

Liguria at IFTM Top Resa in Paris: Sea, Villages, and Cycling Tourism for an Accessible and Sustainable Travel Experience

GENOA / PARIS – The Liguria Region is showcasing its tourism offering at IFTM Top Resa 2026 in Paris within the ENIT/Italy pavilion, featuring a travel experience strongly focused on sustainability, inclusion, and seasonal adjustment. The *fil rouge* of Liguria's participation centers around the well-established campaign "**Ligurie, une mer de villages**" (Liguria, a sea of villages). This concept captures the true essence of the region: a unique blend where the sea meets the cultural, artistic, and food-and-wine heritage of the inland villages.

Accessible tourism, backcountry exploration itineraries, and pedestrian-cycling paths are at the heart of the 2026 tourism product for the French market, perfectly aligning with the rising global demand for experiential travel.

For French travelers, a journey to Liguria becomes an immersion into the region's relaxed pace. In Paris, the Region is promoting a slow tourism model based on scattered hospitality (*ospitalità diffusa*) and authentic experiences: wandering through the characteristic *caruggi* (traditional medieval alleys), engaging with historic local artisans, and taking part in traditional workshops. This return to essentials and simple conviviality meets the French market's strong preference for cultural journeys and deep exploration.

Liguria also stands out as a pioneering destination for **accessible tourism**, presenting itineraries and accommodations designed to ensure an inclusive, barrier-free travel experience along both the coastline and the inland villages, meeting universal accessibility standards.

Finally, the spotlight shines on **cycling tourism**. Thanks to the recent opening of strategic sections – which seamlessly connect wide stretches from West to East, completing the Riviera dei Fiori sector and the links in the far east – the **Ligurian Tyrrhenian Cycle Route** (Ciclovia Tirrenica) is now an exceptional infrastructure. Built largely along the former coastal railway track, it allows cyclists to ride alongside breathtaking sea views on unique itineraries, completely at their own pace.

This approach is perfectly aligned with international market trends and with IFTM's *Sustainable Initiatives Village*, the Paris trade show's themed area dedicated to the major ecological and social challenges of modern tourism.