

Subject – TOURISM: The Marche region showcases its diverse tourism offering at IFTM Top Resa 2026

THE MARCHE REGION: WHERE NATURE, CULTURE AND AUTHENTIC EXPERIENCES MEET

ATIM (Marche Tourism and Internationalization Agency) will showcase the Marche region at IFTM Top Resa 2026 with a tourism offering that brings together culture, nature, outdoor experiences, food and wine, and internationally renowned events. From Ancona, Italian Capital of Culture 2028, to the medieval villages scattered across the rolling countryside; from the spectacular Conero Riviera to the peaks of the Sibillini Mountains; and through a year-round calendar of major cultural and sporting events, the Marche region presents itself to the European market as an authentic destination, offering an extraordinary variety of experiences within a single region.

The Marche region will be showcased at **IFTM Top Resa 2026** – France's leading B2B travel and tourism trade fair, taking place in Paris from **15 to 17 September 2026** – with a tourism offering that brings together culture, nature, outdoor experiences, food and wine, and internationally renowned events within a single destination.

Stretching from the Adriatic coast to the Apennine Mountains, the Marche region offers an authentic mosaic of experiences, where historic cities, medieval villages, unspoilt landscapes and centuries-old traditions can all be discovered within a remarkably compact area. Through its international promotional strategy, **ATIM (Marche Tourism and Internationalization Agency)** aims to showcase a destination whose strengths lie in the quality of its hospitality, its commitment to sustainability and its strong local identity.

Art cities, historic villages and culture

The Marche region is home to an extraordinary cultural and historical heritage that extends across its entire territory. From **Ancona**, recently named **Italian Capital of Culture 2028**, to renowned art cities such as **Urbino**, a UNESCO World Heritage Site and the birthplace of Raphael, as well as **Ascoli Piceno**, **Fermo**, **Macerata** and **Pesaro**, each destination tells a different chapter of Italy's history through its architecture, elegant piazzas, theatres, museums and living traditions.

Beyond the cities, the rolling countryside is dotted with hundreds of beautifully preserved medieval villages surrounded by vineyards, olive groves and gentle hills. Among them are **Cingoli**, recently awarded the title of **Borgo dei Borghi 2026**, and **Torre di Palme**, overlooking the Adriatic Sea and widely regarded as one of the region's most picturesque villages. Across every province, local craftsmanship, gastronomy and centuries-old traditions continue to shape the identity of these historic communities.

Sea and nature

With almost 180 kilometres of Adriatic coastline, the Marche region offers an extraordinary variety of coastal landscapes, from long sandy beaches to hidden coves and dramatic limestone cliffs.

In the north, the **Monte San Bartolo Regional Natural Park** (PU) boasts some of the Adriatic's most spectacular coastal scenery, with panoramic trails, rugged headlands and charming villages such as Casteldimezzo and Fiorenzuola di Focara. Further south, the **Conero Riviera** (AN) is one of the region's defining landscapes, where the striking white cliffs of Monte Conero plunge into crystal-clear waters, framing iconic beaches including Mezzavalle, Sassi Neri and the celebrated Due Sorelle Beach, accessible only by boat.

Alongside these unspoilt natural settings, the Marche coastline also offers numerous family-friendly seaside resorts, with wide sandy beaches, shallow waters and facilities designed for children. The

region's many Blue Flag beaches further reflect the high quality of its bathing waters, its commitment to environmental sustainability and its excellent visitor services.

Outdoor adventures: hiking and cycling

The Marche region is an ideal destination for travellers who enjoy exploring nature actively. Within just a few kilometres, the landscape changes from the Adriatic coast to rolling hills and the peaks of the Apennines, offering an exceptional variety of outdoor experiences.

In the **Conero Regional Park**, more than 60 kilometres of trails wind through Mediterranean vegetation, dramatic limestone cliffs and breathtaking sea views, with routes suitable for walkers of all abilities. Further inland, the **Sibillini Mountains National Park** extends across more than 70,000 hectares of mountains, valleys and high plateaus, home to remarkable biodiversity. Highlights include **Lake Pilato** (AP), the Marche region's only natural lake and the habitat of the rare **Marchesoni Fairy Shrimp**, the flowering meadows of the **Piani di Ragnolo** (MC) and a network of trails leading to the peaks of **Monte Vettore** (AP) and **Pizzo Tre Vescovi** (MC).

Beyond its national and regional parks, the Marche region is also home to spectacular gorges, waterfalls and rivers that have shaped the landscape over centuries. Natural attractions such as the **Marmitte dei Giganti** near Fossombrone (PU) and the **Cascatelle di Cingoli** (MC) reveal another, lesser-known side of the region, perfect for visitors seeking authentic natural landscapes throughout the year.

The Marche region has also become an increasingly popular destination for cycling enthusiasts. The **Adriatic Cycle Route** runs along the entire coastline and serves as the gateway to an extensive network of inland cycling routes linking medieval villages, historic abbeys and rural landscapes. Routes such as the **Abbeys Cycle Route (Ciclovía delle Abbazie)**, the **Alte Marche Apennine Cycle Route** and the **Great Sibillini Ring** offer unforgettable experiences for road cyclists, gravel riders and mountain bikers alike, supported by a growing network of bike-friendly accommodation and specialised services.

Food and wine

No visit to the Marche region is complete without experiencing its rich culinary traditions. Renowned wines such as Verdicchio, Rosso Conero and Rosso Piceno reflect the region's long-established winemaking heritage, while local specialties including Vincisgrassi, Olive all'Ascolana, truffles and a wide range of PDO and PGI products showcase a gastronomy deeply rooted in local traditions and the changing seasons.

A year-round calendar of international events

Culture is one of the defining features of the Marche region's tourism offering. Throughout the year, and especially during the summer months, the region hosts internationally recognised events that attract visitors from across the globe.

The **Rossini Opera Festival** in Pesaro and the **Macerata Opera Festival**, staged in the spectacular open-air Sferisterio Arena, reaffirm the Marche region's position on the international opera scene.

Meanwhile, the **Summer Jamboree** transforms Senigallia into Europe's capital of 1940s and 1950s American music and culture, while historic events such as the **Quintana** in Ascoli Piceno and the **Cavalcata dell'Assunta** in Fermo keep centuries-old traditions alive. Alongside these long-established celebrations, contemporary events such as the **Montelago Celtic Festival** and the **Adriatic Sound Festival** continue to broaden and diversify the region's cultural programme, appealing to an increasingly international audience.

For public information: www.letsmarche.it

For press and trade enquiries: <https://atim.marche.it>

Regione Marche

Marche is a region in central Italy, facing the Adriatic Sea and bordered inland by the Umbria-Marche Apennines. It is divided into five provinces: Ancona (the regional capital), Pesaro-Urbino, Macerata, Fermo, and Ascoli Piceno.

The area is known for its rolling hills, historic hilltop towns, sandy beaches, and natural parks such as the Sibillini Mountains. Marche stands out for its rich cultural heritage, traditional craftsmanship, and renowned food and wine, offering a harmonious blend of nature and art cities.



About ATIM

ATIM – Agenzia per il Turismo e l'Internazionalizzazione delle Marche (Agency for Tourism and Internationalization of the Marche Region) promotes the Marche region in Italy and abroad, enhancing its cultural, natural, and culinary excellences. It coordinates tourism marketing strategies, supports events and industry operators, and fosters internationalization, contributing to the region's economic growth and overall attractiveness.

ATIM - Agenzia per il Turismo e per l'Internazionalizzazione delle Marche

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