

Liguria at Vakantiebeurs 2026: From Flemish Art to the Mediterranean, a Journey Uniting the Netherlands and the Italian Riviera

Liguria arrives in Utrecht with a story that speaks directly to the Dutch public, weaving together tourism, landscape and culture along a path that leads naturally from Northern Europe to the Mediterranean. From 8 to 11 January, the region will be present with an institutional stand created in collaboration with ENIT, showcasing a destination to be enjoyed all year round, amidst the sea, historic villages and the hinterland.

A strong cultural reference adds depth to this narrative: the major monographic exhibition **“Van Dyck l’Europeo”** (Van Dyck, the European), dedicated to the Flemish painter Antoon van Dyck, scheduled to take place in Genoa from 20 March to 19 July 2026. An international project, the exhibition provides an opportunity to trace a symbolic thread linking the Netherlands and Liguria, following the journey of a profoundly European artist and rediscovering Genoa as a city of exchange, historical connections and long-standing artistic tradition.

Liguria’s presence at Vakantiebeurs builds on a age-old relationship with the Dutch market, which has long shown an interest in accessible, authentic destinations offering rich opportunities for exploration. Liguria presents itself as a compact yet surprisingly varied region where, within just a few kilometres, panoramic coastlines give way to sea-view trails, inland villages and cities of art, allowing for flexible, customisable travel experiences.

A distinctive feature of Liguria’s offering is its appeal beyond the peak season. The calm of autumn, mild winters and the shoulder seasons reveal a more intimate Liguria, ideal for discovering villages in their everyday life, walking the trails at a slower pace and enjoying attentive hospitality, in a natural balance between quality and value for money.

Building on the journey that began in 2025 as the European Region of Sport, Liguria continues to highlight its landscape as a privileged setting for active and sustainable tourism: walking, exploring and experiencing the territory with awareness. This approach naturally aligns with the sensibilities of Northern European travellers, who are increasingly drawn to outdoor experiences that are authentic and respectful of local areas.

Participation in Utrecht stems from a shared effort involving local authorities and territorial organisations from Ponente to Levante, brought together in a regional stand that conveys a coherent, unified picture of the destination. It is a narrative shaped by landscapes, culture, traditions and relationships, designed to guide the Dutch public on a journey that begins with Flemish art and arrives at the Italian Riviera: understated, vibrant and deeply European.