

PRESS RELEASE

Italy at the FIT in Buenos Aires: a strategic presence to consolidate its role in international tourism and its relations with Argentina

Italy is renewing and strengthening its presence in the South American market by taking part in **FIT – Feria Internacional de Turismo**, Latin America's leading tourism event (Buenos Aires, 26–29 September), with the official stand no. 2510, in the *Pabellón Internacional*.

The event will officially open on **26 September** with a ribbon-cutting ceremony, followed at **4.00 pm** by the **press conference entitled 'Tourism: a driver of development and new opportunities'** and an **Italian aperitif** for all participants.

The country will be represented by a high-level institutional delegation comprising **Ivana Jelinic**, Chief Executive Officer of **ENIT S.p.A.**, **Augusto Sartori**, a member of the Board of Directors of **ENIT S.p.A.**, and members of the **10th Committee of the Italian Chamber of Deputies** (Industry, Trade and Tourism), **Gianluca Caramanna** – also an adviser to the Minister for Tourism on institutional relations – **Andrea Gnassi** and **Luca Toccalini**. In the lounge area set up at the stand, institutional representatives will hold a series of working meetings with associations of Italians in Argentina and local authorities to strengthen bilateral ties and explore new avenues for collaboration in the tourism sector.

The Italian mission in Buenos Aires rests on particularly solid economic foundations, as highlighted by the latest analyses by the **ENIT Research Department** based on data from the Bank of Italy, ENAC and ForwardKeys. In **2025**, there were approximately **5.9 million overnight stays** for **total spending** of **EUR 536.4 million (+3.4%)**. These figures place Argentina in second place amongst the countries of origin across the entire South American continent, accounting for **21.4%** of the region's total passenger numbers, with **381,000 air arrivals**.

The motivation behind Argentinian tourists' decision to travel to Italy is often more profound than a mere desire to travel. For many, it means rediscovering their roots and their family history, given the strong presence of the Italian community in Argentina. In 2025, a total of **1.2 million nights were spent visiting relatives** by people holidaying in Italy.

Ahead of the FIT – Feria Internacional de Turismo de América Latina, **Italian Minister for Tourism Gianmarco Mazzi** stated: *“Argentina and Italy are united by deep-rooted ties, family bonds and a history that lives on through millions of people of Italian descent. In 2025, over 448,000 Argentine visitors stayed in Italy, an increase of almost 4% compared with 2024, driven mainly by cultural tourism (a 17.5% rise in arrivals), but also by spiritual and seaside tourism. But the relationship between our country and Argentina has a value that goes beyond mere figures. For many travellers, Italy is not just a destination: it is their ancestral home, where their family history is rooted, and where they can rediscover their identity. A strong bond, which translates into high-quality tourism, capable of generating value for local areas, supporting local produce and encouraging people to discover lesser-known destinations. For us, FIT represents a valuable opportunity to strengthen this relationship and showcase an Italy that embraces its children. And it was precisely with Italians living abroad and those of Italian descent in mind that we developed Italea. A platform, promoted in collaboration with the Ministry of Foreign Affairs and International Cooperation and ENIT, also accessible via Italia.it, designed to guide these travellers as they discover the places of their origins, whilst at the same time promoting the heritage of identity, traditions and relationships preserved by our regions”*.

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