

MADRID
19 JANUARY 2027

On the occasion of the upcoming edition of **FITUR** – the “Feria Internacional de Turismo” in Madrid, the ITW – Italian Travel Workshop format evolves into **ITWOW** and will take place on **Tuesday, 19 January 2027** (the day before the opening of the fair) at **Covarrubias The One – White Room**. The initiative, traditionally aimed at promoting Italian tourism abroad, focuses on Spain and Latin America and will be part of the activities supporting the national tourism sector.

Given the specific nature of this edition, ITWOW will feature a new, more friendly and dynamic format that encourages dialogue and networking in an informal atmosphere, designed to strengthen connections between sellers and buyers. Throughout the evening, a continuous buffet with food & beverage will be available to accompany the networking moments without interruption.

For information and costs, you may contact Marta Roman



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Mon – Fri 09.00-13.30 / 14.30-18.00



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