

**Family segment at the center of Tuscany's presence at ITB Berlin.**

**The regional agency accompanied by Tuscan tour operators, DMCs and accommodation facilities.**

Germany represents one of the most important target countries for Tuscany: tourist flows in the first nine months of 2024 reconfirm it as the second foreign country overall in terms of arrivals, accounting for 12.7 percent of total foreign arrivals, after the United States. For this reason, the region could not miss the appointment with one of the most important events in the international tourism industry such as the **ITB in Berlin**.

Analyzing the data for the year 2023, Germany, with nearly 1 million arrivals and more than 4.6 million presences, represents the first origin by relevance from the EU area with a 29.3 percent share of the European market. Another record relating to provenances from the German market is the stay in our region, which with 4.7 days is among the highest compared to other provenances (the average stay of European tourists in Tuscany is 3.7 days). Presences are distributed in the main macro-destinations as follows: City of Art 24.6%, Sea 50.9%, Countryside/Hillside 11.5%, Spa 5.4%. More generally, in 2024 there was further growth in international arrivals, the data from the Regional Tourism Observatory all remain positive, and the satisfaction with the offer is better than last year with particular reference to inland areas.

Based on this information and regional policy acts, in 2025 the Agency will focus in particular on **sustainable, food and wine, Unesco and Family tourism** and on the **enhancement of "diffuse Tuscany,"** that is, all areas of the region less involved in organized international tourism. In Berlin, a specific focus will be devoted to the **Family segment**, with a **press presentation** to be held on March 5 at 11 a.m. In the "Piazza Italia" area, ENIT booth No. 107 A (hall 1.2).

For the past three years, the regional agency **Toscana Promozione Turistica** has activated Working Groups on travel topics that data from the Regional Tourism Observatory indicate as relevant to the region. The Working Groups involve the operators and represent the tool to co-design **Value Charters** and **Communication Lines** for different travel themes, having as objective the engagement of businesses. From the choral discussion on **Family Tourism**, the pillars of a tourism offer that satisfies all types of families emerged.

**There are seven reference values contained in the Family Tourism Charter.** Seven commitments that reflect the traditional culture of Tuscan hospitality and aim to increase and improve accommodation offerings consistent with new declinations close to contemporary sensibilities. The reference values range from attention to travel safety to care for each member of the family, from the promise to put the person at the center to that of making families live experiences in connection with the territory, from accompaniment to the knowledge of local food products to attention to environmental protection, to the traditional willingness to include and share.

The related **promotional campaign** was diversified by age and family composition and also addressed to households traveling with animals, as well as to enhance sustainability and typical products at this target audience. Thus were born the declinations Family 0-2 years, Family 2-10 years, Family teenagers, Family 2-10 years sustainability, Family grandparents and grandchildren, Family intergenerational, Family and taste, and Family and pet.

**Nine accommodation facilities and tour operators and a large group of Destination Management Companies (DMCs)** belonging to the Tourist Area Communities of **Arezzo, Mugello, Florence and Florentine Area, Valdinievole, Valdichiana Aretina, Maremma Nord and Chianti** will be present in Berlin.

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