

MADRID
19th JANUARY 2027

In 2027, **ITWOW returns** — our dynamic and more friendly format is back!

On the occasion of the upcoming edition of **FITUR – FERIA Internacional de Turismo in Madrid**, ITWOW makes its return with a concept designed to foster connections in a more informal and engaging atmosphere.

The 124th edition will take place on Tuesday, 19 January 2027, the day before FITUR officially opens, at **Covarrubias The One – White Room**.

This long-standing initiative, traditionally dedicated to promoting Italian tourism abroad, will focus particularly on Spain and Latin America, aligning with a broader strategy to support and enhance the international positioning of Italy's tourism sector.

In line with the unique nature of this edition, ITWOW introduces a more dynamic and informal format that encourages open dialogue and networking between Italian sellers and international buyers. Hotels, tour operators, travel agencies, DMCs, local tourism boards and tourism consortia from all Italian regions will be in attendance, ready to showcase the wide and diverse tourism offer of our country.

For further details, you may contact Claudia Pietracci



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Monday – Friday 09.00 – 18.00



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