



Tuscany MICE: Between Infrastructural Excellence and the New Frontier of Bleisure

Tuscany strengthens its role in the MICE market by participating in **IMEX Frankfurt 2026**. In a highly competitive international arena, the regional agency **Toscana Promozione Turistica** presents an integrated system that focuses on the quality of its infrastructure and its ability to intercept the rapid evolutions of global demand, with the strategic goal of attracting qualified flows throughout the year.

Tuscany's leadership in the sector is supported by data of significant national importance. Located in the heart of Italy and easily accessible from major international hubs, the region offers a widespread range of options, from technologically advanced **conference centers** and **exclusive historic locations** to **high-level hotel facilities**.

According to the latest report by the Italian Observatory of Congresses and Events (OICE), Tuscany is confirmed as the **third-ranking region in Italy for the number of venues**, with 575 structures representing 10.2% of the national total. **Florence** is the hub of this offer with 112 venues, positioning itself as the third Italian city after Rome and Milan. This figure grows to 199 venues when considering the entire Metropolitan City, covering 34.5% of the regional congress assets. Alongside the capital, the Tuscan MICE system features established hubs in Arezzo, Carrara, and Siena.

A particularly significant indicator is the doubling, over the last two years, of the share of events organized by the **associative segment**—linked to the medical, scientific, and technological sectors—which rose from 9.7% to 18.6%, ensuring demand that is extremely resilient to fluctuations in the corporate market.

This **structural solidity** is coupled with deep attention to new business travel trends, particularly the **bleisure** (business and leisure) phenomenon, where the distinction between professional commitment and free time is becoming increasingly fluid. In Tuscany, approximately six out of ten travelers report regularly performing work activities during their stay. This data is guiding the hospitality system toward investments in connectivity and co-working spaces to meet the needs of the contemporary **business traveler**.

The regional presence at IMEX is supported by a delegation of five top-tier companies, including the prominent role of the **Convention Bureau Firenze** (CBF). During the event, Ilenia Pasi from the CBF will deliver a technical presentation dedicated to the Tuscan MICE system, aimed at illustrating to global buyers the efficiency of the service network, the safety of the destination, and the superior quality of the stay experiences that the territory is able to guarantee.

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