

# iftm

## TOP RESA

### Media Kit

# P A R I S

September 15 - 17, 2026



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# Introduction by Gianmarco Mazzi Italian Minister of Tourism

France remains a strategic market for Italian tourism. In 2025, over 12 million French travellers chose Italy, generating 31.4 million overnight stays and more than **4.6** billion euros in spending, an increase of over 5% compared with 2024.

These figures demonstrate Italy's appeal, not only for its cultural offerings – which alone attract 2.6 million French visitors – but also for its seaside, mountains, lakes, active holidays and walking routes, which have seen extraordinary growth, even tripling in number.

Taking part in international tourism trade fairs is a strategic move. Trade fairs are where Italy presents a united front, drawing strength from its network of businesses and regions, and where relationships are forged, new trends are identified, and our country's standing in the global market is consolidated.

The presence of the Italian pavilion, organised by ENIT **at the IFTM (International & French Travel Market) Top Resa trade fair in Paris**, helps to strengthen ties, promote a diverse and sustainable range of offerings, and make us increasingly competitive and hospitable in the eyes of the world.

*Gianmarco Mazzi*

Gianmarco Mazzi  
Italian Minister for Tourism

**Welcome by  
Ivana Jelinic  
Chief Executive Officer  
ENIT S.p.A.**

## Italy at IFTM: beauty that becomes a journey

**Welcome to IFTM 2026 and, above all, welcome to the Italian Stand.** It is a real pleasure to be here in Paris, at one of international tourism's most important events, to share ideas, forge new connections, and be inspired by travel.

Over the next few days, we would like to give you a little taste of Italy: **a country that always gives you a warm welcome, surprises you, and constantly offers you new reasons to explore it and to return.** Italy and France share a natural affinity, rooted in culture, beauty, creativity and a focus on quality of life.

ENIT's participation at **IFTM 2026** represents a strategic opportunity to strengthen ties with the French market, one of the most important for the tourist sector in Italy. The latest figures show that **over 12 million French travellers have chosen to visit our country, generating almost 31.4 million overnight stays and spending of around 4.7 billion euros.** These growing figures confirm a solid relationship which, at the same time, is full of new opportunities.

French visitors are increasingly seeking **an authentic Italy**, a country they can experience through its culture, landscapes, food and wine, and outdoor activities. Alongside the major art cities, there is growing interest in the mountains, lakes, sports tourism, walking trails and spiritual itineraries. This is a **mature market, focused on quality and keen to discover even lesser-known destinations.**

It is this very diversity that we want to showcase here in Paris. The **Italian Stand** was conceived not merely as an exhibition space, but as **an immersive environment with a strong sense of identity, capable of transforming beauty into emotion and emotion into a desire to travel.** Inside the stand, **Piazza Italia** will serve as a meeting place for regional authorities, industry operators, media and sector professionals. It will be a space dedicated to dialogue, networking, and the creation of new opportunities. Particular attention will be paid to **Calabria, Sardinia, and Sicily**, which are at the forefront of experiential initiatives and regional storytelling as part of the **promotional campaigns launched following Cyclone Harry.**

ENIT's role is to **raise the profile of a contemporary, accessible and sustainable Italy on the world stage, without compromising its identity.** IFTM offers us the opportunity to translate this story into one of professional partnerships, joint projects, and tourist flows capable of generating widespread value across the regions.

**Welcome to a journey through the beauty, culture and endless experiences of our country.**

*Ivana Jelinic*

Ivana Jelinic  
CEO, ENIT S.p.A.

# Tourism in Italy Research Office



# RESEARCH OFFICE

## Note on tourism from France to Italy

The French market is a significant source of international tourism demand in Italy. Indeed, according to data from the Bank of Italy, in 2025 France accounted for 13% of international travellers to Italy, 8% of their overnight stays and 8.2% of their tourist expenditure.

### Visitors, overnight stays and spending by international tourists in Italy: focus on FRANCE

| COUNTRY OF ORIGIN           | 2024                                           |                                                                   |                                                                    | 2025                                           |                                                                   |                                                                    | Var.% 2025/2024                                |                                                                   |                                                                    |
|-----------------------------|------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
|                             | International visitors to Italy (in thousands) | Overnight stays by international visitors to Italy (in thousands) | Spending by international visitors to Italy (in millions of euros) | International visitors to Italy (in thousands) | Overnight stays by international visitors to Italy (in thousands) | Spending by international visitors to Italy (in millions of euros) | International visitors to Italy (in thousands) | Overnight stays by international visitors to Italy (in thousands) | Spending by international visitors to Italy (in millions of euros) |
| FRANCE                      | 11,496.57                                      | 30,870.27                                                         | 4,410.78                                                           | 12,080.51                                      | 31,385.46                                                         | 4,647.59                                                           | 5.1                                            | 1.7                                                               | 5.4                                                                |
| FOREIGN                     | 88,608.06                                      | 383,818.16                                                        | 54,213.89                                                          | 92,215.73                                      | 392,753.89                                                        | 56,723.69                                                          | 4.1                                            | 2.3                                                               | 4.6                                                                |
| Overall total               |                                                |                                                                   |                                                                    |                                                |                                                                   |                                                                    |                                                |                                                                   |                                                                    |
| France's % of FOREIGN total | 13.0                                           | 8.0                                                               | 8.1                                                                | 13.1                                           | 8.0                                                               | 8.2                                                                |                                                |                                                                   |                                                                    |

Source: ENIT Research Department based on Bank of Italy data

Over the past year, the number of travellers from France to Italy has continued to rise, in terms of both number of visitors – exceeding 12 million (+5.1% compared to 2024) – and overnight stays, reaching nearly 31.4 million (+1.7%), as well as in tourist expenditure of around 4.7 billion euros, up by +5.4%.

A primary driver of this growth in the French market is cultural tourism, which has brought 2.6 million French visitors to Italy (+22.8% on 2024), accounting for 11 million overnight stays (+10.1%) and a total expenditure of over 1.5 billion (+19.7%). Beach and lake holidays are the next most popular.

There has also been a sharp rise in the number of people opting for mountain holidays (+189.4% in visitor numbers), lake holidays (+48.6%) and sports holidays (+14.1%), revealing that, alongside culture, active holidays are a major trend in the French market.

Overall, therefore, leisure trips are on the rise (+17.1% in visitor numbers: +18.5% in spending) while niche markets like pilgrimages and spiritual holidays have tripled (+375% in visitor numbers: +296% in spending).

Survey on International Tourism, Bank of Italy, various authors

# Italy: Territories and Infrastructure

## Italian Regions and Regional Capitals



# Railway Stations served by High-Speed Trains

Source: Trenitalia and FS Italiane



# Italy's Main Ports by number of arrivals by region

(ferries and cruise ships)  
in 2024

Source: ENIT Research Department  
based on Assoporti data



## Italy's Main Airports for International arrivals by region in 2024

Source: ENIT Research Department  
based on Assaeroporti data



# The Regions of Italy



# ABRUZZO



Credit: Regione Abruzzo

Abruzzo is an enchanting region, offering a priceless, diverse, historical, cultural and scenic heritage, comprising medieval villages with the warm hues of ancient brick or 'bare' stone; picturesque hermitages nestled in the countryside; monasteries and convents; historic town squares; monumental forums; thermal baths; temples; theatres and amphitheatres, and rock-hewn sanctuaries. You're spoilt for choice between ancient sheep tracks and fascinating trabocchi huts; footpaths; abbeys; medieval gems nestled amidst the unspoilt nature; refreshing waterfalls; pristine landscapes; parks; protected areas; majestic mountains and verdant hills; enchanting villages and cities of art, and a sea that welcomes you on the so-called 'Children's Riviera', where families and sports enthusiasts enjoy both sandy and rocky beaches. From horse riding along the Gran Sasso Horse Trail to climbing at the rock-climbing centres, from exhilarating rafting trips down the Aventino to adrenaline-fuelled bungee jumps suspended over the River Orta, physical activity in Abruzzo is not just an end in itself, but the very means of fully savouring the extraordinary natural resources of this fabulous region. There are hundreds of trekking routes for mountain enthusiasts, not to mention the trails that criss-cross the region. From Traditional Agri-Food Products (PAT) to Slow Food Presidia, together with PDO and PGI product designations, Abruzzo can boast an immense heritage of food biodiversity. This gives rise to a cuisine that is Mediterranean in its ingredients and aromas, capable of being both humble and refined, sumptuous in its simplicity, ranging from the agricultural, livestock, and peasant delicacies typical of the mountainous inland area, to the seafood specialities of the coast.

## Tourism Profile

'Exploring Abruzzo is like wandering through a gentler past, a peaceful and convivial era, amidst history, art, delicious cuisine and marvellous landscapes that change with the seasons. Elderly ladies in aprons sit outside their doors, plaiting onions into braids. Instead of playing on the computer, kids are outside playing football. Families do their shopping at open-air markets, not in hypermarkets, and if they don't make their own wine, they buy it from local vineyards. Food is another important part of life in this little corner of paradise. In most trattorias, the dishes are cooked according to time-honoured traditions, just as they were in generations past. On the coast, the traditional dishes are fish based, while further inland, roast kid, lamb and wild boar take centre stage'. According to Kathleen Peddicord (Huffington Post), it is the fifth best place in the world for **baby boomers**, as she reiterates in her article 'How to Retire in Italy', confirming, once more, that Abruzzo is the region with the best quality of life in Italy.



Credit: Regione Abruzzo



# 5 Fun Facts

The Presentosa, the quintessential gem of Abruzzo, a true masterpiece of goldsmithing and a genuine form of visual communication. It is still produced by master goldsmiths in Sulmona, Pescocostanzo, Scanno, and Guardiagrele. At the 2009 G8 summit, each first lady was presented with a Presentosa as a symbol of our region

According to legend, the bloody hand print on a rock in the Tower of the mighty Roccascalegna Castle belongs to Baron Corvo de Corvis, who was murdered in 1646 while exercising his right of 'Ius Primae Noctis'

For astronomy enthusiasts, the ideal destination is Campo Imperatore, Abruzzo's 'Little Tibet', a mecca for amateur astronomers from all over the world. It can boast one of the least light-polluted skies in Europe and is home to one of Italy's most important astronomical observatories

There are 34 villages in Abruzzo that are members of the National Association of 'Borghi del Respiro', where air and environmental quality are seen as key to restoring physical and mental well-being

It is a unique experience to stroll through the narrow streets and past the houses of the charming medieval village of Aielli (Aq), taking in the architectural features and urban art works, such as the murals created by leading international street artists. In August, it hosts the Borgo Universo event, a festival of street art, music, performance, and astronomy



## Upcoming Events



**Tornareccio Regina di Miele**  
Tornareccio (Ch) - September  
[LINK](#)



**Le glorie di San Martino**  
Scanno (Aq) - November  
[LINK](#)

**Borgo Rurale  
Festa delle Castagne**  
Treglio (Ch) - November  
[LINK](#)



**I Faugni**  
Atri (Te) - December  
[LINK](#)



Website <https://abruzzoturismo.it> E-mail [info@abruzzoturismo.it](mailto:info@abruzzoturismo.it)

# BASILICATA

Basilicata is home to some of the most fascinating castles in Southern Italy, mainly dating back to the Norman-Swabian period. In the Monte Vulture area, Melfi Castle, with its ten towers, was commissioned by Robert Guiscard and extended by Frederick II; today it houses the National Archaeological Museum of Melfi. Not far away, Lagopesole Castle, Frederick II's hunting lodge, is home to the only palatine chapel of all Frederick's castles. In Venosa, the Aragonese Castle of Pirro del Balzo (1470) houses the National Archaeological Museum, which displays artefacts from the Roman colony of Venusia. In Miglionico, the Malconsiglio Castle owes its sombre name to an incident in 1485: the barons of the Kingdom of Naples, led by the Sanseverino family, plotted there against Ferdinand I of Aragon. It ended in tragedy. Today, visitors can explore the Star Hall via a multimedia tour, and each summer the story is brought to life in a grand historical re-enactment in period costume. Matera, home to the Sassi, a UNESCO World Heritage Site, is the Mediterranean Capital of Culture and Dialogue in 2026. Maratea has 32 km of Tyrrhenian coastline; the Ionian Coast is home to the Palatine Tables of Metaponto. The large national parks (Pollino, Appennino Lucano and Vulture) protect forests, volcanic lakes, and rare wildlife.



Credit: Regione Basilicata

## Tourism Profile



Credit: Regione Basilicata

An ideal destination for those with a passion for medieval history, Norman-Swabian architecture and slow cultural tourism, who appreciate the charm of a region rarely featured outside the mainstream circuits. It attracts lovers of castles and the Frederick II trails (Melfi, Lagopesole, and Venosa), as well as visitors interested in UNESCO World Heritage sites (Matera), the countryside (Maratea, national parks) and wine tourism (Aglianico del Vulture, a wine with volcanic origins). These are discerning visitors, often travelling independently or in small groups, seeking authenticity and local cuisine. They also have a strong preference for road trip routes linking Puglia, Campania and Basilicata. There is a wide range of seasonal events, with a particular focus on the Matera 2026 events and the historical re-enactments as part of the 'Fantastico Medioevo' project.



# 5 Fun Facts

In 1231, Frederick II proclaimed the 'Constitutiones Melphitanae' in Melfi Castle, one of the first major bodies of written law in the medieval West.

Lagopesole Castle harbours a legend: the desperate love between King Manfred and Helena of Epirus, his 'Helena of the Angels'. Even today, they wander like ghosts through the manor, never managing to meet

Quintus Horatius Flaccus, commonly known as Horace, born in Venosa in 65 BC, was one of the greatest poets of antiquity. He is the author of the line 'Carpe diem', which urges us to live fully in the present without worrying about the future – a precursor to much of philosophy that was to follow. It inspired the film 'Dead Poets Society'; a huge global hit that went on to become a cult classic.

It has been suggested that the Mona Lisa, Leonardo da Vinci's muse, died in Lagonegro in 1506 while travelling in Italy, and that she was buried there

The colossal Christ the Redeemer statue in Maratea (22 metres) was sculpted by Bruno Innocenti between 1963 and 1965: curiously, it faces inland, not the sea



## Upcoming Events

In 2026, the regional project 'Fantastico Medioevo' will bring the Norman-Swabian villages of the Vulture-Alto Bradano area to life with historical re-enactments and themed events.

'Malconsiglio Next Gen' is an evening entirely dedicated to young people, featuring DJ sets and live music at Miglionico Castle, with free entry on 25 July. On the Tyrrhenian coast, 'Maratea in Scena' is putting on theatre and music performances throughout the summer. In the Vulture area, the Ninfea Festival (30 July–2 August) brings the Monticchio Lakes to life as part of 'Fantastico Medioevo'. In Matera, the programme of the Mediterranean Capital of Culture continues, featuring top-class concerts and international events. On 26 September, as part of the 'Matera Cielo Stellato' event, the lights are switched off and, by the light of torches and candles, a sense of magic descends upon the Sassi.

Website [www.basilicataturistica.it](http://www.basilicataturistica.it) E-mail [info@aptbasilicata.it](mailto:info@aptbasilicata.it)

Calabria occupies the southernmost tip of the Italian peninsula and borders two seas, the Ionian Sea and the Tyrrhenian Sea, boasting over 800 kilometres of coastline. This land of extraordinary biodiversity is home to three national parks, one regional park and numerous protected areas where mountains, ancient woodlands and beaches blend together in unique harmony. A crossroads of Mediterranean civilisations, Calabria has its roots in Magna Graecia. The region preserves a valuable cultural heritage, including castles, medieval villages and ancient Occitan, Arbëresh and Greco communities that are guardians of living languages and traditions. Calabria is an authentic destination to be enjoyed all year round. Crystal-clear seas alternate with imposing mountains rich in hiking trails, walking routes, cycle routes and outdoor activities. Its rich food and wine heritage features delicious PDO and PGI products and reflects a region where identity, sustainability and a culture of hospitality converge. Thanks to numerous domestic and international flights, Calabria is now easily accessible, standing as one of the Mediterranean's emerging destinations for those seeking authentic experiences combining nature, culture, wellbeing and local flavours.



Credit: Regione Calabria



Credit: Regione Calabria

## Tourism Profile

Calabria is the ideal destination for travellers interested in cultural, artistic and nature-based activities to be enjoyed in the great outdoors. It appeals to those who wish to discover the lesser-known side of Italy through immersive experiences, slow holidays and itineraries that combine historical heritage, landscapes, gastronomy and local traditions. It is particularly popular with those who love small villages, archaeological sites, trekking, walking trails, spiritual journeys, sustainable tourism and direct contact with local communities. Each season offers different experiences, making the region a destination to be enjoyed all year round.



# 5 Fun Facts

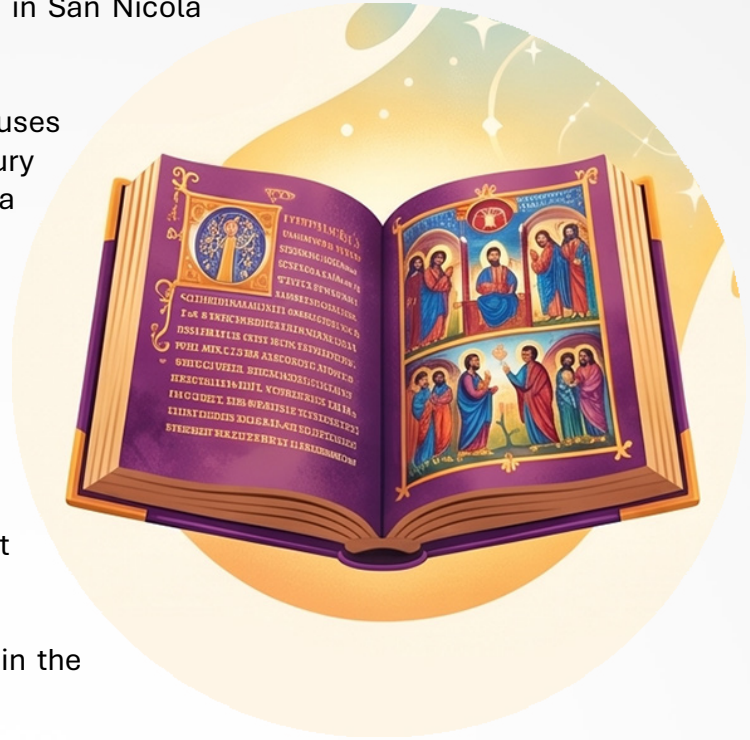
Watch the spectacular sunset over the Arcomagno in San Nicola Arcella

The Diocesan and Codex Museum in Rossano houses the Codex Purpureus Rossanensis, a sixth-century illuminated Greek gospel book recognised as a UNESCO World Heritage Site

The lush forests of Sila National Park are rich in biodiversity and offer outdoor activities all year round. Travellers can enjoy breathtaking views and unspoilt nature here

The National Museum of Reggio Calabria houses the Riace Bronzes, which are among the most significant sculptural masterpieces of Greek art

Enjoy an unforgettable romantic dinner by the sea in the fishing village of Chianalea in Scilla



## Upcoming Events

Throughout the year, Calabria offers a packed calendar of events dedicated to art, music, cinema, culture, food and wine. Notable events include the Chilli Pepper Festival, the Armonie d'Arte Festival, the Magna Graecia Film Festival, the Festival del Teatro dei Ruderì, the Be Alternative Festival, Felici & Conflenti Tramandamenti, the Arteinvivo Festival, the Transumanze Sila Festival and numerous festivals in historic villages. There are also events in the National Parks and celebrations showcasing the region's finest produce (<https://calabriastrordinaria.it/en/events>)



Website <https://calabriastrordinaria.it> E-mail [calabriastrordinaria@regione.calabria.it](mailto:calabriastrordinaria@regione.calabria.it)

# CAMPANIA

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In Campania, travel creates value because it brings together landscapes, communities, culture, and businesses into a single narrative. It is a region where UNESCO World Heritage sites live side by side with extraordinary biodiversity, where major international destinations sit alongside villages, walking trails, nature reserves, rural areas and small towns that preserve traditions dating back thousands of years. From iconic seaside destinations to the unspoilt scenery inland, Campania offers a range of tourist attractions capable of spreading visitor numbers, opportunities and development throughout the entire region. Naples showcases the energy of the Mediterranean through its historic centre,

Vesuvius, Pompeii, Herculaneum, the Sorrento Peninsula and the islands of Capri, Ischia and Procida. Salerno captivates visitors with the Amalfi Coast, the Cilento National Park, Vallo di Diano and Alburni, Paestum and the Certosa of Padula. Caserta is home to the splendour of the Royal Palace of Caserta, the medieval village of Casertavecchia and the charm of the Matese Regional Park. Avellino invites you to discover Irpinia, among the Taurasi vineyards, the villages, the woods around Lake Laceno, and the Apennine trails. Finally, Benevento tells the story of the Samnites and the Lombards through the Arch of Trajan, the Church of Santa Sofia – a UNESCO World Heritage Site – and the landscapes of Sannio,

a land of wines, traditions, and ancient routes. A mosaic of experiences that invites visitors to look beyond the most famous attractions and discover the authentic and surprising side of Campania, off the beaten track. Campania is a region renowned for its archaeology, food and wine, crafts, spa treatments, major cultural events and internationally acclaimed landscapes. Visiting Campania means enjoying an authentic experience where culture, nature, innovation, and hospitality come together to form a shared heritage, capable of turning every trip into an investment in the region and its people.

## Tourism Profile

Campania appeals to international travellers seeking authentic, varied experiences: cultural city breaks, seaside holidays, food and wine tours, slow tourism, outdoor holidays, spiritual journeys, wellness, luxury travel, family tourism, and MICE. Thanks to the sheer variety of what it has to offer, Campania allows visitors to tailor their own holidays throughout the year, encouraging them to discover both iconic destinations and lesser-known areas, with a particular focus on sustainability, integrated transport, and the involvement of local communities.





# 5 Fun Facts

Campania boasts some of Europe's most famous UNESCO sites.

It is the only Italian region to boast active volcanoes, two world-famous coastlines, islands, mountains, and national parks.

The five provinces are home to over three thousand years of history, from classical antiquity to contemporary art.

This is where some of Italy's best-known agri-food products are produced, including PDO and PGI products, and prestigious wines.

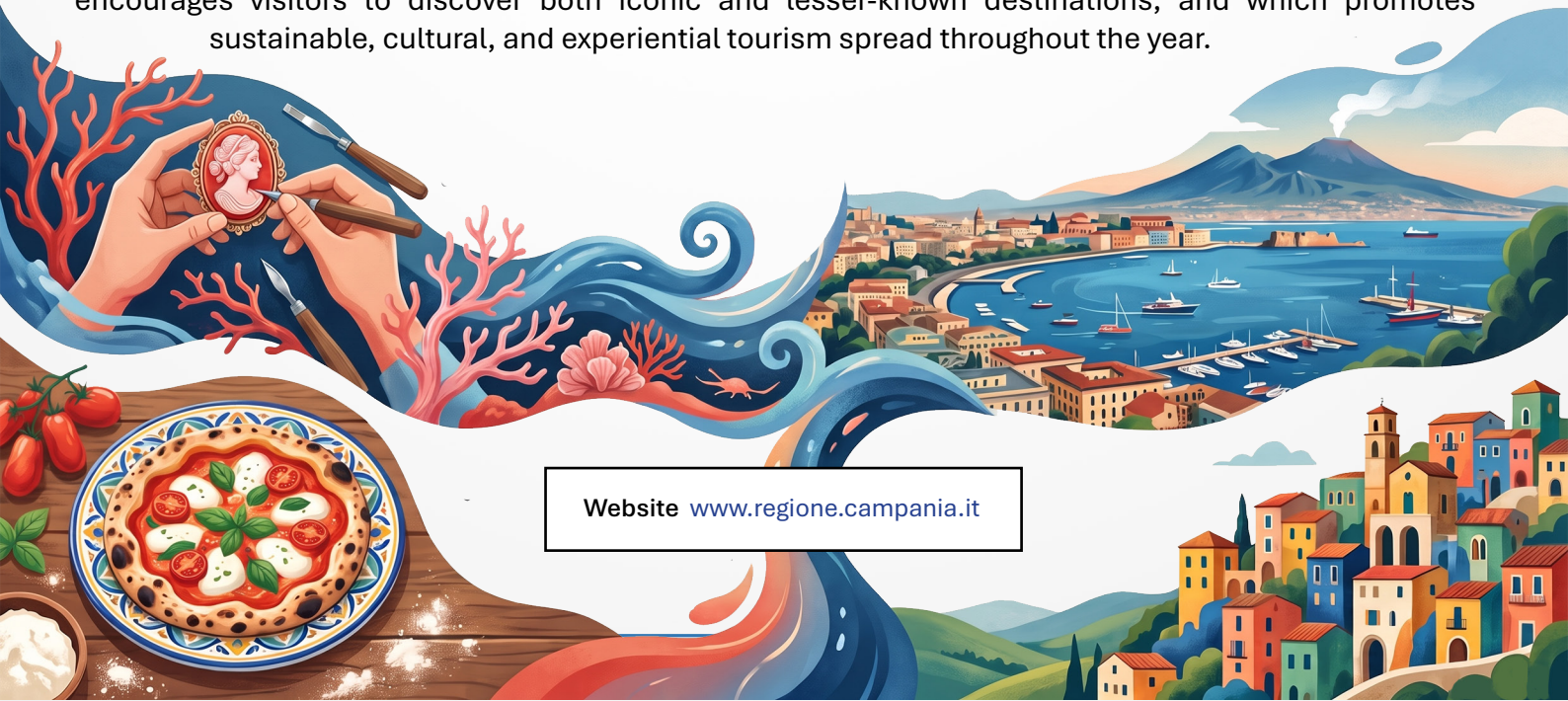
Historic trails, pilgrims' routes, and ancient trade routes criss-cross the entire region, linking the coast with the inland areas.



## Upcoming Events

**Praesentia. Gusto di Campania.Divina**  
June to December 2026

'Praesentia. Gusto di Campania.Divina' is the Campania Region's tourism promotion project, now in its second year, which showcases the region's cultural, scenic and food and wine highlights through a programme of events held across the region. A project that showcases the region's authentic identity, encourages visitors to discover both iconic and lesser-known destinations, and which promotes sustainable, cultural, and experiential tourism spread throughout the year.



Website [www.regione.campania.it](http://www.regione.campania.it)



# EMILIA-ROMAGNA

## Emilia-Romagna: Italy at its best

The finest Italian products and the authentic Dolce Vita lifestyle find their fullest expression in Emilia-Romagna, in the heart of Italy.

Emilia-Romagna is home to ten art cities renowned for their historical, artistic, and cultural heritage, with numerous UNESCO World Heritage sites; unspoilt landscapes stretching from the Apennines to the Po Delta, with their national and regional parks; a succession of castles and fortresses dating from the medieval and Renaissance periods; the famous Motor Valley, home to Ferrari, Maserati, Ducati and Lamborghini; excellent sports and spa facilities; 110 km of coastline; and the Adriatic Riviera, ideal for all ages, with its mix of sport, wellness and events. The region is home to music: The Verdi Festival and the Ravenna Festival attract visitors from all over the world, as do the opera and symphony seasons, and the dance and jazz programmes. There's always something to suit everyone's taste. Emilia-Romagna is home to the most famous culinary and wine specialities: Parma ham, Traditional Balsamic Vinegar, Parmigiano Reggiano, fresh handmade pasta, and wines to go with them. You can discover the secrets behind traditional products, get hands-on at a cookery school – perhaps right inside Casa Artusi, the guardian of home-cooking traditions – sample piadina, the true symbol of regional street food, buy local specialities at the bustling local markets, and visit museums dedicated to food culture.

**The most authentic Italy, at its best.**



Credit: SA\_LauraGiovannini



Credit: NC\_Lola A. Åkerström

## Tourism Profile

Emilia-Romagna appeals to those travellers seeking authentic, high-quality experiences: enthusiasts of culture, art and UNESCO World Heritage sites; foodies; families; and lovers of the seaside, cycle tourism, trekking and outdoor holidays, as well as motoring enthusiasts, wellness seekers, and shoppers.

It is the ideal destination both for short city breaks and road trips along the Via Emilia, as well as for slow holidays, food and wine experiences, active holidays and premium tourism.

Thanks to its numerous international events, the international airports at Bologna, Rimini, Parma and Forlì, and an efficient high-speed rail network, the region is easily accessible and attractive all year round.



# 5 Fun Facts

The **Via Emilia**, built in **187 BCE**, runs for over **260 km** through the region and is still in use today  
No fewer than **45 PDO and PGI products**, the highest concentration of certified agri-food specialities.  
**17 UNESCO listings**  
The region is criss-crossed by **22 trails** that are ideal for keen walkers  
**116 historic theatres** – a record for Italy.



## Upcoming Events

**2027** will be a year full of celebrations: **Ferrari** will celebrate the **80th anniversary** of its foundation in the heart of Motor Valley; the **Teatro Galli** in Rimini will mark the **170th anniversary** of its inauguration, which was conducted by Giuseppe Verdi; **Modena** will pay tribute to the **20th anniversary** of Luciano Pavarotti's death. Exhibitions, festivals and cultural events will celebrate music, motoring, art, and the Italian way of life along the Via Emilia.



Website [www.emiliaromagnaturismo.it](http://www.emiliaromagnaturismo.it) E-mail [emiliaromagnaturismo@aptservizi.com](mailto:emiliaromagnaturismo@aptservizi.com)



# FRIULI VENEZIA GIULIA



The Alps, the Dolomites, the waves of the Adriatic Sea, the elegant squares of historic cities, the village streets, UNESCO World Heritage sites, the rolling hills of Collio and the Eastern Friulian Hills – where some of the world's finest white wines are produced. Friuli Venezia Giulia brings together many of the qualities that have long made Italy a source of inspiration for poets and travellers alike. This authentic, genuine land has transformed its position in north-eastern Italy, on the border with Austria and Slovenia and at the heart of Europe, into a true asset.

## Tourism Profile

Friuli Venezia Giulia is a region that brings together an extraordinary mix of landscapes and cultures capable of appealing to a wide range of travellers, within a relatively small area. From nature lovers to those seeking complete relaxation, the region presents a wide array of services and experiences that cater to interests in culture, history, adrenaline-fuelled activities and slow tourism – without overlooking local flavours and traditions. Its offer is designed for families and outdoor and cycling enthusiasts, but also for travellers in search of cultural and memorable food and wine experiences. The authenticity of the region, with its villages, nature reserves and short distances between sea, mountains and hills, makes Friuli Venezia Giulia a destination to be experienced in all its dimensions.



Credit: @Alessandro Michelazzi

# 5 Fun Facts

Four main cities: Trieste, Udine, Gorizia and Pordenone

Five UNESCO World Heritage sites: Aquileia, Cividale del Friuli, the Friulian Dolomites, Palmanova and Palù di Livenza

Six food and wine routes, nine DOC wine areas and 90 million bottles of wine produced each year

Six ski resorts: Forni di Sopra - Sauris, Ravascletto - Zoncolan, Piancavallo, Sappada - Forni Avoltri, Sella Nevea and Tarvisio

130 km of coastline, with two main beach destinations: Lignano Sabbiadoro and Grado



## Upcoming Events

### September

Gusti di Frontiera (Gorizia, 24–27 September), a festival dedicated to international cuisine

### October

Regata Barcolana (11 October), the iconic sailing festival and the world's largest international sailing regatta

### December

The Magia del Natale in Friuli Venezia Giulia: Christmas markets, nativity scenes and festive lights bringing cities and villages to life



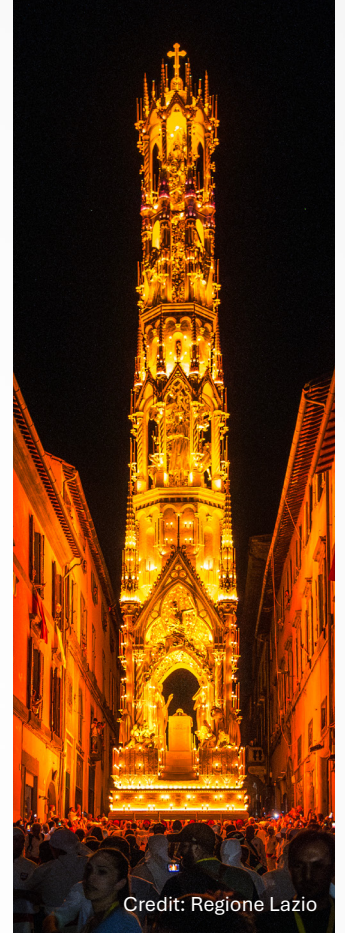
Website [www.turismofvg.it](http://www.turismofvg.it)

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# LAZIO

Lazio offers a varied landscape, ranging from Apennine peaks and volcanic lakes, to hills and countryside all the way to the coasts of the Tyrrhenian Sea, with sandy and rocky beaches and an area rich in art, history, nature, food and wine. Rome is the perfect starting point for exploring the whole of Lazio. To name just a few highlights, the province of Rome is home to the UNESCO World Heritage sites of Tivoli, Villa Adriana and Villa d'Este, while Cerveteri and Tarquinia house precious testaments to the Etruscan civilisation. The Old Appian Way, also recognised by UNESCO, is the ancient strategic axis that once connected Rome to the south and Mediterranean trade. In the northern part of Lazio, known as Tuscia, Viterbo is the main city, with a large medieval historical centre featuring numerous churches and monuments, including the Papal Palace. St Francis of Assisi lived and meditated in the Sabina area, on the slopes of the Sabini and Reatini Mountains, and its hills are renowned for their production of excellent extra virgin olive oil, fine wines, and the famous Amatriciana sauce made with pork jowl. Heading south, you come to Ciociaria, a rural area whose name derives from the ancient leather shoes worn by shepherds. This area offers picturesque natural landscapes, perfect for immersing yourself in an authentic environment that has stayed true to its roots. On the coast, the Riviera di Ulisse Regional Park, with a hundred kilometres of coastline, and the Ponziene Islands archipelago offer a selection of outdoor activities. Here, sandy and rocky beaches and imposing cliffs alternate with romantic sea caves, making this part of the coast particularly enchanting.



Credit: Regione Lazio

## Tourism Profile

The future of tourism in Lazio is founded on the Region's ability to diversify its offering. Alongside its historical and artistic heritage, Lazio promotes experiences aligned with the latest trends: slow tours of historic villages; food and wine routes dedicated to local flavours; spiritual paths such as the Via Francigena and the Vie di San Benedetto, and wellness stays in spa resorts. This is not just tourism but an invitation to experience the local area in a slow, authentic and respectful way. Tourism is not just hospitality but relationships. That is why the Region intends to actively involve local communities as key players in tourism development. Their participation ensures authenticity, protects traditions and contributes to an offering that does not simply host visitors but brings the area to life. Networking of destinations and local businesses is key to creating integrated tours and experiential packages that meet the needs of a wide variety of visitors, from sports enthusiasts to senior citizens. The goal is not only to grow but to do so responsibly. Promotion of tourism in Lazio is based on the principles of environmental, economic and social sustainability. The region intends to preserve local identity, reduce ecological impact and combat phenomena such as overtourism and gentrification. Our strategies are aimed at quality and local area protection, transforming tourism into a driver for widespread well-being.



Credit: Regione Lazio



# 5 Fun Facts

**Castelli Romani:** a hillside area full of elegant palaces and excellent food

**The Riviera d'Ulisse:** the coastline stretching from Circeo to Minturno, linked to the myth of the Odyssey

**Bolsena:** the large volcanic lake, suitable for swimming, with two islands and seven churches

**Fiuggi:** an oasis of peace, renowned for its thermal waters since the early 1900s

**The Sanctuary of Greccio:** where St Francis created the first nativity



## Upcoming Events

**Itri, I Fuochi di San Giuseppe (The Fires of St Joseph):** on 19 March, the ritual bonfires are once more brought to life, accompanied by zeppole pastries and traditional sausages. **Genzano: the Corpus Domini Flower Festival,** recognised as part of Italy's Intangible Cultural Heritage, takes place in June. **Rieti, Festa del Sole (Sun Festival):** in July, river races between 'fiumarole' boats and the Palio della Tinozza.

**Viterbo, the Macchina di Santa Rosa:** on 3 September, more than a hundred porters carry Saint Rose on their shoulders.

**Anagni:** September sees the revival of the **Giorni dello Schiaffo (Days of the Slap),** commemorating the historic insult to Pope Boniface VIII.

Websites [www.regione.lazio.it](http://www.regione.lazio.it)  
[www.visitlazio.com](http://www.visitlazio.com)

E-mail [visitlazio@regione.lazio.it](mailto:visitlazio@regione.lazio.it)



# LIGURIA THE ITALIAN RIVIERA

# LIGURIA

Wedged between the sea and the mountains, Liguria is a slender, yet remarkably rich, region where colourful villages, elegant marinas, historic cities and paths suspended above the blue sea coexist just minutes apart. It is a region best discovered on foot, walking its paths, tasting its local cuisine, stepping into traditional shops, and listening to the changing dialects along a coastline whose colours shift, kilometre by kilometre. From the Cinque Terre to Dolceacqua, from Genoa to the Rivas, every place reveals an intimate relationship with Mediterranean history: noble palaces, basil-scented caruggi (alleyways), and terraced vineyards shaped by human ingenuity. Hospitality here is authentic and understated, expressed through boutique hotels overlooking peaceful bays, small countryside retreats, and a food-and-wine tradition that tells the story of an ancient culture. A mosaic of landscapes and atmospheres: seaside, cultural, active, and gourmet. A compact yet multifaceted destination, ideal for those travellers seeking quality, identity and a natural, unforced elegance.



## Tourism Profile

French travellers will find an authentic Mediterranean experience in Liguria, where landscape, culture and cuisine blend to create an authentic, elegant way of life, both on the coast and inland. Its geographical proximity makes it ideal for short, repeat visits, allowing visitors to explore historic villages, gardens, seaside residences and traditions that reflect the identity of the region.

This destination is aimed at couples, food and wine enthusiasts, and lovers of culture and slow tourism, who are seeking authenticity, understated elegance, and high-quality experiences. With its local markets, scenic walks, small, charming hotels and authentic Mediterranean cuisine, Liguria offers a relaxed way to travel, full of atmosphere, and off the beaten track.



Credit: @Agenzia in Liguria



# 5 Fun Facts

You can get from the seaside to the Alps in less than an hour  
Over 40,000 hectares of terraced fields, with their dry-stone walls, have shaped the landscape for over a thousand years  
The region is home to 29 of Italy's most beautiful villages  
There are three UNESCO heritage sites in Liguria that are open to visitors  
It is the Italian region with the most Blue Flags



## Upcoming Events

**Rolli Days (TBD)** – Special opening of the UNESCO Palazzi dei Rolli  
**Boat Show (1–6 October 2026)** – The Mediterranean's leading boating event  
**Sanremo Festival (16–20 February 2027)** – The most famous Italian song contest  
**Agri-Food Fair (12–14 March 2027)** – Liguria's finest food and wine  
**SciaccheTrail (19–21 March 2027)** – A trail run through the vineyards of the Cinque Terre



Website <https://lamialiguria.it/en> E-mail [info@agenziainliguria.it](mailto:info@agenziainliguria.it)

# MARCHE

The Marche region features an extremely varied landscape in which the rolling hills and mountains of the Apennines slope down towards the Adriatic Sea, forming a coastline alternating between sand and pebble beaches and rocky stretches. Inland, it is home to medieval villages and historic centres rich in heritage, such as castles, towers, parish churches and hermitages, testimonies of a long history steeped in culture and traditions. The region has a wealth of protected areas, including national and regional parks, nature reserves and ancient woodlands as well as areas of outstanding botanical interest ideal for hiking, trekking, cycling and other outdoor activities. Its caves, scenic trails and mountain resorts offer a variety of visitor experiences all year round, and its towns and villages are home to a rich cultural heritage composed of museums, historic theatres, archaeological sites and monuments, most notably Urbino, Raphael's birthplace and a Renaissance masterpiece. The region also boasts a rich culinary tradition, with fine wines, olive oils, cheeses and traditional dishes expressing the local identity. The range of attractions is completed by thermal spas, marinas and cultural events. Festivals, concerts and historical re-enactments bring villages and towns to life, making the Marche a welcoming region perfect for visitors of all kinds.



Credit: Regione Marche

## Tourism Profile

Marche is a destination offering a diverse and authentic tourist experience, ideal for travellers seeking a balance between nature, culture and cuisine. The main target audience consists of 'slow' tourists, couples and families interested in historic villages, rolling countryside and a less-crowded Adriatic coastline. The region is very popular with hikers and outdoor enthusiasts thanks to its parks and footpaths and the Apennines. Cultural tourism is also a major attraction, particularly art cities, museums and local traditions accompanied by food and wine tourism featuring wines, olive oils and local specialities. The Marche region also attracts more mature visitors seeking peace and quiet and well-being, with its thermal spas and small towns, as well as a niche international tourist market interested in Italy at its most authentic and least crowded. It also hosts school groups and experiential tours for exploring the local area.



Credit: Regione Marche



# 5 Fun Facts



## “Marche”

Name deriving from the ancient ‘marches’, frontier territories of the Holy Roman Empire

## Urbino, a UNESCO site

city of Raphael and a Renaissance masterpiece



## Ascolana olives

stuffed, breaded and deep-fried green olives



## Frasassi Caves

Karst caves, among the largest in Europe

## Loreto

Home to the famous Sanctuary of the Holy House of Mary of Nazareth

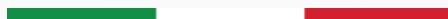


## Upcoming Events

The Marche region hosts major summer events of international renown: the Macerata Opera Festival in the historic Sferisterio theatre, the Rossini Opera Festival in celebration of great opera, the Quintana event in Ascoli Piceno with its spectacular costumed jousting tournament, and the Cavalcata dell'Assunta parade in Fermo. In addition, there are seaside food festivals, village fairs, concerts and historical re-enactments that bring villages and towns along the coast and inland to life throughout the summer.

Website [www.letsmarche.it](http://www.letsmarche.it) E-mail [numeroverde.turismo@regione.marche.it](mailto:numeroverde.turismo@regione.marche.it)



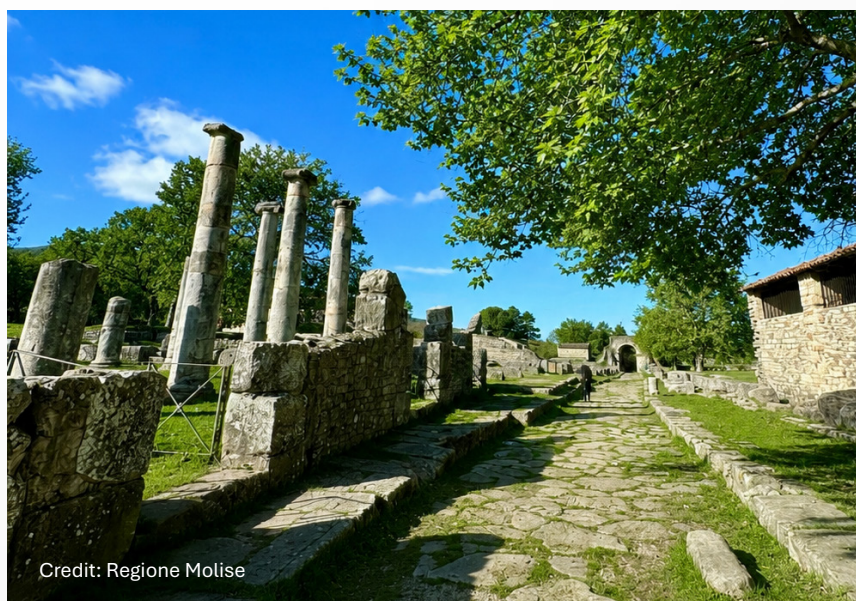


Credit: Regione Molise

Molise is a region with a mysterious beauty, an authentic gem nestling between the Apennines and the Adriatic Sea. The area extends between majestic mountains and green hills inland, and a coastline lapped by crystal-clear waters. At the heart of Molise's identity are its ancient villages, clinging to the rocks, where time seems to stand still, and the traditional crafts and local cuisine have been handed down through the generations. From the Mainarde and Matese peaks, down to the golden beaches of Termoli, Molise invites you to explore it one step at a time. This region is also an outdoor museum: its ancient history can be seen in stunning mediaeval castles, vast Italic and Roman archaeological areas, and in the sheep tracks, the thousand-year-old transhumance routes, certain sections of which can still be seen today. Molise is a surprising region, that charms visitors with the authenticity of its inhabitants, the regenerative power of its nature, and the intense flavours of its rich, excellent food.

## Tourism Profile

Molise is a region for the conscious traveller, the tourist seeking authenticity, away from the overcrowded resorts. The ideal profile is the 'slow tourist' (hikers, walkers and cycle tourists), who comes for the natural and historic itineraries, such as trekking over the sheep tracks or trails in the parks. It is a perfect choice for culture tourists, interested in exploring pristine mediaeval villages and archaeological sites. Molise is also perfect for 'food trotters' in search of food and wine experiences.



Credit: Regione Molise



# 5 Fun Facts

**Pietrabbondante:** Home to an Italic-Greek theatre that has the first ergonomic seating in history.

**Agnone:** The headquarters of the Pontificia Fonderia Marinelli, one of the oldest bell foundries in Europe.

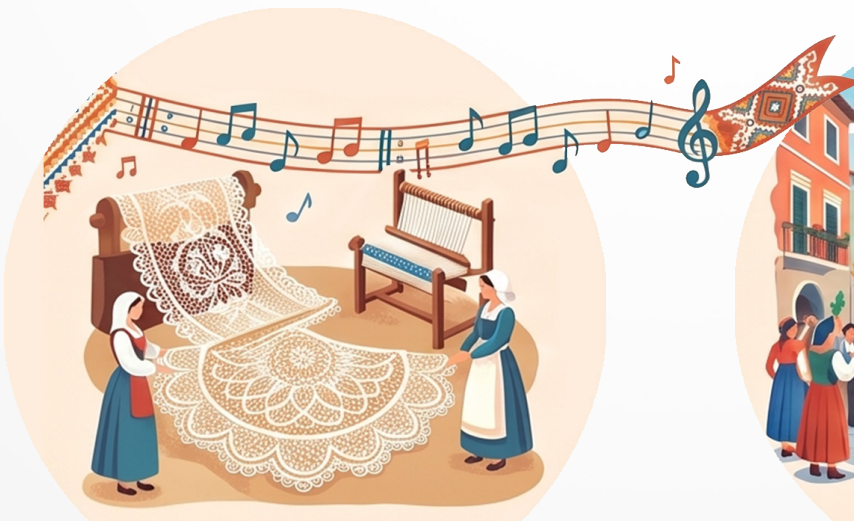
**Tintilia:** An exclusive native grape, saved from extinction, and the pride of local wine making.

**Scapoli:** Known globally as the capital of the zampogna [an Italian bagpipe], with its own international festival.

**Isernia La Pineta:** Home to one of Europe's most important palaeolithic archaeological sites, with relics from 700,000 years ago.



## Upcoming Events



**International Lace Festival**  
(Isernia, 18-19 July 2026)



**Wheat Festival**  
(Jelsi, 26 July 2026)

Website <https://www.visitmolise.eu>

# PIEDMONT

Piedmont: authentic Italy, just a stone's throw from France

Just a few hours from France, thanks to direct rail links and Turin International Airport,

Piedmont can take you on a journey through culture, nature, authentic flavours, and hospitality, where every stay becomes a memorable

experience in the heart of Italy at its most authentic. As Italy's first

capital, Turin captivates visitors with the elegance of its squares

and arcades, its world-renowned museums, its historic cafés

and the specialities for which it is famous, from chocolate

to vermouth. Lively and contemporary, it is also an ideal

destination for shopping, where 'Made in Italy' is showcased

through boutiques, historic workshops and craftsmanship of

the highest quality. A land of great wines and an extraordinary

culinary tradition, Piedmont is the home of the Alba White

Truffle and of Barolo, the 'king of wines and the wine of kings'.

With 41 DOC and 19 DOCG designations, it boasts one of

Europe's most prestigious food and wine heritages. The 16 Royal

Residences of the House of Savoy, the wine-growing landscapes

of Langhe-Roero and Monferrato, and the Seven Sacred Mountains

– all UNESCO World Heritage Sites – bear witness to a unique heritage.

From the rice fields to Lakes Maggiore and Orta, from the vine-covered hills to

the Alps, with 2 National Parks and 77 Nature Reserves, Piedmont is a delight to explore in every season:

hiking, cycling, water sports, skiing, wellness, golf on 51 world-class courses, or simply the pleasure of

admiring landscapes of incredible beauty. In Piedmont, every stay becomes an unrivalled experience, to

be savoured and remembered...



Credit: Regione Piemonte

## Tourism Profile



Credit: Regione Piemonte

Discerning, curious and with a passion for authenticity, French travellers seek out high-quality, easily accessible destinations where they can enjoy experiences that combine culture, scenery, food and wine, and wellness, with a growing interest in slow and sustainable tourism. They love organising their own trips, and Piedmont is perfect for their quest for beauty, fine food and quality of life, combining cultural visits, outdoor activities and moments dedicated to culinary delights: from Turin to the villages, the UNESCO-listed landscapes, the rice fields, the lakes and the Alps...With an appreciation for the charm of 'Made in Italy', they love Piedmont's craftsmanship, high-end shopping, and outstanding food and wine heritage. They mainly travel in pairs, but also with family or friends, spreading their holidays throughout the year and favouring personalised experiences.



# 5 Fun Facts

The Alps, lakes, cities of art and UNESCO-listed hills: an incredible variety of landscapes within just a few kilometres.

The historic UNESCO-listed Underground Cathedrals of Canelli, home to Piedmont's finest wines and sparkling wines.

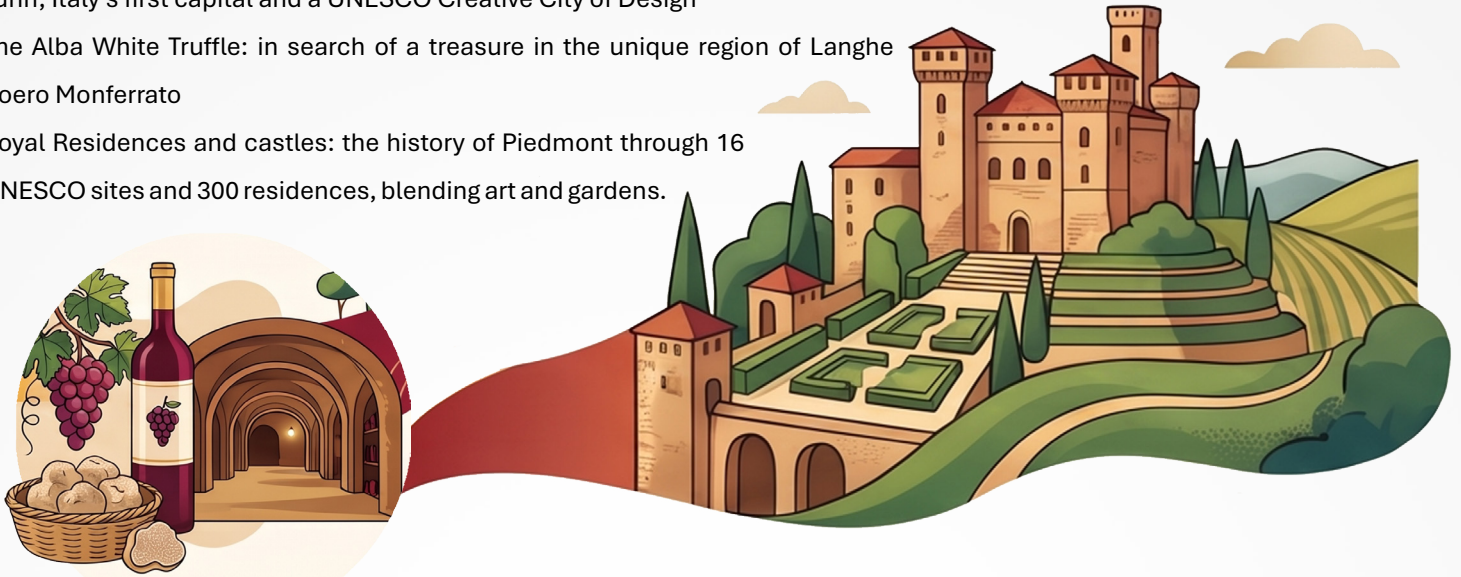
Turin, Italy's first capital and a UNESCO Creative City of Design

The Alba White Truffle: in search of a treasure in the unique region of Langhe

Roero Monferrato

Royal Residences and castles: the history of Piedmont through 16

UNESCO sites and 300 residences, blending art and gardens.



## Upcoming Events

**What's on | Autumn–Winter 2026 in Turin and Piedmont**

A season packed with major international events:

**Terra Madre Salone del Gusto** (Turin, 24 – 28 September), an international forum dedicated to good, clean and fair food;

**International Alba White Truffle Fair**, the world-renowned event celebrating the white truffle and the region's finest produce (Alba and the Langhe, 10 October – 6 December);

**Turin Film Festival** (24 November – 2 December);

**Artissima**, Italy's leading contemporary art fair, and the **C2C Festival** (30 October – 1 November);

**Nitto ATP Finals** (15–22 November), the prestigious tournament that brings together the world's top tennis players in Turin



Website [www.visitpiemonte.com](http://www.visitpiemonte.com)

# PUGLIA

Authentic and contemporary, Puglia is a mosaic of art, nature, architecture and gastronomic excellence, the perfect blend of culture and experience. Puglia offers an incredible diversity of landscapes - from the UNESCO World Heritage Trulli to the typical Masserie farmhouses, the sense of continuity with the past and a strong identity provide unforgettable experiences. Fiery sunsets, endless panoramas, ever-changing colours and life at a slower pace. Discovering Puglia through its sea is a must for every traveller, thanks to the more than 850 kilometres of coastline along the Adriatic and Ionian seas: crystal clear waters and bays of ultra-fine sand; steep cliffs overlooking the sea, and a countryside dotted with vineyards, expanses of olive groves; five UNESCO World Heritage sites; historic villages; mediaeval manors;

dolmen and menhirs; caves; museums, and archaeological areas. And there is more to discover, with the lakes of Lesina and Varano, or the salt pans of Margherita di Savoia, the Foresta Umbra, and the 'Trabucchi' — ancient fishing machines along the coasts of Rodi Garganico, Peschici, and Vieste. Heading south - from Barletta, Trani and Bisceglie to the Terra di Bari, and then on to Brindisi, Taranto, Lecce and Salento - the landscape is dotted with castles, cathedrals, ancient watchtowers and historic lighthouses. The region hosts national and international events all year round, accompanying them with excellent traditional Puglia cuisine. Puglia, forerunner of the 'zero kilometre' concept, offers a feast of fresh, authentic, colourful, tasty food.



Credit: Regione Puglia

## Tourism Profile

With nearly 23 million visitors in 2025, Puglia is one of the most attractive destinations in the Mediterranean, able to attract a range of tourists with its combination of sea, historic villages, cultural heritage, events, food and wine, and nature. The visitor profile mainly comprises couples, families and solo travellers with a growing presence of digital nomads and international tourists. The main markets of reference are Italy, France, Germany, the United States, Poland, the United Kingdom, Switzerland, the Netherlands, Belgium, and Spain. The target is in search of authentic, sustainable experiences of quality: farmhouse holidays; cultural itineraries; outdoor activities; cycle tourism; trekking, wine and fine dining experiences, and seaside tourism. The average length of stay is on the increase, thanks to diversification of the offering and to deseasonalisation.

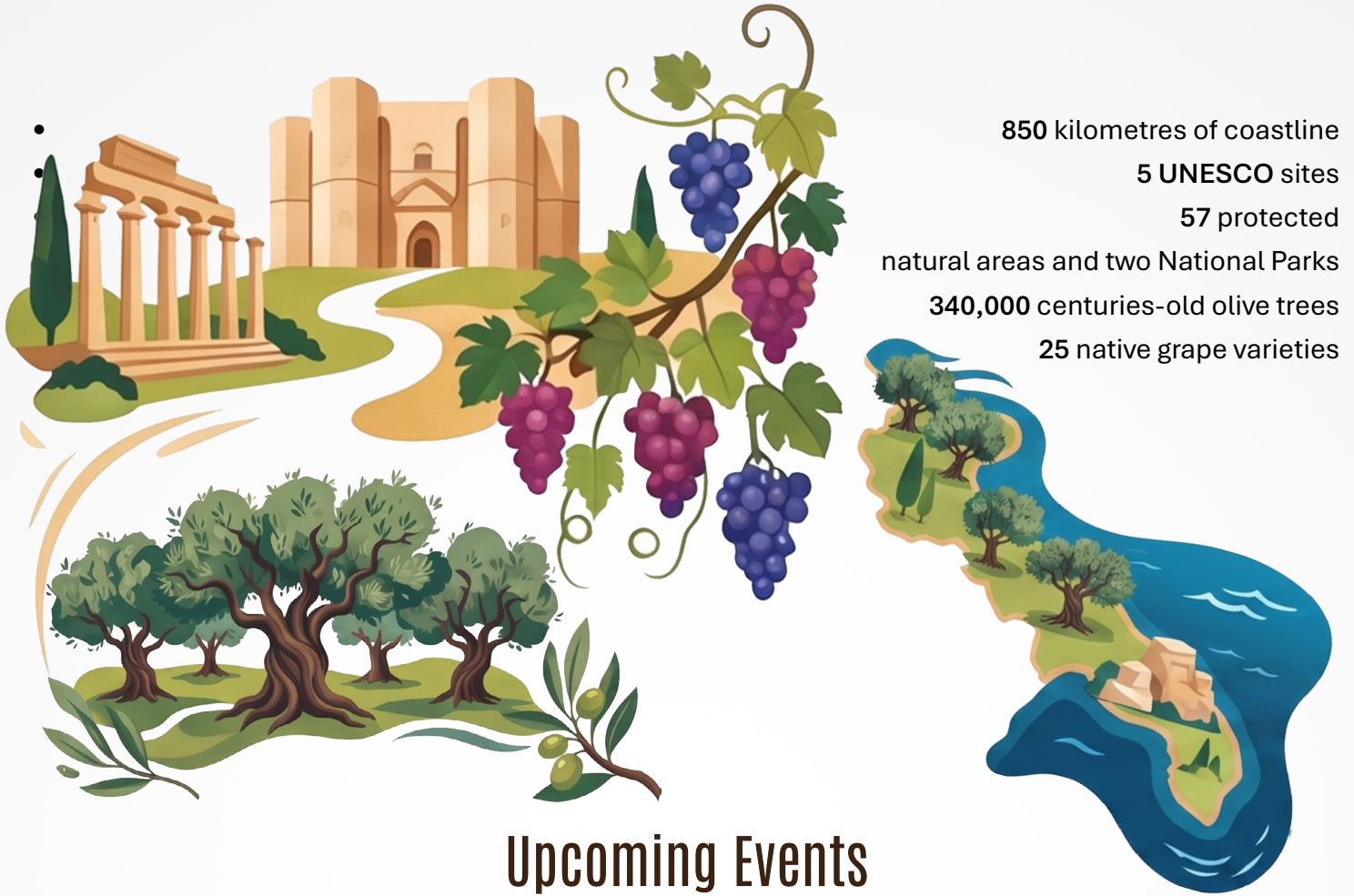
Puglia is classified as an experiential destination, suited to leisure, conference and niche segment tourism, capitalising on the local identity, traditions and widespread hospitality.



Credit: Paolo Petrignani



## 5 Fun Facts



## Upcoming Events

**Redbull Cliff Diving World Series** - the world's most spectacular diving championships, Polignano a Mare 25-27 September 2026

**PhEST** - International festival of art and photography, Monopoli 7 August-1 November 2026

**The Challenge of Barletta** - Events, celebrations and historical re-enactment of the 1503 battle Barletta, 13-15 September 2026

**The Trani Dialogues** - 25th literary festival in Trani 11-26 September and 8 October 2026

**Fucacoste and Cocce Priatorje**  
A night of bonfires in Orsara di Puglia,  
1-2 November 2026



Website <https://www.viaggiareinpuglia.it> E-mail [ufficiostampa@aret.regione.puglia.it](mailto:ufficiostampa@aret.regione.puglia.it)  
[redazione@viaggiareinpuglia.it](mailto:redazione@viaggiareinpuglia.it)

# SARDINIA



Credit: Alessandro Addis

Sardinia, a unique, harmonious blend of unspoilt nature, ancestral traditions and proudly preserved identity, creates a deep sense of connection and a desire to explore for anyone who visits the island. Along the coast, stretches of fine, pale sand alternate with spectacular coves nestling among the rocks. **Cala Goloritzè** is a true jewel, voted ‘most beautiful beach in the world 2025’ by travellers. Beyond the coast, charming inland areas beckon: often rugged and wild, these offer endless delights. The island’s millennia-old history is preserved in its incredibly rich archaeological heritage. The unique and precious vestiges of its past include the nuraghes, imposing megalithic constructions, and the **domus de Janas** (‘fairy houses’), prehistoric tombs carved in the rock, recently named **UNESCO World Heritage Sites**. Sardinia is home to numerous marine parks and protected marine reserves, reflecting an ongoing commitment to sustainability and protection of the local environment. This harmony between the community and nature is a core value ensuring protection and care of a land just waiting to be discovered and loved. One unmissable experience is exploring the local food and wine traditions. A true reflection of the island’s culture, it offers rich, authentic flavours, with dishes from both land and sea complemented by exceptional wines ranging from the full-bodied Cannonau to the fruity Vermentino. All this is framed by the warm and genuine hospitality of the local people, for whom visitors are guests but also friends to share their traditions, experiences and deep love of Sardinia with.

## Tourism Profile

Solo travellers, couples, families and groups with a strong cultural background and a medium-to-high budget. Sardinia attracts a wide range of visitors who share a love of the sea, a desire for unique experiences and an interest in exploring its rich natural and cultural heritage. Approximately two thousand kilometres of coastline, dotted with idyllic sandy beaches, hold an appeal that goes far beyond the beaches themselves. Indeed, parks and marine protected areas – authentic, unspoilt spaces immersed in nature – offer the perfect setting for outdoor activities all year round. Enchanting sea and landscapes, a history stretching back millennia with lasting traces of bygone eras, the authentic and profound spirit pervading the villages and expressed in the work of skilled master craftspeople and in the authentic dishes of the local cuisine: these fundamental elements make the island a perfect destination for visitors of all kinds



Credit: Alessandro Addis



# 5 Fun Facts

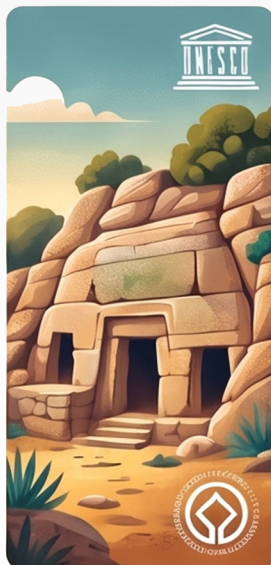
## Active Holidays

Outdoor activities to enjoy all year round in parks and protected areas



## Highly Rated Beaches

Every year, Sardinia's beaches top the popularity rankings among travellers and, in 2025, Cala Goloritzé was awarded the title of 'most beautiful beach in the world'



## Millennia-old 'living' heritage

Sardinia is an open-air museum housing precious and enigmatic artefacts, the legacy of Nuragic culture and the centuries that followed. These include prehistoric burial sites known as domus de Janas ('fairy houses'), now included in the UNESCO World Heritage List

## Top claim to fame

Sardinia is the only European region, alongside cities and countries, to be included in the Lonely Planet Best in Travel 2026 guide, further confirmation of its appeal



## Slow travel

The 'Noi Camminiamo in Sardegna' and 'Borghi caratteristici della Sardegna' initiatives promote and encourage slow travel, exploring the island's most authentic soul on foot

# Upcoming Events

In every season, the rhythm of this vibrant island is kept by events. Here, Carnival is a sensory journey featuring ancient pagan rituals surrounded by charm and mystery, historical masks and exciting horseback events like the exhilarating Sartiglia re-enactment in Oristano and the satirical parades in Bosa and Tempio Pausania.

Emotions steeped in devotion and mysticism pervade the region during Holy Week, with rituals rooted in millennia-old traditions. In May and throughout the summer, iconic events range from the triumphant Festa di Sant'Efisio in Cagliari, the majestic Cavalcata Sarda in Sassari and the unbridled S'Ardia races in Sedilo to the solemn and rhythmic Candelieri display in Sassari, the colourful Sagra del Redentore in Nuoro and the evocative Corsa degli Scalzi barefoot race in Cabras. During spring and autumn weekends, the spotlight is on Monumenti Aperti, a showcase of artistic and historical wonders, and then, from September to December, Autunno in Barbagia takes centre stage, with artisan workshops and village cortes (courtyards) open to the public and unmissable culinary experiences, just like the Girotonno traditional fishing event in Carloforte in June. Summer is also the season for literary festivals led by Gavoi's Isola delle Storie, concerts including the famous Time in Jazz, and film festivals like Una notte in Italia in Tavolara.







REGIONE SICILIANA



# SICILY

A crossroads of cultures, a welcoming destination, and home to timeless wonders, Sicily enchants you right at the heart of the Mediterranean: sea and mountains, villages and towns, archaeology and innovation, great food, experiences and events all year round. Sicily showcases its artistic and cultural identity through seven UNESCO sites to be explored via dedicated itineraries, as well as locations featured in films and literature; historic centres, including 25 of Italy's Most Beautiful Villages; and unmissable festivals and events. Combining major events with exploring the region means becoming immersed in the magical setting of contemporary and ancient Sicilian theatres, or in the festive atmosphere of folklore traditions included on the UNESCO list of Intangible Cultural Heritage of Humanity, such as the Sicilian Puppet Theatre. The food and the excellent products Made in Italy offer an authentic taste of the region, which boasts dozens of branded and artisan-made products. The food and wine experience, one of the highlights of the region's tourist offering, ranges from gourmet restaurants to country estates that can be explored through vineyard tasting tours and cooking classes. The value of leisure time also lies in relaxing at spas, health resorts and wellness centres surrounded by nature. The latter, lush and typically Mediterranean, can be explored practicing outdoor sports in the four Regional Nature Parks and nature reserves, as well as by sea, discovering Sicily's wonderful smaller islands and the seven Protected Marine Areas.



Credit: @Archivio Regione Siciliana\_JM

## Tourism Profile



Credit: @Archivio Regione Siciliana\_JM

Sicily is one of the world's most popular 'bleisure' destinations: wherever you are staying on business and whatever the time of year, the region offers professionals from every sector the chance to turn a business trip into an experience of pure pleasure. The island is also a 'land of return' for those who, having emigrated generations ago, choose it to rediscover their origins and an identity they have never forgotten: heritage and roots tourism always results in a generational exchange filled with emotion. The offering also caters to certain 'niche' target groups: enthusiasts of film tourism on the hunt for the locations from the Mediterranean's main 'open-air sets'; lovers of literary tourism and 'slow life', with timeless experiences to be enjoyed in close contact with local communities and their traditions. There's also plenty on offer for 'pet-friendly' and accessible holidays, with special offers available all year round.



# 5 Fun Facts

**Street food:** Palermo and its traditional markets, with their stalls, fishmongers and kiosks.

**Sicilian flag:** the fourth oldest in the world, it depicts the Trinacria, the symbol of Sicily.

**The Greek Theatre of Syracuse,** one of the largest and best preserved in the world.

**Teste di Moro heads:** exquisite handcrafted artefacts.

**Ice cream and granita:** desserts invented by the Sicilians, loved all over the world.



## Upcoming Events

The season of major events in Sicily offers a packed programme, ranging from music to theatre, including unmissable events, even in winter (Living Nativity Scenes, Historic Carnivals, etc.).. Upcoming events

Bellini International Context (Sept–Ott)  
Coppa degli Assi show jumping competition (Sept–Oct)  
Cous Cous Fest (Sept)  
The Treasure Trail (Sept–Nov)  
Sacred Music Week in Monreale (Oct)  
Ottobrata in Zafferana Etnea (Autumn food and crafts) (Oct)  
Marranzano World Fest in Catania (Oct)  
Sherbeth – Ice Cream Festival in Palermo (Oct)  
Feast of Saint Lucy in Syracuse (13 December)  
ChocoModica – Modica Chocolate Festival  
(30 October – 1 November - All Saints' holiday (long weekend))



Website <https://www.visitsicily.info> E-mail [servizio1.turismo@regione.sicilia.it](mailto:servizio1.turismo@regione.sicilia.it)



# TUSCANY

## Tuscany: an endless Renaissance

Tuscany is not just a region, it is a profound sensory and cultural experience. Centuries of interaction between humans and nature have created **unique landscapes** here. **A crossroads of a thousand years of Italian history**, with roots in Etruscan civilisation, Tuscany was the **birthplace of the Renaissance**, where artists like Brunelleschi, Michelangelo and Botticelli created timeless works and Dante Alighieri shaped the Italian language. This combination of ingenuity and creativity is expressed through the region's **cities of art** (Florence, Siena, Pisa and Lucca), its **enchancing villages** and its endless heritage of Tuscan creations. Tuscany has many claims to fame: it has the largest forested area in Italy, over 600 km of coastline and no less than **17 UNESCO sites** and is one of the most iconic Italian regions for the quality of its food and wine, further enhanced by the recent **UNESCO Intangible Heritage status** awarded to Italian cuisine as a whole. This region is also a leader in hospitality (boasting the most 5-star hotels and the largest offering of agritourism facilities in Italy) and in active tourism. Over 15,000 km of cycling trails and 10 walking routes, showcase the region's hidden soul

while promoting sustainability and respect for the environment. This vocation is combined with a musical tradition second to none, celebrated by events such as the Puccini Festival, Maggio Musicale Fiorentino, and the Mascagni Festival in Livorno.



Credit: Alice Russolo



Credit: ©Nicola Neri

## Tourism Profile

Tuscany is focusing on sustainable, food and wine, UNESCO and Family tourism, and on showcasing an 'extended Tuscany', including all those areas traditionally more overlooked by organised international tourism. France is a 'well-established and diverse' market, meaning it has remained stable over the years and offers a varied customer base. It ranks third among foreign markets in terms of the number of arrivals in Tuscany and fourth in terms of total overnight stays. French tourists stay for an average of 2.7 days per year, with figures ranging from 2.2 days in March to 3.5 days in August. Demand from the French is heavily concentrated during the summer months and characterised by a significant proportion of families. Peak spending from French tourists takes place in August. In August, spending by French tourists exceeds the international average, indicating a strong propensity to spend during the high season. French tourists, like those from other European markets, show a preference for the inland areas of Tuscany (Chianti, Val d'Orcia, etc.) in terms of popularity, while the coastal areas are less favoured but still well-visited.



# 5 Fun Facts

**Viareggio Carnival** - In February and March

**Historic Florentine football** - In June

**Palio di Siena** - 2 July and 16 August. The Palio has been held without interruption since 1633

**Giostra del Saracino in Arezzo** - Held on the penultimate Saturday in June and the first Sunday in September

**Lucca Comics & Games** - At the end of October and beginning of November



## Upcoming Events

**Lucca Comics & Games** - Europe's most important comics fair. For one week, between the end of October and the beginning of November, the old town centre is transformed into a showcase of fantasy and creativity, with events dedicated to comics, animation, board games and role-playing games.



**Viareggio Carnival** –. For one month, between February and March, every Sunday, there are parades of giant papier-mâché floats parodying popular culture: from celebrities to public figures, everyone plays a starring role.

Websites [www.toscanapromozione.it](http://www.toscanapromozione.it)  
[www.visittuscany.com](http://www.visittuscany.com)

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# TRENTINO



From the charm of the Dolomites to the waters of Lake Garda, Trentino is a unique region steeped in nature and culture. Over 30% of its surface is protected, with forests, lakes and mountains enticing you to enjoy the great outdoors. Here, Italian traditions and Central European spirit meet in a balance of history, innovation and quality of life. Trento, the regional capital with Roman origins and a Renaissance spirit, is now a university city and research centre. Trentino is an ideal destination all year round for those who love hiking, skiing, cycling, climbing or simply relaxing. Lake Garda offers ideal conditions and constant winds for sailing and windsurfing, completing the sports offering. A place where art and culture blend with the tranquillity of the peaks, offering an authentic, sustainable pace. Not just a tourist destination but a lifestyle choice; a great place to visit and to live.

## Tourism Profile

Trentino focuses on tourism that showcases each season, with particular emphasis on spring and autumn. The aim is to offer high-quality experiences away from the more crowded destinations, discovering hidden landscapes and experiencing nature at a sustainable pace. Sport and the outdoors are an integral part of the offering, and biking, trekking, climbing and sailing attract enthusiasts from all over Europe. This area's true strength lies in the hospitality of its local communities, custodians of an Italian Alpine lifestyle combining authenticity with innovation. Trentino welcomes everyone, offering accessible experiences with certified facilities so everyone can experience the mountains. With a turnout of over 19 million tourists per year, 44% coming from abroad, Trentino is especially popular with visitors from Germany, Poland, the Czech Republic and the Netherlands. A destination where travel becomes an experience.



Credit: Gianluca Prati



# 5 Fun Facts

## Italy's sportiest region

Trentino boasts the highest population percentage engaging in outdoor sports, thanks to its numerous modern infrastructures. It hosts national and international events: from the Sports Festival in Trento (1–4 October 2026), the historic 3Tre in Madonna di Campiglio (December 23, 2026), to the Alpine Skiing World Cup in Val di Fassa (January 7 - 10, 2027).

## Ancient languages that still live on

Trentino upholds three minority languages: Mòcheno and Cimbrian, of Germanic origin, and Ladin, in the Fassa Valley. A cultural heritage that tells the story of an area that bridges worlds.

## A land of water

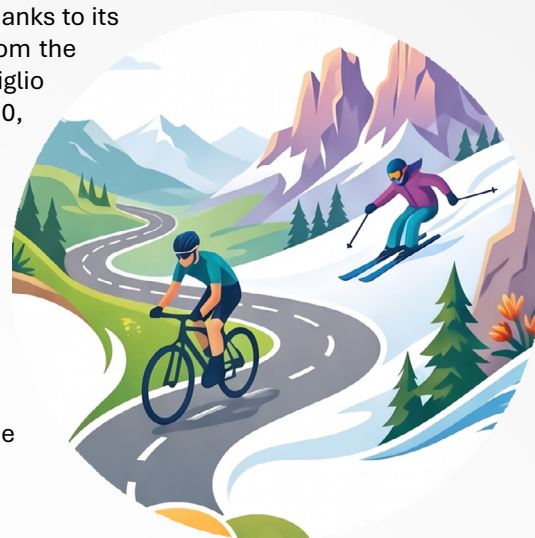
With its 297 lakes, Trentino is a mosaic of lakes, waterfalls and streams. In addition to the better-known lakes of Garda, Molveno, Ledro, Caldonazzo and Levico, the area is dotted with alpine lakes set in unspoilt scenery.

## Trentodoc: mountain bubbles

The Trentodoc brand embraces more than 70 wineries producing a wide variety of traditional method sparkling wines, or 'mountain bubbles'.

## Garda extra virgin olive oil, the 'green gold' of the north

The area between Lake Garda and the Dolomites is home to the world's northernmost area producing extra virgin olive oil. Made mainly from the Casaliva olive, this oil was introduced by the Romans over 2000 years ago.



# Upcoming Events

## MAJOR EVENTS

### Festival of Economics - Trento

When: 18-22 May 2027

What: One of Europe's leading cultural events dedicated to economics and finance. Who: Economists, public servants with international awards and Nobel Prize winners from around the world

### Tour of the Alps

When: 19-23 April 2027 (TBC)

What: International UCI Pro Series cycle race in five stages between Trentino, South Tyrol and Tyrol. Two stages to be held in Trentino

## B2B WORKSHOP

Good Buy Trentino - Summer Edition

When: 17–20 September 2026 (the winter edition will take place in December 2027)

Workshop on products of Trentino with international buyers

## MUSIC & FLAVOUR:

Paradise Music Festival - Sole Valley

When: January to April 2027

What: Two concerts a week in an ice theatre at an altitude of 2600 metres. Local groups and bands performing on ice instruments. Accessible by cable car from Passo Tonale

**Dolomiti Ski Jazz** - Fiemme and Fassa valleys

When: early March 2027

What: concerts in the snow in scenic locations accessible on skis or via the ski lifts

**Sounds of the Dolomites** - various locations in Trentino

When: 24 August-3 October 2026

What: Free, accessible concerts at high altitude, set amongst mountain pastures and the peaks of the Dolomites, featuring genres ranging from jazz to classical, and from world music to pop. Some special events include Sunrise in the

Dolomites (concerts at 6.30 am) and the three-day Musical Trek with musicians and mountain guides, overnight stays in mountain huts and musical interludes, culminating in a final concert

**Trentodoc Festival** - Trento

When: 25-27 September 2026

What: Three days in celebration of mountain bubbles, with tasting, masterclasses, events in town and visits to wineries

**Autumnus** - The fruits of the earth - Trento

When: 1-11 October 2026

What: Food and wine festival in the heart of Trento, with tasting, workshops and show-cooking in celebration of Trentino's finest products



Website <https://www.visittrentino.info/it>

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# UMBRIA

Umbria is the ideal holiday destination. Its nature and parks, towns filled with art and culture, open-air sports and world-famous events, food and wine will make your stay truly unforgettable. Umbria is a land of balance, blending innumerable facets and ways of life into a single, harmonious fresco. It blends humans and nature, intense spirituality and secular pride. Each place has an unmistakable identity, the fruit of millennia of civilisations leaving a legacy of stratified memories and timeless masterpieces created in Umbrian, Etruscan, Sabine and Roman times, as well as the extraordinary medieval and Renaissance periods. Pastoral ingenuity has shaped the environment, clearing, tilling and planting the olive groves and vineyards that, in addition to yielding fine wines and oils, have come to symbolise this land.



Credit: @PPMETELLI

## Tourism Profile



Credit: @PPMETELLI

Umbria's hills, dotted with medieval villages and tranquil hermitages, create an enchanting backdrop. In Umbria, you only need to travel a few kilometres to discover an unspoilt natural landscape of ancient beech woods, deep caves and mountains steeped in ancient legends. This is a land rich in water, which emerges in the form of springs and mountain lakes, flows through rivers carving out impressive stone gorges and expands into marshes and artificial basins that transform, as if by magic, into nature reserves. Lake Trasimeno, the slow-flowing River Tiber and the leap of the Marmore Falls seem made to inspire poets and painters alike. By the end of your journey, one thing is clear: Umbria has a true vocation for beauty!



# 5 Fun Facts

## ART AND CULTURE

Visit Umbria and experience a land steeped in time. In ancient times, during the Middle Ages and the Renaissance, this was a vibrant place at the heart of historical events. The towns flourished remarkably, amassing a rich heritage of artistic wonders comprising archaeological sites, churches, castles and palaces that will remain in your heart forever, with over 250 cultural sites including more than 150 museums. Urban centres draw tourists and travellers eager to experience beauty.

## NATURE, PARKS AND SPORTS

Life and sport in protected areas. Umbria, the 'green heart of Italy', is a perfect balance of nature and history. Here, you can enjoy breathtaking landscapes and an amazing array of outdoor pursuits. Experience the delights of eight nature reserves whose undisputed natural beauty is enhanced by numerous cultural treasures.

## FOOD AND DRINK

Culinary delights. A trip to Umbria is not complete without savouring the delicious cuisine. Indeed, food and wine culture is as much a part of the region's charm as its forests, frescoes and castles. The traditional recipes of each town and village form part of the region's very identity. Perugia, Assisi, Terni, Norcia, Lake Trasimeno and the entire Umbria region offer foodies culinary gems with rich, intense and generous flavours.

## HANDICRAFTS

In Umbria, every aspect of human life, from local delicacies to artisanal jewellery, is an interwoven blend. Art and craftsmanship have been refined over the centuries through constant exchange and, for this reason, regional craftsmanship has always been more than the mere production of tools for everyday needs, achieving results of great aesthetic value which tradition, study and constant renewal of methods and tools have kept alive to this day.

## MYSTIC UMBRIA

Umbria, a region that has long attracted pilgrims, is steeped in a strong sense of religious devotion.

A land of great saints, it is known all over the world as the birthplace of Saint Francis of Assisi, patron saint of Italy, Saint Benedict of Nursia, patron saint of Europe, and Saint Valentine, patron saint of lovers. Its female saints include Clare of Assisi, founder of the Order of Saint Clare, and Rita of Cascia, the patron saint of 'hopeless causes'.



Website [www.umbriatourism.it](http://www.umbriatourism.it)





Valle d'Aosta  
Vallée d'Aoste

# VALLE D'AOSTA



Credit: Marco Gabbin

The Autonomous Region of Valle d'Aosta, the smallest in Italy (3,266 km<sup>2</sup>), is home to one of the most extraordinary natural and cultural heritages in the Alps. Dominated by the four Alpine giants – Mont Blanc, the Matterhorn, Monte Rosa and Gran Paradiso – it offers spectacular scenery featuring glaciers, lakes, forests, high-altitude pastures and charming villages. It is a destination to be enjoyed all year round, ideal for lovers of the mountains, sport and outdoor well-being. The area is also home to a significant historical heritage: Valle d'Aosta, founded by the Romans, is home to monuments of exceptional value, earning it the nickname 'Rome of the Alps', while its castles, fortresses and villages all bear witness to centuries of history. Alpine traditions, crafts and culture are kept alive thanks to centuries-old events and folk festivals that bring the regional calendar to life. The cuisine rounds off the experience with delicacies such as Fontina PDO cheese, Lardo di Arnad PDO cured meat, Jambon de Bosses PDO ham, and wines from 'heroic' mountain vineyards – an authentic expression of a region where nature, culture and flavours coexist in perfect harmony.

## Tourism Profile

Valle d'Aosta is geared towards active, sustainable and high-quality tourism. It is the ideal destination for hikers, mountaineers, cyclists and winter sports enthusiasts, thanks to a range of activities ranging from skiing to trekking, mountain biking, trail running and climbing. It also attracts families, couples and small groups looking for authentic experiences that combine nature, relaxation and well-being, as well as travellers interested in historical heritage, castles, archaeological sites and local traditions. The region's rich culinary and wine offerings, its outstanding craftsmanship and the events that bring it to life throughout the year make it a versatile destination, that can satisfy both those seeking an active holiday and those looking to slow down and experience the rhythm of the mountains.



Credit: archivio regione autonoma  
Valle d'Aosta



# 5 Fun Facts

It is surrounded by peaks over 4,000 m high: Mont Blanc, the Matterhorn, Monte Rosa and Gran Paradiso

It is known as the Valley of the 100 Castles

It has over 5,000 km of footpaths and 1,200 km of ski runs

Aosta hosts a thousand-year-old Alpine craft fair

Italian and French are the official languages, and the Franco-Provençal patois is still widely spoken.

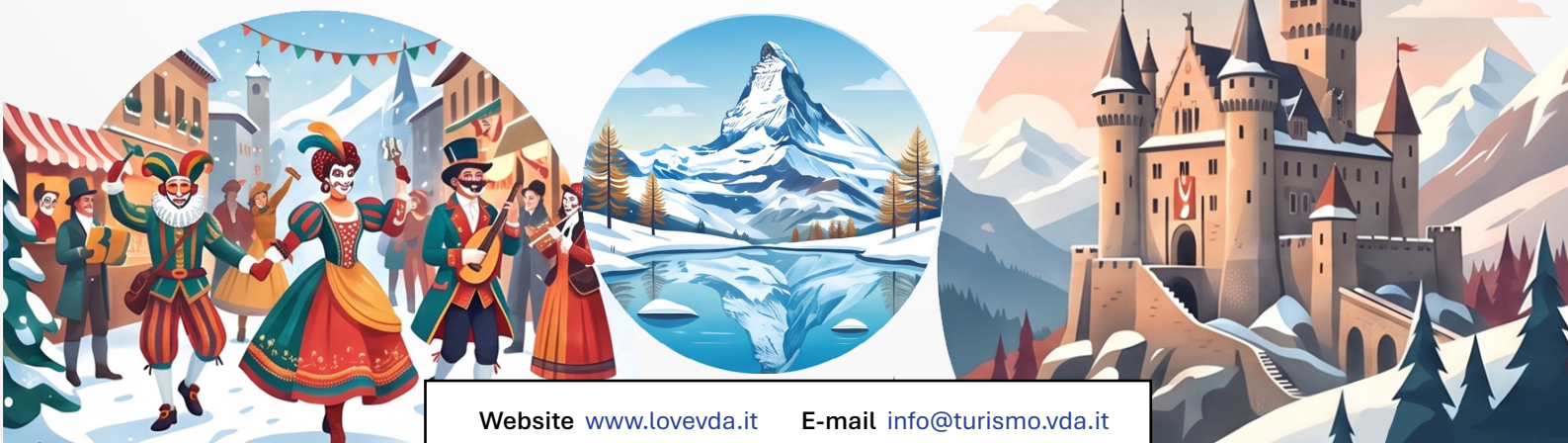


## Upcoming Events

From 21 November 2026 to 6 January 2027, the ‘**Marché Vert Noël**’ Christmas market will transform the centre of Aosta into a magical Alpine village.

Fiera di **Sant’Orso**: a fair held on 30 and 31 January every year, where Aosta becomes the capital of traditional Alpine craftsmanship.

Historical carnivals: between January and March, the **carnivals of Verrès** and the ‘**Coumba Freide**’, along with all the other masked festivals in the Valle d’Aosta, feature historical re-enactments, traditional costumes and moments of great community spirit (2027 dates still to be confirmed).



Website [www.lovevda.it](http://www.lovevda.it) E-mail [info@turismo.vda.it](mailto:info@turismo.vda.it)



# VENETO

## ***Veneto: a region of a thousand experiences***

Veneto welcomes visitors with an artistic, historical and natural heritage of universal value, highlighted by its nine UNESCO sites. A surprising region where each area offers a different delight, from art cities and medieval villages to golden beaches, the peaks of the Dolomites and hills embroidered with vineyards and ancient trails.

Venice and its lagoon enchant visitors with unique atmospheres, Verona delights them with its romantic heritage, Padua fascinates them with its 14th-century frescoes and the oldest university botanical garden, and Vicenza and the Palladian villas exemplify Renaissance elegance. These are complemented by the sophisticated and lively Treviso with its canals, Belluno, gateway to the Dolomites, and Rovigo, a jewel set between the Po and Adige rivers. Alongside the large centres,

Veneto at its most authentic invites slow tourism with timeless villages, castles perched up high, walled towns and historic villas surrounded by greenery telling stories dating back centuries. Nature takes centre stage with the Dolomites, a UNESCO World Heritage Site, and the Po Delta, an MAB reserve of extraordinary biodiversity. The journey continues with Lake Garda, amid olive groves and harmonious scenery, and the Prosecco Hills of Conegliano and Valdobbiadene, where the landscape traces unique geometric shapes. Wellness and relaxation await you in Abano and Montegrotto Terme, while the Euganean Hills invite you to explore trails, nature and genuine flavours. For lovers of the seaside, beaches offer excellent services, sports, entertainment and long stretches of golden sand. Food and wine complete the experience, ranging from Venetian cicchetti and Vicenza-style salt cod to tiramisù, mountain cheeses and the area's iconic wines, including

Amarone, Prosecco and Soave. Veneto awaits you with a host of experiences you are sure to enjoy immensely and remember forever.



## **Tourism Profile**

Veneto is a complete destination combining art, nature, beaches, mountains and wellness, attracting diverse and international visitors. It is ideal for cultural travellers, thanks to art cities such as Venice, Verona, Padua and Vicenza, for families looking for well-equipped seaside resorts and for outdoor and sports enthusiasts who will find world-class hiking, cycling, skiing and climbing in the Veneto Dolomites. The region is popular with wellness & slow travellers, thanks to the Euganean Hills and Europe's largest spa area, and food & wine lovers, attracted by tours of the Prosecco Hills and deep-rooted culinary traditions. The profile is completed by romantic and luxury visitors choosing Veneto for its boutique hotels, spas and iconic settings. A destination combining authenticity, quality and a rich, diverse offering.





# 5 Fun Facts

**Padua, home to the world's oldest university Botanic Garden, still in its original location.** Founded in 1545, the Botanic Garden is considered the cradle of modern botany and has inspired many gardens across Europe. It enjoys UNESCO World Heritage status.

**Vicenza, the 'secret capital of Renaissance architecture'.** Inextricably linked to the genius of Andrea Palladio, the most influential architect of the Renaissance. Its villas and palaces have inspired numerous buildings. To walk around Vicenza is to walk through a living text book of balanced chitecture in which every perspective is designed to enchant the observer.

**Verona is home to the world's largest and most famous open-air opera house.** The Arena di Verona, a perfectly preserved Roman amphitheatre, is still one of the most evocative stages in the world. During the summer, its stone steps welcome up to 15,000 spectators for operatic performances under the stars. The experience is made unique by the natural acoustics, immersing visitors in the history and magic of Italian opera.

**A province that 'floats' between two rivers.** Polesine is the area of Rovigo between the Po and Adige rivers. It is a kind of natural 'island' and a birdwatcher's paradise, with picturesque cycle paths surrounded by nature.

**The Prosecco Hills of Conegliano and Valdobbiadene, a unique landscape.** Recognised as a UNESCO World Heritage site, thanks to its 'ciglionì' - the grassy terraces created along the hillsides for growing grapes - this undulating mosaic of landscape is unique in the world.



## Upcoming Events

### Venice Historic Regatta

Venice, 6 September 2026

<https://www.regatastoricavenezia.it/>

### Arena di Verona Opera Festival

Verona, 12 June – 12 September 2026

<https://www.arena.it/arena-opera-festival/>

### Venice Biennale

Venice, 9 May > 22 November 2026

<https://www.labiennale.org/it/arte/2026>

### Venice International Film Festival

Lido di Venezia, Venice – 2 September > 12 September 2026

<https://www.labiennale.org/it/cinema/2026>

### Tocati – International Festival of Street Games

Verona, 18 – 20 September 2026

<https://tocati.it/>

### Festival del Viaggiatore - Traveller's Festival

Treviso, Asolo and other venues – September–October 2026

<https://www.festivaldelviaggiatore.com/>

### MIG International Exhibition of Artisan Gelato

Longarone, Belluno – December 2026

<https://www.mostradelgelato.com/>



Website [www.veneto.eu](http://www.veneto.eu)

