



ITALY AT FIT LATIN AMERICA

BUENOS AIRES – 26–29 SEPTEMBER 2026



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TOURISM IN ITALY

THE ARGENTINE MARKET IN ITALY IN 2025 AND 2026

In 2025, tourism from Argentina to Italy totalled over 448,000 visitors, who stayed for 5.9 million nights and spent 536.4 million euros.

Compared with 2024, the trend shows a 3.9% increase in the total number of travellers, alongside a slowdown in overnight stays (down 15.4%) and a 3.4% rise in total tourist expenditure.

The “other” reasons top the list, accounting for 3.2 million overnight stays (such as visiting friends or family, occasional trips or, in the year of the Extraordinary Jubilee, religious travel or pilgrimages), outnumbering holidays in art cities, which nevertheless form the basis of the choices made by Argentine tourists.

These cultural destinations attract 185,000 visitors, 1.9 million overnight stays, and over 227 million euros in spending. Furthermore, cultural tourism has seen a 17.5% increase in the number of travellers compared with last year.

Beach holidays, with 43,000 travellers, 667,000 overnight stays, and €87.4 million in spending, have tripled in volume (+283.9% visitors and +380.4% overnight stays) and doubled in terms of spending (+210.9%).

VISITORS, OVERNIGHT STAYS AND SPENDING BY ARGENTINE TOURISTS IN ITALY, 2025

	2025			Var.% 2025/2024		
	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
ARGENTINA	448,39	5.886,78	536,36	3,9	-15,4	3,4
TOTAL FOREIGNERS	7.495,34	40.793,47	5.839,46	4,2	-0,9	7,2

Source: ENIT Research Department
based on Bdl data

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – TYPE OF HOLIDAY

	2025			Var.% 2025/2024		
TYPE OF HOLIDAY	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
OTHER	201,62	3.210,46	203,52	-23	-28	-20,5
LAKE HOLIDAY	9,3	63,82	8,8	-	-	-
SEASIDE HOLIDAY	42,45	666,69	87,42	283,9	380,4	210,9
CULTURAL HOLIDAY IN AN ART CITY	184,83	1.858,10	227,25	17,5	-20,6	-1,8
MOUNTAIN HOLIDAY	9,78	81,93	8,56	-	-	-
GREEN HOLIDAY/FARMHOUSE STAY HOLIDAY	0,41	5,77	0,81	-13,3	-13,3	-13,3
Overall total	448,39	5.886,78	536,36	3,9	-15,4	3,4

Source: ENIT Research Department
based on Bdl data

While holidays are the main reason for 247,000 visitors and 2.7 million overnight stays, totalling 333 million euros (+26.6% compared with 2024), around 1.2 million nights were spent visiting relatives, and the same number on occasional stays.

Among the main destinations for these trips, those in Lazio lead the way with 1.1 million overnight stays, followed closely by the Marche region – a figure attributable both to Jubilee pilgrimages and to visits to relatives, given the large number of Italian Argentines of Marche descent. Next come Campania, Tuscany and Calabria, which recorded 780,000, 425,000 and 308,000 stays respectively.

August is the peak month for Argentine visitors to Italy (over 97,500), although the highest number of overnight stays – over 1.5 million – was recorded in June (+57.9%), when many of the Jubilee events also took place.

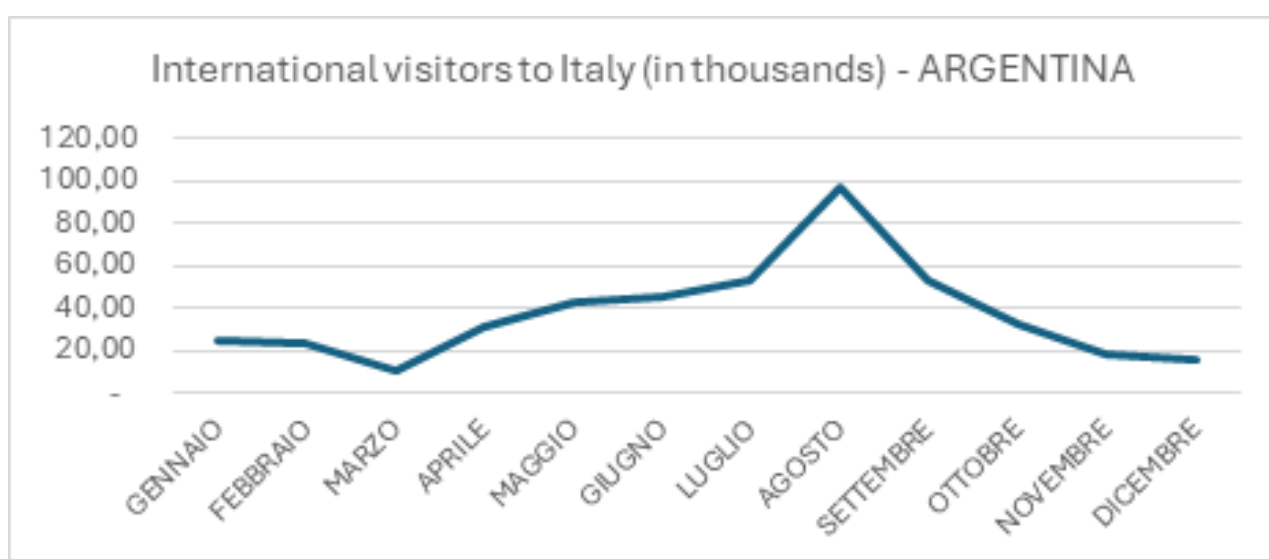
ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – PURPOSE OF THE TRIP - 1

	2025			Var.% 2025/2024		
PURPOSE OF THE TRIP	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
OTHER PERSONAL REASONS	15,12	428,9	34,22	182	-17,9	125,2
RELIGIOUS EVENTS AND PILGRIMAGES	28,71	163,61	19,97	210,2	253,5	709
STUDY AND COURSES	0,05	0,75	0,03	-98,5	-99,7	-99,6
TRANSIT	74,87	-	2,21	-33,8	-100	-36,7
HOLIDAYS AND LEISURE	246,77	2.676,31	332,84	45,3	7,1	26,6
HONEYMOON	0,66	6,6	0,62	-83	-75,7	-81,1
OCCASIONAL CONFERENCE TRAVEL	0,86	44,97	1,7	-73,6	37,4	-71,8

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – PURPOSE OF THE TRIP - 2

	2025			Var.% 2025/2024		
PURPOSE OF THE TRIP	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
OCCASIONAL /SPORADIC TRAVEL	29,37	1.230,20	34,22	32,5	-24,1	-36,5
VISITING RELATIVES AND FAMILY	44,15	1.196,62	101,88	-42,5	-17,2	-16,4
VISITING FRIENDS	7,84	138,8	8,66	-59	-72,8	-72,4
Overall total	448,39	5.886,78	536,36	3,9	-15,4	3,4

Source: ENIT Research Department
based on Bdl data



Source: ENIT Research Department
based on Bdl data

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – DESTINATION REGION - 1

	2025			Var.% 2025/2024		
DESTINATION REGION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
ABRUZZO	1,99	29,87	2,88	-69,4	-89,7	-69,6
BASILICATA	0,15	2,65	0,22	28,7	-59,2	-61,5
CALABRIA	9,77	308,27	19,56	72,2	1	-7,4
CAMPANIA	53,08	780,09	81,48	134,9	237,2	244,3
EMILIA-ROMAGNA	14,34	271,12	31,63	28,7	-36,5	42,1
FRIULI-VENEZIA GIULIA	0,52	7,54	0,84	-86,6	-98	-94,4
LAZIO	128,77	1.137,89	134,44	39,7	11,6	20,9
LIGURIA	10,31	157,09	11,06	42,1	123,4	10,1
LOMBARDY	31,12	272,29	41,12	17,5	-34,4	4

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – DESTINATION REGION - 2

	2025			Var.% 2025/2024		
DESTINATION REGION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
MARCHE	17,84	1.069,63	21,53	-19	196,4	-11
MOLISE	3,04	91,35	6,8	14,2	-15,5	-9,8
PIEDMONT	5,23	164,29	17,74	100	7,9	541,3
PUGLIA	18,82	265,71	39,18	314,8	389,6	406,9
UNCLASSIFIED REGION	85,41	306,23	27,91	-28,6	-7,6	-32,7
SARDINIA	2,94	31,35	3,9	-44,3	-31,3	-69,8
SICILY	15,04	296,55	22,66	-52,5	-83,5	-66,9
TUSCANY	29,04	425,12	40,05	-33,5	-27,2	-32

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – DESTINATION REGION - 3

	2025			Var.% 2025/2024		
DESTINATION REGION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
TRENTINO-ALTO ADIGE	3,83	80,84	8,93	156,9	506,3	174,3
UMBRIA	1,97	15	1,08	-25,8	-8	-46,2
AOSTA VALLEY	0,15	2,09	0,53	360	360	360
VENETO	15,03	171,8	22,81	-23,2	-50,5	-37,9
Overall total	448,39	5.886,78	536,36	3,9	-15,4	3,4

Source: ENIT Research Department
based on Bdl data

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – HOLIDAY MONTH

		2025		Var.% 2025/2024		
MONTH	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
JANUARY	24,91	389,89	33,38	-27,8	-6,8	-5,4
FEBRUARY	23,37	214,53	23,52	107,5	26,9	162,7
MARCH	10,19	142,39	14,68	20,8	-39,7	-13,9
APRIL	31,19	297,88	37,15	-9,2	-37,1	-18,6
MAY	43,16	491,68	45,65	130,7	-14,5	19,9
JUNE	44,81	1.504,11	70,31	-5,6	57,9	36,1
JULY	53,26	915,77	72,63	-4,9	-3,5	5,9
AUGUST	97,5	872,73	110,62	0,9	-31	0,5
SEPTEMBER	52,86	562,76	69,82	-17,5	-39,8	-13,3
OCTOBER	32,47	263,38	26,12	30,8	-30,2	6,5
NOVEMBER	18,43	154,07	16,53	45,9	-21,9	38,8
DECEMBER	16,25	77,59	15,97	-28,5	-81	-40,2
Overall total	448,39	5.886,78	536,36	3,9	-15,4	3,4

Source: ENIT Research Department
based on Bdl data

In line with the reasons for visiting Italian destinations, Argentine tourists accounted for 1.5 million overnight stays in holiday rentals, 1.3 million nights spent with relatives and friends, and almost 1.1 million overnight stays in their own homes. A total of 985,000 nights were spent in hotels by 121,000 Argentine visitors, amounting to total tourism expenditure of 179.3 million euros. Next in terms of expenditure are stays in rented accommodation (130.6 million), but tourist spending by visitors who stayed with relatives and friends is also noteworthy, totalling 114.4 million euros.

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – TYPE OF ACCOMMODATION - 1

		2025		Var.% 2025/2024		
ACCOMMODATION DESCRIPTION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions)
HOTEL, TOURIST VILLAGE	121,01	984,78	179,25	-14,3	-39	-25,5
OTHER COMMUNITIES	3,56	21,38	6,54	4047,5	312,6	9260,6
BED & BREAKFAST	18,75	206,82	21,88	119,5	169,8	137,8
OWNED PROPERTY	17,01	1.057,70	20,45	1190,7	3243,7	1377,4
HOLIDAY RENTAL PROPERTY	97,36	1.466,93	130,64	54,2	-44,3	11,9

ARGENTINE TOURISTS IN ITALY: VISITOR NUMBERS, OVERNIGHT STAYS AND SPENDING, 2025 – TYPE OF ACCOMMODATION- 2

		2025		Var.% 2025/2024		
ACCOMMODATION DESCRIPTION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy (thousands)	Spending by international visitors to Italy (millions of euros)
COMMUNITY RUN BY RELIGIOUS ORDERS	8,32	60,82	5,95	142,8	173,5	259
MOTORHOMES, CAMPERVANS	0,23	1,85	0,06	-85,1	-85,1	-93,2
WITHOUT OVERNIGHT STAY	74,87	-	2,21	-32,4	-	-31,6
GUEST OF FAMILY, FRIENDS	58,31	1.279,64	114,37	-33,3	-46,4	-9,4
YOUTH HOSTEL	42,49	541,7	48,4	260,1	235,2	185,6
TENT, TRAILER, CARAVAN	6,48	265,17	6,63	640,1	30178,4	9358,6
Overall total	448,39	5.886,78	536,36	3,9	-15,4	3,4

Source: ENIT Research Department
based on Bdl data

AIRPORT BOOKINGS FOR 2026

In 2025, Argentina ranked second in the South America/Caribbean region as a whole, with 381,000 passengers (+5.7%) and a regional market share of 21.4%.

Of the total of 157.2 million foreign passengers in 2025, Argentina accounts for 0.2%. (Source: ENIT Research Department based on ENAC data)

For 2026, airport bookings from Argentina are projected to show a further increase of +4.8% compared with 2025. (Source: ENIT Research Department, based on Forwardkeys data) In particular, the main source markets in 2026 are once again Buenos Aires (+5.7%) and Córdoba (+35%), both of which are showing an upward trend.



ITALY: LANDSCAPES AND INFRASTRUCTURE



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





ITALY'S REGIONS

ABRUZZO

REGION DESCRIPTION

Nestled between the Adriatic Sea and the highest peaks of the Apennines, with a vast portion of its territory protected across three national parks, one regional park, and dozens of natural reserves, Abruzzo stands as the true green heart of the Mediterranean within Europe.

The four main centers are the provinces of Chieti, Pescara, Teramo, and L'Aquila, which also acts as the regional capital. The region is easily accessible from all over Italy and abroad, thanks to the Abruzzo International Airport located just a few kilometers from central Pescara.

The A14 Bologna-Taranto highway and the Adriatic railway line provide north-south connections, while the Autostrada dei Parchi (A24 and A25), alongside the Rome-Avezzano-Sulmona-Pescara railway, connect the inland territories and coast with the nation's capital and the Tyrrhenian coast.

The network is completed by private operators connecting the capital cities to major cities like Rome, Naples and Florence.



REGIONAL TOURIST PROFILE

Pristine wilderness, lakes and rivers of romantic, crystal-clear beauty, ancient hamlets steeped in millennia of history, alongside scenic walking and cycling routes set against dreamlike backdrops—stretching from Adriatic beaches and blossoming hillsides to vast, silent plateaus and majestic Apennine peaks.

Furthermore, fairytale castles, secluded hermitages, spiritual retreats, exquisite culinary traditions, magnificent palaces and art sites with a cinematic allure, rich art historical sites, and ancient beech forests recognized as UNESCO World Heritage sites define the landscape.

A land of endless charm and wonder to immerse oneself in from end to end, Abruzzo is a destination to be savored slowly and with curiosity, whose uniqueness lies in the colorful diversity of its pristine landscapes. It represents the ultimate haven for active tourism enthusiasts year-round, offering sports, nature, adventure, and recreation. A true place for the soul where visitors will discover far more than meets the eye.

5 FUN FACTS

1

Historic Train Journey on the 1897 Sulmona-Carpinone-Isernia railway, known as the "Trans-Siberian of Italy" and today called the Ferrovia dei Parchi (Parks Railway).

2

Lavino Springs Nature Park (Scafa, PE), famous for its sulfurous waters featuring wonderful shades ranging from green to turquoise.

3

Calanchi di Atri (TE), a regional nature reserve and WWF Oasis to explore on foot, by bike, or on horseback surrounded by lunar landscapes and widespread biodiversity.



4

Ancient Beech Forests of the Abruzzo, Lazio and Molise National Park, recognized as a UNESCO World Heritage Site since 2017, featuring trees over five hundred years old.

5

Grotta del Cavallone, one of the highest caves in Europe and one of the 95 geosites of the Majella National Park, designated a UNESCO Global Geopark in 2021.

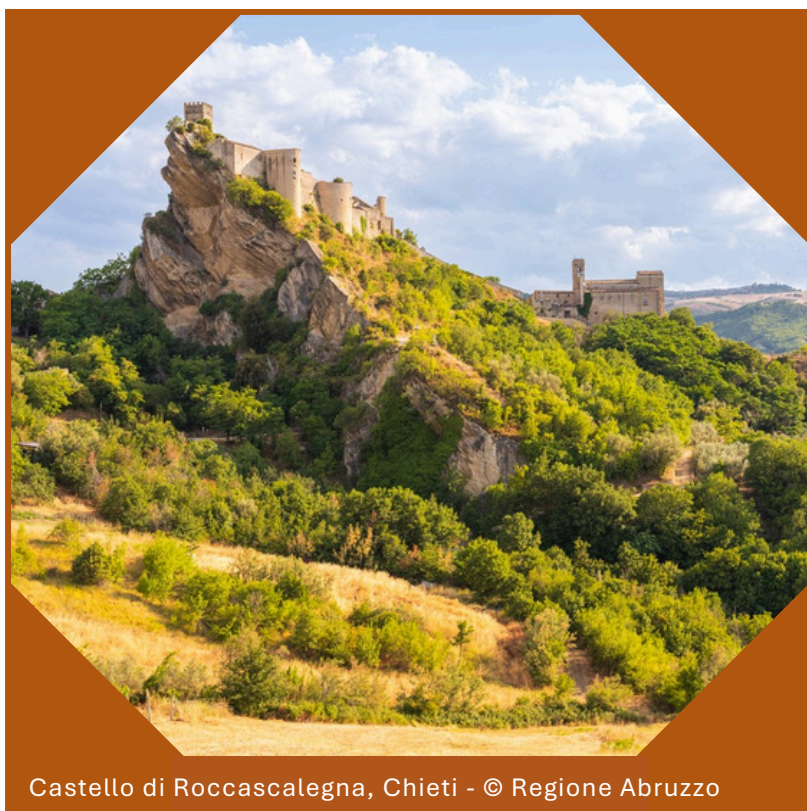
4 REGIONAL TRADITIONS

Perdonanza Celestiniana
(Celestinian Forgiveness) – L'Aquila
Religious celebration instituted in 1294 by Pope Celestine V and recognized by UNESCO as Intangible Cultural Heritage of Humanity in 2019, featuring the solemn opening of the Holy Door of the Basilica of Santa Maria di Collemaggio from the evening of August 28 until the following day.

Bue di San Zopito (Ox of Saint Zopito) – Loreto Aprutino (PE)
Unusual processional ritual during Pentecost in which a richly decorated ox, ridden by a child dressed as an angel, parades through the streets of the town before kneeling on the steps of the Church of St. Peter, recalling a miracle that tradition dates back to the 18th century.

Faugni – Atri (TE)
At dawn on December 8, at the tolling of the great bell of the Cathedral of Santa Maria Assunta, bundles of tied dry reeds are lit and carried in a procession through the streets of the village accompanied by the town band, before throwing what remains into the sacred fire burning in the main square since the previous evening.

Good Friday Procession – Chieti
Among the oldest in Italy, it is undoubtedly the most evocative of the Easter rituals in Abruzzo, made particularly moving by the melody of the poignant Miserere by Saverio Selecchy, performed by 300 singers and musicians who accompany the symbols of the Passion through the narrow alleys of the historic center.



Castello di Roccascalegna, Chieti - © Regione Abruzzo

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CALABRIA

REGION DESCRIPTION

Calabria is a surprising, authentic region in the heart of the Mediterranean: the cradle of Magna Graecia, where unspoilt nature, living traditions, and spectacular landscapes come together.

It is the ideal destination for heritage tourism and for those seeking culture and authentic experiences, far removed from mass tourism. It is here that the descendants of Calabrian emigrants from around the world rediscover the places, traditions and flavours of their heritage.

In the inland villages and in the Occitan, Arbëreshë and Griko communities, ancient languages, festivals and crafts still exist, while the national parks of Sila, Aspromonte, Pollino and Serre invite visitors to enjoy slow tourism amongst the forests and rural villages.

This journey down memory lane is rounded off by a culinary heritage that defines the region's identity: bergamot, red onions, 'Nduja, the local Gaglioppo and Magliocco wines, olive oils, bread, cured meats and traditional cheeses. Every encounter with the welcoming local communities is a return to one's roots and a deep dive into the very soul of the region.



Badolato (Catanzaro).
© Nicola Coroniti

REGIONAL TOURIST PROFILE

Calabria has a rapidly growing and increasingly international tourism profile. In the first half of 2026, it was Italy's leading region in terms of growth in total arrivals (+10.7%) and foreign arrivals (+23.19%), with visitor numbers up by 12.5% compared with the same period in 2025.

Smaller municipalities are also performing well, with visitor numbers up by 12.1% – almost three times the national average. The foreign markets with the strongest representation include Germany, Poland, France, the United States and the United Kingdom. Two main targets emerge here: Italian tourists seeking sea, nature and relaxation, and international travellers drawn to natural and cultural heritage.

An average stay of 2.3 days suggests visits that are concentrated yet packed with experiences, while the growth in non-hotel accommodation confirms flexible, wide-ranging hospitality offering: an authentic destination, suitable for families and couples, far removed from the large tourist crowds.

5 FUN FACTS

1

Ghost towns brimming with charm: abandoned places high up in the mountains and on the hillsides, brought to life by legends and stories that emerge from the ruins.

2

The Ciclovía dei Parchi - Bike Trail: 545 km along the Apennine ridge, cycling through forests, past lakes and through villages, with sudden views overlooking the sea.

3

Villages steeped in history: mediaeval villages nestling between the coast and the hills, rich in art, traditions, and welcoming communities where you can rediscover your roots.



4

The UNESCO Codex Purpureus Rossanensis: a 6th-century gospel book that has survived intact to the present day, with miniatures that shine against the purple parchment.

5

Twelve Slow Walks: walking trails where unspoilt nature, sacred sites, culture and traditional flavours can be discovered as you meet local communities.

4 REGIONAL TRADITIONS

Three minority groups bring Calabria to life: the Arbëreshë between Cosenza, Catanzaro, and Crotona, with their gji-tonià, their flamboyant costumes and their vallije; the Waldensian-Occitans of Guardia Piemontese, who preserve their language, Protestant rites and gold-embroidered garments; the Greeks of Bovesia, guardians of the Griko language, the Calabrian lyre and the Persephoni of Bova.

Culinary tradition is a cornerstone of Calabrian identity: authentic cuisine based on locally sourced produce, rooted in the knowledge of farmers, fishermen, herders and cheesemakers. Of the fourteen PDO products, seven PGI products and 270 traditional regional products, the following stand out: Tropea red onion, 'Nduja from Spilinga, chilli peppers, bergamot from Reggio Calabria, stockfish, extra virgin olive oil, Bagnara nougat, and truffles from Pizzo. For toasting: DOP/DOC wines and wines with a protected geographical indication.

Calabrian religious traditions are embodied in rites of intense devotion: the Varia di Palmi, a gigantic shoulder-carried votive float and a UNESCO Intangible Cultural Heritage site, carried in procession on the last Sunday in August; the Vattienti of Nocera Terinese and Verbicaro, flagellants during Holy Week; and the long Holy Saturday procession in Badolato, featuring hundreds of participants.

Calabrian craftsmanship is rooted in ancient traditions: broom, the “fibre of the poor”, woven into the exquisite trousseaux of Longobucco and Tiriolo; silk from Mendicino and San Floro, where silkworm rearing has been revived; wool from Soveria Mannelli; artistic ceramics from Squillace and Seminara, handed down over generations with their unmistakable colours.



Salame Soppressata - © Regione Calabria

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EMILIA-ROMAGNA

REGION DESCRIPTION

Emilia-Romagna is a region in northern Italy, stretching between the Apennines and the Adriatic coast and covering both the Emilia and Romagna areas. It is crossed by the ancient Via Emilia and is one of the peninsula's main geographical and economic hubs.

The region boasts a varied landscape, ranging from the mountain peaks and the hills of the central and southern parts to the fertile alluvial plain of the River Po and the wetlands of the Delta. Since Roman times, this layout has fostered well-structured agricultural and urban development.

Economically speaking, the region is one of Europe's key drivers of production, with sectors of excellence ranging from mechanical engineering to ceramics, packaging, and agri-food sector, all underpinned by a robust cooperative model. The University of Bologna, the oldest in the Western world, and the dense network of historic centres bear witness to a vibrant tradition for culture, founded on strong social cohesion and a marked propensity for innovation.



REGIONAL TOURIST PROFILE

Emilia-Romagna is the perfect blend of culture, fine food and hospitality. Its UNESCO-listed art cities — Bologna, Ravenna, Parma, Ferrara and Modena — tell the story of centuries of history, alongside Piacenza, Reggio Emilia, Forlì, Cesena and Rimini. At the heart of its Food Valley, it offers such delicacies as Parmigiano Reggiano, Prosciutto di Parma and balsamic vinegar, fresh pasta rolled out by hand, and Lambrusco and Sangiovese wines. Its Motor Valley celebrates legends such as Ferrari, Maserati, Lamborghini, Dallara, Pagani and Ducati.

Along the Adriatic Riviera, holidays are synonymous with carefree fun, well-equipped beaches, and a warm welcome; while the Po Delta Park and the Apennines enchant lovers of nature and outdoor holidays. The region is ideal for slow tourism, offering a mix of cycle tourism, walking trails and spiritual journeys that wind their way through scenic landscapes, along the coast, through the hills, and up into the mountains. The journey continues through authentic villages and medieval castles, guardians of centuries-old traditions, before ending in the relaxing atmosphere of renowned spa resorts, oases of pure wellbeing.

5 FUN FACTS

1

Emilia-Romagna boasts 45 PDO and PGI-certified products, offering a deep dive into Italian cuisine – a UNESCO World Heritage asset – with something to suit every palate.

2

Motor Valley is a region with 4 racetracks, 13 museums, 19 collections and 6 iconic brands (Ferrari, Lamborghini, Maserati, Pagani, Dallara, and Ducati).

3

Ravenna is home to eight monuments, recognised as a UNESCO World Heritage site. The town is also home to famous mosaics, Dante Alighieri's tomb, and is surrounded by centuries-old pine forests.



Ravenna, Basilica di San Vitale
© wwikiwalter

4

You can take a trip along the canals by boat, canoe or e-bike. An unmissable experience for lovers of slow tourism and birdwatching.

5

The Apennines boast an extraordinary wealth of historic villages and castles, making them the perfect destination for heritage tourism, where visitors can discover the places where their ancestors once lived.

4 REGIONAL TRADITIONS

The Art of Pasta A symbol of family life, the traditional method of mixing eggs and flour by hand is a ritual in Emilia-Romagna. The pasta-makers roll out the dough with a rolling pin until it is thin and porous. This expertise produces tortellini, cappelletti, anolini, tagliatelle, tagliolini, ravioli, cappellacci and lasagne – icons of the region's cuisine and hospitality.

Romagna-style Ballroom Dancing Originating in the late 19th century, ballroom dancing is the musical soul of the Romagna region. You will find it being danced in indoor or outdoor dance halls, where it combines the mazurka, waltz and polka, accompanied by the accordion and clarinet. Made famous by Secondo Casadei, it embodies the carefree spirit, conviviality and warm hospitality of the region.

Rust block printing: an art form dating back to the 17th century, it involves decorating linen or hemp fabrics using carved wooden blocks hit with a mallet. A mixture of iron oxide, vinegar and flour gives the prints their rust colour. Motifs such as the “caveja” and the rooster celebrate rural folklore and the domestic identity of the Romagna region.

Opera and Bel Canto Emilia-Romagna is the homeland of Giuseppe Verdi, Luciano Pavarotti, Renata Tebaldi and Carlo Bergonzi, and boasts illustrious historic theatres and opera seasons of the very highest calibre, featuring international festivals such as the Verdi Festival, which attracts enthusiasts from every corner of the globe to Parma and Busseto.



Castello di Torrechiara, Parma - © Shutterstock

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FRIULI VENEZIA GIULIA

REGION DESCRIPTION

The Alps, the Dolomites, the waves of the Adriatic Sea, the elegant squares of historic cities, the village streets, the 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.

Located in the far north-east of Italy, on the border with Austria and Slovenia and in the heart of Europe, this region has managed to turn its geographical location into an extraordinary asset. A journey of just a few hours will show you a variety of landscapes and a blend of Italian, Slavic and Germanic cultures, as reflected in the history, languages, architecture, traditions and cuisine.

Authentic and still off the beaten track of international tourism, Friuli Venezia Giulia offers authentic experiences and a warm welcome.

Friuli Venezia Giulia – there's a whole world there!



REGIONAL TOURIST PROFILE

Friuli Venezia Giulia encompasses a surprising blend of landscapes and cultures with the ability to win the hearts of visitors of all kinds, within a relatively few square kilometres.

Nature, relaxation, history, culture, the great outdoors... there is a place for every kind of holiday here, enriched by the flavours, wines and traditions of a profoundly authentic region. The unique setting and authenticity of the region, coupled with the short distances between sea, mountains and hills, makes Friuli Venezia Giulia a destination to be experienced in all its dimensions.

It is an ideal destination for families, outdoor enthusiasts and cyclists, but also for those who wish to take a deep dive into the local culture, explore villages and nature reserves, or enjoy a memorable food and wine experience. For many South Americans, this land is more than just a tourist destination. Between the late 19th and 20th centuries, thousands of families left these places for Latin America, taking their traditions, dialects and a deep connection to their homeland with them.

5 FUN FACTS

1

Trieste – The region's most cosmopolitan city, overlooking the Adriatic Sea and shaped by the convergence of Italian, Slovenian, Austrian and Central European cultures.

2

Friulian Dolomites – Spectacular, unspoilt nature, with rugged mountains, valleys, footpaths and small villages. Perfect for trekking, outdoor activities and landscapes off the beaten track.

3

Collio and the Eastern Friulian Hills – The hills of Friuli's great white wines, with their vineyards, historic wineries, villages and breathtaking views. An ideal way to combine travel with Italian food and wine and wine culture.



4

Aquileia – One of the most important sites in the history of the region and the Roman Empire, a UNESCO World Heritage Site since 1998. The basilica houses the largest floor mosaic in the Western Christian world.

5

Fusine Lakes – Two alpine lakes nestled in the Julian Alps, renowned for their crystal-clear waters and the forests that surround them. A place of extraordinary natural beauty, ideal for walks, relaxation, and picture-postcard views.

4 REGIONAL TRADITIONS

TRIESTE AND THE TRADITION OF COFFEE – In Trieste, coffee tells a story that spans the oceans. Thanks to its free port, the city became one of Europe's major hubs for the coffee trade, with beans also arriving from South America. That trade gave rise to a deep bond between Trieste and the world's coffee-growing regions: even today, in its historic cafés, this history lives on in every cup.

WINE CULTURE AND THE RITUAL OF THE TAJUT – In Friuli Venezia Giulia, wine embodies culture, local area, and a spirit of conviviality. The tradition of the 'tajut' – a small glass shared with friends and family – embodies a genuine way of spending time together. In taverns and family wine cellars and wineries, wine provides an opportunity to get together, chat, and pass on traditions from one generation to the next.

TRADITIONAL FOOD AND WINE FESTIVALS – Events such as Friuli Doc in Udine and Gusti di Frontiera in Gorizia celebrate the authentic spirit of the region through flavours, traditions and cultural exchanges. Featuring local specialities, fine wines and recipes handed down through the generations, these events showcase Friuli Venezia Giulia as a land of conviviality, identity and dialogue between different peoples.

THE FOGOLAR - The fogolâr (hearth) was the heart of the farmhouse and remains a symbol of Friulian identity to this day. Families and neighbours would gather round the fire to share stories, work, and moments of togetherness. Even today, the importance of hospitality and a sense of community remains one of Friuli's most authentic characteristics.



Dolomiti Friulane - © Regione Friuli Venezia Giulia

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REGIONE
LAZIO

LAZIO

REGION DESCRIPTION

Lazio offers a varied landscape: from the peaks of the Apennines to volcanic lakes, from the hills and countryside to the shores of the Tyrrhenian Sea, with sandy and rocky beaches, and a region rich in art, history, nature and gastronomy.

Rome is the ideal starting point for exploring the region. In the province of Rome, visitors can explore Hadrian's Villa and Villa d'Este in Tivoli, both UNESCO World Heritage Sites, whilst Cerveteri and Tarquinia preserve valuable remains of Etruscan civilisation. The Ancient Appian Way, recognised by UNESCO, once linked Rome with the south.

In northern Lazio, known as Tuscia, Viterbo is the main town, boasting a medieval historic centre and the Papal Palace. Sabina was a place of contemplation for St Francis of Assisi, and its hills are famous for extra virgin olive oil, wines and amatriciana sauce.

To the south lies Ciociaria, a rural area with evocative natural landscapes. On the coast, the Ulysses Riviera Park and the Pontine Islands archipelago offer beaches, cliffs and sea caves.



Macchina di Santa Rosa (Viterbo).

© Regione Lazio

REGIONAL TOURIST PROFILE

The future of tourism in Lazio lies in the ability to diversify the range of experiences on offer. In addition to its historical and artistic heritage, the region promotes experiences in line with the latest trends: ‘slow’ tours of villages, food and wine itineraries showcasing local flavours, spiritual routes such as the Via Francigena and the Ways of St Benedict, and wellness stays at spas.

This is not just about tourism, but an invitation to experience the region with calm, authenticity and respect. Tourism is not merely about hospitality, but about building relationships. For this reason, the region aims to actively involve local communities as key players in tourism development.

Their participation guarantees authenticity and safeguards traditions. The creation of networks between destinations and local businesses will be crucial to developing integrated itineraries.

The aim is to grow responsibly, based on the principles of environmental, economic and social sustainability, in order to protect the region.

5 FUN FACTS

1

The Castelli Romani – a mountainous area on the outskirts of Rome – is a historic holiday destination favoured by popes, emperors and noble families for its pleasant climate. The area boasts numerous elegant villas and palaces, and is renowned for its fine cuisine.

2

The Riviera di Ulisse – A stretch of coastline of inestimable beauty stretching from San Felice Circeo to Minturno. It takes its name from the mythical Ulysses, the Greek hero of the Odyssey, who met the sorceress Circe here.

3

Lake Bolsena – is the largest volcanic lake in Europe, and is suitable for swimming. It has two islands: Martana and Bisentina, on which there are seven churches modelled on the basilicas of Rome, facing the villages surrounding the lake.



4

Fiuggi Spa – a peaceful resort renowned for its thermal waters, which are said to have beneficial properties, particularly for the kidneys and the heart. It has boasted numerous accommodation facilities since the early 20th century.

5

Greccio Sanctuary – This village, home to the sanctuary, is the place where St Francis created the first live nativity scene in 1223. Considered one of the most beautiful villages in Italy, it commemorates this event every 24 December.

4 REGIONAL TRADITIONS

Viterbo: the Macchina of Saint Rose (3 September)

The event commemorates the transfer of the saint's body in 1258. The procession of the Macchina takes place on the evening of 3 September, when a hundred 'facchini' lift it up and carry it on their shoulders through the crowd of worshippers.

Rieti: The Festival of the Sun (July)

A series of competitions held along the river in which local residents take part: the 'Swimming Competition', the 'River Cycle Race', the 'Pole-vaulting Contest', the 'Fiumarole Boat Race' and the unique 'Palio della Tinozza'.

Anagni and Genzano: from history to tradition.

Anagni evokes the medieval memory of 1303 with the famous 'Slapping of Pope Boniface VIII' (September), whilst Genzano di Roma celebrates its faith through the 'Infiorata del Corpus Domini' (June), recognised in 2011 as part of 'Italy's Heritage of Tradition'.

Itri: The Bonfires of St Joseph.

The oldest of Itri's traditions linked to ancient fire rites. The event takes place on 19 March, St Joseph's Day, and is also an opportunity to sample local specialities: fried zeppole, dried sausage and grilled sausage.



Infiorata, Genzano di Roma (Roma). - © regione Lazio

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LIGURIA

REGION DESCRIPTION

Liguria is a region tucked between the sea and the mountains, where the landscape tells the story of centuries of history, labour and trade.

Genoa, the maritime and trading heart of the Mediterranean, lies close to both seaside villages and small towns nestled in the inland valleys. It is here, amongst olive groves, chestnut woods, terraced fields and ancient trade routes, that many of the traditions that have accompanied generations of Ligurians, even beyond the region's borders, are still preserved.

Liguria is, in fact, also a land of departures: over the years, thousands of people set off from its cities and, above all, from its small towns, bound for the Americas and other countries around the world.

Today, these places can become destinations to be rediscovered, as you follow the trail of your family history, a surname, a tradition, or simply a bond that has endured over time.



Manarola, Cinque Terre (La Spezia).
© Agenzia in Liguria

REGIONAL TOURIST PROFILE

Liguria offers a journey that can begin in the best-known resorts and continue into more secluded areas, where the connection with the landscape and the local communities remains strong.

It is a destination for those looking for the seaside, but also for culture, villages, nature, walking trails, food and wine, and crafts. Genoa boasts a historical and artistic heritage of international significance; the Rivas bear witness to a long seafaring tradition; the hinterland is home to villages, shrines, festivals and customs linked to rural life.

For those arriving from abroad in search of their roots, Liguria also offers the chance to go beyond a mere holiday: visiting the village where your grandparents lived, tracing your family history, rediscovering a recipe, a patron saint's festival or an ancient craft can transform a trip into a truly personal experience.

5 FUN FACTS

1

The heart of the regional capital lies in the harbour and the narrow streets of the city's historic centre, among the Palazzi dei Rolli, churches, shops and ancient traces of its seafaring heritage.

2

The villages of the hinterland are home to houses, churches, shrines and family traditions. These are often the places from where Ligurian emigrants set off for the Americas and the rest of the world.

3

The Riviera dei Fiori combines the sea, villages and cultivated landscapes. Sanremo and its hinterland paint a picture of a Liguria situated at the crossroads of floriculture, olive groves and ancient routes to France.



4

The Riviera delle Palme, also in western Liguria, is a region full of fishing villages, historic town centres and magnificent hillscapes. Albenga and Finale Ligure tell the story of a Liguria shaped by the sea, the land, and hard work.

5

The Val di Vara is the green heart of the La Spezia area: villages, woods, pastures and farmland tell the story of a valley deeply connected to the land, also known as the “Valley of Organic Farming”.

4 REGIONAL TRADITIONS

Ligurian cuisine comes from a union of sea and land: basil, olive oil, vegetables, pulses and flour are combined with fresh fish. Genoese pesto is the best-known symbol, but the tradition also includes focaccia, farinata, savoury tarts, pansoti, trofie and anchovies. It is a simple cuisine that reflects its identity, comprising home-style recipes also brought by Ligurian families to the countries where they emigrated.

Patron saint festivals punctuate the calendar in many Ligurian villages, bringing together worship, community, and remembrance. Processions, religious brotherhoods, and large wooden crucifixes wind their way through the streets and squares in rituals that are often centuries old. As well as the religious aspect, there is music, market stalls, fireworks and communal meals: moments when the village comes together and welcomes back those who return, even from far afield, to renew their ties with their place of origin.

For centuries, their relationship with the sea has shaped the lives of the communities of Liguria. Fishing, shipbuilding, seafaring, and trade have left behind traditions and skills that are still recognisable today. Sea festivals, boat blessings and rituals dedicated to the patron saints of fishermen keep this heritage alive.

Liguria preserves a tradition of craftsmanship linked to the region's materials and trades. The ceramics of Albisola, the filigree of Campo Ligure, the slate from Val Fontanabuona and the Chiavari chair are just a few examples of a tradition handed down through the ages.



Riviera dei Fiori, Cervo (Imperia). - © Agenzia in Liguria

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LOMBARDIA

REGION DESCRIPTION

Lombardy, in the heart of northern Italy, is a region of major cities, artistic masterpieces, spectacular lakes, mountains, and an extraordinary culture of craftsmanship.

Milan, Italy's capital of fashion, design and innovation, stands alongside cities of art such as Bergamo, Brescia, Mantua, Cremona and Pavia, each of which is the guardian of its own unique history and identity. To the north, the Alps and the great lakes – Como, Maggiore, Garda and Iseo – form some of Italy's most famous and picturesque landscapes, featuring historic villas, gardens, villages and natural beauty. Lombardy is also a region of excellence: from Cremona's violin making to Milanese fashion and design, the fine wines of Franciacorta, Oltrepò Pavese and Valtellina, and the traditional culinary specialities.

For those wishing to rediscover their Italian roots, Lombardy also offers a heritage made up of small villages, families, traditions and local stories: a region where the past continues to live on in the present and where every journey can become a way to meet up with one's own history.



Sacro Monte di Varese.
© inLombardia

REGIONAL TOURIST PROFILE

Lombardy offers a rich, varied range of tourist experiences, with something to suit every interest, whatever the season.

Milan, Italy's capital of fashion, design and innovation, boasts an artistic heritage of the highest order, from the Cathedral to Leonardo da Vinci's The Last Supper, alongside museums, creative districts and a vibrant culinary scene.

The lakes are one of the region's great symbols: historic villas, gardens, villages, and spectacular landscapes characterise the areas around Lake Como, Lake Maggiore, Lake Garda, Lake Iseo and the pre-Alpine lakes.

Lombardy's mountains invite you to explore nature, with outdoor activities, winter sports, and hiking trails. Brescia, Bergamo, Mantua, Cremona, Pavia and Monza are home to artistic and cultural treasures of great value, whilst Franciacorta, Valtellina and the other wine-growing regions showcase a food and wine tradition that is deeply rooted in the local areas.

When it comes to heritage tourism, villages and local communities also offer valuable opportunities to rediscover surnames, family histories, traditions and places of origin.

5 FUN FACTS

1

The symbol of Lombardy is Milan, an international city and the Italian capital of fashion and design. The Milan Cathedral, with its spires and famous panoramic terrace, is a must-see, as is Leonardo da Vinci's The *Last Supper, a masterpiece of the Italian Renaissance.

2

Lake Como is one of Italy's most iconic landscapes. Set among mountains, deep waters, historic villas and gardens, places such as Como, Bellagio, and Varenna offer an enchanting, elegant experience, made famous worldwide by the film industry and by the international jet set.

3

Bergamo's Upper Town, encircled by imposing Venetian walls – a UNESCO World Heritage Site – retains a unique atmosphere. Piazza Vecchia, the Basilica of Santa Maria Maggiore and the ancient streets of the city centre tell a centuries-old story of architecture, art and culture.



Duomo, Milano.
© inLombardia

4

Surrounded by lakes formed by the River Mincio, Mantua is one of Italy's great cities of art. The Ducal Palace and Palazzo Te bear witness to the splendour of the Gonzaga court and house masterpieces that tell the story of the Italian Renaissance.

5

Nestled in the heart of the Alps, Bormio is one of Lombardy's most famous mountain destinations. Sport, nature, historic villages, and traditions come together at the foot of the Stelvio Pass, in a spectacular landscape to be enjoyed in every season, with hikes, snow and thermal springs.

4 REGIONAL TRADITIONS

Cremona is the home of Italy's great tradition of luthiery. Here, for over five centuries, master craftsmen have been making violins and other stringed instruments using techniques handed down from generation to generation. The Cremona school, associated with Antonio Stradivari, is now recognised by UNESCO as part of the Intangible Cultural Heritage of Humanity.

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Set amongst the mountains of Brescia, Bagolino Carnival preserves a folk tradition dating back centuries. The Balari, with their distinctive costumes and dances, accompanied by ancient musical instruments, parade through the streets of the village in a celebration deeply rooted in the community and its local heritage.

Lombardy's countryside has been associated with rice growing for centuries, particularly in the lowland areas between Milan, Pavia and the Lodi region. From this agricultural tradition comes one of Lombard cuisine's most famous dishes: Risotto alla Milanese, characterised by the golden colour of saffron and now an iconic part of Italian gastronomy.



Varenna (Lecco). - © inLombardia

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MARCHE

REGION DESCRIPTION

The Marche is a region waiting to be rediscovered, nestled between the Apennines and the Adriatic Sea, where art cities, villages, rural landscapes, and ancient crafts preserve a history deeply rooted in the local communities.

Here, those roots live on in the families' towns of origin, in archives, in the homes of yesteryear, in festivals, in dialects and in recipes handed down through the generations.

From Urbino, the cradle of the Renaissance, to Ascoli Piceno, the Verdicchio hills and the Sibillini Mountains, each region has its own distinct identity and, at the same time, a strong sense of belonging.

Returning to the Marche means rebuilding connections, meeting people, and rediscovering familiar places through stories and memories. It is a surprising, intimate journey that brings together the past and the present through culture, nature, spirituality, craftsmanship, food, and wine.



REGIONAL TOURIST PROFILE

The Marche region offers an authentic, varied travel experience, ideal for those who wish to discover a cosy, welcoming side of Italy that remains deeply connected to its local areas. In the space of just a few kilometres, you go from the beaches of the Adriatic to the rolling hills and parks of the Apennines, passing through villages, art cities, historic theatres, abbeys, and museums.

Your journey can take you on a journey following in the footsteps of Raphael, Rossini, Leopardi and Maria Montessori, or become a personal exploration of archives, parishes, and hometowns. Walking trails, cycle routes, artisan workshops, wines, local specialities and traditional festivals offer the chance to get to know vibrant communities and traditions that are still very much part of everyday life. In the Marche region, heritage tourism is not just a return to the past: it is an opportunity to transform a family history into a new sense of belonging.

5 FUN FACTS

1

Urbino, a city designated a UNESCO World Heritage Site and the birthplace of Raphael, is a Renaissance masterpiece: the Ducal Palace, the narrow brick-lined streets and the views of the hills tell the story of centuries of art.

2

In the heart of the Apennines, the Frasassi Caves reveal vast caverns, stalactites and stalagmites: one of Italy's most spectacular underground landscapes.

3

Recanati, the town of Giacomo Leopardi, invites you to explore the settings of **The Infinite**, amongst palaces, squares and panoramic views which, from the town, take in the hills, mountains and the Adriatic.



Sala dei Giganti, Grotte di Frasassi, Genga (Ancona).
© Regione Marche

4

From the Roman cisterns and the Teatro dell'Aquila in Fermo to the medieval alleyways of Torre di Palme: history and views against the backdrop of the Adriatic.

5

The travertine squares and buildings, the towers, the churches and the historic cafés make Ascoli Piceno an elegant, captivating city with deep roots in the Piceno region.

4 REGIONAL TRADITIONS

In Castelfidardo, the accordion is much more than just an instrument: it represents a craft that, since the 19th century, has made the town's name known throughout the world. In the specialist workshops, craftsmanship and innovation continue to coexist to this day, whilst the sound of the barrel organ and the accordion accompanies festivals, dances and family memories.

In Offida, tombolo lace-making is an art that has been passed down from generation to generation, mainly by women. Threads, needles and patience bring refined designs to life, which are still produced today in the village's homes and workshops. The Lace Museum preserves its history and tells the story of a domestic craft that has become one of the symbols defining the region's identity.

Cheerful and captivating, the saltarello is one of the most recognisable expressions of popular culture in the Marche region. In the past, it accompanied festivals, harvests, weddings and gatherings in the countryside; today, folk groups, musicians and local communities keep its rhythm alive, often to the sound of the barrel organ, the accordion and the tambourine.

In the Marche region, the calendar is punctuated by festivals and historical re-enactments that transform towns and cities into vast community stages. The 'quintanas', horse parades, 'palii' and fancy dress parades bring local histories and ancient identities back to life. They are not merely spectacles: they involve neighbourhoods, districts and families, passing on traditions, symbols and collective memory.



Quintana, Ascoli Piceno. - © Regione Marche

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MOLISE

REGION DESCRIPTION

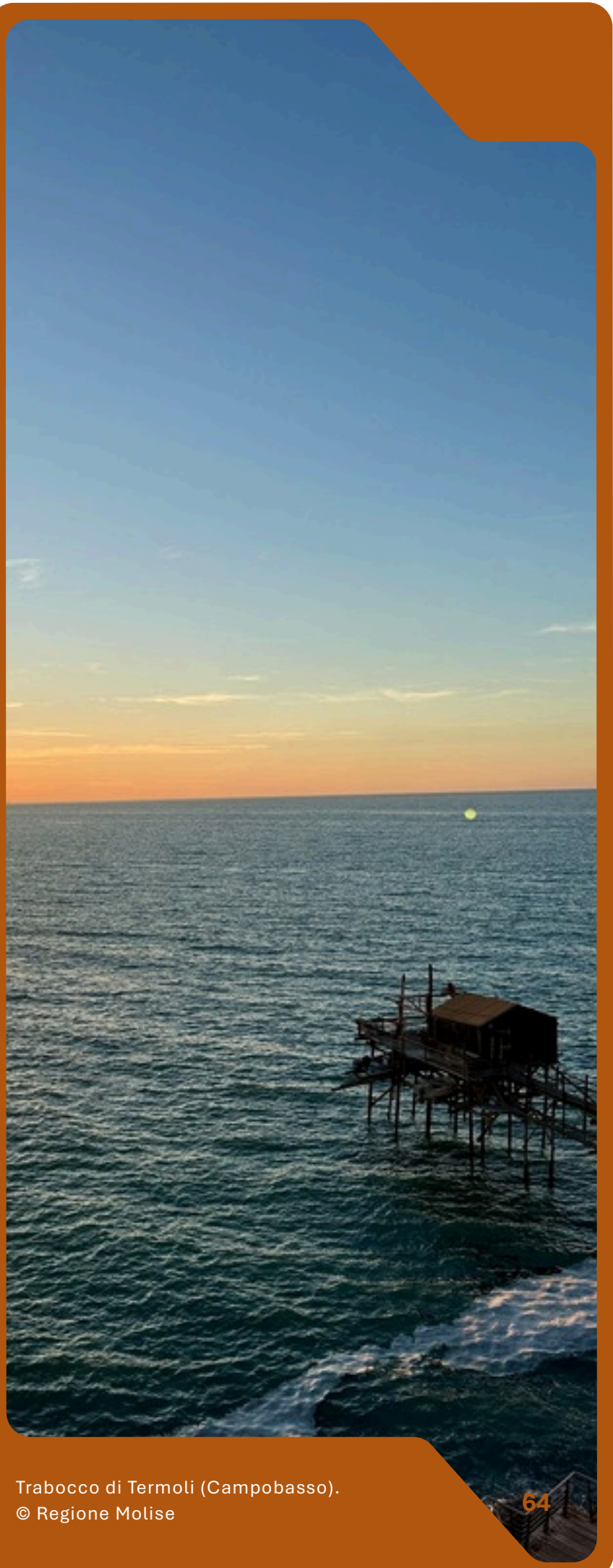
Nestled between the Apennines and the Adriatic, Molise is an unspoilt region where time seems to move at a leisurely pace.

Characterised by unspoilt landscapes, stretching from the peaks of the Matese mountains to the hills covered in olive groves and vineyards, right down to the golden beaches of the Termoli coastal area, this region offers a surprising variety within just a few kilometres' radius.

Its history, stretching back over a thousand years, has its roots in the Samnite civilisation, which has left extraordinarily fascinating archaeological finds, set amid unspoilt natural surroundings.

Molise is also the birthplace of the "tratturi", the ancient transhumance routes now recognised as UNESCO World Heritage Sites, which criss-cross the region, weaving a mosaic of stone villages, mediaeval castles, and quiet hermitages.

A warm welcome, a rich culinary and wine tradition full of authentic flavours and a deep connection to its roots make this region a rare gem indeed.



Trabocco di Termoli (Campobasso).
© Regione Molise

REGIONAL TOURIST PROFILE

Molise is the ideal destination for slow, sustainable tourism off the beaten track. It is a paradise for lovers of hiking and outdoor activities, who will find the perfect routes for walks, mountain biking and horse riding on the mountain paths and transhumance routes.

The tourist offering combines the opportunity to rediscover nature with cultural and experiential tourism:

- **Archaeological sites and villages:** Visitors can explore open-air archaeological sites and stay in the charming “alberghi diffusi” – a network of accommodation spread across the different old homes in the villages.
- **Craftsmanship and Tradition:** Direct contact with local craftspeople and a rediscovery of ancient handcrafted items.
- **Sea and Coast:** The coast can offer clean seas and beaches that are ideal for families.
- **Fine Food and Wine:** The hinterland brings you unique flavours, dominated by truffles and
- **PDO olive oils**, as well as local wines such as Tintilia.

5 FUN FACTS

1

Campobasso Monforte Castle, the charming historic centre and the famous Museum of Mysteries.

2

Termoli A charming old village overlooking the sea, Castello Svevo and the traditional trabocchi fishing platforms.

3

Sepino Saepinum Archaeological Site – an extraordinary blend of Roman ruins and unspoilt nature.



4

Castel San Vincenzo A splendid mountain lake, with the nearby mediaeval abbey of San Vincenzo al Volturno.

5

Pietrabbondante An imposing Samnite theatre situated at an altitude of 1,000 metres, set against a picturesque mountain backdrop.

4 REGIONAL TRADITIONS

The 'Ndociata from Agnone

One of Molise's most spectacular traditions. An ancient ritual linked to fire that brings together communities, faith and local identity through the impressive wooden torches carried in procession.

The Mysteries of Campobasso

Famous processional floats designed in the 18th century by sculptor Paolo Saverio Di Zinno. Carried on the shoulders, they depict living tableaux of scenes from Christian tradition and make their way joyfully through the city's streets.

The Bagpipes of Scapoli

The zampogna, a kind of bagpipes, is one of the instruments that symbolise the culture of Molise, and is particularly associated with the Scapoli area. Skilfully handcrafted by master craftsmen, for centuries it has accompanied festivals, celebrations and moments in everyday life, which still represent an extremely important musical and cultural heritage.

The Bells of Agnone

The Marinelli Pontifical Foundry has been practising the time-honoured art of casting bells for centuries. This noble profession is passed down from generation to generation through traditional craft techniques that are unique in the world.



Festa del Grano, Jelsi (Campobasso). - © Regione Molise

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PUGLIA

REGION DESCRIPTION

Authentic and contemporary, Puglia is a mosaic of culture, art, nature, architecture and gastronomic excellence. 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.

Over 850 kilometres of coastline along the Adriatic and Ionian Seas, crystal-clear waters, bays of the finest sand and cliffs plunging steeply into the sea, the countryside studded with vineyards and olive groves, five UNESCO sites, villages, and caves. In Puglia, the journey begins with the lakes of Lesina and Varano, the salt pans of Margherita di Savoia, the Foresta Umbra and the Trabucchi – ancient fishing structures along the coasts of Rodi Garganico, Peschici and Vieste – and continues southwards through regions dotted with castles, cathedrals, ancient watchtowers and historic lighthouses.

From Barletta, Trani and Bisceglie to the Terra di Bari, and then on to Brindisi, Taranto, Lecce and the Salento region as far as Santa Maria di Leuca, known since ancient times as Finibus Terrae.



Castel del Monte, Andria.
© Franco Cappellari

REGIONAL TOURIST PROFILE

With nearly 23 million visitors in 2025, Puglia is one of the most attractive destinations in the Mediterranean, drawing 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.

5 FUN FACTS

1

Pietramontecorvino: one of the 'Most Beautiful Villages of Italy', perched on a rocky outcrop. At its heart lies the mediaeval quarter of 'Terra Vecchia', dominated by the Norman Tower and the Ducal Castle.

2

Castel del Monte: situated near Andria, this 13th-century castle, built at the behest of Frederick II, is striking for its perfect octagonal shape and is also a UNESCO World Heritage Site.

3

Caves of Castellana: one of Italy's most fascinating cave systems, with underground passages teeming with stalactites and stalagmites, including the spectacular Grotta Bianca or White Cave.



4

Locorotondo: a circular village in the Itria Valley, with whitewashed houses and pointed roofs ('cummerse'), often cited as one of Italy's most beautiful villages.

5

Otranto: Italy's easternmost town, with a mediaeval historic centre, an Aragonese castle and turquoise waters reminiscent of the Caribbean.

4 REGIONAL TRADITIONS

Transhumance

An ancient herding practice that followed the sheep tracks between Puglia, Campania, Molise and Abruzzo, moving the flocks between the summer mountain pastures and the plains of Puglia in winter. Recognised as UNESCO Intangible Cultural Heritage, the tradition is brought to life on the trails along the historic sheep tracks, particularly in the Daunian Mountains and the Sub-Apennines.

The Luminarie of Puglia

These are the artistic illuminations that adorn the streets and squares during the patron saint festivals in Puglia. Created using thousands of light bulbs mounted on iron structures, they form arches and cathedrals of light that transform historic town centres into fairytale settings. Scorrano, in the Salento region, is regarded as the capital of this art form, alongside Bari, Ostuni and Putignano.

Easter Processions

From Gargano to Salento, Puglia celebrates Holy Week with intense and evocative rituals: hooded figures, the 'Misteri' and sacred chants such as the 'Perdoni'. Taranto is famous for the slow processions of Our Lady of Sorrows and the Mysteries, whilst in Francavilla Fontana and Egnazia, the solemn, poignant atmosphere of the rituals attract pilgrims from all over Italy.

The Art of Papier-Mâché

An ancient tradition in Puglia, papier-mâché transforms paper and glue into sacred statues, masks and decorations of extraordinary delicacy. Originally developed as a low-cost alternative to what was once carved from wood or marble, it is now a highly prized art form: Lecce is the undisputed capital, while in Putignano the tradition is kept alive on the floats of the world's oldest carnival.



Trani. - © Regione Puglia

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SARDEGNA

REGION DESCRIPTION

Unspoilt landscapes, crystal-clear seas, Sardinia's picturesque villages and a culture dating back thousands of years: Sardinia is the very essence of the Mediterranean, to be enjoyed in every season.

Almost two thousand kilometres of coastline, with white sandy beaches, coves and cliffs, mountains, forests and small villages, where architecture, traditions, crafts, and local flavours preserve authentic identities.

The Nuragic civilisation, with Su Nuraxi in Barumini and the Domus de Janas – both UNESCO World Heritage Sites – tells a story dating back to ancient times. Parks, trails, and open countryside invite you to explore at a leisurely pace, on foot or by bike. Rounding off the experience are artistic crafts and a cuisine featuring produce from both land and sea, which is also linked to the culture of longevity. In Sardinia, travelling becomes an encounter with hospitable communities and a deeply Mediterranean lifestyle.



REGIONAL TOURIST PROFILE

Long-haul travellers, couples, families, small groups and individual travellers with an interest in culture and a medium-to-high spending power, seeking authentic experiences and combined itineraries. The sea remains the main attraction, but it serves as a gateway to a more extensive journey: archaeology and UNESCO World Heritage sites, Sardinia's picturesque villages, walking trails, nature, food and wine, crafts, and traditional festivals. The island's compact size means you can combine spectacular coastlines and inland areas in a single visit. Spring and autumn are ideal for outdoor activities and slow tourism; in September, summer lingers, with mild weather, warm sea, and a more relaxed pace. An option for those seeking the quintessential Mediterranean experience, together with vibrant culture, wellbeing and quality time. .

5 FUN FACTS

1

Alghero and Capo Caccia – Catalan spirit, ramparts overlooking the sea, Neptune’s Grotto and Porto Conte: history, nature and the Mediterranean in the north-west.

2

La Maddalena and Caprera – Granite islands, crystal-clear coves and protected natural areas, set amid the National Park and sites linked to the memory of Garibaldi.

3

Su Nuraxi in Barumini – The island’s most famous Nuragic complex, a UNESCO World Heritage Site to take you on a journey through the Sardinia of the Bronze Age.



4

Domus de Janas – The mysterious “fairy houses”, prehistoric necropolises carved into the rock. A UNESCO World Heritage Site spread across the island.

5

The Santa Barbara Trail – In the Sulcis-Iglesiente region, among mines, villages, cliffs and silence: a leisurely itinerary into the south-western landscape.

4 REGIONAL TRADITIONS

The art of craftsmanship – Weaving, embroidery, filigree, ceramics, basket-weaving, cutlery-making, woodwork and coral craft transform ancient materials and techniques into contemporary creativity. At the craft fairs in Mogoro and Samugheo, master craftsmen preserve centuries-old techniques and breathe new life into them: each piece tells an authentic story of Sardinia.

The Table of the Centenarians – Bread, handmade pasta, pulses, vegetables, cheeses, olive oil, fish, meat and local wines come together to create a simple, regional cuisine. In Ogliastra, a region renowned for its longevity, diet, exercise, nature and community life together form a way of life that is studied all over the world.

An island in celebration – Sant’Efisio, Sartiglia, the Sardinian Horse Parade, Ardia, Candelieri, Redentore and the Corsa degli Scalzi mark the passing of the year with traditional dress, horses, music, devotion and age-old rituals. These are not merely performances, but entire communities that reveal the very heart of Sardinian identity to visitors.

Canto a Tenore singing, the sound of the soul – Recognised as UNESCO Intangible Cultural Heritage, Canto a tenore [tenor singing] is the sound of four voices coming together, and tells of pastoral life, poetry and community. From Barbagia, with Bitti and its multimedia museum, this tradition resonates across the island and lives on in festivals and social gatherings.



Festa di Sant'Eufisio (Cagliari). - © Terramagika Media Services

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Regione Siciliana



SICILIA

REGION DESCRIPTION

Sicily is a cultural crossroads located in the heart of the Mediterranean, with sea and mountains, villages and towns, archaeology and innovation, good food and experiences all year round. It offers seven UNESCO sites that are easy to explore via specially curated routes, locations made famous in films and literature, historic old towns, including 25 of Italy's Most Beautiful Villages, and festivals and exhibitions.

Combine major events with exploring the local area to experience the magic of ancient theatres and the festive atmosphere of traditions with Intangible Cultural Heritage of Humanity status like the Sicilian Puppet Theatre.

Food and Italian manufacturing offer dozens of branded and hand-crafted products, the food and wine scene ranging from gourmet restaurants to farm stays offering vineyard tastings and cooking classes.

Experience the true value of leisure time by relaxing at spas, thermal baths and wellness centres. The unspoilt natural environment offers outdoor sports to enjoy in the four Regional Nature Parks and the nature reserves, spanning the smaller Sicilian islands and the seven Protected Marine Areas.



REGIONAL TOURIST PROFILE

Sicily is one of the most popular Mediterranean destinations: wherever you choose to stay, in any season, it allows you to turn your holiday into an experience of pure pleasure.

This island is a land of homecoming for those whose families emigrated generations ago, even as far as Latin America, and choose to rediscover their roots here, where heritage tourism is elevated to a deeply moving intergenerational exchange.

Sicily appeals to 'niche' audiences, including film tourism enthusiasts on the hunt for locations from films set in the Mediterranean not least, Christopher Nolan's *Odyssey*, filmed in Favignana and the Aeolian Islands, and lovers of literary tourism and the 'slow life', with experiences they can enjoy in close contact with nature. It also has a generous offering of year-round accessible holidays.

Food, both gourmet and street, is the island's pride and joy, with dozens of branded products and tasting experiences to suit all palates.

5 FUN FACTS

1

Touring the islands: The ‘island’s islands’– the Aeolian, Aegadian and Pelagian Islands, and Ustica and Pantelleria – are just waiting to be explored by boat and via fast ferry links.

2

Palermo and the UNESCO Arab-Norman Route, linking the cathedrals of Monreale and Cefalù, two extraordinary towns steeped in history, situated between the sea and the hinterland.

3

Mount Etna, the Baroque towns of the Val di Noto, Syracuse with Pantalica, and the Villa Romana del Casale are four of Sicily’s seven extraordinary UNESCO sites



4

Valley of the Temples, the most impressive monumental complex of Greek architecture in Sicily.

5

Taormina, a historic international tourist destination, with its Teatro Antico and cable car ride down to Isola Bella.

4 REGIONAL TRADITIONS

Festivals of Santa Rosalia and Sant'Agata: two unmissable religious festivals deeply rooted in the local identity. Saint Rosalia is celebrated in Palermo on 14 July with a night-time procession during which the saint is carried on a float, while Saint Agatha is venerated in Catania from 3 to 5 February with a procession of giant candles and devotional hymns.

Almond Blossom Festival: held in Agrigento from 7 to 15 May, recalling the myth of Phyllis and Acamas. Having died of grief at the absence of her beloved, Phyllis is transformed into an almond tree by Athena and, on his return, Acamas embraces the tree, causing it to blossom. During the festival, the Tripod of Friendship torch is lit at the Temple of Concordia.

UNESCO Sicilian Puppet Theatre: with Intangible Cultural Heritage of Humanity status, the Teatro dei Pupi stages legendary sagas enchanting audiences of all ages. Continuing the tradition of folk tales and storytellers, these marionettes – which are genuine works of art – move round the stage like the king's ancient paladins.

Sicilian artistic ceramics: a fine souvenir idea from Sicily. Sicily's most popular crafted objects, of course, include traditional artistic ceramics: majolica finely decorated with Mediterranean colours and geometric patterns. These can be found in Caltagirone, Santo Stefano di Camastra and Sciacca.



Festa di Sant'Agata (Catania). - © Salvo Olimpo

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TOSCANA

REGION DESCRIPTION

Tuscany is a region with a dual nature: on the one hand, it boasts one of the highest concentrations of artistic heritage in Europe; on the other, it has one of the largest expanses of woodland and natural areas in Italy, with the hills acting as a link between these two aspects.

Its UNESCO heritage reflects precisely this dual nature: eight artistic heritage sites — from the historic centres of Florence, Siena and San Gimignano to Pisa, Pienza, the Val d'Orcia and the Medici villas, right through to Montecatini, which has been recognised as one of Europe's great spa towns since 2021 — and an equally renowned environmental heritage: two Geoparks (the Apuan Alps and the Metalliferous Hills), three MAB reserves (the Coastal Forests of Tuscany, the Tuscan-Emilian Apennines and the Tuscan Archipelago), and the Casentinesi Forests, a transnational natural heritage site shared with other European countries.

Alongside these are two trans-regional Intangible Cultural Heritage of Humanity practices: truffle hunting and harvesting, and the art of bellringing. It is in the lesser-known inland areas — Garfagnana, Lunigiana, Lucchesia and the Pistoia Apennines — that the great wave of Tuscan emigration to Latin America in particular the 19th and 20th centuries has its roots, making these areas a favourite destination for heritage tourism today.



REGIONAL TOURIST PROFILE

Tuscany is one of the few Italian regions where growth in tourism no longer depends on domestic demand but on international demand, which has now become the real driver behind the sector. In 2025, visitor numbers exceeded 55 million, up 3.8% on 2024, driven mainly by international visitors (up 5.3%), and the growth in non-hotel accommodation (up 6.9%). In the latest data available, broken down by market (2024), Central and South America emerge as a region experiencing strong growth: A 21.9% increase in visitor numbers, with Brazil (+24.8%), Mexico (+24.7%) and Venezuela (+25.3%) leading the way. This growth has taken the region beyond pre-pandemic levels for the first time (+13.9% compared with 2019) in that market. However, the concentration of visitor flows between art cities and the coast remains a structural constraint, while inland areas, although growing, still offer considerable scope for development.

5 FUN FACTS

1

The marble quarries of Carrara: still in operation after two thousand years, open to visitors, and featuring the very same stone chosen by Michelangelo for his sculptures.

2

Pitigliano, the “Little Jerusalem”: a tufa rock village in the Maremma area which still preserves its ancient Jewish ghetto and historic 16th-century synagogue.

3

The Lunigiana Stele Statues: enigmatic faces carved in stone between the 4th and 1st millennia BC, housed in the Piagnaro Museum in Pontremoli, Europe’s most important museum of anthropomorphic prehistoric sculpture.



4

Volterra: alabaster that has been worked for thousands of years, a Roman theatre, and Etruscan walls, just a few kilometres from San Gimignano but with far fewer tourists.

5

The Cascade del Mulino in Saturnia: natural, free-access thermal springs in the Maremma, unique in Tuscany in that they are free to use and open-air all year round.

4 REGIONAL TRADITIONS

The Palio di Siena is not a tourist re-enactment but a civic event that is still very much alive: the city's seventeen contradas, each with its own history, coat of arms and church, compete in the race in Piazza del Campo on 2 July and 16 August, following a ceremonial procedure governed by statutes dating back to the 17th century.

The Luminara di Santa Croce, held every 13 September in Lucca, is the candlelit procession which, since the Middle Ages, has accompanied the Volto Santo, the wooden crucifix venerated by pilgrims on the Via Francigena: the Lucchesia region, a place from where many people emigrated to Latin America, still celebrates it today.

Antique-style embroidery, passed down by historic schools such as that of Borgo San Lorenzo, is a counted-thread embroidery art practised since the fifteenth century. It is a craft traditionally practised by women, which provided financial support for the families who remained in Tuscany, during the decades of emigration.

The craft of bellringing, recognised as an item of UNESCO's Intangible Cultural Heritage in 2024, involves ringing bells by hand according to codified techniques passed down orally, which vary from town to town. It is a travelling tradition that survives today mainly thanks to small local schools.



Duomo, Firenze. - © Regione Toscana

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VALLE DE AOSTA

REGION DESCRIPTION

In the heart of the Italian Alps, on the border with France and Switzerland, 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: 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.



Cervino e Lago Blu.
© Xavier and Caroline

REGIONAL TOURIST PROFILE

Valle d'Aosta is an ideal destination for international travelers 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.

5 FUN FACTS

1

Skyway Mont Blanc is not just a cable car allowing people to reach 3,466 meters. It is an idea: to bring people closer to the mountains and to the sky, to broaden horizons and overcome boundaries. In fact, you don't have to be a mountaineer to climb to high altitudes and admire Mont Blanc and its glaciers up close.

2

Reach the peak of the Piccolo Cervino (Little Matterhorn) (3,883 m) and enjoy the breathtaking view of the Matterhorn thanks to the Matterhorn Alpine Crossing, the spectacular crossing that connects Breuil-Cervinia on the Italian side to Zermatt on the Swiss side via the highest cable car in the Alps.

3

Plan a cultural break by exploring the castles of Valle d'Aosta: more than 100 including castles, towers and strongholds make its landscape unique and unmistakable. Don't miss the imposing Fort Bard which, with its museums and exhibitions, is nowadays considered the region's main cultural site.



SkyWay Monte Bianco.
© Regione Autonoma Valle d'Aosta

4

Discover authentic Valle d'Aosta cuisine with a food and wine tour. Taste the local delicacies and the "heroic" wines directly on the farms that offer not only simple tastings but also guided tours, trekking through the vineyards, and other occasions for convivial entertainment.

5

Dedicate some time to history with a walk through the heart of Aosta, "the Rome of the Alps". See the Arch of Augustus, the Theatre and discover incredible places such as the Cryptoporticus. Walk along the streets of the city where the greatness of ancient Rome is combined with the sobriety of the medieval towers and palaces and with the sacredness of the churches.

4 REGIONAL TRADITIONS

For over a thousand years, Aosta has celebrated Alpine craftsmanship with the Saint Orso Fair. Every year, on January 30 and 31, the streets of the historic town center come alive with wood sculptors, carvers, and artisans showcasing their creations to the public. An authentic experience that combines history, creativity, and encounters with the local community.

The traditional “Batailles de Reines” (Battle of the Queens) feature Valdostan cows that, following their natural instinct, compete to earn the title of Queen of Queens. This popular event enlivens summer Sundays and culminates in the October final, celebrating the deep bond between farmers, mountains, and the rural culture of Valle d’Aosta.

The historic carnivals of Valle d’Aosta bring the region’s towns and villages to life each year with colors, music, and traditions. From the Coumba Freide Carnival, with its masks inspired by Napoleonic uniforms, to the carnivals of Verrès and Pont-Saint-Martin, these celebrations showcase local history, traditions, and cultural identity.

Valdostan culture is also expressed through its cuisine, with outstanding products such as Fontina PDO cheese, Arnad PDO lard, mountain wines, and traditional dishes prepared according to recipes handed down through generations. Tastings, food festivals, and visits to local producers offer the opportunity to discover the flavors of the Alps and their strong connection to the land.



Lago Lavodilec. - © Xavier and Caroline

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VÉNETO

REGION DESCRIPTION

Veneto is a region to discover and experience, where art, history, nature and traditions come together to form a unique heritage, as shown in its nine UNESCO World Heritage Sites. Venice and its lagoon, Verona, Vicenza and the Palladian villas, Padua with its Botanical Gardens and 14th-century frescoes, the Dolomites, and the Prosecco hills of Conegliano and Valdobbiadene, all tell the story of a region that will surprise you at every turn.

From art cities to charming villages, historic villas and mountains, and from Lake Garda to the Po Delta, the Veneto region offers authentic landscapes, flavours, and experiences.

It is also a special destination for heritage tourism: a journey down memory lane, to discover the places where your ancestors lived, and the traditions of those who left. Belluno's Museum of Venetian Emigration preserves the memory of Venetian migration and the stories of those who have carried their roots with them across the world.

Prosecco and Amarone, bigoli and salt cod, cicchetti and tiramisu are just some of the treasures of a rich culinary and wine-making tradition. Because in Veneto, every flavour tells a story, and every encounter becomes a memory.



REGIONAL TOURIST PROFILE

Veneto is a well-rounded, international destination, combining art, nature, the sea, the mountains, wellness, food and wine, and authenticity. Venice and its lagoon, Verona, Padua and Vicenza, with their UNESCO World Heritage Sites, are just some of the region's cultural highlights. The beaches of the Veneto region, Lake Garda and the Po Delta offer relaxation, sport and stunning scenery to enjoy; the Dolomites are perfect for outdoor activities all year round, while the Euganean Hills and the thermal spas provide a sense of wellbeing. The Prosecco Hills of Conegliano and Valdobbiadene, Valpolicella, and Soave are just a few of the many wine-growing areas in Veneto, reflecting a culture of taste that is deeply rooted in the local landscape.

Veneto is also a region to be rediscovered through its roots: its places and traditions preserve the stories of families and communities that have forged their own identities, even beyond the confines of the region. Returning there means rediscovering your roots, flavours and stories, transforming memory into a personal and shared experience.

A destination to discover, experience and revisit.

5 FUN FACTS

1

In the heart of the Veneto region, Andrea Palladio's legacy lives on in Renaissance villas and palaces – masterpieces that have inspired architecture around the world.

2

With its combination of history and entertainment, Verona enchants visitors with its Roman Arena, a stage under the stars, where music and culture come together.

3

Where history meets nature, Padua is home to the University Botanical Garden. Founded in 1545, it is the oldest in the world still located at its original site and a UNESCO World Heritage Site.



4

The Polesine region, between the Po and the Adige, offers water and land scenery that is rich in nature and biodiversity, which can also be explored by bike.

5

The Prosecco Hills of Conegliano and Valdobbiadene offer a unique landscape, shaped by the “ciglioni” [embankments] and recognised as a UNESCO World Heritage Site.

4 REGIONAL TRADITIONS

The Venice Carnival is one of the most iconic traditions of the Veneto region. Masks, elegant costumes and ancient rituals transform the narrow streets and squares into a vast open-air theatre. A festival with origins that date back centuries, which still retains the charm of the Serenissima and invites visitors to experience the city through its history, art and wonders.

The Veneto region is home to traditional trades and skills, from Murano glass to ceramics, from woodwork to weaving. In the Belluno area, a land from which miners, carpenters and ice-cream makers set out, these gestures tell stories of work, sacrifice and community. Rediscovering them means reconnecting with the roots and memories of those who set out and carried the identity of their homeland out into the world.

The Veneto region boasts an extraordinary wine culture, linked to its landscapes, families, and knowledge passed down through the ages. From Recioto di Soave to Amarone della Valpolicella, and on to the Prosecco hills of Conegliano and Valdobbiadene, these are just a few examples of a wine-growing heritage to be discovered through places, stories and traditions.

Veneto cuisine tells the story of its regions and communities through recipes and products passed down through generations. From Bacalà alla Vicentina to cheeses from the Dolomites, right through to rice from the Po Delta, these are just a few examples of a rich culinary tradition. Rediscovering these flavours means rediscovering places, memories, and roots.



Villa Almerico Capra, La Rotonda, Vicenza. - © Regione Veneto

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