



Liguria at TTG: cycling routes, digital tourism, and the magic of the holidays

Liguria comes to TTG Travel Experience in Rimini with a vision of the future—one that blends slow travel, digital innovation, and year-round experiences across the region. These priorities, first outlined at the World Travel & Tourism Council Global Summit in Rome, are now being shared on the TTG stage with travel professionals and visitors.

At the heart of this strategy is cycle tourism. The new *Regional Cycling Itineraries* project aims to create a network of loop trails connecting the “Ciclovia Tirrenica” (Tyrrhenian coastal bike path) with the hills, valleys, and villages of the Ligurian hinterland. It’s an invitation to explore the region in a new way—combining the sea’s allure with the quiet charm of its countryside. Initial funding of more than €3 million is supporting projects in Imperia, Savona, the Metropolitan City of Genoa, and Sanremo, with further extensions planned in Genoa and La Spezia by 2026.

Equally important is the push toward digital tourism. In the coming months, 150 high-resolution webcams will be installed in towns across Liguria, adding to the 50 already underway through the Regional Strategic Fund. These aren’t just cameras—they’re real-time windows into local life, offering views of piazzas, harbors, and scenic outlooks. They give travelers practical tools for planning while boosting the region’s online presence with constantly updated images and live weather data.

Winter brings a third focus: celebrating traditions. A new regional initiative has allocated €500,000 to support holiday lights and events between December and January, transforming Ligurian towns and cities into festive gathering places. The program is designed not only to enrich the visitor experience during the low season, but also to balance tourist flows and showcase the cultural identity of local communities.

Liguria’s presence at TTG is more than a showcase — it tells the story of a destination investing in sustainability, innovation, and authenticity. At the Liguria stand (Hall C5, booth 424-517), a 385 m² space will highlight the treasures of the Riviera, hosting 35 operators* that represent the very best of the region’s tourism offer — from the western Riviera to the east, from the coast to the inland valleys. The stand will also feature a full calendar of events, institutional presentations, and previews of the region’s upcoming tourism strategies.

*The operators present at the Liguria stand are:

1. Consorzio Tourist Comm Service - Elevation Club;
2. Arenzano Turismo (Comune di Arenzano);
3. Grand Hotel Arenzano;
4. Comune di Diano Marina;
5. Visit Finale Ligure;
6. Città di Bordighera;
7. Villaggio dei Fiori;
8. Riviera dei fiori hotels;
9. Comune di Sanremo;
10. Il Golfo dell'Isola – Comuni di Spotorno, Noli, Bergeggi, Vezzi Portio (SV);
11. Genovarent srl;
12. D.A.F.N.E. VIAGGI;
13. Beautifuliguria and Northern Italy;
14. Golfo Paradiso Srl;
15. C-Way srl Unipersonale;
16. Orange Wave;
17. Consorzio Servizio Marittimo del Tigullio;
18. Chiavari Turismo - Comune di Chiavari;
19. Hotel Grande Albergo;
20. LIGURIA IN&OUT;
21. Portofino Coast;
22. Arbaspàa srl;
23. Visit La Spezia - Comune della Spezia;
24. Rete Bella Liguria;
25. Consorzio Turistico Sestri Levante IN;
26. Allegroitalia La Spezia 5 Terre;
27. Consorzio Marittimo Turistico Cinque Terre Golfo dei Poeti;
28. Golfo dei Poeti & 5Terre Holidays by Confartigianato Turismo - La Spezia;
29. GEMS Experience;
30. Hotels Liguria Together;
31. Accomodations Liguria Together;
32. Incoming Experience Liguria Together;
33. Outdoor Experience Liguria Together;
34. Levante & Cinque Terre & Liguria Together;
35. Leisure & Travel Liguria Together.