

PRESS RELEASE

Tuscany: authenticity as a resource. Craftsmanship, widespread culture, sustainable food and wine, and industrial tourism on display at WTM 2025.

Tuscany presents itself at the World Travel Market (WTM) in London with a clear and focused strategy: to move beyond the image of solely art cities and position itself as a destination for "widespread tourism" and authentic experiences, where know-how and sustainability are key drivers of attraction. Toscana Promozione Turistica (TPT), the Region's reference agency, is therefore promoting an offer that combines productive tradition, cultural innovation, and environmental awareness.

Craftsmanship: a mosaic of excellence and a strategic reference

In Tuscany's art cities and historic villages, artistic and traditional craftsmanship is no longer just a souvenir, but an identifying element and a strategic tourism driver. Projects like Artour (<https://toscana.artour.it/>) and Toscana Artigiana, and the creation of the Charter of Values for Artisan Tourism by TPT, aim to enhance historical workshops, distributing tourist flows across the entire region through authentic, deeply territory-linked experiences.

At the heart of this strategy is a rich mosaic of productive excellence. The prized **Carrara Marble**, a protagonist of Italian art from Michelangelo's *David* to Canova's sculptures, is quarried from the Apuan Alps and is now elegantly used in architecture and design. The ancient **Goldsmith's Art**, already known to the Etruscans, reaches its peak in Florence (especially on the Ponte Vecchio, made famous by Ferdinando I de' Medici) and in Arezzo, a nerve center for gold processing. The **Textile Tradition** is historically driving, with Prato becoming famous for its fabrics thanks in part to the hydraulic engineering of the Bisenzio River, and which today boasts artisans specializing in the restoration of historical fabrics. Also on the textile front, the **Casentino Cloth** (*Panno del Casentino*), known since the Etruscans for its thermal properties, is a symbol of the wool tradition. Florence also holds a primary position in the sophisticated production of **perfumes**, whose diffusion in Europe was promoted by Caterina de' Medici. Other excellences include **Leather Working** in the Santa Croce sull'Arno district, the prized **Porcelain of Sesto Fiorentino**, whose primacy is due to Carlo Ginori in 1737, the art of **Scagliola** to recreate marble effects (known in Florence since the Medici era), and the **Crystal of Colle Val d'Elsa**, known as the "Bohemia of Italy." Adding to this are the **Alabaster of Volterra**, whose versatility was already appreciated by the Etruscans, the ancient **Paper Production** in Pescia, the renowned **Ceramics of Montelupo Fiorentino**, the famous **Straw Hat of Florence** (or Signa), whose craftsmanship was so renowned that it won the medal of honor at the 1855 Paris Universal Exposition, and is now chronicled by the Civic Museum of Straw and Weaving in Signa. Finally, **Impruneta Terracotta** (*Cotto di Impruneta*), a material chosen by Brunelleschi himself for the tiles of the Florence Duomo, is still used for statues and for the cooking containers of traditional dishes like *peposso*.

A landmark event for this strategy in 2026 will be the **Florence International Handicrafts Exhibition (MIDA)**, which will celebrate its 90th anniversary (April 25 – May 3, 2026). Hosted in the historic Fortezza da Basso, MIDA 2026 will be an experiential hub combining workshops and meetings with master artisans, show-cooking, and tastings in collaboration with the Vetrina Toscana circuit, and will serve as a gateway to itineraries promoting "widespread Tuscany."

Sustainable Food and Wine: Vetrina Toscana, UNESCO truffle, and new supply chain trends

Tuscan food and wine excellence has been showcased for over twenty years by the **Vetrina Toscana** project (<https://www.vetrina.toscana.it/>), a network of over two thousand businesses promoting sustainable food and wine tourism and the protection of culinary tradition.

Certifications help anchor products to their production zones: this is the case with the numerous and highly prestigious wines (DOC, DOCG) or extra virgin olive oils. Exceptions include DOP bread and prosciutto, or Tuscan IGP oil, which refer to the entire regional territory. There are 16 DOPs, while wine denominations are more numerous: 11 DOCGs, 41 DOCs, 6 IGPs. In any case, this is a very partial "snapshot": many fine wines do not adhere to the regulations or are made, perhaps, with very rare indigenous grapes. Another figure is revealing: there are currently 467 Traditional Tuscan Agri-food Products (*Prodotti agroalimentari tradizionali toscani – PAT*). This territorial link is an expression of local raw materials or, perhaps, of craftsmanship and preparation methods handed down through generations that sometimes cannot be improvised (or even replicated). Many dishes remain highly representative of a specific location, such as *Cacciucco* for Livorno or *Panforte* for Siena.

Linked to this is the valuable heritage of the **Tuscan Truffle**, a product that enriches the offer of authentic experiences. Tuscany is one of the most important regions for harvesting (San Miniato Hills, Mugello, Chianti, Crete Senesi), with National Market Exhibitions and experiential "truffle hunting" routes. It is crucial to highlight that the "Truffle Search and Extraction in Italy" was recognized in 2021 as **UNESCO Intangible Cultural Heritage**: a seal that attests to its historical value. The connection with mountain territories will be a focus in December with **CASTANEAEXPO** (Florence, December 12 – 14), the first fair in the world entirely dedicated to the Italian chestnut sector, aiming to connect research, nursery farming, technology, and tourism in a growing sector fundamental to the economy of mountain areas.

Widespread culture and industrial tourism

Tuscany is committed to promoting widespread cultural enhancement, also through the participation of three cities in the race for the title of **Italian Capital of Culture 2028**: Colle di Val d'Elsa, Fiesole, and Massa. In line with this vision, Toscana Promozione Turistica is advancing an **Industrial Tourism** project. After a mapping effort, the agency proposes a network of 184 sites that combine **Industrial Archaeology** (conversion of historical sites), **Open Business** (visits to still-operating companies, such as the Piaggio Museum), and **Corporate Cultural Events** (companies opening their doors to events, transforming workplaces into new cultural spaces, such as the Prato Textile Museum). This new offering creates contemporary and sustainable itineraries, enriching the "endless Renaissance" of Tuscany with its industrial history and its capacity for innovation. <https://www.museodeltessuto.it/>, <https://museodellacarta.org/>, <https://www.museopiaggio.it/>, <https://www.magmafollonica.it/>, <https://www.turismomassamarittima.it/il-museo-della-miniera/>, <https://www.museodelleminieremontecatini.it/>

Appointments with Tuscan authenticity at WTM 2025

These strategies and the flagship products of "widespread Tuscany" will be the focus of two press events.

November 3, 2025 – Puccini Gala (at Brown Hotel): a special occasion organized by Toscana Promozione Turistica in collaboration with the Tuscany North-West Chamber of Commerce and the Puccini Festival. The program includes, in addition to the presentation of the region as a destination, a specific presentation of the Puccini territories and a concert (7:00 PM - 7:45 PM) dedicated to the great Tuscan composer.

November 4, 2025 – Press Event (3:30 PM at WTM with ENIT): the press conference on the theme "Roots and Innovation - A Journey into Made in Tuscany" will be held directly at the ENIT Italia stand (Stand: N2-240, N3-200).

Both events will feature presentations by Francesco Tapinassi, Director of Toscana Promozione Turistica, and Clara Svanera, Coordinator of International Relations at TPT. The DMCs of the Tourist Area Communities of Arezzo, Mugello, and Florence and the Florentine area will also be present at WTM 2025.

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