

Tuscany: a sustainable destination attentive to female travellers.

Attention to the environment during travel is continuously growing, which is why Tuscany has adopted a communication strategy that focuses on the theme of soft mobility (the first region in Italy to create the Atlas of **Cycle Tourist Routes**), also looking at the network of trails (with the specific **Atlas of Trails**) and the enhancement of the sustainability of businesses, with over 2000 accommodation facilities committed to making stays greener. In the region with the most forests in Italy, moreover, all the parks in the region (4 national, 3 regional) adhere to the **European Charter for Sustainable Tourism (CETS)**, a tool that defines and verifies actions for the development of tourism in balance with the surrounding ecosystem.

In Tuscany, visitors have access to 15,000 km of cycle tourist routes and over 1,400 km of trails divided into 8 routes along ancient historical roads, trade routes, religious paths, itineraries to discover unique artistic and architectural monuments, UNESCO sites, religious landmarks, and natural parks.

This year, the region also presents itself as the exceptional location for the Grand Départ 2024 of the **Tour de France**. For the first time in 111 years, one of the most important cycling races will start from Tuscany, specifically from Florence. The 2024 Tour will be a celebration of the history, culture, and passion for cycling that has always characterized Tuscany, representing a truly special opportunity to showcase the splendid routes that cross the entire region.

This is the current holder of the Italian **Cycling Tourism Oscar**, awarded for the Puccini Cycle-Pedestrian Path and its ability to combine tradition with the innovation of an active and sonorized route with Puccini's music. In **2023, it received the Green Travel Award** for the Best Green Destination Italy category, awarded by the GIST - Italian Tourism Press Group to Italian and foreign accommodation facilities that have invested in and promote sustainability.

The city of **Grosseto, in Tuscany**, was selected along with Dublin as the winner of the 2024 **European Capital and Green Pioneer of Smart Tourism contest**. This is based on the principle of promoting and developing sustainable tourism in destinations that bring value to the economy, the planet, and people.

Another strategic objective guiding Tuscany's presence at ITB is that of **female tourism**. For this reason, the region has developed a **specific Values Charter**. It is the result of a co-design process and involvement of tourism operators conducted by Tuscany Tourism Promotion. The aim was to identify some general principles that allow building and proposing a tourist offer capable of satisfying female travellers who choose Tuscany as a destination. There are six promises of attention that Tuscany makes to female travellers who decide to visit and stay there. Authenticity, Security, Hospitality and empathy, Well-being, Meeting and collaboration, Sustainability and good practices: six values that encapsulate the DNA of Tuscany and that are transformed into commitments to make travellers from all over the world feel at home. **Lonely Planet** has recently created the digital mini-guide "Welcome to Tuscany," which allows a journey into the feminine soul of the region.

On March 6th at 10:30 am, in the stand dedicated to Tuscany, inside the **ENIT Italy Pavilion**, the presentation entitled "From slow tourism to city break: a journey in Tuscany between nature and culture" will be held. **Francesco Tapinassi**, Director of Toscana Promozione Turistica, will speak about Slow tourism, **Leila Pruneti**, who will illustrate the Trails in Tuscany for TPT, and Clara Svanera, cultural tourism coordinator for TPT, with a contribution entitled "Hunting for UNESCO's secret corners".