

MADRID
20th JANUARY 2026

In 2026, ITW becomes ITWOW – a fresh, dynamic and more friendly format!

On the occasion of the upcoming edition of **FITUR – FERIA Internacional de Turismo** in Madrid, the **Italian Travel Workshop (ITW)** evolves into **ITWOW**, with a brand-new concept designed to enhance connections in a more relaxed and engaging atmosphere.

The 114th edition will take place on **Tuesday, January 20th, 2026, the day before the official opening of FITUR**, at the **Green Patio Madrid**.

This long-standing initiative, aimed at promoting Italian tourism abroad, will focus in particular on **Spain and Latin America**, and is part of a wider strategy to support and strengthen Italy's tourism sector internationally.

In line with the unique character of this edition, **ITWOW introduces a new, more dynamic and friendly format** that encourages open dialogue and informal networking between **Italian sellers** and **international buyers**.

Hotels, tour operators, travel agencies, DMCs, local tourist boards, and tourism consortia from all over Italy will be present to showcase the country's diverse travel experiences.

For further questions, please contact Mrs. Claudia Pietracchi:



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Monday – Friday 09.00 – 18.00



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