

MADRID
20th JANUARY 2026

On the occasion of the upcoming edition of FITUR – Fiera Internazionale de Turismo in Madrid, the **ITW – Italian Travel Workshop evolves into ITWOW**, and will take place on Tuesday, **January 20th, 2026** (the day before the official opening of the trade fair).

This long-standing initiative, always aimed at promoting Italian tourism abroad, will focus on Spain and Latin America, and will be part of the broader activities supporting the national tourism sector.

Given the unique nature of this edition, **ITWOW will feature a brand-new, more dynamic and friendly format**, designed to foster dialogue and networking in an informal and engaging atmosphere, with the goal of strengthening connections between sellers and buyers.

Throughout the evening, a continuous buffet with food & beverages will be available to accompany and enhance the networking and meeting moments without interruption.

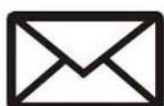
For information and pricing, please contact Marta Romani:



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Lun – Ven 09.00-13.30 / 14.30-18.00



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