



Liguria, the Italian Riviera: a Mediterranean experience for every season

Liguria presents its tourism offering for the 2026 season, reaffirming a positioning that goes well beyond the traditional seaside narrative. Compact in size yet remarkably diverse, the region unfolds over just a few kilometres: the sea gives way to hills, historic villages and inland landscapes, all connected by a strong and unmistakable Mediterranean identity.

Liguria's proposition is built around a year-round travel experience. Coastal trails overlooking the sea, walking routes linking the shoreline to the hinterland, cycling itineraries crossing a variety of landscapes in short distances, and art cities alongside small towns where time seems to slow down. This is a model that responds to a growing demand for travel rooted in authenticity, sustainability and meaningful connections with place.

Within this narrative, culture naturally plays a central role. The major international exhibition *Van Dyck. A European Master*, scheduled in Genoa from 20 March to 19 July 2026, is fully integrated into the region's tourism offering for the upcoming season. Dedicated to Antoon Van Dyck, the Flemish artist who found in Liguria one of the most fertile settings of his career, the exhibition reinforces Genoa's positioning as a truly European city—historically open to cultural exchange and deeply connected with Northern Europe. It offers a unique opportunity to rediscover the city and its surroundings through art, while complementing a cultural stay with landscape, gastronomy and authentic travel experiences.

Alongside culture, Liguria continues to invest in outdoor, slow and sustainable tourism. In 2026, new projects will further enhance the regional cycling network, with routes designed to highlight inland areas and smaller villages, encouraging a more balanced distribution of visitor flows and a respectful approach to local environments.

The region's commitment to accessibility also continues. Building on the results achieved in 2025—nearly 300 accessible beach facilities and 67 certified accommodation providers—both the *Accessible Sea Guide* and the *Accessible Hotels Guide* will return in 2026, developed in collaboration with specialist organisations and associations. A concrete approach that makes inclusive hospitality an integral part of Liguria's tourism offering.

What emerges is the image of a region that feels close—not only geographically, but in spirit—able to speak to European travellers through the quality of its experiences, the care of its landscapes and a Mediterranean lifestyle that is lived every day, long before it is promoted.

LIGURIA

THE ITALIAN RIVIERA

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