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Emilia-Romagna is a leading tourist destination in Italy and Europe, both for leisure and business travel. In 2024, the region recorded 11.8 million arrivals and 40.8 million overnight stays, 30% of which were international, a growth compared to the previous year and the pre-pandemic period.

This performance is the result of the rich and unique holiday experiences available between Piacenza and Cattolica: from the 10 Cities of Art and Culture and the 16 UNESCO sites and Creative Cities, to the pristine landscapes of the Apennine mountains and the Po River Delta, through the Motor Valley and unique food and wine, not to mention thermal spas and sports, top-notch craftsmanship and manufacturing, and, of course, the Riviera Romagnola with its 110 km of fun and holidays for the whole family. Completing this offering is a packed annual calendar of top-notch sporting, musical, cultural, and food and wine events. Everything is easily accessible and enjoyable, thanks to an efficient transport network, including high-speed rail - connecting Milan and Rome to Bologna in 1 and 2 hours, respectively - highways, four international airports, and a cruise terminal, in Ravenna.

Tourism is one of the most significant industries in Emilia-Romagna in terms of businesses and employees, accounting for almost 16% of the regional GDP, which totals over €196 billion.

Over the years, holidays in Emilia-Romagna have increasingly aligned with modern environmental sustainability goals. The Region has made significant investments in cycle tourism, offering more than 9,000 km of road and mountain bike trails, along with 10 dedicated cycling routes. These routes allow visitors to explore the region's many attractions while encouraging green mobility and travel on foot or by bike.

Since the pandemic, the Riviera Romagnola has launched a redevelopment plan to renovate and pedestrianize its waterfronts along 110 km of coastline. Scheduled for completion in 2026, the project involves an investment of over €500 million. The redesigned waterfronts will include green spaces with native Mediterranean plants, fitness areas, cycle paths, and improved accessibility for people with disabilities.

This renewal and sustainability strategy also envisions future projects to reclaim former seaside holiday camps, transforming them into accommodations, cultural venues, and service centers.

One example is the Colonia Novarese—a rationalist-style building constructed between 1933 and 1934 on the Rimini coast and owned by the Municipality—along with the Colonia Reggiana and Bertazzoni holiday camps in Riccione. The Novarese complex, located behind the Rimini Terme spa, is set to be closely integrated with the spa through a project aimed at creating a Sports and Wellness Center. At the regional level, another key priority is the modernization of accommodation facilities. To this end, the Region is developing a strategic plan that combines urban planning, financial, and regulatory measures to encourage investment in the sector.

[Emilia Romagna Region – Video](#)