

## Friuli Venezia Giulia, increase in tourism in an authentic land

**Among the most sought-after destinations since the post-pandemic period, this authentic and sustainable region is attracting an increasing number of visitors thanks to its unique blend of nature, culture, food and wine, and international events**

Between sea and mountains, Friuli Venezia Giulia offers a landscape that embraces the waves of the Adriatic and the lagoons of Grado and Marano, stretching up to the Alps and the Dolomites, passing through rolling hills and vineyards that produce some of the world's finest white wines. The region boasts five UNESCO World Heritage Sites – including Aquileia, Cividale del Friuli and Palmanova – as well as food&wine excellences such as San Daniele ham and Montasio cheese and unspoiled nature that makes this northeastern corner of Italy a paradise for cycling tourism and outdoor activities.

Since the post-pandemic period, Friuli Venezia Giulia has been one of Italy's most sought-after tourist destinations and has consistently surpassed 10 million annual overnight stays over the past two years. Unsurprisingly, the region entered the top 10 of the *Regional Tourism Reputation Index*, curated by Demoskopika, which annually measures a territory's reputation and tourism appeal. In just five years, the region has climbed ten positions.

This "success" stems from being far from mass tourism: an area where visitors can still experience direct contact with nature and enjoy excellent services at reasonable prices. But that's not all. The achievement is also the result of a long-term and articulated promotional strategy, based on the new unique and identity-building claim "*Io sono Friuli Venezia Giulia*" - *I am Friuli Venezia Giulia*. The region positions itself as the ideal destination for families, young couples, culture lovers, as well as nature and outdoor sports enthusiasts – an authentic and sustainable territory where visitors can enjoy genuine, environmentally respectful products. Alongside traditional target markets (North-East Italy, Germany, Austria and Eastern Europe), recent promotion strategies have expanded towards new markets such as the United States, the United Kingdom, the Nordics and even the Far East (Japan), leveraging the opportunity of Expo Osaka 2025.

Major events – concerts, cultural festivals, and sports competitions with internationally renowned artists, guests, and athletes – are key drivers of the region's attractiveness and recognition. Thanks also to strong media promotion at the national and international level, Friuli Venezia Giulia is working to further enhance its visibility. *GO! 2025*, with Gorizia–Nova Gorica as the first cross-border European Capital of Culture, represents a major opportunity to showcase the region and promote cross-border tourism. Celebrations, which began on February 8 and will continue throughout the year, commemorate a border once divided by the Iron Curtain, separating two peoples and two countries, Italy and Slovenia, but today a symbol of unity and reconciliation.

At the same time, efforts have been made in recent years to improve connections to and from Friuli Venezia Giulia, facilitating tourist flows from more distant destinations. Trieste Airport has recently become a Ryanair base, reaching a record 1.3 million passengers in 2024. Similarly, cruise tourism has grown significantly, with around 500,000 passengers expected to disembark at the ports of Trieste and Monfalcone this year.

"This growth trend was confirmed in the recent summer season, when Friuli Venezia Giulia, alongside international tourism – which remains the main incoming flow – also saw the return of Italian visitors with 100,000 more domestic overnight stays compared to 2024. This was the most significant trend of the summer, recorded between May and July. In percentage terms, Italian tourist stays increased by 7.1% in one year. This result is undoubtedly due to several factors, including the growing appeal of our territory and the major promotional campaigns carried out by the Region and PromoTurismoFVG in Italy's leading media," said Regional Councillor for Productive Activities and Tourism, Sergio Emidio Bini, commenting on tourism figures for May–July 2025.

In total, 4,363,664 overnight stays were recorded with a +3.2% increase compared to the same period in 2024. A key driver of this performance was the growth of Italian visitors (+7.1%), after three years of exponential growth in international tourism, which nonetheless continued to grow this year by +1.2%.

"The past summer had a July marked by weather that was not particularly summery, yet the trend in tourist numbers remained steady," Bini continued. "In this sense our winning card is undoubtedly our diversified and high-quality tourism

offer, which allows visitors to enjoy their stay even on rainy days. Major music and sports events have also strengthened our region's image in Italy and abroad, bringing a clear return in terms of visibility and attractiveness."

"Therefore, we can only be proud of this new national and international reputation for Friuli Venezia Giulia: more and more Italian and foreign tourists are choosing to visit our region," concluded the Councillor, "and we will continue to work to welcome and showcase our beautiful land."

More information about Friuli Venezia Giulia:

[www.turismofvg.it/en](http://www.turismofvg.it/en)

[www.turismofvg.it/en/turismofvg-comunicazione/press](http://www.turismofvg.it/en/turismofvg-comunicazione/press)