



The Marche: Discover Authentic Italy

Amid medieval villages, green hills and outdoor experiences

Marche, 18 December 2025 - Regione Marche will take part in the **Vakantiebeurs** trade fair in Utrecht (8–11 January 2026), a fair dedicated to leisure, active and outdoor tourism.

The goal is to promote the Marche as a diverse, multifaceted region, offering visitors everything that makes Italy famous around the world: sea and mountains, historic villages, cities of art, wellbeing, sustainable tourism and an outstanding food-and-wine heritage.

Visitors can immerse themselves in a wide range of unique active experiences, from hill and mountain trekking to scenic cycling routes, horse riding and excursions in nature parks. The region offers trails of every kind, ranging from relaxed routes for those who enjoy a gentle walk in nature, to more demanding itineraries for adventure seekers that want close contact with unspoilt landscapes. Every excursion offers breathtaking views, from lush valleys and mountain ranges to panoramas overlooking crystal-clear seas.

The **medieval villages** and small historic centres dotted across the region are perfect for those who love getting lost among cobbled streets, ancient towers and piazzas steeped in history. Each village preserves its own traditions, craftsmanship and a timeless charm: wandering through these streets means discovering an authentic Italy, rich in atmosphere, culture and unforgettable photo opportunities.

The Marche is a region to be **savoured with all the senses**. The local cuisine is simple and genuine: from the flavours of the Adriatic Sea to the rustic recipes of the hills and the Apennines. Every dish tells the story of the land and the passion of its people.

Food and wine are at the very heart of the Marche region's identity. DOC, DOCG, and IGT wines accompany a varied, authentic cuisine where each landscape has its own flavour: from **Verdicchio dei Castelli di Jesi** to the full-bodied reds of Piceno, and the

fragrant **Lacrima di Morro d'Alba**. Alongside the wines, emblematic produce such as **Cartoceto DOP olive oil**, **Urbino DOP casciotta cheese**, **Carpegna DOP prosciutto ham**, **Maccheroncini di Campofilone IGP pasta**, and **Ciauscolo IGP spreadable salami** tell the story of craftsmanship passed down through the centuries.

The region also boasts a rich tradition of cheesemaking and curing meats, combining creativity with respect for raw materials: from **Fossa di Talamello DOP cheese** to mountain pecorino cheeses, from **Fabriano salami** to the prized **Vitellone Bianco dell'Appennino Centrale IGP beef**.

Truffles, both white and black, are the stars of the inland areas – particularly in the province of Pesaro and Urbino – while pulses and cereals such as **Castelluccio IGP lentila**, **Colfiorito IGP red potatoes**, and the **Serra de' Conti cicerchia** enrich the rural tradition. These form part of the **Slow Food Presidia**, protecting biodiversity and local expertise.

Alongside these long-established products are **traditional spirits** such as **Anisetta di Ascoli Piceno**, **Mistrà** and **Moretta Fanese**, as well as an ever-growing range of **craft beers**, the result of the creativity of young master brewers using local raw materials.

Visitors can enjoy wines and culinary excellence at wineries, olive mills and agritourism farms, discovering a region that has turned sustainability and slow tourism into a distinctive feature. Regione Marche's presence at **Vakantiebeurs 2026** is an opportunity to introduce an authentic region to an international audience, one where art, nature and flavour coexist in harmony.

Welcoming and vibrant all year-round, the Marche region offers genuine experiences ranging from culture to tradition, inviting its visitors to discover a varied and restorative landscape where hospitality and sustainability intertwine to create a rich and engaging tourism offering.

For more information:

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