the intensity of greenhouse gas emissions from travel and tourism has decreased (-2.9% greenhouse gas emissions per USD of annual tourism GDP);
– 7.9% of low-carbon energy consumption linked to total energy consumption for travel and tourism, compared to the global average of 6%;
– 15.5% of freshwater consumption linked to travel and tourism (cubic metres consumed per thousand USD of annual tourism GDP) compared to the global average of approx. 28%;
– 1.34 million jobs for women in tourism (direct and indirect supply chain), up from 1.28 million in 2019;
– 48.6% of direct female employment (707,000) of the total amount, compared to the European average of 47.8%;
– 17.1% of high-paying jobs in tourism with respect to the total employment figures in 2023, compared to the European average of 15.4%;
– reduction in youth unemployment, with 134,000 young people directly employed in

travel and tourism. These are just some of the results of an economic sector that is increasing in strategic importance and which will allow us to make our tourism offering more modern, inclusive and sustainable over time and generate more revenue. With a projected contribution to GDP of €237.4 billion by the end of 2025, Italy will once again be one of the leading destinations in the global tourism. Its role will become increasingly strategic over the coming years, with estimated growth set to increase the value of tourism to €282.6 billion within the next decade. During this process of sustainable growth, the impact of international markets in our country plays a primary role, by attracting markets that are the major sources of tourism and the biggest spenders. Germany, the USA, the UK and Spain are at the top of the list. For this reason, today's presence at the World Travel Market in London testifies to the commitment that institutions and businesses have made by coming together to seize the opportunities offered by innovation, thanks in part to the increasingly widespread use of artificial intelligence in tourist services. But it also demonstrates our desire to convey to travellers the authentic value of the Italian travel experience, where we are most competitive, because we have no need to invent a narrative about our identity and authenticity, but can simply point to our cultural heritage, both tangible and intangible, our cities of art and our inland areas, enticing tourists to participate in our Italianness, so sought after and admired around the world.

# The rise of UK tourists: 2025 data

When the figures for airport arrivals in Italy between January and August 2025 are examined, passengers from the United Kingdom represent 16.1% of the total number of foreign arrivals, a positive growth trend of +3.2% with respect to 2024. However, these holiday choices by British tourists are not only significant in terms of passenger numbers but also in terms of the economic value of these tourist flows which, based on the figure of €2.4 billion spent in the first half of 2025, represents an increase in consumption of +10.1% compared to 2024.
In 2024, the annual expenditure by British tourists in Italy of €4.9 billion had already registered an increase of +8.6% on the total spent in 2023, thanks in part to an increase in the number of travellers of 6.8 million, up +8.3%. The number of overnight stays remained stable at over 34 million, with a slight decrease in average stays from 5.6 nights to 5.1 nights in 2024.
The first half of 2025 is in line with the previous year in terms of length of stay (4.8 nights), but the number of total overnight stays grew to 15.1 million (+2.1% on 2024) and the number of travellers grew by +0.5% (3.1 million). Between January and August 2025, it is estimated that there will be over 2.7 million airport arrivals in Italy by British tourists, three-quarters of whom will come from London (+2.8% compared to last year), around 10% from Manchester (+5.1%) and 3-4% each from Edinburgh (+7.5%), Bristol (+5.6%) and Birmingham (+13.6%).
Ninety-eight per cent of these airport arrivals are for holidays, while the remaining 2% are business-related, with 33% of bookings made less than two weeks before departure (+37.3%) and 22% made more than three months in advance (+25.2%). In 38% of cases, these are trips made by couples, while in 29% of cases, the number of persons increases to 3-5 people. However, 24% of people travel alone.
Although Rome, Milan and Venice will remain the main destinations for flights from the UK in 2025, the experiences most sought after by British travellers, according to data collected by British tour operators selling Italian holiday packages, combine the more traditional coastal destinations and islands or Tuscany and Umbria with villages in inland areas. In fact, among the destination airports for British travellers in 2025, the ones already mentioned are followed by Naples, Pisa, Verona and Catania.
From January to August, airport arrivals from the UK to Tuscany (around 326,000, +7.8%) and Sicily (over 148,000, +11.6%) increased, as did arrivals to new destinations such as Puglia (85,000, +21.5%) and Calabria (around 17,000, +53%).

# SOUTH TYROL, THE VERY TOP OF ITALY

South Tyrol invites winter enthusiasts to experience the new season with fresh energy and alpine charm. From 29 November, Kronplatz opens with breathtaking views and modern lift systems. Seiser Alm, Europe's largest high alpine pasture, opens on 5 December, offering 181 km of slopes and sunny cross-country trails. Eggental's Obereggen and Carezza combine reliable snow cover with family-friendly fun and night skiing. Gitschberg-Jochtal beckons with authentic villages and scenic variety. They are all part of Dolomiti Superski, one of the world's largest ski networks with 1,200 km of interconnected slopes. New highlights include upgraded lifts, eco-friendly mobility solutions, and curated experiences for skiers and non-skiers alike. Whether carving down pristine slopes, snowshoeing through silent forests, or relaxing in cosy mountain huts – South Tyrol's winter 2025/26 promises unforgettable moments in a landscape shaped by nature and culture.

# TRENTINO: SPORTS, MUSIC AND FOOD

In Trentino, there is something happening in every season. Next winter, Trentino will be one of the venues of the Olympic and Paralympic Winter Games Milano Cortina 2026 (February 6-22 and March 6-15). Val di Fiemme will host Nordic skiing disciplines such as cross-country skiing, Nordic combined skiing and ski jumping, as well as Para cross-country skiing and Para biathlon. From late August to early October, I Suoni delle Dolomiti (The Sounds of the Dolomites Festival) will transform the Trentino mountains into unique and unrepeatable stages. It will feature not only classical music, rock, folk, jazz, world music, and ethnic music but also opera, literature and theatre performances. In autumn, tourists will be able to enjoy the Frantoi Aperti event (Oil Mills Open Days): a weekend in early November ideal to explore olive groves and learn to recognize their colours and scents.

# CALABRIA: A MIX OF ART AND ACTIVE TOURISM

Calabria 2026 is emerging as a destination for tourists ready to explore its authenticity. A gem located in the heart of southern Italy, it stands out for its territorial diversity, the uniqueness of its artistic, historical and natural heritage, and its highly prized food and wine. 800 km of coastline overlooking two seas, three national parks, nature reserves, trails, cycle paths and religious routes offer an introspective and emotional experience. Through the promotion of the Calabria Straordinaria brand on foreign tourist markets, the region seeks to promote the area and its excellence. A key element in this strategy is the improvement of connectivity to Calabrian airports with an increase in international routes. The picture is completed by major festivals and events and sustainable tourism proposals.

# SICILY, A YEAR-ROUND DESTINATION

2026 marks a turning point for immersive tourism in Sicily. From June, the direct flight from Catania to Montréal will open a bridge with North America, spreading the island's identity and traditions. Every month is a new beginning, with seasons and places that captivate visitors: February explodes with Sant'Agata and the Almond Blossom Festival; spring with Holy Week in Enna, Trapani and Scicli. July heralds the Festino di Santa Rosalia, August the Vara di Messina. September marks new beginnings with the music of Bellini and the Coppa degli Assi. In autumn, Gibellina celebrates its post-earthquake rebirth with the landscape artwork Grande Cretto and the Orestiadi festival. In Sicily, holidays are never-ending: Time teams up with the visitor in a journey that lasts all year round.

# PIEDMONT, A UNIQUE ATTRACTION

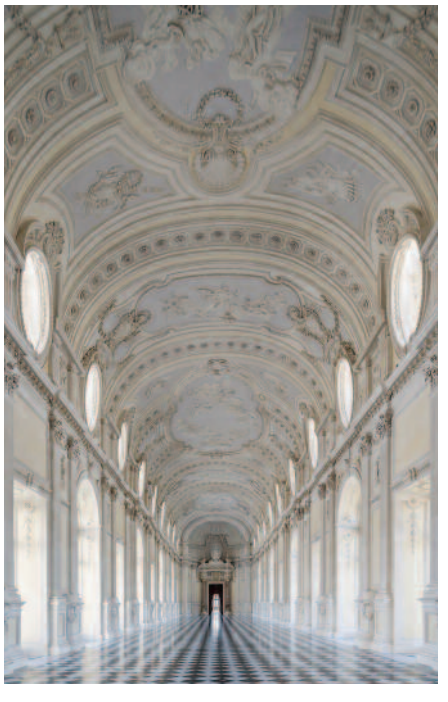
With a territorial vocation that is evident in its name, Piedmont (i.e. foot of the mountain) is the perfect “four seasons” destination for travelling at a slow pace and without any constraints, in a context of sustainability and accessibility “for all”. A privileged stage for major events in music and art, technological innovation and sport, the region is an irresistible magnet for international tourists in search of genuine ambiences, people and stories. From Monte Rosa to Monviso, from the rice plantations, villages and sanctuaries between Novara, Biella and Vercelli to the valleys of Turin, Cuneo and Ossola, from Lake Maggiore and Lake Orta to the horizon of vineyard-covered hills of Langhe Roero and Monferrato, a UNESCO World Heritage Site, Piedmont is characterised by its extraordinary biodiversity.
A journey on foot or by bicycle, by car or camper van on some of the 20,000 km of well-equipped cycle routes, historic mountain roads, outdoor oases and ancient paths such as the Via Francigena is a opportunity for visitors to take their time and cultivate their wellbeing in an extraordinary variety of urban and natural spaces.
With five magnificent UNESCO sites and an extensive network of cities of art and villages that are testimony to its history as a crossroads of cultures, communities and knowledge, the whole of Piedmont is an open-air museum, where art, history and landscape coexist in perfect symbiosis.
This backdrop is an opportunity to embark on a Grand Tour of food and wine and experience a unique concentration of traditional Alpine flavours and contemporary ‘urban’ cuisine that is unrivalled in terms of excellence and creativity. And during the winter season, Piedmont guarantees quality and safety at its 50 sports resorts and 1,350 kilometres of slopes, 14 snow parks and top-end hospitality in hotels, mountain lodges and refuges.

# TURIN, THE CAPITAL OF THE ALPS

Turin is the capital of the Alps that surround and characterise it with the peculiarities of the various valleys that connect the city to the French border.
Starting from the north, the majestic landscapes of the Orco and Soana valleys, where Italy’s first national park, Gran Paradiso, was created, dominate the scenery. Then there are the three Lanzo valleys with their rugged peaks, which are the birthplace of Italian mountaineering.
The Upper Susa and Chisone Valleys encompass one of the largest ski areas in the Alps, renowned around the world for the quality and quantity of services offered. Vialattea and Bardonecchia, the venue for the mountain events of the 2006 Turin Winter Olympics and the 2025 World University Games, feature 500 km of ski and snowboard slopes. The modern facilities include slopes with varying degrees of technical difficulty for alpine skiers and cross-country skiing enthusiasts alike. Finally, there are the Waldensian Valleys, where the culture of one of Italy’s most significant Protestant denominations blends with the beauty of authentic and unspoilt valleys.

# ROYAL EXPERIENCE: THE HOUSE OF SAVOY

Turin boasts a surrounding area of royal palaces and castles of remarkable historical and artistic value: the Crown of Delights of the Savoy, a group of stately homes built around the capital between the 16th and 18th centuries at the behest of the Savoy dukes and kings. In 1997, this heritage was declared a UNESCO World Heritage Site and today offers visitors a regal experience with a contemporary twist.



Italian Royal Experience is the new identity concept that will guide the various initiatives and communication programmes, aiming to create a distinctive identity that represents Italian style combined with “beauty”, “elegance”, “traditions”, “well-being” and “cultural leisure”. The new Italian Royal Experience strategy is at the heart of the regional promotion project “Residenze Sabaude, un territorio da Re” (Savoy Residences, a royal territory).

# THE WHOLE OF LAZIO JUST A STEP AWAY

Lazio is working on a strategy to attract tourists who do not just want to "sightsee" but are also keen to live, feel and participate. Over the last two years, investments have been made in projects that not only focus on the visitor experience and the quality of hospitality but also on promoting local identities. The strategy is geared towards quality tourism, capable of distributing visitor flows, promoting local excellence and offering authentic experiences. A concrete example of this approach is the "Le vie del Giubileo" (Jubilee Routes) initiative, which goes through various locations in the region. This project combines spirituality, culture, nature and tradition and is a perfect example of immersive tourism. The event "Cammini DiVini" is conceived along the same lines. It is due to kick off shortly and will include visits to monastic complexes in Lazio accompanied by spiritual, cultural and food and wine events. Another very important project concerns one of Lazio's UNESCO World Heritage Sites: the Via Appia Regina Viarum. The Region is supporting the organisation of the First Travelling Festival of the Appia Regina Viarum, which sets out to raise awareness of all the places through which this historic road still passes today – numerous villages steeped in history and charm – through events, concerts and walks from Rome to the archaeological site of Minturno, in the province of Latina, where there is an important Archaeological Park. Every action is perfectly reflected in the slogan "C'è tutto un Lazio intorno" (The whole of Lazio just a step away).

# ROME EVOLUTION: RECORD TOURISM AND BIG EVENTS

Rome will showcase itself at the WTM as a city experiencing a complete renaissance, driven by hundreds of millions of pounds of investment in infrastructure, with steady growth in tourism and a programme of major events. The city has become an efficient, organised and reliable metropolis. Sport is a decisive driving force: the Rome Marathon and Half Marathon attract record numbers of foreign participants, with numbers continuing to grow. On 24 and 25 November, the Stati Generali del Turismo (tourism conference) will bring together institutions and operators from around the world to lay down common strategies and consolidate Rome's international positioning.

# LIGURIA, WHERE WINTER IS MAGIC

Liguria looks to the future without ceasing to surprise, always ready to welcome travellers with new experiences designed to allow them to enjoy the region in every season, surrounded by authentic nature, innovation and traditions that never go out of fashion. The first chapter of this journey is about bicycles. The Cycling Riviera, 33 kilometres of coastal track created from the old railway line between Ospedaletti and Imperia, won the Green Road Award 2025, the Italian Oscar for cycle tourism. This success confirms Liguria's vocation for soft mobility, while the region looks ahead with the aim of expanding its network of connections between the coast and the hinterland. The digital dimension is also growing. By 2026, 150 new webcams will be installed in as many municipalities, ready to complement the existing ones. More than technological tools, they are veritable windows open at all hours onto squares, marinas and panoramas: images that recount everyday life in the region, useful for those planning a trip and as a source of inspiration for those who dream of travelling. And then there is winter, a season that in Liguria is more than just silent seas and bare hills. Thanks to a regional tender worth €500,000, villages and towns will be decked out in Christmas lights and decorations. Installations, markets and events will make December and January a special time to discover the Riviera in a different light: more intimate, welcoming, reminiscent of a fairytale.

# GENOA BETWEEN PAST AND FUTURE

Genoa, a crossroads of tradition and innovation, is a treasure trove of history and culture and boasts some of the most fascinating UNESCO World Heritage Sites in the Mediterranean: the Rolli Palaces, noble residences, enliven the historic centre and the Strade Nuove, vestiges of when Genoa, La Superba, between the 16th and 17th centuries, was the most powerful financial centre in the maritime world. A journey through art, architecture and glimpses of life that can now be enjoyed on the Rolli experience tourist routes. With its natural parks, hiking trails and wide range of outdoor activities, the region is an ideal destination for sustainable tourism.

# MILAN AND THE WINTER OLYMPICS

Milan is preparing to host the Winter Olympic and Paralympic Games in early 2026, an event that will establish the city as one of Europe's most sought-after destinations, due to its unmistakable mix of international style and Italian quality of life. The city is pursuing an ambitious international positioning strategy based on beauty, talent, excellence and culture. This vision has spawned Milano Just for You, a catalogue that brings together the city's most exclusive offerings, designed for an international audience in search of luxury experiences. From the charm of historic buildings and the masterpieces of the Duomo and the Last Supper to the adrenaline rush of sporting experiences, from wellness to excellence in design and fashion; the catalogue, available to buyers and their customers, describes unique experiences that transform Milan into a journey through style, culture and wellness.

# LAKE COMO: A PLACE TO RECHARGE YOUR BATTERIES

Lake Como is adopting a new competitive positioning, "regenerative tourism", in order to meet the challenges of tomorrow, placing human relationships and respect for the local area increasingly at the centre of the holiday experience. Quality, sustainability, authenticity and contact with local producers are principles on which Lake Como is investing in order to improve and further enhance its uniqueness while at the same time respecting the environment and local communities. Low-impact itineraries, exploration of lesser-known areas, appreciation of the less hectic seasons, enjoyment of routes that combine nature and culture, rediscovery of traditions as part of the heritage, all interpreted in a contemporary key: these are some of the tourist attractions on offer at Lake Como, which are part of a broader strategy aimed at maintaining the balance between visitors and residents. The idea pursued by the Como and Lecco Chamber of Commerce is to transform tourists from consumers into protagonists of a positive legacy, in the knowledge that the impact of the more than 5 million overnight stays at Lake Como each year must become a transversal resource in terms of tourism, society, culture and the environment.

# FRIULI VENEZIA GIULIA: CULTURE, SPORT AND FLAVOUR

Friuli Venezia Giulia is preparing for a full calendar of events in 2026 that will consolidate its international role. The transformation of Trieste into a open-air museum of the Bora wind, continues with the Magazzino dei Venti and the Borarium di Opicina Trieste., while ITS Arcademy features fashion and cinema projects. The UNESCO site in Aquileia combines excavations and tastings. Sports lovers can enjoy the Women's Ski World Cup in Tarvisio (17-18 January). At the seaside, Lignano will inaugurate the new Terrazza a Mare, a seaside icon with a panoramic swimming pool, while Grado will expand its thermal baths with a spa. 2026 will also mark the countdown to Pordenone, Italian Capital of Culture 2027. Finally, food and wine remain among the top reasons to visit the region, with highlights including wine from the Collio vineyards, San Daniele ham, and typical tasty dishes like frico.

# MARCHE, 800 YEARS OF ST FRANCIS

In 2026, we will celebrate the 800th anniversary of the death of St Francis of Assisi. The Marche region, known as the "Land of the Fioretti" in a nod to the many collections of stories (fioretti) originating from the local Franciscan tradition, is preparing to celebrate this anniversary with a unique tourist offering. The region boasts some of the most evocative Franciscan trails in Italy: the Cammino Francescano della Marca, the Cammino dei Cappuccini, from Fossombrone to Ascoli Piceno; the Cammino nella Marca di Ancona, which leads to the Adriatic coast; and the historic Via di San Francesco per Gerusalemme. These itineraries are perfect for slow, sustainable and authentic tourism, catering to visitors seeking profound experiences that combine art, nature and spiritual reflection.

# A TUSCANY YOU WEREN'T EXPECTING

Tuscany defines its tourism by focusing on diversification and sustainability. The "Toscana Diffusa" project encourages visitors to explore lesser-known areas beyond the classic cities of art. This approach promotes segments such as pet tourism and family tourism, with "Carte dei Valori" (Values Charters) that guarantee quality and inclusive hospitality. The region promotes slow tourism in the "Atlanti dei Cammini e del Bike" (Atlas of Walking and Cycling Trails) and supports over 500 businesses through the 'Green Tuscany' project. Food and wine, thanks to "Vetrina Toscana", is becoming a lever for international promotion. Well-being and mental wellness are at the heart of the 'Endless Renaissance' campaign, which sees travel as a regenerative experience. Technology is treated as an opportunity, with investments in new digital tools and the BTO (Be Travel On Life) event.

# SAN MARINO: A UNIQUE MICROCOSM

San Marino offers exciting and exclusive experiences: every moment is perfect for discovering its thousand-year-old history and admiring its generous and unspoilt nature or attending unmissable events. Its cultural tradition and values of freedom have remained unchanged over the centuries, which is why UNESCO has included the historic centres of San Marino and Borgo Maggiore, together with Mount Titano, in its list of Protected Heritage Sites. Strolling through the historic centre is like taking a journey back to the Middle Ages, allowing visitors to experience its timeless charm. There are many attractions: the Three Towers, the Basilica del Santo, the State Museum, the Gallery of Modern and Contemporary Art, and the Stamp and Coin Museum. For lovers of slow tourism, the St. Marino's Way is the ideal itinerary for discovering the route that led the Holy Founder of the Republic to Monte Titano.

# BASILICATA AND ITS MANY SOULS

Basilicata will be present at the WTM in London with a varied tourist offering highlighting the different souls of a region rich in history, natural beauty and traditions. At the British fair, Basilicata will present a wide range of proposals: from outdoor activities to cultural offerings, from food and wine to immersive experiences in historic villages. Among the tourist products, Basilicata Coast to Coast stands out, a 167-kilometre walk inspired by Rocco Papaleo's film. Divided into twelve stages, the route passes through characteristic villages and unspoilt nature. The promotional offer includes Fantastico Medioevo (Fantastic Middle Ages), a project dedicated to medieval Basilicata under Frederick II, featuring the Melfi Constitutions of 1231, castles and cathedrals. .

# WHY CHOOSE EMILIA ROMAGNA

Emilia-Romagna will be one of Europe's most desirable destinations in 2026, combining global events with authentic Italian excellence. Rimini will host Routes Europe 2026, bringing the aviation world to the Adriatic Riviera, and will welcome Velocity 2026, the leading global cycling summit. In nearby Ravenna, Footprints Ravenna 2026 turns sustainability into practice, making eco-responsible choices easier, more fun and rewarding for tourists amid UNESCO-listed mosaics. The legendary Motor Valley continues to attract car enthusiasts from across the globe, celebrating its heritage with the Motor Valley Fest 2026 in Modena. At the same time, food lovers can immerse themselves in the heart of the Food Valley, home to Parmigiano Reggiano, Parma Ham and traditional balsamic vinegar.

# THE AUTHENTIC TASTE OF CAMPANIA

Campania is a land of flavours that become stories, memories that become experiences, identities that become shared culture. Through the campaign “Praesentia. Gusto di Campania. Divina” (Praesentia. Taste of Campania. Divine), the Campania Region and the Campania Tourism Agency have created a unique journey that intertwines food and wine, art and territory, promoting not only the region’s most famous destinations but also its inland areas, authentic treasure troves of tradition.
The approach is strategic: investing in food and wine tourism as a lever for growth. A sector that attracts over 12 million travellers a year in Italy and which, in Campania, becomes an opportunity to reveal the region’s inner essence, from iconic products to the stories that have made them a cultural heritage. The campaign crosses the provinces like a thread connecting the coast and villages, notable examples of excellence and hidden flavours: from the Royal Palace of Portici with the event “The Secrets of the Mediterranean Diet” to the PDO buffalo mozzarella celebrated in Capua, from the scents of the sea in the Campi Flegrei to the vineyards of Irpinia, the Sannio woods and the gastronomy event Cibi dell’anima held at the Certosa di Padula monastery. This event features Michelin-starred chefs and interpreters of traditional cuisine, engaging in a dialogue between innovation and roots, accompanied by music and artistic suggestions.
On 7 December, in Naples, the grand finale at the Madre Museum: a tribute to the Art of the Neapolitan Pizzaiuolo (pizza maker), a UNESCO intangible cultural heritage and universal symbol of conviviality. Through its promotional campaign Praesentia, Campania reaffirms its vocation as a crossroads of cultures and flavours, transforming taste into a travel experience and a privileged gateway to discovering its most authentic beauty.

# GRAGNANO BETWEEN PASTA AND “PANUOZZO”

Gragnano is a breath of history and the scent of wheat intertwined with the wind of the Lattari Mountains. Here, IGP (Protected Geographical Indication) pasta tells the story of an ancient art that has managed to conquer the palates of the world. As well as food and wine products of remarkable quality, Gragnano can also point to examples of natural and cultural beauty of great importance. The town of Gragnano boasts beautiful trails that wind their way up the slopes of the Lattari Mountains, offering breathtaking views along the way. Gragnano is best known for its excellent food and wine. Its pasta is famous throughout the world because of its exceptional quality, which is based on two essential elements: the purity of the water used in the dough and the vast experience of the master pasta makers. Other culinary delights include wine, oil, cherries, panuozzo and dairy products.

**Italia Travel News** è un prodotto de **L’Agenzia di Viaggi Magazine** realizzato in collaborazione con **Enit SPA**. **Direttore Responsabile**: Roberta Rianna **Redazione, amministrazione e pubblicità:** Editoriale 3.0 Soc. Coop. 00193 Roma - Via Tacito 74 Tel. 06.32600149 - Fax 06.32600168 **E-mail**: redazione@lagenziadiviaggimag.it - commerciale@lagenziadiviaggimag.it - editoriale3soccoop@pec.it **Redazione di Milano:** milano@lagenziadiviaggimag.it **P. IVA e C.F.** 13648871005 Iscrizione Albo Cooperative n. C113124 **Autorizzazione del Tribunale di Roma** n. 4/2024 con decreto del Presidente di Sezione del 22/01/2024 **Stampa**: Arti Grafiche La Moderna S.r.l. - Guidonia Montecelio (Rm). Questa pubblicazione è stampata su **carta 100% riciclata**.

RICICLATO Carta prodotta da materiale riciclato FSC® C131267

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