



A journey to Italy is always a good idea

Explore Calabria, Sardinia and Sicily. So much more than you expect.





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Calabria Region: 2026 marks a new season of revitalisation and international promotion

The **Calabria Region is presenting its 2026 tourism offering** with a revitalisation and consolidation programme aimed at strengthening its competitiveness in foreign markets, guaranteeing **high-quality standards and service innovation and providing a varied tourism offering**.

The offer is divided into themed itineraries dedicated to active, slow, cultural and food and wine tourism, ranging from the **Costa degli Dei** to the **Greek area**, and including the **Pollino and Sila National Parks**' hiking trails and **Magna Graecia**'s archaeological sites.

Guests can stay in unique coastal locations such as the **Costa degli Aranci** on the Ionian Sea in the province of **Catanzaro** - a paradise for families seeking well-equipped beaches and comfort - or in areas ideal for groups of friends and those who love nightlife. There are also many outdoor activities to enjoy, ranging from the panoramic peaks of **Aspromonte National Park** to the welcoming villages of **Serre Regional Park**.

With the 2026 tourist season in mind, the Calabria Region has launched an extraordinary infrastructure and redevelopment plan for inland areas.

This will ensure that **accommodation facilities and the main tourist attractions are fully operational**.

These restoration and enhancement activities, partly implemented in response to recent severe weather events, have created an opportunity to further incorporate environmental sustainability and territorial resilience criteria with the aim to make **Calabria an even safer and more welcoming place**.

By 2026, Calabria's tourism offering will be centred around providing an integrated, high-quality experience that combines sea, nature, culture and traditions. This will include new experiential itineraries in national parks, slow and spiritual tourism routes, and food and wine tours.

The region's beautiful locations will also **strengthen the luxury and destination wedding segment**. **Particular attention will be paid to sustainability, digitalising hospitality and improving transport links. These goals will be pursued through promotional activities targeting international markets and strategic partnerships**, ensuring quality, safety and competitiveness.

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Thus, Calabria confirms its status as an **authentic and refined destination, ready to welcome travellers from around the globe with an enhanced offering centred on excellence**.

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CATTOLICA OF STILO (RC)

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VASCHE DI CASSIORORO, STALETTÌ (CZ)

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CASTELLO DUCALE,
CORIGLIANO-ROSSANO
(CS)

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ALTOMONTE (CS)

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SARDEGNA

SARDEGNA

Sardinia, a top-rated destination, all year round.

Long regarded as a sought-after destination and now increasingly attractive, with events and a tourism offer available throughout the year, **Sardinia** continues to see its international appeal grow exponentially.

This is driven by its unique combination of natural excellence, cultural heritage, quality of life and sustainable innovation. Tourism data for 2025 confirm a record-breaking year for the Island. For the first time, Sardinia surpassed **20 million overnight stays**, reaching a total of almost 22 million stays in accommodation facilities across the region.
These were generated by more than **5 million arrivals**, with an average stay of over four days. Compared to 2024, this represents a 15.6% increase. Considering that last year had already recorded exceptional growth, the overall rise compared to 2023 stands at an impressive 33%. In essence, tourism in Sardinia has grown **by one third over the past two years.**
This performance has also been supported by the increase in non-summer flows, confirming the progressive consolidation of a year-round tourism offer. One figure stands out in particular: between 2023 and 2025, the balance between Italian and international visitors shifted from an even 50% and 50% distribution to a **clear prevalence of foreign travellers**, who now account for 56% of total visitors.

As usual, the **German market** leads the way, surpassing 3 million overnight stays in 2025. **France** follows, continuing its exponential growth trend that has lasted for more than a decade.

Switzerland ranks next, with around 200,000 arrivals generating approximately one million overnight stays: considering its population of about nine million, this represents an extraordinary proportional figure. Among non-European countries, the **US** stands out, recording a significant leap. For the first time, the US has entered Sardinia's top ten markets, with 80,000 arrivals generating around 400,000 overnight stays (+83% compared to 2023). A further increase could be supported in 2026 by the new direct air connection between New York JFK and Olbia.

The numbers speak clearly, and international recognition confirms the trend. In 2025, Sardinia further strengthened its global prestige with awards highlighting both its natural beauty and cultural heritage: **Cala Goloritzè** was named “World’s Most Beautiful Beach”; **18 domus de Janas** necropolises were inscribed on the **UNESCO World Heritage List;** and Sardinia is the only European region featured in Lonely Planet’s “Best in Travel 2026”. In addition, the Cammino di **Santa Barbara** was named the world’s best trail for 2026 by Komoot, confirming the Island’s growing appeal as a prime destination for active tourism — a true open-air gym, as well as an open-air museum.

SARDEGNA

The successes of 2025 are projected into 2026. “This year we are strengthening our visibility and capitalising on last year’s achievements," explains Regional Councillor for Tourism **Franco Cuccureddu**, “by offering visitors an authentic experience fully integrated with the local territory." Two major sporting events have already marked the year: at the end of February, the **Giro ciclistico della Sardegna** returned after a 15-year absence; and at the end of May, the waters off **Cagliari** hosted the first stage of the Louis Vuitton Cup, the preliminary competition of the 38th America's Cup. The Region is investing decisively in major international sporting events, as well as in flag ship identity events and the rich programme of cultural, music and film events that have punctuated spring and now animate the Sardinian summer.

Along side **active tourism** and major events, the promotional strategy introduces a third thematic product — a key driver for discovering the territory: **slow tourism**. An emblem of sustainability and experiential travel, it unfolds across five themes: Sardinia's **characteristic villages** and **royal towns** (città regie), supported by various promotional initiatives (including podcasts); **pilgrimage routes and destinations**, linked to one of the most anticipated events in October, **“Noi Camminiamo in Sardegna”** (We walk in Sardinia); and **UNESCO sites**, now in the spotlight following the recognition of the domus de Janas, which were recently promoted at the **International Fair of World Heritage Sites**, held in Olbia in mid-June. Another strong asset is **food and wine tourism**, a highly appreciated experience among international guests, placing Sardinia among the top three most sought-after Italian regions in this segment.

A further theme the Region is focusing on is **quality of life,** closely linked to the subject of longevity — a topic of great resonance with international audiences. In June, the **Longevity Experience** event, held in Tortolì in the **Ogliastra** region — “the land of centenarians” — brought together the world’s blue zones (Okinawa, Japan; Nicoya, Costa Rica; and Ikaria, Greece) for a summit that produced a memorandum of understanding on international cooperation in the field of wellbeing. The event showcased the Island, and Ogliastra in particular, as a scientific and cultural model of excellence for the lifestyles, community traditions and environmental conditions that research identifies as decisive factors in the longevity of its inhabitants.

“Our tourism model,” continues Councillor Cuccureddu, "is sustainable, responsible and proximity-based, aimed at distributing visitor flows throughout the year and across the entire regional territory. We support community development through the promotion of villages and wide spread hospitality — not only alberghi diffuse created in exclusive settings such as historic houses, but also the new concept of the nautical wide spread hotel. The strategic vision is clear,” the Councillor concludes: "for a sustainable destination accessible all year round, alongside the well-established sea and beach product, the offer includes highly attractive complementary products — active, slow and heritage tourism — all cross-cutting themes connected to environment and nature, culture and wellbeing, craftsmanship and gastronomy, as well as major events."

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CAGLIARI SEA VIEW

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CALA GOLORITZÈ

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SU NURAXI DI BARUMINI

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MADDALENA ARCIPELAGO PARK

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Regione Siciliana

SICILIA

SICILIA
a unique feeling

Sicily, where every journey becomes a story.

There are places that you don't just visit: you travel through them, listen to them, and savor them. Sicily is one of these. An island in the heart of the Mediterranean, where every journey becomes an encounter: with the glow of Baroque cities, with the silence of ancient temples, with the breathing of volcanoes, with the inland villages, and with the communities that preserve traditions, rituals, and knowledge passed down through the ages.

Here, beauty isn't limited to a single season. **Sicily tells its story twelve months a year through a calendar rich in events**, folk festivities, cultural gatherings, festivals, religious celebrations, and major artistic productions. From the Feast of Saint Agatha in Catania to the blooming of the almond trees in Agrigento, from the intense Holy Week processions in Enna, Trapani, and Caltanissetta to the Classical Performances at the Greek Theater in Syracuse, every moment of the year offers a different way to enter the soul of the island.

In the summer, cinema meets history at the **Taormina Film Festival,** literature brings **Taobuk** to life, and Palermo comes alive with the **Sicilia Jazz Festival** and the **Festino di Santa Rosalia,** while theaters, foundations, and cultural institutions enrich the cultural scene with high-profile seasons.

But the most authentic Sicily also lives on in its villages, in the trails of the hinterland, in the **Madonie Mountains**, on the smaller islands, in the salt flats, in the archaeological parks, and along the routes that unite nature, memory, and identity. **Gibellina, the 2026 Italian Capital of Contemporary Art**, tells a powerful story of rebirth, art, and landscape through the Grande Cretto and the Orestiadi Foundation.

It is an island that holds an **extraordinary cultural heritage recognized by UNESCO**: from the Valley of the Temples in Agrigento to Syracuse and Pantalica, from the Villa Romana del Casale to the Val di Noto, from the Arab-Norman route of Palermo, Monreale, and Cefalù to the Aeolian Islands and Mount Etna. But Sicily's heritage isn't just made of stone: it also lives in the Opera dei Pupi, in Pantelleria's alberello-style vines, in the art of dry-stone walls and in the **Mediterranean Diet**, which finds one of its most authentic expressions here.

Sicily can also be explored through its **flavors**. In Palermo's historic markets, among the rows of vines overlooking the sea, in the wheat fields of the hinterland, in the citrus groves, in the almond orchards, and in home kitchens, food tells the story of the land. **The Pachino PGI Tomato, the Avola Almond**, the Bronte **Pistachio**, Modica **chocolate, oils, wines from Etna and Pantelleria, ancient grains, citrus fruits**, and **prickly pears** come together to form a sensory map that unites landscape, tradition, and conviviality.

Regione Siciliana

SICILIA
a unique feeling

Every dish holds a story: *couscous* speaks of the Mediterranean and the meeting of different cultures; caponata tells of the harmony of sweet and sour flavors; pasta with sardines connects the sea and the land; while arancine, panelle, sfincione, granita, cassata, buccellati, and martorana fruit turn every bite into a memory. Events such as **ChocoModica**, **Sherbeth** in Palermo, and the **Cous Cous Fest in San Vito Lo Capo** celebrate this culinary spirit, making taste one of the most exciting gateways to discovering the island.

From ancient theaters to street festivals, from villages to coastlines, from street food to great culinary traditions, Sicily invites you on a never-ending journey. A journey that changes in rhythm, color, and scent at every stop, yet always holds the same promise: to help you discover an extraordinary, vibrant, welcoming, and deeply unforgettable Italy.

www.visitsicily.info



SCALA DEI TURCHI IN REALMONTE

© ARCHIVIO REGIONE SICILIANA - JM



ARCHAEOLOGICAL PARK OF SELINUNTE

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MOUNT ETNA

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ANCIENT THEATRE OF TAORMINA

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PIAZZA REGINA MARGHERITA, MARZAMEMI

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