

Genoa: Paths of Art and Nature

From “Best in Travel 2025” (Lonely Planet) to Capital of Sustainable Outdoor (with a nod to culture)

Riding the wave of the prestigious “*Best in Travel 2025*” recognition by *Lonely Planet*, which placed it among the world’s must-see destinations, Genoa is strengthening its role as Italy’s hub for active and sustainable tourism. Thanks to its unique geographic position — where the sea and the Apennine hills meet in perfect harmony — the city offers a wide range of authentic, year-round outdoor experiences that enhance the perceived quality of the visitor experience and increase the average length of stay. Carefully designed itineraries combine nature, history, food, and relaxation.

The recent success of the *Borsa del Turismo Esperienziale Outdoor* (BTEO – Outdoor Experiential Tourism Exchange), held on October 22, 2025, in the historic setting of Palazzo della Meridiana, has reinforced this goal, serving as a key B2B platform for international promotion.

Genoa’s Outdoor Heritage: A Wealth of Unique Experiences

Genoa stands out for offering outdoor activities surrounded by lush nature just minutes from its historic center — the largest in Europe. The city’s dual objective is to encourage year-round tourism and to promote its vast hinterland, meeting the growing global demand for slow and responsible travel experiences.

1. Trekking and Immersion in History: The Forts Ring

At the heart of Genoa’s hiking offer lies its monumental defensive system.

The Forts Ring: This trekking route follows the ancient 17th-century walls, forming a spectacular circuit that connects hilltop fortresses such as Forte Sperone and Forte Diamante. The paths offer breathtaking panoramic views over the Gulf and the city below.

Green Accessibility: The vast Parco delle Mura, a protected green area, can often be reached via the historic *Righi Funicular* or the charming *Trenino di Casella*, a beautifully preserved heritage railway — one of Italy’s oldest still in operation. This colorful little train departs from the city center and provides the perfect way to explore the nearby countryside.

Historic and Scenic Trails: The evocative *Historic Aqueduct Trail* stretches over 30 km, ideal for slow discovery, while the coastal paths linking the villages of Nervi and Sant’Ilario offer easy, accessible walks overlooking the sea.

2. Sustainable Cycling

Genoa is emerging as a destination for cycling tourism, thanks to its growing network of dedicated *bike and trekking routes*.

Dedicated Trails in the hinterland have been carefully mapped and equipped for both traditional mountain bikes and the increasingly popular e-MTBs (electric mountain bikes), making steep ascents easier and nature more accessible to a wider audience.

Sustainable Strategy: Promoting cycling and soft mobility is a key part of Genoa's broader sustainable tourism strategy, aimed at reducing environmental impact and distributing economic benefits across the region.

3. Experiential Tourism: Well-being, Culture, and Gastronomy

The *Outdoor Project* is a holistic initiative designed to let visitors experience the city to the fullest, integrating its cultural and gastronomic offerings.

Walking through the city means immersing oneself in the architectural beauty of the *Palazzi dei Rolli*, UNESCO World Heritage Sites. This experience reaches its peak during special *Rolli Experience* weekends — events that elevate Genoa's UNESCO heritage to the forefront of Italy's experiential tourism. Genoa invites visitors to relive the ancient tradition of Genoese aristocratic hospitality through a sensory journey that blends history, art, and fine Ligurian cuisine.

The *Rolli Experience* project transforms 16th-century palaces into living stages. Over an entire weekend, guests can stay in historic residences or nearby partner accommodations, like true dignitaries visiting *La Superba*.

The experience revolves around two main pillars:

- **Culture and Aristocratic Splendor:** Exclusive themed guided tours inside palaces usually closed to the public, led by expert narrators revealing stories and secrets. The immersion continues with live musical performances — such as baroque or period sonatas — echoing through frescoed halls, recreating the atmosphere of historic court festivities.
- **Culinary Moments:** The highlight of the experience is the themed *Gala Dinners* held in noble halls, featuring menus inspired by 16th-century banquets and reinterpreted with a modern twist. These are organized in collaboration with *Genova Gourmet* restaurants and the city's *Historic Shops*, showcasing iconic Ligurian dishes.

Taste Workshops: For an even more immersive experience, guests can take part in *cooking experiences* — such as traditional *Genoese Pesto* workshops using mortar and pestle — often held in the atmospheric kitchens or cellars of the palaces.

For more information and details: www.visitgenoa.it