

TUSCANY 2026 AT ITB BERLIN: A DESTINATION THAT LEAVES A MARK, NOT A FOOTPRINT

Berlin, March 3, 2026 – Toscana Promozione Turistica (TPT) presents itself at ITB Berlin with a clear vision for the future: a perfect balance between innovation, major cultural celebrations, and a concrete commitment to sustainability. With Germany confirming its status as the region's primary market, Tuscany sends a strong message to contemporary travelers: to experience a vacation capable of generating value for the guest and respect for the territory.

At the heart of the regional strategy lies the **Green Tuscany** project, which has already seen the participation of over 550 companies. The manifesto of this commitment is the Sustainable Tourism Charter of Values, a pact between the public and private sectors founded on five core principles: Collaboration, Conservation, Respect, Responsibility, and Transparency.

This philosophy translates into a tangible and bookable offer that places the outdoor and walking paths sector at its center. Through a cycling network of **18,000 km** and the support of a dedicated Atlas of Walking Paths, the region aims to reveal the most authentic soul of the so-called "Toscana diffusa"—those areas of the region less traveled by organized international tourism but capable of offering great surprises to visitors.

Parallel to this, the regional strategy highlights its green heritage: with 50% of the territory covered by forests—representing the largest wooded area in Italy—Tuscany guarantees excellence in management thanks to the adherence of all regional and national parks to the European Charter for Sustainable Tourism (ECST).

This framework is completed by the commitment to a short supply chain gastronomy expressed through the Vetrina Toscana project. The initiative involves over **2,200 companies** actively committed to using seasonal products and fighting food waste, an operational model that contributes to consolidating the region's position as the most desired food and wine destination in Italy.

Highlights 2026: a year of major anniversaries The year 2026 promises to be an extraordinary year for the Tuscan cultural calendar:

- **VIII Centenary of St. Francis:** with reference to the Path of Francis in Tuscany, the Franciscan Sanctuary of La Verna in the province of Arezzo, and the Franciscan Basilica of Santa Croce in Florence.
- **Anniversary of Carlo Lorenzini:** celebrations in Florence and Collodi marking the birth of the author of Pinocchio.
- **Centenary of Turandot:** the Puccini Festival in Torre del Lago will celebrate Puccini's genius with new productions.
- **Pistoia, Italian Capital of the Book 2026:** an entire year dedicated to culture and publishing.
- **Sport and Motors:** the first edition of the Historical Italian Grand Prix at the Mugello Circuit (October 2–4) will bring over 200 legendary single-seaters to the track.

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