

Enhancing the Territory and Innovative Segments as Keys to the Future of Tourism in Tuscany

Tuscany, one of the most beloved Italian regions worldwide, is constantly working on new ways of showcasing its territory to spark the curiosity of potential visitors. The goal is to broaden awareness of the destination, inviting travellers to discover its countless facets.

At the heart of this strategy is the **"Toscana Diffusa"** project. The idea is to expand the tourism horizon beyond the most famous art cities, guiding visitors to areas less affected by mass tourism. This ranges from initiatives designed for specific segments, such as the **"Benvenute"** project for women travellers, to the promotion of **artistic craftsmanship** and **industrial archaeology**. It is not only about art and history, but also **UNESCO heritage**, with its extraordinary environmental and intangible expressions.

Tuscany is also launching the Working Group on **Pet Tourism**, a project created to enhance and structure the region's offer for those traveling with their four-legged companions. In fact, one in four families travels with a pet. The initiative pursues a strategic goal: the development of the **Charter of Values and Services for Pet-Friendly Hospitality**, a tool that will strengthen the identity of an increasingly inclusive Tuscany, attentive to new travel needs.

The region is also focusing on families, promoting itself as an ideal destination for holidays with children. From the coast to historic villages, from theme parks to cycling routes, Tuscany is consolidating its position as **a perfect destination for families**. With over 30% of reviews written by people traveling with family, the region aims to grow further in this segment with the **"I Want an Immense Vacation, Family-Sized"** campaign. Furthermore, through co-design between Toscana Promozione Turistica and local operators, the **Family Tourism Charter of Values** was created: seven commitments that reflect Tuscany's principles of hospitality, authenticity, and genuineness.

Sustainability plays a central role in regional promotion, supported by the participation of more than 500 tourism operators in the **"Green Tuscany"** sustainable tourism project. Moreover, within the framework of slow tourism, the **Atlas of Trails and Cycling Routes** encourages the discovery of the region on foot or by bike, alongside a strong rural tourism offer with more than 5,700 facilities. The goal is to balance the promotion of art cities with the need to spread tourist flows, revealing lesser-known yet equally fascinating treasures, such as the Medici Villas, the Museum of Ancient Roman Ships in Pisa, the Charterhouse of Calci, or the village of Monteriggioni.

Food and wine continue to stand out as a powerful driver of international positioning thanks to **"Vetrina Toscana"**, an ecosystem of more than 2,200 businesses committed to showcasing authentic cuisine and local products. This is not just a list of restaurants, but a pledge to provide the best possible experience of the history and quality of Tuscany's culinary traditions.

The region also aims to **reduce tourism seasonality**. By highlighting a Tuscany that can be experienced and appreciated year-round, it seeks to better distribute visitor flows, ensuring a more enjoyable experience for both guests and local communities.

Tuscany also continues to place great emphasis on the **broader concept of well-being**, collecting beautiful experiences of mental wellness and holistic care for the individual. The **"Endless Renaissance"** promotional campaign also conveyed the idea of travel as regeneration, self-discovery, and the pursuit of new balance, involving cooperatives and social enterprises that combine quality service with ethical values.

Finally, the region views **technology** as an essential opportunity. Tuscany organizes BTO (Be Travel on Life), an internationally recognized event, and continues to invest in the major reorganization of its digital tools, including a new website and advanced systems, to offer new promotional and commercial opportunities for businesses.

The vision for the next five years is clear: **strengthen collaboration between the public and private sectors and improve communication across the territory**. The goal is to consolidate Tuscany not only as a beautiful destination, but also as one that consistently demonstrates its longstanding ability to take care of its guests, ensuring quality hospitality that meets the expectations of today's travellers.