

Tourism EXPO Japan

Media Kit

Tokyo

September 24 - 27, 2026



Index

03 Tourism in Italy
Research Office

07 Italy: Territories and
Infrastructure

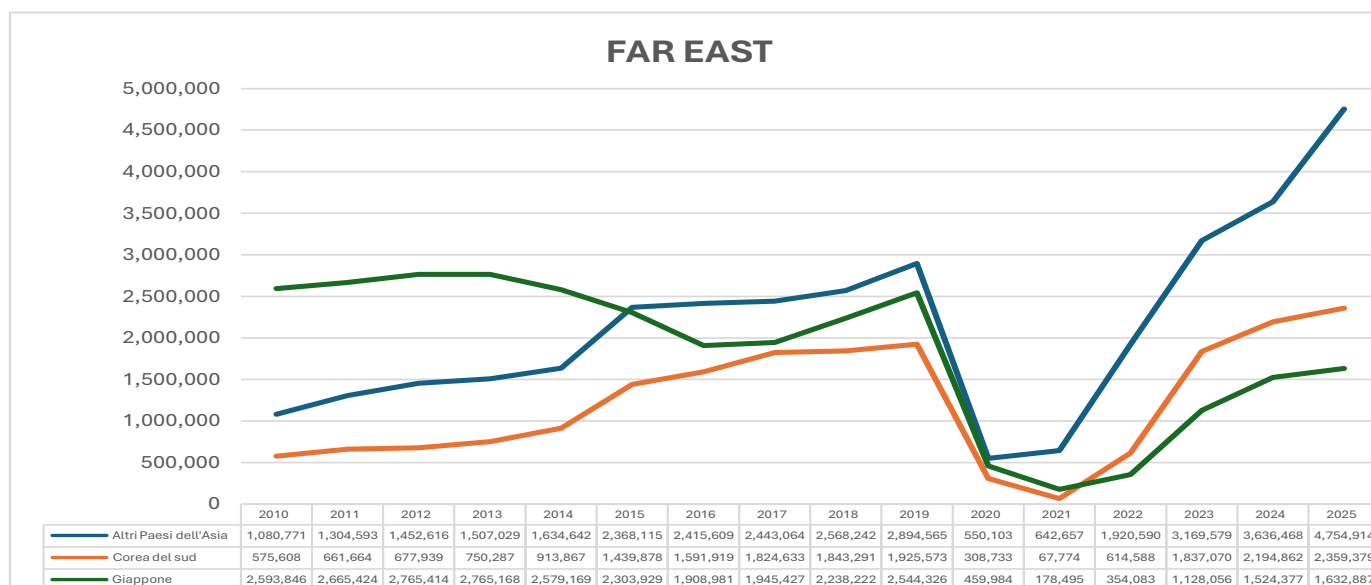
12 The Regions of Italy

Tourism in Italy Research Office

RESEARCH OFFICE

Opportunities in the Far East and the Japanese recovery

The Far East, excluding China, accounts for 2.9% of the total number of foreign visitors to Italy. While South Korea has grown by +310%, Japan – which, in 2019, had returned to the high volumes seen in 2010 – has not yet resumed its previous level of trade with Italy but has, since the pandemic, returned to a steady overall growth trend.



Source: ENIT Research Department based on ISTAT data

In the long term, Asian trade flows have undergone a strong recovery, while growth in expenditure is still lagging behind volumes but trending upward

- 657 thousand travellers (+18.3%)
- 7.2 million overnight stays (+17.1%)
- €1.31 billion in spending (+0.4%)

Although the most dynamic markets are the ones that only in recent years have been developing links with European destinations,

- Taiwan: arrivals up 72.5% and spending up 70.7%
- Philippines: spending up 54.9%
- Vietnam: spending up 102.1%

the Japanese market accounts for the lion's share of trade flows from this part of the world.

Indeed, with around 3 million overnight stays and 305 thousand visitors to Italy in 2025, the Japanese market accounts for around half the demand from the Far East, with projected growth of +9.1% in visitor numbers and +1.6% in overnight stays. Spending by tourists from Japan exceeds 726 million euros and, with only a slight change compared to 2024 (-0.8%), remains stable.

International visitors, overnight stays and spending in Italy by country of origin – total trips

COUNTRY OF ORIGIN	International visitors to Italy (in thousands)	2025		International visitors to Italy (in thousands)	Var.% 2025/2024		Spending by international visitors to Italy (in millions of euros)	
		Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)		Overnight stays by international visitors to Italy (in thousands)	Spending by international visitors to Italy (in millions of euros)		
SOUTH KOREA	138.01	1,272.89	303.60	20.3	-	4.3	-	6.3
PHILIPPINES	62.93	957.97	83.34	38.1		45.8		54.9
JAPAN	304.97	2,978.32	726.30	9.1		1.6	-	0.8
MALAYSIA	42.90	284.32	62.61	56.8	-	11.4	-	8.9
MONGOLIA	0.02	0.11	0.02	N/A		N/A		N/A
TAIWAN	35.01	664.65	59.99	72.5		413.5		70.7
THAILAND	61.89	673.57	57.45	19.6		18.8	-	31.1
VIETNAM	11.12	374.12	19.38	-	29.9	75.3		102.1
Overall total	656.86	7,205.94	1,312.67	18.3		17.1		0.4

Source: ENIT Research Department based on Bank of Italy data

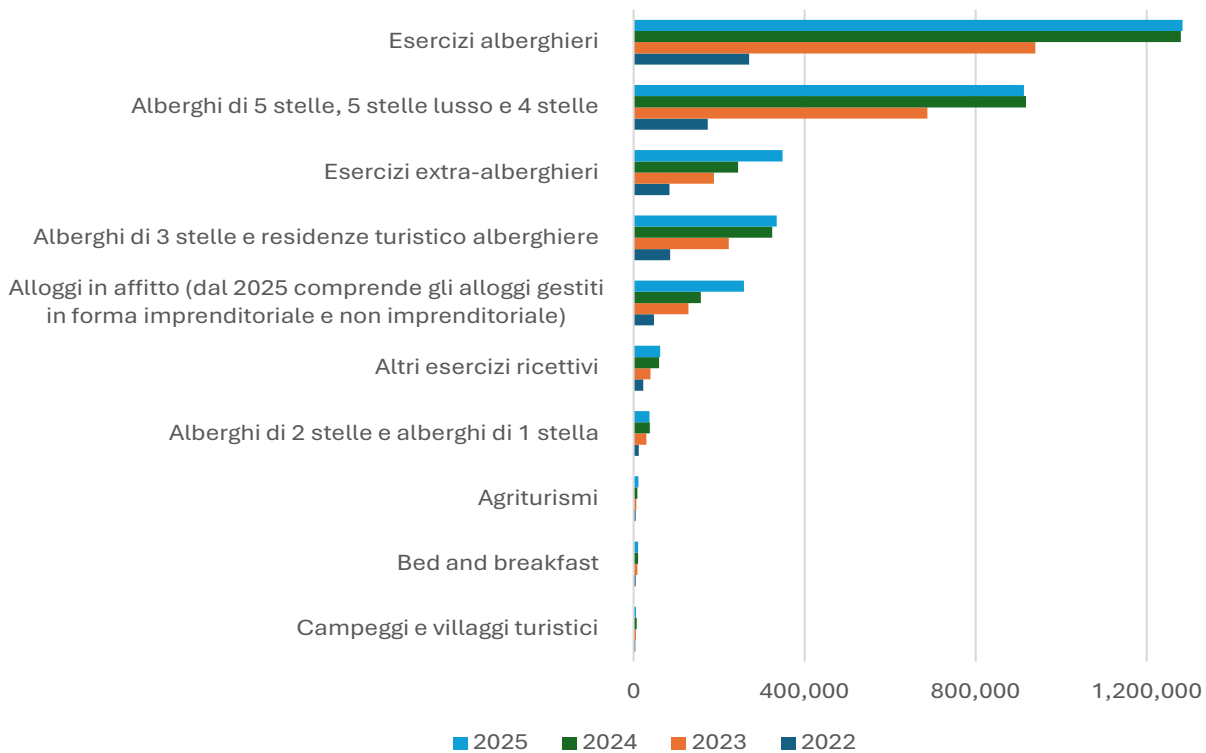
The Asia-Pacific region is therefore a complex scenario today, with Seoul, Tokyo, Taipei and Bangkok leading the way in terms of flight bookings and searches. The data highlights a high level of integration between Asian markets and the growing importance of regional links.

Specifically, airport bookings to Italy from Japan over the next 12 months (26 July-27 June) are up by 16.7%, with the vast majority of passengers coming from Tokyo (73.9%) and Osaka (16.3%).

Origin_markets	Pax_Y0	Pax_Y1	YOY	Share_Y0	Share_Y1
Tokyo (TYO)	240782	208319	15,6%	73,9%	74,7%
Osaka (OSA)	53056	44299	19,8%	16,3%	15,9%
Fukuoka (FUK)	10889	10190	6,9%	3,3%	3,7%
Nagoya (NGO)	3953	2709	45,9%	1,2%	1,0%
Hanamaki (HNA)	2561	1571	63,0%	0,8%	0,6%
Fukushima (FKS)	2187	1424	53,6%	0,7%	0,5%
Sapporo (SPK)	1591	1200	32,6%	0,5%	0,4%
Shimojishima (SHI)	1168	843	38,6%	0,4%	0,3%
Kochi (KCZ)	974	822	18,5%	0,3%	0,3%
Hakodate (HKD)	952	904	5,3%	0,3%	0,3%
Ishigaki (ISG)	851	770	10,5%	0,3%	0,3%
Asahikawa (AKJ)	807	723	11,6%	0,2%	0,3%
Obihiro (OBO)	606	583	3,9%	0,2%	0,2%
Akita (AXT)	549	525	4,6%	0,2%	0,2%
Kushiro (KUH)	518	491	5,5%	0,2%	0,2%

Source: ENIT Research Department based on Forwardkeys data

Number of Japanese visitors staying in accommodation facilities, by accommodation type



Source: ENIT Research Department based on ISTAT data

Analysis of data on trends in Japanese visitor stays in Italian accommodation facilities between 2022 and 2025 reveals a strong post-pandemic recovery and a gradual diversification of accommodation preferences, while mid-to-high-end hotels continue to dominate.

The total number of visitors has, indeed, risen from

- 354,083 in 2022
- 1,128,056 in 2023
- 1,524,377 in 2024
- 1,632,887 in 2025

with an overall increase of +361% between 2022 and 2025 representing over 1.27 million additional visitors. The year-on-year change in 2025 visitor numbers compared with 2024 also exceeds 1.6 million, up by 7.1%.

Hotels remain the top choice for Japanese visitors, accounting for 78.7% of total overnight stays and confirming a long-standing feature of Japanese tourism, namely a preference for accommodation offering high standards of quality, well-organised services and central locations in the main tourist centres. The predominant category is 4- and 5-star hotels, chosen by 55.9% of all Japanese visitors to Italy, accounting for 71% of all hotel stays.

Japanese demand has broadened and diversified, shifting towards mid-range accommodation, such as 3-star hotels and holiday apartments, with a +293% increase since 2022, and an extraordinary expansion of +441% in rental accommodation. In 2025, rental accommodation accounted for 15.8% of the entire Japanese market in Italy.

This trend points to a shift in travel habits, with a growing preference for independent holidays, authentic experiences and longer stays.

Italy: Territories and Infrastructure

Italian Regions and Regional Capitals



Stazioni ferroviarie servite dai treni veloci

Fonte: Trenitalia e FS Italiane



Principali porti d'Italia per numero di arrivi per regione (traghetti e crociere) nel 2024

Fonte: Ufficio Studi
ENIT su dati Assoporti



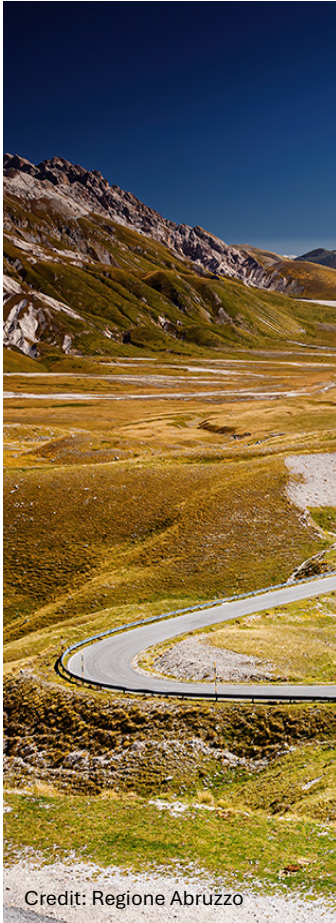
Principali aeroporti d'Italia, per arrivi internazionali per regione nel 2024

Fonte: Ufficio Studi
ENIT su dati Assaeroporti



The Regions of Italy

ABRUZZO



Credit: Regione Abruzzo

Abruzzo is an enchanting region, offering a priceless, diverse, historical, cultural and scenic heritage, with 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'll be spoilt for choice between ancient sheep tracks and fascinating trabocchi fishing huts; footpaths; abbeys; medieval gems nestled amidst unspoilt nature; cool 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": with sandy and rocky beaches for families and sports enthusiasts alike. From horse riding along the Gran Sasso Horse Trail to climbing at the crag walls, from exhilarating rafting descents 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 and 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 crafted 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 'Ius Primae Noctis' right.

For astronomy enthusiasts, the ideal destination is Campo Imperatore, the 'Little Tibet' of Abruzzo, a mecca for amateur astronomers from all over the world, boasting one of the least light-polluted skies in Europe, 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](#)

Borgo Rurale
Chestnut, new wine and
Treglio olive oil festival (Ch)
November
[LINK](#)



The Glories of San Martino
Scanno (Aq) – November
[LINK](#)

I Faugni
Atri (Te) – December
[LINK](#)



Website <https://abruzzoturismo.it> E-mail info@abruzzoturismo.it

Basilicata
what a discovery!

BASILICATA

Basilicata is a multifaceted region, where the sea meets the mountains and hawks trace slow circles in the sky. In Matera, a UNESCO World Heritage Site and the 2026 Mediterranean Capital of Culture, the Sassi are home to the workshops of potters and woodcarvers, wood-fired IGP bread, and ‘craziata’, a legume soup linked to an ancient peasant festival. On the Tyrrhenian coast, Maratea boasts a mix of secluded coves and a historic centre featuring 44 churches, with artisans specialising in ‘libbani’ (ropes made of woven grass) and a cuisine that combines the best of surf and turf. On the Ionian Coast, between Metaponto and Nova Siri, the Palatine Tables are a reminder of Pythagoras’ school, while the famous Candonga strawberry is grown further inland. The area is protected by large national parks. Two national parks, Pollino and Appennino Lucano Val d’Agri Lagonegrese, and the Vulture Regional Park, a realm of forests, crater lakes and rare wildlife such as the European Owl Moth. Right here in the Vulture region, a land of Aglianico wine and chestnuts, the Norman-Swabian Castle of Melfi preserves the memory of Frederick II’s *Constitutiones*, while artisan workshops carry on the traditions of copper and woodworking. Everywhere, local festivals, patron saints’ days and processions keep an authentic folk tradition alive – one that remains largely untouched by tourism.



Credit: Regione Basilicata

Tourism Profile



Credit: Regione Basilicata

An up-and-coming destination for tourists seeking authenticity, UNESCO heritage sites, and traditional crafts, in line with the growing interest in ancient trades and small villages. Suitable for travellers – especially couples or small organised groups – looking for authentic food and wine experiences (bread, cheeses, Aglianico wine, traditional sweets), craft workshops (pottery, leatherwork, copperwork) and local festivals deeply rooted in the region. It is appreciated for the safety, cleanliness and family-friendly atmosphere of its villages. It fits in well with itineraries linking Matera to Rome, Naples or Puglia. An extended tourist season, with a particular focus on Matera 2026 events and the autumn food festival (chestnuts, grape harvest).

5 Fun Facts

Matera is the third oldest city in the world in terms of continuous habitation, after Jericho and Aleppo: settlements there date back some 10,000 years.

In Lagonegro, in the hinterland of Maratea, a family of craftsmen has been making tower clocks for over 120 years, which are exported all over the world: it is the only business of its kind in central and southern Italy.

The Sagra della Varola, held in Melfi every October, celebrates Vulture chestnuts, which are roasted in huge pans in the town squares.

Pythagoras founded his famous school of philosophy in Metaponto and died there in 495 BC: the Palatine Tables are also known as the School of Pythagoras.

Aglianico del Vulture, the region's iconic wine, is grown on volcanic soil; it was introduced by the Greeks and was already celebrated in the time of the poet Horace.



Upcoming Events

In 2026, Basilicata will enjoy a summer packed with events: in Matera, the programme for the Mediterranean Capital of Culture continues, featuring concerts at Cava del Sole and the 'Matera Cielo Stellato' event (26 September). In Maratea, the 'Maratea in Scena' programme features theatre, jazz and the Marateale festival, featuring stars from film and TV. In the Vulture area, the Ninfea Festival (30 July–2 August) brings the Monticchio Lakes to life. Percoca Festival – a gem of local flavour – on 26 July in Tursi, in the Matera area. Festivals taking place throughout the region. And in December, the Living Nativity Scene returns to the Sassi of Matera.

Website www.basilicataturistica.it E-mail info@aptbasilicata.it

CALABRIA

Calabria, a crossroads of ancient civilisations and guardian of millennia-old traditions, is a fascinating and diverse region where the Mediterranean meets the mountains. Bordered by the Tyrrhenian and Ionian Seas, the region boasts a variety of landscapes, from coastal areas with crystal-clear waters to wooded National Parks and historic villages, not to mention the archaeological sites of Magna Graecia.

This is a region where time has preserved the value of authenticity. Medieval villages, UNESCO sites and an artistic and cultural heritage of great value bear witness to a deeply rooted culture. Historic residences, castles and small towns all contribute to this rich heritage. Alongside this historical heritage lies a rich tradition of craftsmanship, food, and wine, featuring local produce, wines, and extra virgin olive oils with distinctive flavours. Calabria invites you to enjoy a leisurely, immersive journey featuring nature trails, cultural experiences, outdoor activities, wellness and warm hospitality throughout the region. Thanks to improved domestic and international air links, the region is now more accessible than ever to visitors from Europe and beyond.



Credit: Regione Calabria



Credit: Regione Calabria

Tourism Profile

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

5 Fun Facts

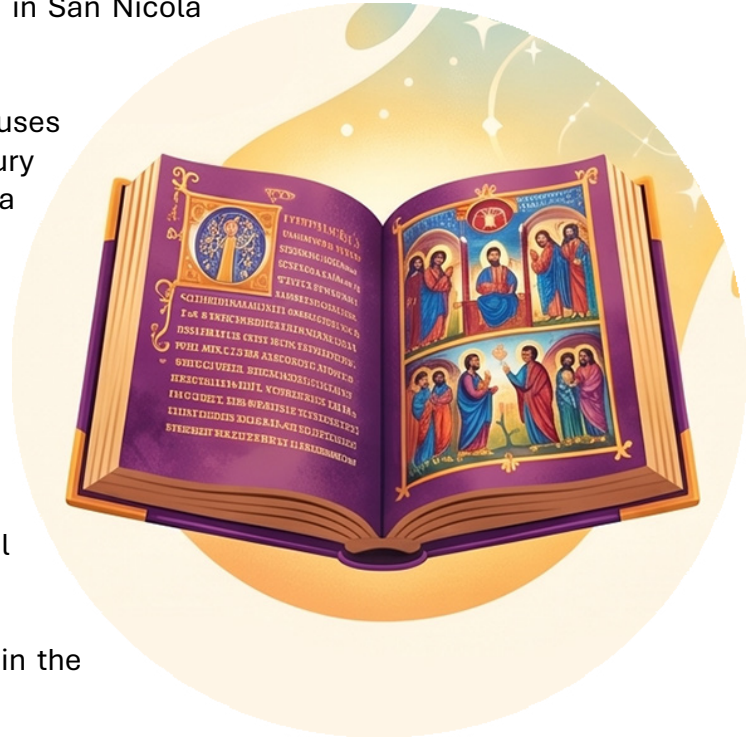
Watch the spectacular sunset over the Arcomagno in San Nicola Arcella

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

The lush forests of Sila National Park are rich in biodiversity and offer outdoor activities all year round, providing travellers with stunning views and pristine nature

The National Museum of Reggio Calabria houses the Riace Bronzes, 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, and food and drink. 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 Artein vivo 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://calabriastroordinaria.it/en/events>)



Website <https://calabriastroordinaria.it> E-mail calabriastroordinaria@regione.calabria.it

CAMPANIA

Campania is a destination that changes with the traveller. Every season, every landscape, and every community offer different perspectives, transforming the journey into a unique, personal experience. 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 National 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 invites you to slow down, meet the locals, and discover traditional crafts, agricultural produce, culinary culture and ever-changing scenery that ranges from the sea to the hills and inland areas. It is a destination where past and future live side by side, offering immersive, sustainable and accessible experiences all year round. Every journey thus becomes a journey of discovery that evolves with the visitor, leaving room for curiosity, dialogue between cultures, and the creation of authentic memories.

Tourism Profile

Ideal for curious travellers, returning visitors, and lovers of culture, nature, gastronomy and well-being. Campania offers ‘slow’ experiences, high-quality stays, bespoke itineraries, experiential tourism, walking trails, spas, spiritual journeys, luxury travel and sustainable tourism. The wide variety of landscapes allows visitors to enjoy different experiences during the same trip, encouraging longer stays and a well-rounded exploration of the entire region.



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.

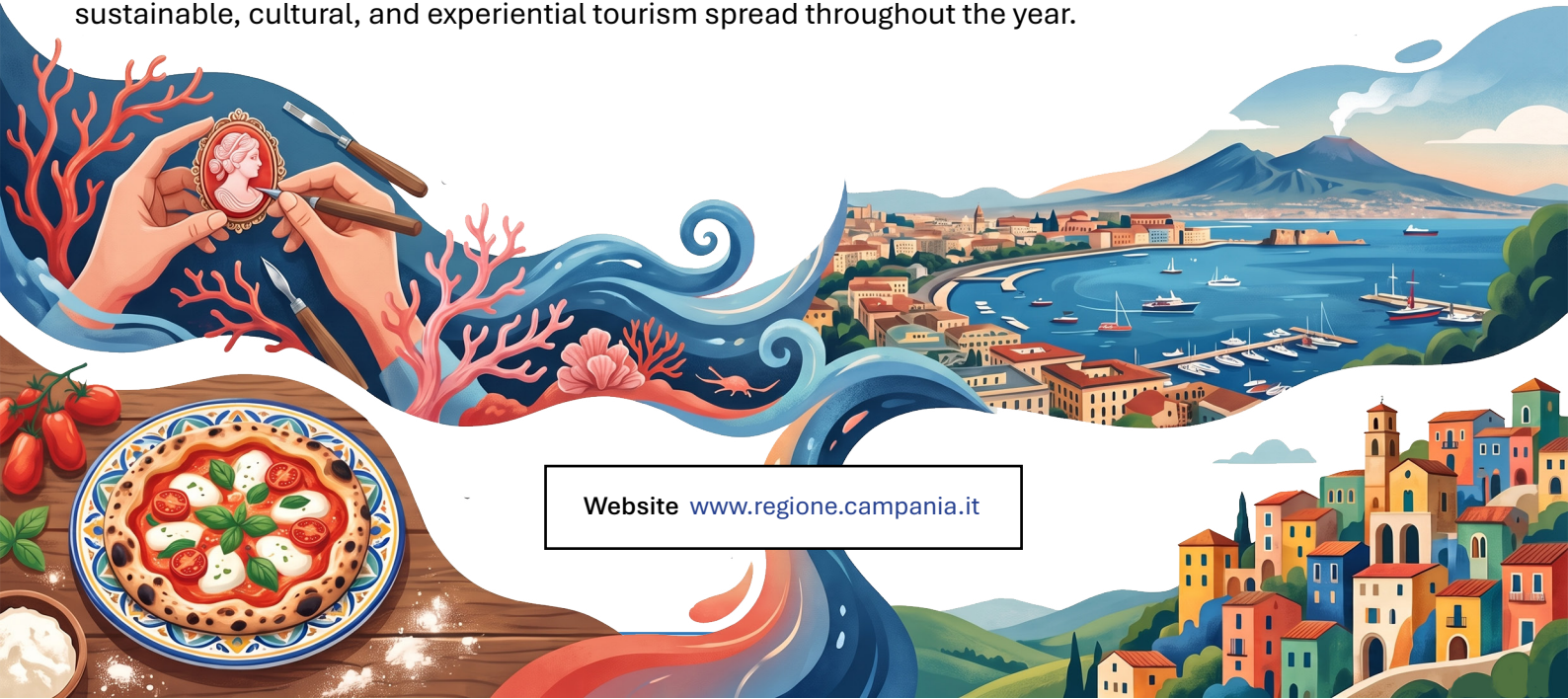


Upcoming Events

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

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: Festival Verdi in Parma and Ravenna Festival attract guests from all over the world, but so do the opera and symphonic seasons, as this is the birth place of Pavarotti. Emilia-Romagna is home to the most famous culinary and wine specialties: 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 specialties 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 E-mail emiliaromagnaturismo@aptservizi.com

FRIULI VENEZIA GIULIA



Credit: @Fabrice Gallina

From the peaks of the Alps and the Dolomites to the waves of the Adriatic Sea in less than ninety minutes, passing through elegant city squares 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 so popular with travellers. Still deeply connected to its oldest traditions and genuine, this 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 and one of Italy’s best-kept secrets, still waiting to be discovered.

Tourism Profile

Friuli Venezia Giulia is a region that offers an extraordinary concentration 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, slow tourism, and adrenaline-fuelled activities – without overlooking local flavours and traditions. Its offer is designed for families, outdoor and cycling enthusiasts, thanks in part to a special friendship between Mount Fuji and Mount Zoncolan, which creates a symbolic link between Japan and Friuli Venezia Giulia. Visitors seeking culture combined with an unforgettable gastronomic experience can discover authentic towns and villages rich in history along the Wine and Taste Route, while exploring traditions such as Trieste’s historic coffee culture. The authenticity of the region, with its villages, natural reserves and short distances between sea, mountains and hills, makes Friuli Venezia Giulia a destination to be experienced in all its dimensions.



Credit: @Ulderica Da Pozzo

5 Fun Facts

Four main cities: Trieste, Udine, Gorizia and Pordenone

Five UNESCO 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 most widely attended regatta in the world

December

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



Website www.turismofvg.it

E-mail press@promoturismo.fvg.it

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 scene



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
www.visitlazio.com

E-mail visitlazio@regione.lazio.it

LIGURIA

THE ITALIAN RIVIERA

Wedge 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 by walking its paths, tasting its local cuisine, stepping into historic 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 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.



Credit: @Agenzia in Liguria



Credit: @Agenzia in Liguria

Tourism Profile

Japanese travellers in Liguria find a landscape where nature and human presence coexist in perfect harmony. Villages overlooking the sea, UNESCO heritage sites, historic gardens, scenic walks and traditional crafts all tell the story of a region that has preserved its cultural and natural heritage intact.

Liguria is an ideal destination for those who wish to experience Italy at a leisurely pace, prioritising authentic experiences, excellent hospitality, and itineraries that combine culture, nature, and food and wine. The charm of the Cinque Terre, the Palazzi dei Rolli, the historic gardens and small villages make the region particularly popular with visitors who appreciate aesthetics, the changing seasons and the value of local traditions.

5 Fun Facts

Over 40,000 hectares of terraced fields and 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
notous for its unique botanical gardens, thanks to its extraordinary microclimate

It is the Italian region with the most Blue Flags



Upcoming Events

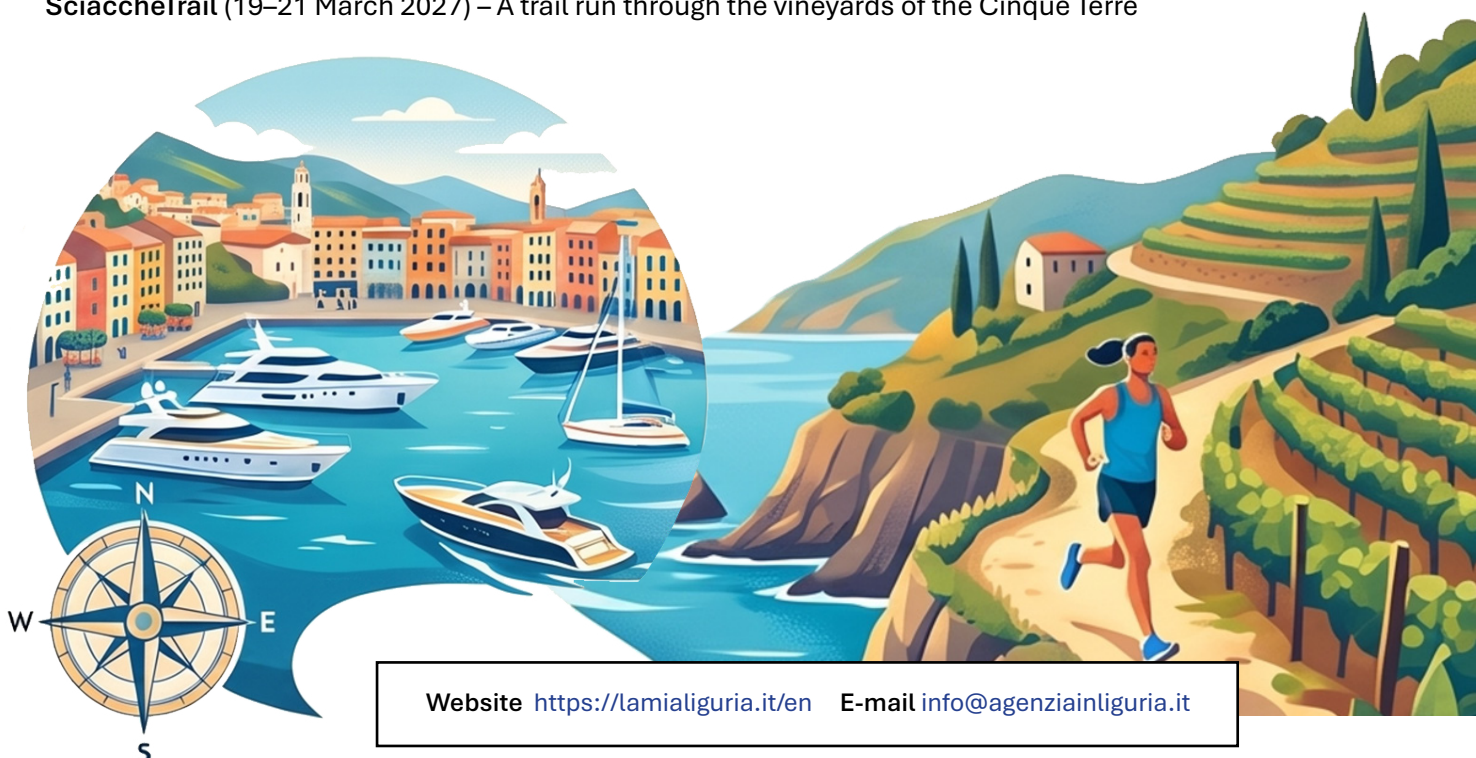
Rolli Days (TBD) – Special opening of the UNESCO Palazzi dei Rolli

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

MARCHE

The Marche region, in Central Italy, features a harmonious and varied landscape in which the rolling hills and mountains of the Apennines slope down to the Adriatic Sea, creating scenes of great charm and authenticity. Inland, it houses medieval villages, art cities, castles, abbeys and hermitages testifying to centuries of history and traditions. The area is home to numerous national and regional parks, nature reserves and ancient woodlands, ideal for walks, hikes and outdoor activities. Its Frasassi Caves and hillside vistas and mountain resorts offer enchanting experiences in every season, and its towns and villages are home to a rich cultural heritage of museums, historic theatres, monuments and archaeological sites, most notably Urbino, the birthplace of Raphael and a UNESCO World Heritage Site. The Marche region is also renowned for its traditional craftsmanship, such as Fabriano paper and Castelfidardo accordions, as well as its authentic, high-quality cuisine. Festivals, cultural events and historical re-enactments make the region a welcoming and ideal destination for exploring Italy at its most authentic, far from the crowded tourist routes, where history, nature and traditions coexist in harmony.



Credit: Regione Marche

Tourism Profile

The Marche is an ideal destination for authentic, high-quality tourism, perfect for travellers interested in culture, nature and local traditions. The main target audience comprises couples, families and solo travellers looking for peaceful spots, picturesque landscapes and art cities less crowded than Italy's best-known destinations. The region is especially popular with those wishing to explore historic villages, enjoy cultural experiences, go on nature walks and sample local cuisine. Religious tourism also plays an important role thanks to Loreto, a major international pilgrimage destination. The Marche region also attracts more the more mature traveller seeking well-being and relaxation, thanks to its spas and charming little towns. It also hosts cultural groups and experiential travellers keen to experience the most authentic side of Italy through local traditions, craftsmanship and ways of life.



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

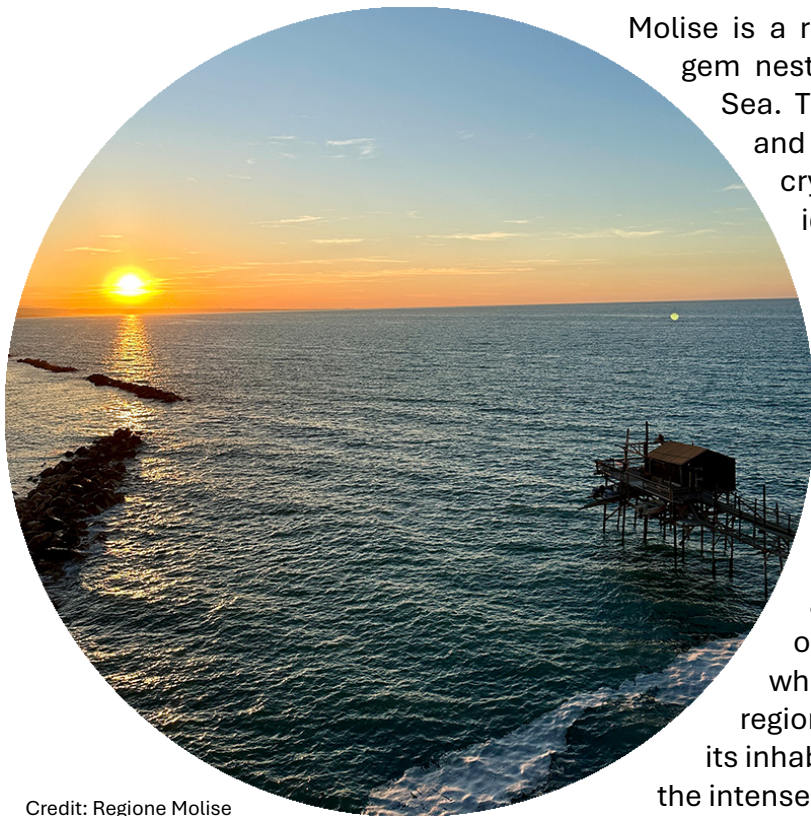


Upcoming Events

The Marche region hosts major summer events of international renown: the Macerata Opera Festival in the historic Sferisterio theatre, the Rossini Opera Festival celebrating the great Italian operatic tradition, the Quintana event in Ascoli Piceno with its spectacular historical procession, and the Cavalcata dell'Assunta parade in Fermo. In addition, there are food and wine festivals, concerts, cultural events and historical re-enactments that bring life to the villages and towns along the coast and inland, offering visitors an authentic experience of the Marche region's culture and traditions.



Website www.letsmarche.it E-mail numeroverde.turismo@regione.marche.it

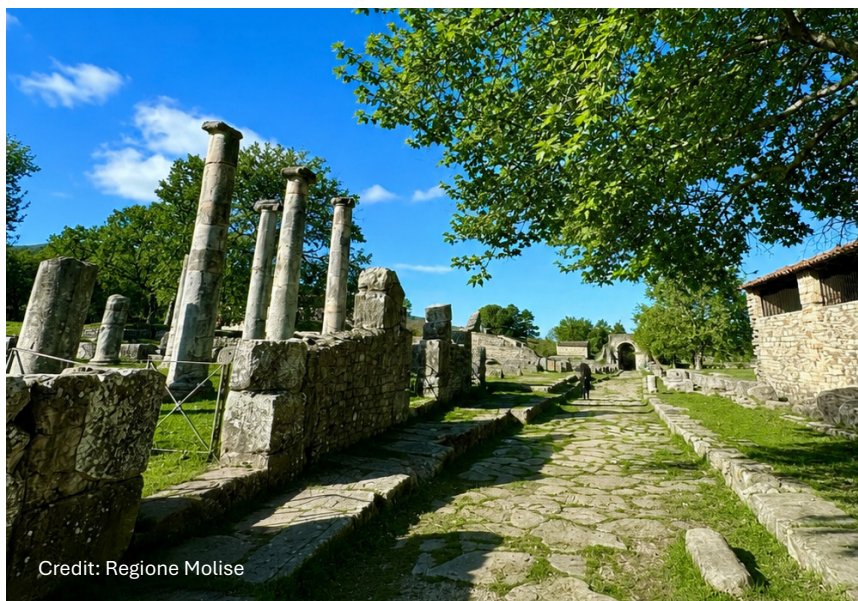


Credit: Regione Molise

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>

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, attracting 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 Petriggiani

5 Fun Facts



850 kilometres of coastline

5 UNESCO sites

57 protected natural areas

and two National Parks

340,000 centuries-old olive trees

25 native grape varieties

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
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 marked 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

Do you dream of a holiday in the heart of the **Mediterranean**, where the sun shines all year round, amidst archaeological sites, sea, nature, great food and authentic traditions? **Sicily** is waiting to offer you more than you could ever imagine! A region that welcomes you with the beauty of seven **UNESCO World Heritage Sites**, places featured in **European cinema and literature**; small **medieval villages** that are some of the most beautiful in Italy, **four Natural Parks** and **seven Protected Marine Areas**, plus towns rich in history, culture and the warm hospitality typical of southern Italy. Any buzzwords? Food and **Made in Italy!** In other words, the essence of a region to be savoured with all the senses: a feast for the eyes, filled with unique landscapes and brightly coloured artefacts, such as traditional Sicilian carts and artistic majolica; a feast for the senses with the aromas and flavours of local food and wine, to be discovered in gourmet restaurants, at street food markets and on vineyard tasting tours.

Experience a region where time is still of the essence and its value is reflected in personal **well-being** and self-care, with a wide choice of spas and health resorts; but also through its cultural richness, which combines **major events** with the chance to explore the region: ancient theatres, timeless **traditions and folklore**, such as the unmissable Sicilian Puppet Theatre, included on the UNESCO list of Intangible Cultural Heritage of Humanity.



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 while away 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 that is rich in 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, and depiction of 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 and 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–Oct)

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 – Gelato 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

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 genius and creativity is expressed through the region's cities of art (Florence, Siena, Pisa and Lucca), its enchanting 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.

For the past two years, Japanese tourism in Italy has been on the rise, slowly returning to pre-Covid levels, with 600,000 arrivals and 1.5 million overnight stays. Visitor numbers are concentrated in the major art cities, and Tuscany ranks fourth in Italy (13.1 per cent of total visitor numbers), making Japan its 24th largest overseas market.

The Art/Business segment in Tuscany accounts for almost the entire target audience (90.6%). Despite the historic decline caused by the euro exchange rate, Japanese travellers continue to represent extremely high added value: national per capita spending stands at €247 (82% above the average) and rises to €251.3 in Tuscany (66% above the average), driven by culture, fashion, weddings, and food and wine.

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 imagery 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
www.visittuscany.com

E-mail internazionale@toscanapromozione.it

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.

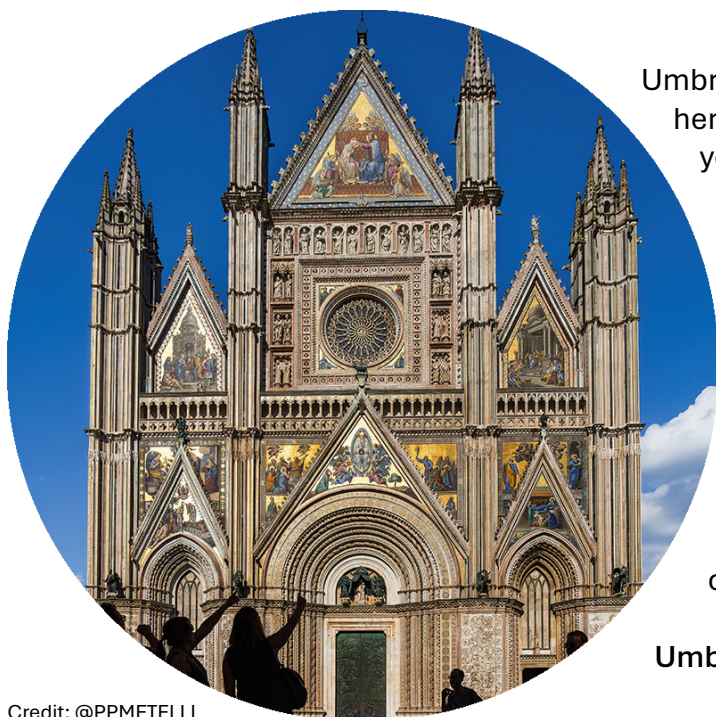


Credit: @PPMETELLI

Tourism Profile

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!



Credit: @PPMETELLI

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



Valle d'Aosta
Vallée d'Aoste

VALLE D'AOSTA



Credit: Marco Gabbin

In the heart of the Italian Alps, on the border with France and Switzerland, the Autonomous Region of Valle d'Aosta offers a rich blend of nature, history and traditions. Although it is Italy's smallest region, it is home to some of Europe's most spectacular Alpine landscapes, dominated by four legendary mountains: Mont Blanc, the Matterhorn, Monte Rosa and Gran Paradiso. Glaciers, alpine lakes, forests and mountain villages provide the backdrop to a region that can be enjoyed in every season. Alongside its natural beauty, the Valle d'Aosta is home to a truly prestigious historical heritage: Valle d'Aosta, founded by the Romans and known as the 'Rome of the Alps', boasts monuments that blend seamlessly into the urban landscape, while over a hundred castles and fortresses bear witness to the region's medieval past. Centuries-old traditions, craftsmanship, folk events and the region's authentic cuisine, renowned for its Fontina PDO cheese, Lardo di Arnad PDO cured meat, Jambon de Bosses PDO ham, and mountain wines, round off the experience of a destination that combines authenticity, hospitality and unforgettable scenery.

Tourism Profile

Valle d'Aosta is an ideal destination for international travellers who wish to enjoy the Italian Alps through authentic, high-quality experiences. It is aimed at lovers of mountains, photography and spectacular landscapes, as well as skiing, hiking and mountaineering enthusiasts. Valle d'Aosta is also perfect for couples, families and small groups looking to combine nature, historical heritage, wellness and food and wine. Thanks to its proximity to France and Switzerland and its excellent transport links to the main cities of northern Italy, Valle d'Aosta is an exclusive yet easily accessible destination, well worth a visit all year round.



Credit: archivio regione autonoma
Valle d'Aosta

5 Fun Facts

The region is known as the Valley of the 100 Castles

The city of Aosta is known as the 'Rome of the Alps' because of its Roman monuments

The Skyway Monte Bianco cable car reaches an altitude of 3,466 metres, offering spectacular views of Mont Blanc

Matterhorn Alpine Crossing: from Cervinia to Zermatt (Switzerland) by cable car

From the city of Aosta, you can reach an altitude of over 2,700 metres by cable car

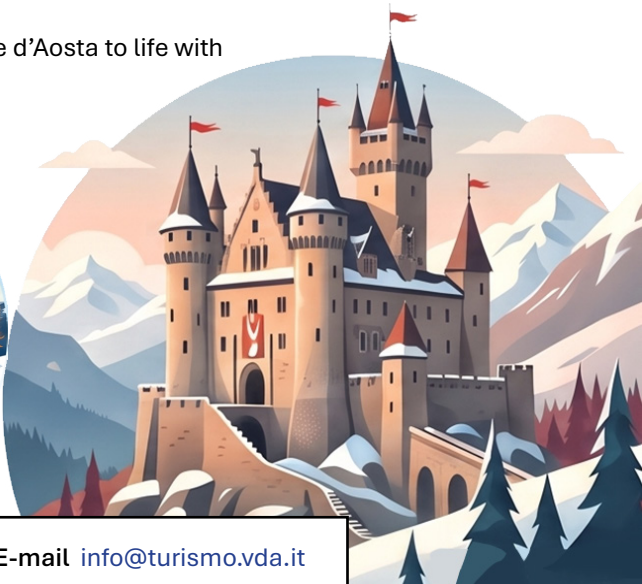


Upcoming Events

The Tor des Géants®, one of the world's toughest international trail running races, attracts athletes from over 60 countries. From late November to early January, the **Marché Vert Noël** transforms Aosta's city centre into a Christmas village.

The Fiera di Sant'Orso (30–31 January), a market with a history stretching back over a thousand years, is the most important event dedicated to traditional crafts in the Alps.

Between February and March, the historic carnivals bring the villages of Valle d'Aosta to life with costumes, music and historical re-enactments.



Website www.lovevda.it

E-mail info@turismo.vda.it

VENETO

VENETO: A DESTINATION WHERE EVERY JOURNEY BECOMES AN EXPERIENCE

Veneto is a region where art, nature and culture coexist in perfect harmony. A region to be savoured at a leisurely pace, through diverse yet consistently harmonious landscapes that reveal the more authentic, elegant side of Italy. Venice and its lagoon offer a unique beauty, as if frozen in time. Alongside it, cities of art such as Verona, Padua and Vicenza are home to history, architecture and traditions of great value. Quieter places such as Treviso, Belluno and Rovigo offer the chance to discover a peaceful, intimate and authentic side of Italy. Beyond the cities, the landscape opens up to reveal historic villages, Venetian villas, hills, and vineyards. An invitation to slow down, observe, and enjoy the local area with an open mind, ready to listen and discover.

Nature takes centre stage: the Dolomites, a UNESCO World Heritage Site, the Po Delta, Lake Garda and the Prosecco Hills of Conegliano and Valdobbiadene offer landscapes that strike a perfect balance between humankind and the environment, where beauty shines through in its most authentic form. Well-being is at the heart of the Abano and Montegrotto spas and the Euganean Hills, perfect destinations for rest and rejuvenation. Along the Adriatic coast, from Bibione to Caorle, Jesolo, Cavallino Treporti, Chioggia Sottomarina and on to Rosolina and Porto Tolle: 150 kilometres of public, fully-equipped beaches, pine forests and resorts that turn your holiday into a journey of relaxation, sport and fun. Discover the Veneto region through its flavours: historic vineyards, food and wine specialities, and local traditions that reflect the identity of each area. Here, the pleasure of fine dining becomes an

authentic experience to be savoured with all the senses. Veneto is easy to reach and to enjoy: a destination that invites you to contemplate, explore at a leisurely pace, and enjoy a profound, memorable travel experience.



Credit: @Davide Busetto

Tourism Profile

Veneto, where you will fall in love with the extraordinary variety of experiences it has to offer. Ideal for couples, families, culture enthusiasts, and lovers of nature, sport, food and wine, and wellness, Veneto offers a unique heritage ranging from internationally renowned art cities to the Dolomites, from Lake Garda to the beaches of the Adriatic, right through to historic villages, wine-growing hills and natural landscapes of great beauty. The high standard of hospitality, wide range of accommodation options, and the rich local traditions make Veneto a perfect destination for both short breaks and longer holidays. A region that is authentic, home to numerous UNESCO World Heritage Sites, and able to combine natural beauty, culinary excellence, outdoor activities and an extraordinary wealth of history and culture, with something for every season of the year.



Credit: @Arcangelo Piai

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 architecture, where every perspective is designed to enchant the onlooker

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 'ciglion' - 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

