



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA
Assessoradu de su turismu, artesania e cummèrtziu
Assessorato del turismo, artigianato e commercio

Sardinia, a Top-Rated Destination, All Year Round

A sought-after destination, now increasingly attractive with a year-round offering and major tourism events. Driven by its unparalleled combination of natural excellence, cultural heritage, quality of life and sustainable innovation, Sardinia's international appeal continues to grow exponentially. Tourism data confirms two consecutive years of double-digit growth. In 2025, a record year for the Island, Sardinia surpassed the twenty-million-overnight-stays threshold — a total of **21,802,414 overnight stays** in regional accommodation facilities, generated by **over 5 million arrivals** with an average stay of more than four days. The increase stands at 16% compared to 2024, which had itself grown by 18% compared to 2023, representing an overall growth of **34% over two years**. Italy's National Institute of Statistics (ISTAT) has officially confirmed that Sardinia ranks first among Italian regions for percentage growth in tourism flows. Figures never seen before, and seemingly impossible to repeat — yet the first eight months of 2026 and the outlook for the coming autumn point to **further growth**. July and August 2026 closed at +6.5% and +5.5% respectively compared to the same months of the previous year. **Autumn bookings are equally striking**, drawn from leading international booking platforms (Booking, Airbnb, Expedia and other major online operators): September +16.2%, October +7.9%. The primary growth driver, as is traditionally the case in the “other season,” is international travellers, whose overnight stays in 2025 accounted for 56% of the total — up from a 50/50 split with domestic visitors just two years ago. This result is also supported by the increase in non-summer flows, confirming the progressive consolidation of a truly year-round tourism offer. In this context, Sardinia's strong appeal for **South American travellers** — historically bound by shared roots and cultural affinities — is confirmed and growing. In 2025, **Argentina** and **Brazil** recorded 26,700 arrivals and 86,900 overnight stays, and 26,330 arrivals and 86,200 overnight stays, respectively. These are significant figures, and strongly on the rise. Argentine arrivals grew by 27.6% and overnight stays by 34.5% compared to 2024. Brazilian figures are broadly in line between 2025 and 2024, though the major leap had occurred in 2024 compared to 2023, when arrivals stood at 17,000 and overnight stays at 54,000. Also notable is the aggregate flow from other **Central and South American** countries: overnight stays rose from 36,000 in 2023 to 48,000 in 2024, reaching 57,650 last year (+21%). The numbers speak for themselves, and the recognition received in 2025 and 2026 further consolidates the Island's international prestige, celebrating its natural beauty and cultural heritage. **Cala Goloritzè** was named “World's Most Beautiful Beach” — and Sardinia's sea remains its most iconic tourism product: spectacular coastlines, crystal-clear waters, landmark beaches, marine protected areas, and coastal landscapes that shift dramatically from north to south. Eighteen **domus de Janas necropolises** were inscribed on the **UNESCO World Heritage List**. Sardinia was the only European region to feature in Lonely Planet's “**Best in Travel 2026**”. The **Cammino di Santa Barbara** was named the world's best trail by Komoot — confirming the Island's growing



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appeal as a prime **active tourism** destination, a true open-air gym and museum, ideal for cycling, trekking, horse riding, climbing, sailing and golf.

The achievements of recent years are now projected into 2027. “We have further strengthened our visibility and are capitalising on our successes,” explains Regional Councillor for Tourism **Franco Cuccureddu**, “by offering visitors an authentic experience fully integrated with the local territory.” Major sporting events have marked 2026: the **Giro Ciclistico della Sardegna** returned at the end of February; the **Louis Vuitton 38a America’s Cup Preliminary Regatta Sardinia** — took place off the coast of Cagliari at the end of May; and the **Rally Italia Sardegna** world stage will return in October. The Region is also investing decisively in **major identity events** — including the Festa di Sant’Efisio, the Cavalcata Sarda, S’Ardia di Sedilo, the Discesa dei Candelieri and the Corsa degli Scalzi — alongside cultural, music and film events that punctuate the entire year. **Autunno in Barbagia** is now underway, engaging 33 Barbagian municipalities across 15 consecutive weekends. Next comes the **Sardinian New Year**, an increasingly star-studded celebration with growing appeal among regional and national audiences. 2027 will bring further unmissable events tied to **Carnival** and **Holy Week**. Alongside active tourism and events, slow and cultural tourism forms the third pillar of Sardinia's offering, articulated across five themes: **characteristic villages** and **royal towns** (città regie), supported by a range of promotional initiatives; **pilgrimage routes and destinations**, linked to the eagerly awaited October event “**Noi Camminiamo in Sardegna**”; and **UNESCO heritage** sites, now firmly in the spotlight following the recognition of the domus de Janas, showcased at the **International Exchange for World Heritage Sites** held in Olbia in June. **Food and wine tourism** is another key strength, ranking Sardinia among the top three most sought-after Italian regions in this segment among international visitors.

Artisanal craftsmanship and **gastronomic tourism** complete an offering ideally suited to long-haul markets. Wines, cheeses, traditional and ceremonial breads, handmade pastas, olive oil, bottarga and pastries tell the stories of territories and communities — from wineries to markets, from agriturismo to historic villages. In **Ogliastra**, “the land of centenarians,” traditional cuisine, social bonds and the natural environment open a window onto themes of compelling international interest: **quality of life** and **longevity**. The **Longevity Experience** event — held last April with the participation of the world's five blue zones — highlighted the Island's standing as a scientific and cultural model of excellence for the lifestyles, community traditions and environmental conditions that research identifies as key factors in the longevity of its inhabitants. “Our vision,” concludes Councillor Cuccureddu, “is that of a **sustainable, responsible destination, accessible throughout the year**. Sardinia is sea — but it is also culture, nature, villages, trails, sport, identity traditions, craftsmanship, food and wine, wellness and major events. In Buenos Aires, we want to present the South American market with an authentic and contemporary Island, capable of offering quality experiences and accompanying the visitor from the coast to the inland territories, for an active tourism offer open to passionate sports enthusiasts. Engagement with tour operators and industry professionals is essential to translate this heritage into itineraries and products that are increasingly recognisable and bookable on international markets.”