



## EMILIA-ROMAGNA: increasingly sustainable, accessible and easy to reach

For several years now, **sustainability** has been a priority for the region Emilia Romagna,, which has also put in place interventions and projects in the tourism sector that target the UN Sustainable Development Goals (SDGs).

Summer 2024 saw a transformed Adriatic Coast of Emilia Romagna, with the sustainable redevelopment of the **waterfronts**, transformed into true “green lounges with a sea view”, using recycled materials, draining pavements, natural sand dunes, and native plants typical of the Mediterranean maquis. Bicycle and pedestrian paths and access for people with disabilities are common denominators.

Thanks to ten cycle paths, **the bicycle** is increasingly becoming the ideal means of transport for discovering Emilia Romagna, its beaches and its fascinating countryside full of villages and ancient fortresses. From the 462 tracked and protected routes of **Via Romagna** which explore sea and hills, crossing the Romagna’s area, to the **Food Valley Bike** - 70 km in the heart of the most delicious Emilia, full of unmissable flavors. Pedalling inland to discover its **villages and castles** offers an authentic experience, a full immersion in the traditions, typical crafts, history and culture of places. The region in its nine provinces has almost 9,000 km of road routes, cycle paths and dirt tracks for cycling and mountain biking enthusiasts.

For those with a green soul and seeking a sustainable holiday starting with the means of transport, the train + bike formula is the ideal solution for coming to Emilia-Romagna from Germany, thanks to the **direct DB-ÖBB Munich connection**. From 17 April, the extension to the Romagna Riviera of the daily train connection from Munich, via Bologna, will be back in operation, with important new features. The first is that in 2025 trains will continue as far as Riccione and Cattolica, maintaining the Bologna, Cesena, and Rimini stops. The second concerns the new generation of vehicles, the RailJet, made by Siemens, with a Wi-Fi connection on board. The multifunctional coach has 3 seats for wheelchairs for the disabled with low-floor entrances, 6 bicycle racks and space for skis and snowboards. Moreover, thanks to rail intermodality, tourists will be able to reach all the tourist resorts of the Romagna Riviera and the regional cities of art with regional trains departing from Bologna or Rimini.

**Increasing accessibility** is another of the region’s tourism priorities: a game in which infrastructure and air, rail and port connections will be increasingly improved and strengthened. In this framework, the **Routes 2026** appointment in **Rimini**, an international event that brings together the main stakeholders of airlines, airports and destinations, is strategic.

The year 2025 will also be characterised by a new project, officially launched in February: “**Emilia Romagna Rainbow District**” aims at raising the social sustainability of tourism in Emilia-Romagna. Being inclusive in tourism is an ethical imperative and for Emilia-Romagna it is a way to enhance its historical vocation and culture of hospitality, while conquering high-spending market segments with a strong appetite for travel. The project, articulated in several phases, will involve both locations along the Riviera Romagnola/Adriatic Riviera and various cities of art. The project includes the identification of stakeholders able to raise awareness on the issue of inclusiveness among local tourism operators, the mapping of already sensitized and potential facilities and services, the dissemination and adoption of D&I policies (protocols and certifications recognized by the LGBTQ+ Tourism community at national and international

level), the design and structuring of an LGBTQ+ oriented tourism product and its subsequent promotion and marketing on specialized channels. The Project will make use of the international certification Queer Vadis, validated by the international certification body RINA.

### **The numbers of DACH tourism in Emilia-Romagna**

In 2024, many German-speaking tourists chose Emilia-Romagna and its Adriatic Coast as their holiday destination. According to data from the Regional Tourism Observatory, last year the region recorded an increase of +8.7% in overnight stays (4,029,307) and +8.1% in arrivals (966,912) of guests from the DACH basin, which maintains a share of the region's international movement of over 33%.

**For more information visit:**

[emiliaromagnaturismo.it/en](https://emiliaromagnaturismo.it/en)

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