A journey to Italy is always a good idea

Explore Calabria, Sardinia and Sicily. So much more than you expect.

MEDIA KIT

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Discover the wonderful of Calabria, Sardinia and Sicily

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Introduction by Ivana Jelinic, CEO of ENIT S.p.A.

Italy has so much to share with Canadian audiences. Our country is home to an extraordinary historical and artistic heritage of immeasurable beauty, as well as natural landscapes that change dramatically within just a few kilometres, ranging from mountain ranges to lakeshores and coastlines, alongside rolling countryside, historic cities and charming small towns and villages.

Italy offers a wealth of experiences and perspectives to suit a wide range of interests, inviting visitors to return time and again to discover something new on every trip.

The Canadian market is an important partner for Italian tourism, as demonstrated by the positive results recorded in recent years. In 2025, approximately 1.2 million Canadian travellers stayed in Italy, up 9.1% compared with the previous year. This positive trend continued into the first half of 2026, with a further 4% increase in Canadian travellers visiting Italian destinations.

Culture remains one of the main reasons Canadians choose Italy as a travel destination. Coastal and mountain tourism are also performing strongly, broadening the appeal of an offer that encompasses nature, outdoor activities, wellness, food and wine.

This is an encouraging sign, reinforcing our commitment to promoting not only Italy's best-known destinations, but also lesser-known places where the authenticity and diverse identities of our country come to life.

For ENIT, showcasing Italy means precisely this: presenting a destination that continually renews its story, bringing tradition and innovation together. Engaging with the Canadian media offers a valuable opportunity to share this vision, strengthen our dialogue with the market and reveal, through fresh perspectives, everything that makes Italy a destination to be experienced and enjoyed.

With our focus on Calabria, Sardinia and Sicily, we aim to highlight Italy's ability to promote year-round tourism, even in destinations that may appear intrinsically tied to a specific time of year. These regions offer flavours, scents, traditions, and landscapes shaped by natural beauty and architectural heritage, creating experiences capable of attracting and delighting visitors throughout the year.

Ivana Jelinic

Chief Executive Officer, ENIT S.p.A.

Tourism trends



Tourism from Canada in 2026

Italian destinations are still a rising star on the international stage, with the first half of 2026 showing a 5.1% increase in the number of international visitors to Italy (43.7 million) and a 4.4% rise in related tourist spending, totalling 25.9 billion euros in the first six months of the year. The number of overnight stays is also rising, now at 177.8 million, up by 2.4% on 2025.

In the first half of the year, the Canadian market consolidated its position as a driving demand segment for international travel, with a 4% increase in number of travellers to Italian destinations and a 1.8% rise in tourist spending in Italy. (Source: ENIT Research Department based on Bank of Italy data)

In terms of airport arrivals, Canada was already recording 1.2 million passengers in 2025, accounting for 16.4% of the total from North America. (Source: (ENIT Research Department based on ENAC data)

For 2026, airport bookings from Canada are forecast to show a further increase of 8.1% on 2025. (Source: ENIT Research Department, based on Forwardkeys data as at 7 October 2026). In particular, the main cities of origin in 2026 are once again Toronto (+8%), Montreal (+9.5%) and Calgary (+20.2%).

Tourist behaviour and spending habits of Canadian visitors to Italy

In 2025, tourism from Canada to Italy totalled 1.2 million visitors, who stayed for 9.1 million nights and spent 1.7 billion euros. This constitutes significant growth, up +9.1% in total visitor numbers, +6.7% in overnight stays and +5.7% in total tourist spending.

Cultural holidays remain the most popular among these tourists, chosen by 683 thousand travellers (+13.6% on 2024) for 6.1 million overnight stays (+10%) with spending totalling over 1.2 billion euros (+0.9%).

However, those showing the greatest increase in 2025 are mountain and seaside holidays, with a rise of 115.9% in visitor numbers, 158.8% in number of overnight stays and 297.9% in spending for mountain holidays and an increase of 76.6% in visitor numbers, 71.8% in number of overnight stays and 78.9% in tourist spending for seaside holidays.

Canadian tourists: visitor numbers, overnight stays and spending 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)
CANADA	1,226.29	9,119.62	1,695.45	91	67	57
TOTAL FOREIGNERS	92,215.73	392,753.89	56,723.69	41	23	46

Source: ENIT Research Department based on BDI data

Canadian 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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
OTHER	784	1.687	351	1.185	-191	490
UNPLANNED	45.597	2,208.75	31.226	-11	-109	91
LAKE HOLIDAY	323	3.258	1.127	-701	-490	-589
SEASIDE HOLIDAY	5.637	51.252	8.209	766	718	789
CULTURAL HOLIDAY IN AN ART CITY	68.324	6,131.18	1,224.91	136	100	9
FOOD AND WINE HOLIDAY	300	4.500	1.380	31	14.472	27.756
MOUNTAIN HOLIDAY	1.663	17.273	4.761	1.159	1.588	2.979
Overall total	1,226.29	9,119.62	1,695.45	91	67	57

Source: ENIT Research Department based on BDI data

Holidays were the main reason for travel for 770 thousand travellers (+16.2%), accounting for 6.9 million overnight stays (+13.9%) and €1.4 billion in spending (+4.9% on 2024). In addition to these, visits to relatives and family account for 1.1 million overnight stays. Although the numbers remain modest (294 thousand), pilgrimages during the Holy Year quadrupled compared with the previous year (+416%).

There were 2.7 million overnight stays in Lazio by almost 371 thousand travellers, with spending totalling 520 million euros, confirming the region as the market's leading destination. Tuscany is next, with 1.5 million overnight stays and 307 million euros spent by Canadian tourists.

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 2025 – REASON FOR TRAVELLING - 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**	**Overnight stays by international visitors to Italy**	**Spending by international visitors to Italy**
OTHER PERSONAL REASONS	125	873	71	-459	-820	-967
TREATMENTS AND SPAS	171	2.569	377	N/A	N/A	N/A
CROSS-BORDER COMMUTER	271	8.126	375	1.729	7.186	-121

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 2025 – REASON FOR TRAVELLING - 2

HONEYMOON	52	605	169	-908	-881	-901
OCCASIONAL CONFERENCE TRAVEL	259	777	163	-388	-766	-700
OCCASIONAL/ SPORADIC TRAVEL	3.598	26.632	7.777	210	4	447
TRADE FAIR VISITS	510	1.970	583	583	-183	162
VISITING RELATIVES AND FAMILY	7.231	1,073.84	9.425	-21	26	-56
VISITING FRIENDS	2.468	18.445	4.092	3.385	9.225	9.302
Overall total	**1,226.29**	**9,119.62**	**1,695.45**	**91**	**67**	**57**

Source: ENIT Research Department based on BDI data

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 2025 – REGION OF DESTINATION - 1

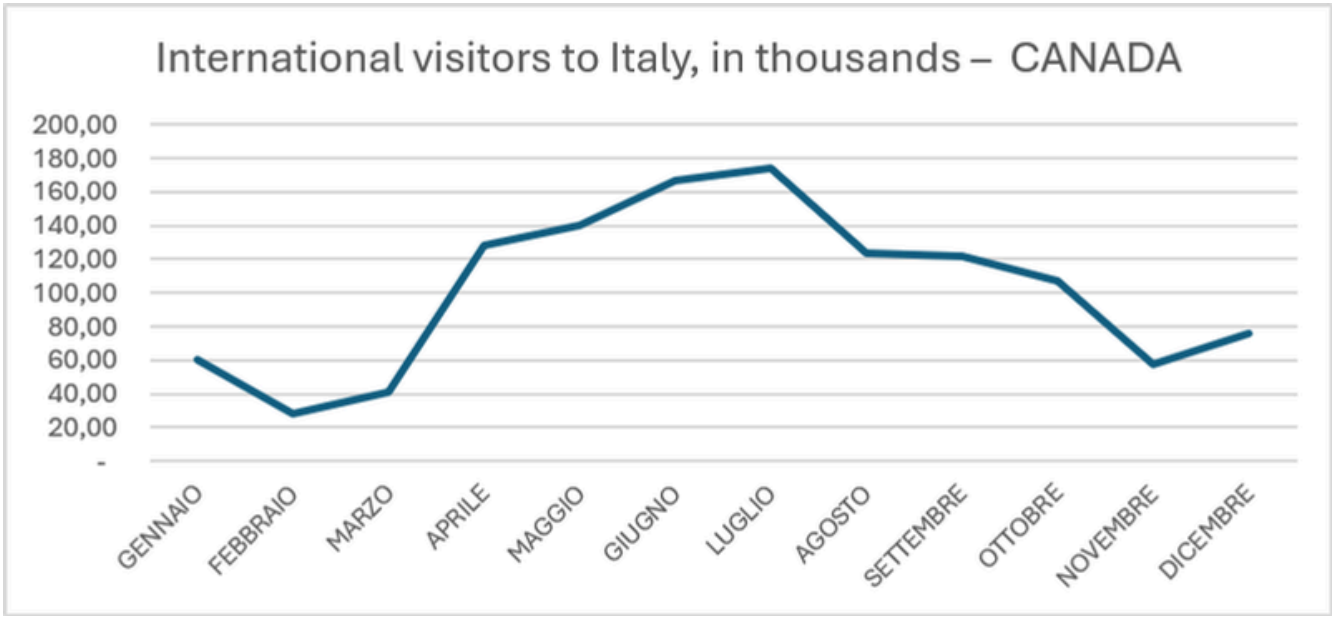
		2025		% var. 2025/2024		
DESTINATION REGION	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy	Spending by international visitors to Italy (millions of euros)	International visitors to Italy	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
ABRUZZO	640	11.868	1.126	1.691	680	455
BASILICATA	1.057	5.415	337	5.063	-11	-70
CALABRIA	1.707	24.700	3.160	723	335	1.191
CAMPANIA	9.507	78.483	12.627	526	261	435
EMILIA-ROMAGNA	1.094	14.912	2.200	792	161	785
FRIULI VENEZIA GIULIA	249	5.875	345	-582	-462	-755
LAZIO	37.052	2,684.30	52.022	419	254	184
LIGURIA	2.474	20.806	3.504	500	397	356
LOMBARDY	7.282	66.628	13.285	108	-307	-39

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 2025 – REGION OF DESTINATION - 2

MARCHE	30	442	123	-777	-741	-97
MOLISE	78	1.010	27	-748	-773	-939
PIEDMONT	2.453	19.012	4.985	2.395	2.331	2.365
PUGLIA	619	12.631	1.696	-329	606	1.134
UNCLASSIFIED REGION	28.941	71.303	12.362	-114	522	281
SARDINIA	1.544	24.230	2.633	987	1.922	855
SICILY	2.512	28.287	3.849	366	233	479
TUSCANY	13.974	1,456.71	30.708	-111	-162	-197
TRENTINO-ALTO ADIGE	592	5.846	1.430	-541	-467	-360
UMBRIA	947	8.055	1.483	3.654	3.097	4.663
AOSTA VALLEY	598	6.231	1.498	8.804	3.750	10.922
VENETO	9.279	92.130	20.147	-363	-273	-298
Overall total	**1,226.29**	**9,119.62**	**1,695.45**	**91**	**67**	**57**

Source: ENIT Research Department based on BDI data

Canadian tourists in Italy, 2025 – HOLIDAY MONTH



Source: ENIT Research Department based on BDI data

Visitor numbers follow a seasonal pattern, rising from April to October without ever falling below 800 thousand overnight stays, peaking at 1.3 million nights in May and then at 1.2 million in July.

When it comes to accommodation, there is a clear preference for hotels which account for over 6 million overnight stays, with total tourist spending of over 1.3 billion euros. This is followed by stays with friends and relatives, totalling almost 1.3 million overnight stays (+20.4%), and stays in rented accommodation, totalling over 1.1 million nights.

Canadian tourists in Italy: visitor numbers, overnight stays and spending, 2025 – HOLIDAY MONTH - 1

		2025		% var. 2025/2024		
MONTH	International visitors to Italy (thousands)	Overnight stays by international visitors to Italy	Spending by international visitors to Italy (millions of euros)	International visitors to Italy	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
JANUARY	6.062	51.199	9.125	580	542	691
FEBRUARY	2.818	25.000	4.124	-259	-35	-35
MARCH	4.089	34.401	6.701	-50	-160	-137
APRIL	12.845	86.114	18.558	308	258	269
MAY	14.060	1,250.49	22.123	-150	79	0
JUNE	16.677	1,104.50	21.718	24	-154	-117
JULY	17.452	1,157.54	22.623	134	313	309
AUGUST	12.393	1,005.85	17.011	58	156	29

Canadian tourists in Italy: visitor numbers, overnight stays and spending, 2025 – HOLIDAY MONTH - 2

SEPTEMBER	12.178	97.837	14.700	187	124	-96
OCTOBER	10.684	80.183	16.712	-13	-71	-47
NOVEMBER	5.753	39.338	7.650	64	-134	-14
DECEMBER	7.618	46.050	8.501	815	8	354
Overall total	**1,226.29**	**9,119.62**	**1,695.45**	**91**	**67**	**57**

Source: ENIT Research Department based on BDI data

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 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 of euros)	International visitors to Italy	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
FARMHOUSE STAY	198	2.972	447	-143	-115	-586
HOTEL, HOLIDAY VILLAGE	69.932	6,029.28	1,317.10	298	234	137
BED & BREAKFAST	3.112	29.520	4.476	50	190	20
OWNED PROPERTY	754	12.317	1.375	1.952	1.835	5.897
HOLIDAY RENTAL PROPERTY	14.019	1,115.29	16.150	153	-428	-287
COMMUNITY RUN BY RELIGIOUS ORDERS	577	3.751	624	-133	-323	-398

Canadian tourists: visitor numbers, overnight stays and spending in Italy, 2025 – TYPE OF ACCOMMODATION - 2

SHIP (ON A CRUISE)	1.320	3.540	626	299	-91	-136
WITHOUT OVERNIGHT STAY	24.582	-	646	-193	N/A	-68
GUEST OF FAMILY, FRIENDS	7.087	1,256.00	11.394	-163	204	56
YOUTH HOSTEL	1.047	19.806	2.097	-465	77	-132
Overall total	**1,226.29**	**9,119.62**	**1,695.45**	**91**	**67**	**57**

Source: ENIT Research Department based on BDI data

Focus on Calabria, Sardinia and Sicily

An analysis of Canadian tourist flows to the focus regions (Calabria, Sardinia and Sicily) reveals, primarily, a significant increase in the 2025 figures compared to the previous year, with this demand segment showing:

- for Calabria, growth of +72.3% in visitor numbers (over 17 thousand), +33.5% in overnight stays (247 thousand) and +119.1% in spending, totalling 31.6 million euros;
- for Sardinia, a rise of +98.7% in visitor numbers (over 15 thousand), +192.2% in overnight stays (over 242 thousand) and +85.5% in tourist spending, totalling over 26.3 million euros;
- for Sicily, an increase of +36.6% in visitor numbers (over 25 thousand), +23.3% in overnight stays (around 283 thousand) and +47.9% in tourist spending, totalling 38.5 million euros.

A closer look at the main reasons for travel reveals that holidays and leisure are the predominant reason in all cases, with 121 thousand overnight stays in Calabria, 116 thousand in Sardinia and 228 thousand in Sicily), and that:

- for Calabria, visits to relatives and family stand out (over 100 thousand nights) as do health treatments and spa visits (almost 26 thousand overnight stays),
- for Sardinia, business travel accounts for over 81 thousand overnight stays and visits to relatives for over 45 thousand,
- for Sicily, the desire to see loved ones again accounts for 52 thousand overnight stays, with a further 2.4 thousand or so nights spent visiting friends.

Canadian tourists in CALABRIA: visitor numbers, overnight stays and spending, 2025 – TOP 3 REASONS FOR TRAVELLING

			2025		% var. 2025/2024		
	TOP 3 REASONS FOR TRAVELLING	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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
CALABRIA	TREATMENTS AND SPAS	171	2.569	377	N/A	N/A	N/A
	HOLIDAYS AND LEISURE	796	12.094	1.775	3.360	2.984	2.989
	VISITING RELATIVES AND FAMILY	739	10.037	1.008	84	-335	99
CALABRIA Total		**1.707**	**24.700**	**3.160**	**723**	**335**	**1.191**

Source: ENIT Research Department based on BDI data

Canadian tourists in SARDINIA: visitor numbers, overnight stays and spending, 2025 – TOP 3 REASONS FOR TRAVELLING

			2025		% var. 2025/2024		
	TOP 3 REASONS FOR TRAVELLING	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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
SARDINIA	CROSS-BORDER COMMUTER	271	8.126	375	N/A	N/A	N/A
	HOLIDAYS AND LEISURE	862	11.599	1.700	467	1.433	1.747
	VISITING RELATIVES AND FAMILY	409	4.504	558	2.321	1.104	2.020
SARDINIA Total		**1.544**	**24.230**	**2.633**	**987**	**1.922**	**855**

Source: ENIT Research Department based on BDI data

Canadian tourists in SICILY: visitor numbers, overnight stays and spending, 2025 – TOP 3 REASONS FOR TRAVELLING

			2025		% var. 2025/2024		
	TOP 3 REASONS FOR TRAVELLING	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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
SICILY	**HOLIDAYS AND LEISURE**	1.945	22.797	2.988	668	706	711
	VISITING RELATIVES AND FAMILY	534	5.214	827	-207	-455	-33
	VISITING FRIENDS	24	236	20	N/A	N/A	N/A
SICILY Total		**2.512**	**28.287**	**3.849**	**366**	**233**	**479**

Source: ENIT Research Department based on BDI data

A look at the most common types of holiday reveals that seaside and cultural tourism are the leading holiday choices for Canadians:

- in Calabria, beach holidays accounted for 85 thousand stays and spending of 14.7 million euros, while cultural holidays, with 36 thousand overnight stays, generated over 3 million euros in tourist spending;
- in Sardinia, holidays are predominantly beach-based, totalling 114 thousand overnight stays and €16.8 million in spending;
- in Sicily, cultural holidays are the most popular, with over 208 thousand overnight stays and 27.2 million euros spent by Canadian tourists.

Canadian tourists in CALABRIA: visitor numbers, overnight stays and spending, 2025 – TOP 3 TYPES OF HOLIDAY

			2025		% var. 2025/2024		
	TOP 3 TYPES 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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
CALABRIA	UNPLANNED	910	12.606	1.385	127	-185	389
	SEASIDE HOLIDAY	625	8.497	1.467	N/A	N/A	N/A
	CULTURAL HOLIDAY IN AN ART CITY	171	3.596	308	-62	185	-307
CALABRIA Total		**1.707**	**24.700**	**3.160**	**723**	**335**	**1.191**

Source: ENIT Research Department based on BDI data

Canadian tourists in SARDINIA: visitor numbers, overnight stays and spending, 2025 – TOP 3 TYPES OF HOLIDAY

			2025		% var. 2025/2024		
	TOP 3 TYPES 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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
SARDINIA	UNPLANNED	682	12.631	933	2.602	2.583	165
	SEASIDE HOLIDAY	826	11.426	1.680	711	1.813	2.357
	CULTURAL HOLIDAY IN AN ART CITY	14	128	14	-863	-818	-879
SARDINIA Total		**1.544**	**24.230**	**2.633**	**987**	**1.922**	**855**

Source: ENIT Research Department based on BDI data

Canadian tourists in SICILY: visitor numbers, overnight stays and spending, 2025 – TOP 3 TYPES OF HOLIDAY

			2025		% var. 2025/2024		
	TOP 3 TYPES 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	Overnight stays by international visitors to Italy	Spending by international visitors to Italy
SICILY	UNPLANNED	567	5.490	861	-157	-427	6
	SEASIDE HOLIDAY	129	1.829	235	-161	864	604
	CULTURAL HOLIDAY IN AN ART CITY	1.776	20.851	2.720	784	699	738
SICILY Total		**2.512**	**28.287**	**3.849**	**366**	**233**	**479**

Source: ENIT Research Department based on BDI data

Italy: landscapes and infrastructure



Italian Regions and Regional Capitals



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

Calabria



Calabria

CALABRIA
STRAORDINARIA

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.

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.

CALABRIA
STRAORDINARIA

PRESS RELEASE

Calabria: a destination to explore in the heart of southern Italy

Italy has a side everyone knows and a side still waiting to be explored. This is the core message of the events organised for the Canadian press in September and October, telling the story of a sustainable, authentic Calabria to Toronto and Vancouver. These two events, organised as part of ENIT's international promotion campaign, are opportunities to present a travel offering that goes beyond the best-known destinations, showcasing regions, landscapes, culture, traditions and authentic experiences, to the Canadian public and media.

Calabria has a special role in this story, as a region in the heart of the Mediterranean where travel changes pace and each area offers a different perspective on Italy, from crystal-clear sea and villages to archaeological sites, vestiges of a history stretching back millennia, and a culinary tradition deeply rooted in local culture. Heritage tourism is also booming in Calabria, transforming travellers into genuine **ambassadors for Calabria around the world**, actively promoting the region's unique qualities and products.

A journey that is both a rediscovery of a unique cultural heritage and a symbiotic sense of belonging to a place, reconnecting visitors with the history of their own families of origin.

The featured images provide an accompaniment on this journey through some of the region's most iconic locations. These include **Tropea**, overlooking the Tyrrhenian Sea, with its old town perched on the coast and the famous Sanctuary of Santa Maria dell'Isola, **Scilla**, where the village of Chianalea and Ruffo Castle meet the sea of the Strait of Messina, all the way to **San Nicola Arcella**, with its crystal-clear waters and Isola di Dino, and on to **Isola di Capo Rizzuto**, where the imposing Aragonese fortress rises from the waters of the Ionian coast.

The journey continues inland to **Gerace**, one of Calabria's most charming little towns, with its cathedral and medieval architecture and the view from the hill looking out over the Ionian Sea. In **Roccelletta di Borgia**, history and archaeology uncover the region's ancient roots, in an area where the natural landscape is interwoven with significant testimonies to the past. One charming place to visit is **Pizzo**, with the **little church of Piedigrotta**, carved out of the rock

CALABRIA
STRAORDINARIA

just a stone's throw from the sea, a unique blend of nature, faith and tradition in a single experience.

Calabria is a region waiting to be explored, also through its flavours. Fine dining is a core component of the journey, offering local specialities, recipes handed down through the generations and a rich culinary tradition. Outstanding products include Calabrian PDO cured meats, accompanied by **Calabrian DOC wines showcasing indigenous grape varieties like Gaglioppo, Magliocco and Greco**, fruit of a food and wine culture deeply rooted in the regions and communities that produce them.

A trip to Calabria is therefore an experience to enjoy at any time of year. Autumn offers a different perspective on the region, with mild temperatures, vibrantly coloured landscapes, quieter, cosier villages, cultural tours, nature and food and wine experiences. An ideal destination for the Canadian market, linked to Calabria by direct flights that bridge the geographical gap, offering visitors unforgettable travel experiences with a focus on sustainability. Calabria offers a vision of Italy featuring **spaces, variety and authenticity**. A single trip can explore both the sea and the mountains, encompassing history, nature, culture and cuisine through diverse and personalised tours.

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CATTOLICA OF STILO (RC)

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VASCHE DI CASSIORORO,
STALETTÌ (CZ)

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CASTELLO DUCALE,
CORIGLIANO-ROSSANO
(CS)

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ALTOMONTE (CS)

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Sardinia



SARDEGNA

Sardinia

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

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.

PRESS RELEASE

Sardinia: sea, culture and authentic experiences, all year round

From the coast to the villages, from UNESCO heritage to active and slow tourism: Sardinia's offering meets the Canadian travel trade

A mythical, luminous land, instantly recognisable. Sardinia presents itself to Canada with an offering designed for a long-haul market that seeks quality, authenticity and itineraries capable of combining multiple experiences within a single trip. The two ENIT promotional events in Toronto and Vancouver in autumn 2026 offer an opportunity to meet Canadian media, tourism professionals and tour operators, with the aim of strengthening awareness, programming and year-round marketing of the Island.

Tourism flows to Sardinia over the past two consecutive years have been record-breaking, with double-digit growth. In 2025, the twenty-million overnight stays threshold was surpassed: **21,802,414 overnight stays** in total in Sardinian accommodation facilities, generated by **over 5 million arrivals** with an average stay of more than 4 days. The increase stands at 16% compared to 2024, which had itself grown by 18% compared to 2023 — an overall growth of 34% over two years. ISTAT, Italy's National Institute of Statistics, has officially confirmed that Sardinia ranks first among Italian regions for percentage growth in tourism flows in recent years.

Figures never seen before, seemingly impossible to repeat — yet the first eight months of 2026 and the outlook for the coming autumn are pushing them even higher. 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 major international booking platforms (Booking, Airbnb, Expedia and other large 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 — compared to a perfect 50/50 split with domestic visitors just two years ago.

The international direct air connections network with Sardinia has strengthened considerably in recent years. Delta Airlines now operates intercontinental flights from New York up to four times a week from May 2026 to Olbia

to Olbia Costa Smeralda; in 2027, a second transatlantic connection will open from New York with United Airlines, complementing the many scheduled flights linking the island's three airports to European and Italian destinations.

Within international flows, visitors from overseas markets are particularly drawn to food and wine, villages and smaller centres, culture, authenticity and quality travel. For Sardinia, this demand profile is ideally suited to a geographically distributed offering, less dependent on the peak summer season alone.

The sea remains the island's most iconic tourism product: spectacular coastlines, crystal-clear waters, landmark beaches, marine protected areas and coastal landscapes that shift dramatically from north to south. From the **La Maddalena** Archipelago and **Gallura** to **Alghero and Capo Caccia**, from the **Gulf of Orosei** to the Sinis Peninsula, down to the Sulcis and southern coastline, Sardinia combines relaxation, sailing, water sports and inland discovery. **Cala Goloritzè**, named "most beautiful beach in the world" in 2025, is the symbol of a natural heritage that continues to carry powerful international resonance.

"The Canadian market holds significant potential for Sardinia," underlines Franco Cuccureddu, Regional Councillor for Tourism, "because it is looking for an authentic Mediterranean experience — one that offers not only sea, but also experiences, culture, nature and quality hospitality. We want to strengthen our relationship with the travel trade and promote itineraries that lead visitors to discover multiple territories and seasons of the Island."

Alongside the sea and beach product, **active tourism** finds an ideal environment for cycling, trekking, mountain biking, horse riding, trail running, climbing, sailing and golf. The **Cammino di Santa Barbara**, in the Sulcis-Iglesiente region, was awarded the title of best trail in the world by Komoot in 2026 — a route that eloquently captures this offer, weaving through mining landscapes, villages, nature and slow travel. Business tourism and wedding tourism have also expanded and consolidated their offering, drawing on some of the most evocative locations in Italy.

Slow and cultural tourism form the second major pillar of the island's narrative. **Sardinia's characteristic villages**, royal towns (città regie), pilgrimage routes and inland itineraries make it possible to build stays that distribute experiences and visitor flows across a wide territory. The UNESCO heritage offers multiple levels of discovery: **Su Nuraxi di Barumini**, a World Heritage Site since 1997, speaks to the uniqueness of Nuragic civilisation; the prehistoric funerary

tradition of the **Domus de Janas**, inscribed on the World Heritage List in 2025, forms a serial heritage spread across several areas of the island; the **Canto a Tenore**, included on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, brings Barbagia and the communities of central Sardinia to centre stage. Archaeology, landscape and living culture thus become complementary products, readily integrated into itineraries for the international market.

Completing the offering is **food and wine tourism**, particularly well-suited to long-haul markets. Distinctive 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 agriturismi to small village centres. In **Ogliastra**, one of the world's iconic "**blue zones**", traditional cuisine, movement, social bonds and the natural environment introduce the themes of **longevity** and quality of life.

This dimension is complemented by **traditional craftsmanship** — weaving, ceramics, filigree, basketry, knife-making, woodwork and coral — and a calendar of **major identity events** that spans the island: Carnival, including Sa Sartiglia, Holy Week, Sant'Efisio, Cavalcata Sarda, S'Ardia, Candelieri, Redentore and Corsa degli Scalzi.

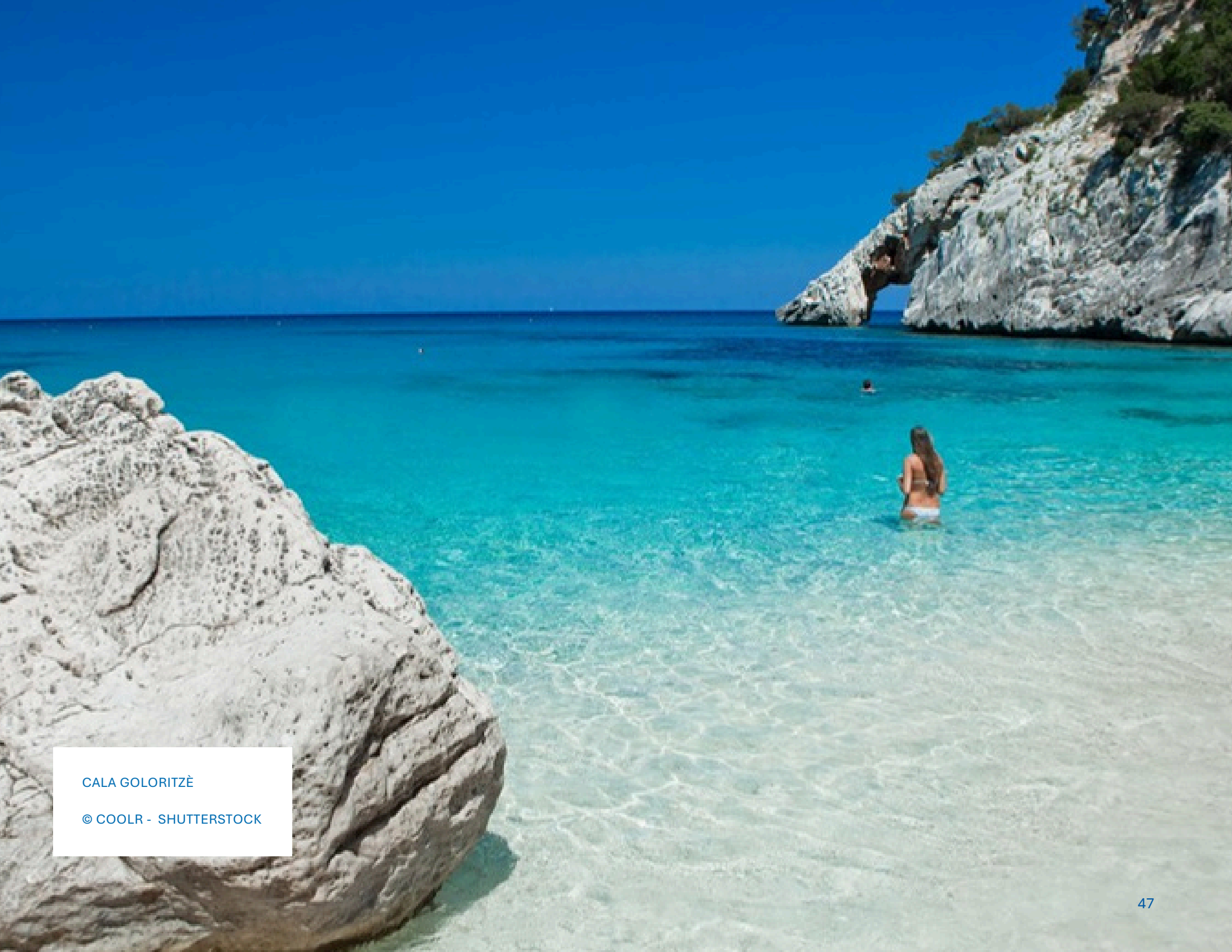
"Our vision," concludes Councillor Cuccureddu, "is that of a sustainable, responsible destination, accessible throughout the year. Sardinia is sea — but it is also culture, nature, villages, trails, sport, craftsmanship, food and wine, wellness and major events. In Toronto and Vancouver, we want to present the Canadian market with a contemporary and authentic Island, capable of offering quality experiences and accompanying the visitor from the coast to the inland territories. 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."

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TREKKING SUL SUPRAMONTE
DI BAUNEI

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CALA GOLORITZÈ

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SU NURAXI DI BARUMINI

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PANE FATTU, OLIENA

© ALESSANDRA POLO

Sicily



Regione Siciliana

Sicily

SICILIA
a unique feeling

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.

Regione Siciliana

PRESS RELEASE

SICILIA
a unique feeling

Autumn takes centre stage in Sicily

Classical music, contemporary art, trails through woods and past lakes, small villages and seasonal flavours: ideas for exploring and experiencing the island as winter approaches

When the summer heat subsides and the hustle and bustle of the high season dies down, Sicily reveals a different side to itself. Art cities and archaeological sites can be explored at a more leisurely pace, the woods change colour, and villages become places where people gather around the produce of the land. From September through to the first weeks of winter, it is possible to combine culture, nature, food and wine in a single itinerary, with days that are often still bright and temperatures that are ideal for outdoor activities.

This cultural journey could start in **Catania, the city of Vincenzo Bellini**, which is hosting the sixth edition of the **Bellini International Context** from 15 September to 4 October. Organised and promoted by the Sicilian Regional Government through the Department of Tourism, Sport and Entertainment, this festival comprises **over thirty events**, mostly in the capital of the Etna region, with additional performances in Palermo, Messina and Agrigento.

The programme features opera, classical music and jazz, as well as crossovers between drama and music, musicological talks and community-based initiatives.

At the heart of the event is the Teatro Massimo Bellini's new production of **I Puritani**, a work linked to its Paris debut in 1835 and the composer's rise to fame across Europe. Concerts, recitals and special projects serve as an invitation to rediscover the legacy of the “Swan of Catania” and his connection with Sicilian culture.

From 25 to 27 September and 2 to 4 October, the events calendar continues in Palermo with the 41st Coppa degli Assi, a historic international showjumping competition. Taking place at the Favorita Show Jumping Ground, the event will feature CSI1*, CSI2* and CSI3* competitions, as well as trials for young horses. The final Grand Prix will take place on 4 October. Founded in 1976, this prestigious event attracts top riders and offers visitors the opportunity to experience the vibrant city of Palermo.

In **October**, the musical journey continues in Monreale with the **68th International Week of Sacred Music**. Organised by the Sicilian Symphony Orchestra Foundation, this event is supported by the Regional Department of Tourism.

Once again, the **Norman Cathedral**, which is part of the UNESCO Arab-Norman Itinerary, will become a venue for symphonic and choral concerts featuring orchestras, choirs and soloists. The 2026 edition, which is dedicated to the "**Life of Christ**", is the second instalment in a three-year programme inspired by the cathedral's mosaic cycles. This programme weaves together music, spirituality and artistic heritage.

The programme continues in the south-east of the island, from musical heritage to 20th-century and contemporary art. **Until 1 November**, the MACC - Carmine Museum of Contemporary Art in Scicli is hosting "**Giorgio de Chirico. The Sun of Metaphysics**". Around fifty of the master's works are displayed alongside photographs by Giovanni Chiaramonte, Giuseppe Leone, Pino Ninfa and Armando Rotoletti. The layout of the exhibition evokes the squares, Baroque architecture and ethereal atmospheres of the Val di Noto. Visitors can extend their visit to include the churches and palaces of Scicli, or venture further afield to Modica, Ragusa and the other Baroque towns in the region.

Until 31 December 2026, the season offers visitors the chance to explore **Gibellina, Italy's first Capital of Contemporary Art**.

The annual programme, "**Bring me the future**", transforms the town and the Belìce Valley into a widespread cultural network comprising exhibitions, artist residencies, performances, talks and research activities. Highlights include Alberto Burri's Grande Cretto, the Baglio Di Stefano with its Museo delle Trame Mediterranee, and the squares and architecture of Gibellina Nuova. This creates an itinerary in which memory, landscape and experimentation are in constant dialogue.

Autumn is also an ideal time to explore the island's archaeological heritage, combining museum visits and trips to artistic cities with outdoor excursions.

In Palermo, you can follow the Arab-Norman itinerary; in Agrigento, you can visit the Valley of the Temples; in Syracuse, you can explore the Neapolis Archaeological Park and the Ortigia district; in the Val di Noto, you can see towns where churches, stairways and 18th-century palaces form a cohesive urban landscape. The softer light and smaller crowds mean you can spend more time exploring the major monuments, museums and historic districts.

Trails, lakes and autumn colours

The cultural centres are just a short walk from the parks. In Nebrodi Park, beech woods, high-altitude meadows and lakes line the route between Portella Femmina Morta, Monte Soro, Lake Maulazzo and Biviere di Cesarò. In the Madonie Park, you can combine hiking with visits to Gangi, Geraci Siculo, Petralia Soprana and Petralia Sottana and even venture as far as Piano Battaglia.

Finally, on Mount Etna, trails wind through woods, ancient craters, lava flows and vineyards, offering routes of varying lengths and difficulty levels. Before setting off, it is always advisable to check the weather conditions, the accessibility of the trails and any guidance provided by the park authorities.

The itinerary may also include visits to other Sicilian lakes: Lake Ancipa, which is surrounded by the woods of the Nebrodi Mountains; Lake Pozzillo, which is located between the provinces of Enna and Catania and offers views of Mount Etna; Lake Pergusa, which is one of the few natural lakes on the island and an important area for birdwatching. These lakes are not just nature destinations; they are also starting points for exploring the surrounding area, with its agricultural landscapes and small villages.

Villages and seasonal flavours

Whether you prefer a stroll or a hike, autumn is the perfect time to explore the villages. Gangi, Petralia Soprana, Geraci Siculo, Montalbano Elicona, Castiglione di Sicilia, Buccheri, Ferla, Palazzolo Acreide, Militello in Val di Catania, Savoca and San Marco d'Alunzio are just a few of the towns in Sicily that are part of the "Most Beautiful Villages in Italy" network. Here, the heritage of churches, castles, palaces and artisan workshops blends with a more intimate travel experience — perfect for a weekend break.

This is the time of year when local produce takes centre stage at festivals and events. From 18 to 27 September, the Cous Cous Fest in San Vito Lo Capo will bring together chefs and culinary traditions from around the world for the Cous Cous World Championship. The event will feature tastings, cookery demonstrations, talks and concerts. The 34th Mostarda and Prickly Pear Festival takes place on the weekends of 9–11 and 16–18 October, bringing Militello in Val di Catania to life with flavours, folklore, guided tours and events in the Baroque village. Finally, from 30 October to 1 November, the ChocoModica festival celebrates Modica IGP chocolate with tastings, workshops and cultural initiatives in the historic centre. These three events bring together gastronomy, community and urban heritage.

Those wishing to extend their trip into early winter can follow the **Etna Wine Route**. The Wine Train departs from Linguaglossa, stopping at wineries and villages on the northern slope of the volcano and is scheduled to run until 28 November. The Etna Wine Bus departs from Catania, stopping at wineries and olive oil mills and runs until 20 December. This is an opportunity to experience the volcanic landscape and the historic centres of Castiglione di Sicilia and Randazzo, while enjoying an introduction to Etna DOC wines and local produce.

In autumn, Sicily invites you to plan your trip by combining a variety of experiences, allowing you to spend time in each place and discover its story. When summer ends, the island doesn't come to a standstill; it simply changes its rhythm, light and music.

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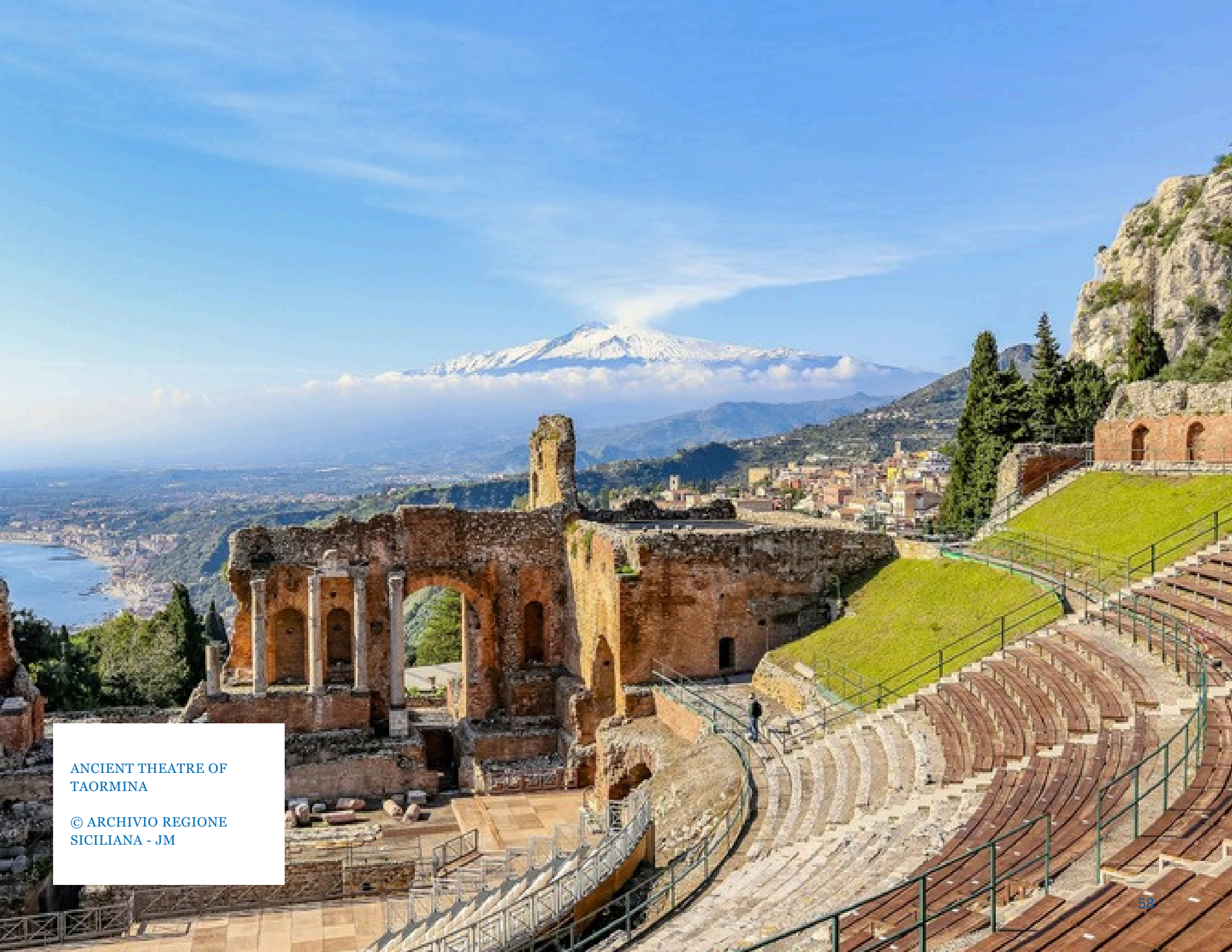


SALINE MARSALA, TRAPANI
.
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MOUNT ETNA

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ANCIENT THEATRE OF TAORMINA

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CATTEDRALE DI SAN NICOLÒ, NOTO.

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