



EMILIA ROMAGNA: CONNECTED AND SUSTAINABLE

BOLOGNA, March 2026 - Emilia Romagna will showcase its tourism offering at major European travel fairs and international workshops in 2026 as well as **14 new thematic map guides**. Designed with clear, intuitive graphics and available in English and German, the guides highlight the region's key tourism products, including the **Riviera, Cities of Art, UNESCO Sites, Motor Valley, Spas, Castles, Trails, Villages, Cycling, Nature, Theme Parks, Golf, DOP and IGP Products, and DOP and IGP Wines**.

More than simple maps, each guide invites visitors to take a step further. By scanning the QR code on the back, travelers are directed to the corresponding section of Emilia Romagna's official tourism portal, emiliaromagnaturismo.it/en, where they can explore curated experiences, access regularly updated content, and plan the details of their trip.

Today, there is no better way to experience Emilia Romagna than by bike or on foot. The region offers more than **9,000 kilometers (5,600 miles) of trails and 20 cycle routes** that span the territory, allowing visitors to discover Emilia Romagna's diverse landscapes and attractions at a slower, more immersive pace. Highlighting the region's deep connection to cycling, Rimini will host **Velo-city**, the World Cycling Congress, from June 16 to 19 at the Rimini Palacongressi. The event is expected to welcome approximately 1,600 delegates from more than 60 countries. For walking enthusiasts, Emilia Romagna features a network of **22 routes** designed for walkers, wayfarers, and pilgrims. A key highlight in 2026, marking the 800th anniversary of the death of Saint Francis of Assisi, is the Saint Francis Way between Rimini and La Verna, a 120-kilometer (nearly 75-mile) route divided into five stages across Romagna and Tuscany.

Sustainability increasingly defines holidays in Emilia Romagna, beginning with how travelers arrive. In 2026, the **DB-ÖBB** Munich–Emilia Romagna's Adriatic Riviera rail connection, with stops in Bologna, Cesena, Rimini, Riccione, and Cattolica, will begin operating daily earlier than its traditional seasonal launch, starting Thursday, April 2. Emilia Romagna's Riviera will also be the only Italian seaside destination featured in the 2026 German Railways campaign. The campaign will include television advertising on major public and private channels, including ARD and ZDF, digital placements across

YouTube and streaming platforms, and outdoor billboards in the Munich area, all under the Deutsche Bahn brand.

The 2026 calendar in Emilia Romagna offers a rich mix of culture, sport, and music. Beginning February 21, the Civic Museum San Domenico in Forlì will host the major exhibition **Baroque. The Great Theater of Ideas**, featuring 200 masterpieces by artists such as Bernini, Guercino, Van Dyck, and Rubens. The exhibition creates a dialogue between two seemingly distant yet deeply connected historical eras: the 17th and 20th centuries. From May 28 to 31, Modena will welcome **Motor Valley Fest**, a large-scale open-air celebration of two- and four-wheeled motor brands, with exhibitions, parades, workshops, and talks dedicated to the automotive world.

The year also marks the centenary of the Ducati brand, celebrated during **World Ducati Week**, a biennial gathering at the **Misano World Circuit** in Misano Adriatico from July 1 to 3. From July 3 to 11, the **Italian Global Series Festival** returns to Rimini and Riccione with premieres, red carpet events, and international stars. From July 13 to 18, the renowned European festival **Jazz Open**, founded in Stuttgart 30 years ago, will make its debut in Modena, featuring artists including Gregory Porter, Diana Krall, Moby, Jamie Cullum, Joss Stone, and Jean-Michel Jarre.

Also on the 2026 agenda is **Routes Europe**, a strategically important event for the future development of air connectivity between Emilia Romagna and international markets. Taking place in Rimini from May 18 to 20, the event will bring together more than 1,200 delegates and representatives from 100 of the world's leading airlines.

For further information, please visit:

www.visitemiliaromagna.com

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