



Marche, the Authenticity of Italy at WTM London 2025

Authentic experiences in a region waiting to be explored

Marche, 23 October 2025 – At the **World Travel Market London 2025**, the Marche Region is set to promote itself as a fully rounded and genuine travel destination. Culture, nature, hospitality and flavour combine to create a unique travel experience. The regional government aims at promoting the image of **Le Marche** as a diverse land, able to offer visitors everything that makes **Italy** famous worldwide: **sea and mountains, charming villages and art cities, wellness, sustainable tourism, and an outstanding food and wine heritage**. **Experiential tourism** is at the heart of the regional strategy: an invitation to discover the Marche region through the senses, direct contact with nature and local traditions. In this context, **food and wine** represent one of the most genuine expressions of Marche's identity. From the flavours of the Adriatic Sea to the rustic recipes of the hills and Apennines, every dish tells the story of the land and the passion of its people.

Twenty-one wines, including **DOC, DOCG and IGT**, complement a varied and authentic cuisine, where each landscape has its own distinctive flavour: from the Verdicchio dei Castelli di Jesi to the intense red wines of Piceno, to the fragrant Lacrima di Morro d'Alba. Alongside these wines, iconic products such as the **Cartoceto DOP extra virgin olive oil, Urbino DOP Casciotta cheese, Carpegna DOP ham, Campofilone IGP maccheroncini pasta, and Ciauscolo IGP salami** witness centuries of artisanal knowledge.

The region boasts a rich tradition of **cheese-making and cured meats**, combining creativity with respect for raw materials: from the **Talamello DOP cheese aged in pits** to mountain pecorino cheeses, from **Fabriano salami** to the prized meats of the **Vitellone Bianco IGP**. White and black **truffles** are a highlight of the inland areas, particularly in the province of Pesaro and Urbino, while legumes and cereals such as the **Castelluccio IGP lentils, Colfiorito IGP red potatoes, and Serra de' Conti chickling vetch** enrich the rural tradition and form part of the **Slow Food Presidium**, that safeguards biodiversity and local knowledge.

The rolling hills of Marche offer ideal conditions for **viticulture** and **sustainable agriculture** focused on quality. Visitors can enjoy authentic experiences in wineries, olive mills, and farmhouses, discovering a land that makes **sustainability and slow tourism** a distinctive feature.

Alongside the most ancient products, typical spirits such as **Ascoli Piceno anisette, mistrà, and moretta fanese** stand out, as do the increasingly popular **craft beers**, born from the creativity of young brewers using local ingredients.

The presence of **Marche at WTM London 2025** is an opportunity to present to the international audience a genuine region where **art, nature, and taste** coexist in harmony. A welcoming and vibrant land all year round, offering genuine experiences ranging from **culture to tradition**; the Marche region invites visitors to discover a varied and refreshing landscape where **hospitality and sustainability** intertwine to create an exhaustive tourism offer.

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