



COUNTRY PARTNER  
**méxico**



## 46th FITUR, International Tourism Trade Fair

From 21 to 25 January 2026, organized by IFEMA MADRID

### KEY FIGURES

**10.000** (+5% vs 2025)  
**Companies**

**967** (+9% vs 2025)  
**Main Exhibitors**

**+11%**  
**International Exhibitors**

**161** (+3% vs 2025)  
**Countries/Regions**

**111** (+9% vs 2025)  
**Official Representations**

**9**  
**Exhibitions Halls**

**487M €**  
**Economic impact of FITUR 2025 in Madrid**

**+ 255K**  
**Expected Visitors**

**México**  
**FITUR 2026 Country Partner**

### LAYOUT AND OPENING HOURS

**Hall 3:** Américas

**Hall 4:** Europe - **FITUR Cruises**

**Hall 5:** Spain

**Hall 6:** Middle East and Africa

**Hall 7:** Spain

**Hall 8:** Asia-Pacific and companies

**Hall 9:** Spain - **FITUR LGTB+**

**Hall 10:** Companies- **FITUR 4all**, **FITUR Lingua**, **FITUR Screen**, **FITUR Woman**

**Hall 12: Knowledge Hub:** Travel Technology, **FITUR Experience**, **FITUR Know-how & Export**, **FITUR Talent**, **FITUR TechY**, **FITUR Sports y FITURNEXT\*** **Observatory**

\* **FITURNEXT Challenge 2026:** How can tourism contribute to sustainable and responsible management of water and its natural environment?

**From 21 to 23 January**

**Trade Visitors**

From 10am to 7pm

### NEW FEATURES

#### Knowledge Hub

- +190 *Travel Technology companies*
- 8 auditoriums, +200 sessions, +250 speakers.
- Exclusive B2B space.

#### FITUR Experience

- Experiential tourism as a transformative driver of the global tourism sector
- Weekend activities: Weekend activities for the general public: 16th Travellers' Meet-up, Grand Egyptian Museum, etc.

#### 1st Tourism Communication Summit

#### New official participations at FITUR 2026

- |                     |                         |
|---------------------|-------------------------|
| - Abu Dabi          | - Haiti                 |
| - Dubai             | - Cayman Islands        |
| - Germany (regions) | - Lebanon               |
| - UK (regions)      | - North Macedonia       |
| - Zanzibar          | - San Marino            |
| - Angola            | - São Tomé and Príncipe |
| - Argelia           | - Syria                 |
| - Belice            | - Somalia               |
| - Benin             | - Switzerland (regions) |
| - Bhutan            |                         |



COUNTRY PARTNER  
**méxico**



**From 24 to 25 January** Sat: from 10am to 8pm  
**General Public** Sunday: from 10am to 6pm

## International presence



### Áreas de exposición Exhibition areas

- América**  
The Americas  
Pabellón Hall 3
- Europa**  
Europe  
Pabellón Hall 4
- España**  
Spain  
Pabellones Halls 5-7-9
- Oriente Próximo**  
Middle East  
**África**  
Africa  
Pabellón Hall 6
- Asia-Pacífico**  
Asia-Pacific  
Pabellón Hall 8
- Empresas**  
Companies  
Pabellones Halls 8-10
- TRAVEL TECHNOLOGY**  
Pabellón Hall 12  
Pabellón del Conocimiento  
Knowledge Hub

### Áreas especializadas Specialised areas

- Pabellón Hall 4**  
**(Fitur) Cruises**
- Pabellón Hall 9**  
**(Fitur) LGBT+**
- Pabellón Hall 10**  
**(Fitur) 4all**
- (Fitur) Lingua**
- (Fitur) Screen**
- (Fitur) Woman**
- Pabellón Hall 12**  
Pabellón del Conocimiento  
Knowledge Hub  
**(Fitur) Experience**  
**(Fitur) Know-how & Export**  
**(Fitur) Sports**  
**(Fitur) Talent**  
**(Fitur) TechY**  
**(FiturNext)**

### Información útil Practical information

- Restauración**  
Food & Beverage
- Pabellón Hall 12**  
Guardarropa gratuito\*  
Complimentary cloakroom\*  
\*Subject to availability
- FAST TRACK**
- El Gran Museo Egipcio**  
Grand Egyptian Museum
- MEDIA CENTER**
- Estación de Metro**  
Metro Station  
Feria de Madrid
- Bus Líneas 73; 112; 122; 828**  
Bus lines 73, 112, 122, 828
- Taxi / VTC**  
Rideshares

## HIGHLIGHTS EVENTS



Tuesday, 20 January  
South Auditorium

## I Cumbre de Comunicación Turística

1st Tourism Communication Summit  
Friday, 23 January



## AWARDS

### Best Stand Awards – Categories:

- Institutions and Autonomous Communities
- Countries and regions
- Companies

### Sustainable Stand Award

### Active Tourism Award

### FITUR Tribune Award – Jorge Vilafradera

### FITUR 4All Awards. Categories:

- Inclusive National Destination
- Inclusive International Destination
- Inclusive Tourism Company
- Inclusive Organisation or Institution

## PRESS KIT CONTENTS

FITUR 2026. Presentation.....	2
Official country participations in FITUR 2026 .....	5
Press Presentations .....	10
International Press Centre (Hall 8) .....	10
Press conferences and presentations at stands .....	11
Awards at FITUR 2026.....	21
Partner Country México FITUR 2026 .....	22
Knowledge Hub .....	24
Sustainable tourism .....	26
1st International Summit on Communication and Tourism .....	28
Travel Technology .....	30
FITUR 2026 Sections and the FITURNEXT Observatory .....	32
FITUR 4all .....	32
FITUR Cruises .....	34
FITUR Experience .....	36
FITUR Know-How & Export .....	39
FITUR Lingua .....	41
FITUR LGTB+ .....	43
FITURNEXT Observatory .....	45
FITUR Screen .....	49
FITUR Sports .....	51
FITUR Talent.....	53
FITUR TechY.....	55
FITUR Woman.....	57
FITUR 2026 Organising Committee .....	59
FITUR 2026 Staff .....	2

## **FITUR 2026 sets the global pace for tourism, drawing 160 nations and more than 10,000 companies**

**Mexico joins FITUR 2026 as Partner Country in an edition bringing together 967 main exhibitors and marking an 11% rise in international participation.**

**The Knowledge Hub, FITUR Experience and the first International Summit on Communication and Tourism introduce the main innovations of a 46th edition boosting FITUR's position as the world's leading tourism fair.**

Madrid once again becomes the focal point of global tourism as it hosts the **International Tourism Fair (FITUR)**, organised by **IFEMA MADRID** from **21-25 January 2026**. In its 46th edition, FITUR strengthens its position as the sector's leading platform, highlighting both its international reach and its commitment to knowledge as a driver of industry transformation

The figures unveiled at the press conference underscore FITUR's leadership: **nine halls**, more than **10,000 companies** from **161 countries**, 111 of them counting on official representation, (10% up on the 2025 edition) and 967 main exhibitors.

FITUR also welcomes **18 new nations**, largely from **Africa and the Asia-Pacific** region areas, which, according to **UN Tourism**, led global growth with increases of +10% and +8% in arrivals respectively, and which also recorded growth at FITUR of 34% and 22% in terms of exhibition space. New participating destinations include **Abu Dhabi, Dubai, Zanzibar**, as well as regions from **Germany** and the **United Kingdom**, among others.

### **The Knowledge Hub and FITUR Experience and MICE Summit: Key New Features**

In this context, **FITUR 2026** strengthens its role as a key forum for industry debate with several major additions. The most relevant is the new Knowledge Hub, located in Hall 12 and open throughout the fair. Conceived as the strategic hub for tourism insight, it features **eight auditoriums, ten conference programmes, more than 200 sessions and over 250 high-level speakers.**

The Knowledge Hub will also host further highlights, including **FITUR Experience**, focused on experiential tourism as one of the sector's most dynamic drivers of change, and the **first**

**International Summit on Communication and Tourism**, which analyses the challenges facing tourism communication alongside experts and representatives from both the public and private sectors. In addition, the **Travel Technology Area** has doubled in size and will bring together more than **190 leading companies in innovation and in the digitalisation of the entire tourism industry value chain**.

### **More than 250,000 visitors and €487 million in economic impact for Madrid**

The strong response from the sector to **FITUR 2026** points to high visitor numbers, with forecasts exceeding **250,000 professionals and travellers**. This projection, together with the figures for company and destination participation, reflects the **dynamism that FITUR generates in the Madrid region**, with an economic impact **that reached €487 million in the previous edition**.

### **Mexico, FITUR 2026 Partner Country**

Mexico will be the **Partner Country of FITUR 2026**, with a prominent presence at the Fair at a time when its tourism sector grew by **13.9%** between January and September 2025, according to **SECTUR**, and with the aim of securing its position as the world's fifth most visited destination.

### **Sustainability and Diversification Across the Eleven Sections of FITUR 2026**

FITUR 2026 expects to connect the tourism industry with other sectors while addressing key challenges across its 11 specialised sections. ([Full programme here](#)):

- [FITUR 4all](#). Hall 10.
- [FITUR Cruises](#). Hall 4.
- [FITUR Experience](#). Hall 12.
- [FITUR Know-How & Export](#). Hall 12.
- [FITUR LGTB+](#). Hall 9.
- [FITUR Lingua](#). Hall 10.
- [FITUR Screen](#). Hall 10.
- [FITUR Sports](#). Hall 12.
- [FITUR Talent](#). Hall 12.
- [FITUR TechY](#). Hall 12.
- [FITUR Woman](#). Hall 10.

## Southeast Fast Track and Public Transport Access

FITUR 2026 has opened a **fast track at the Southeast entrance**, between Hall 4 and the Knowledge Pavilion, to facilitate access for exhibitors and professional visitors.

**Attendance via public transport is recommended, preferably using the Madrid Metro, which has increased service on Line 8 by nearly 70%** to help avoid congestion. In recent months, IFEMA MADRID has been carrying out improvement and adaptation works at its Exhibition Centre, which has temporarily reduced available parking spaces by 30%.

## Weekend at FITUR

During the weekend of Saturday 24 and Sunday 25, **FITUR** will transform into a **major tourism celebration for the end traveller**, with a full programme of activities, tastings, workshops and contests organised by exhibitors, offering direct access to information about destinations.

Among the highlights, visitors will not want to miss the **replica of the Grand Egyptian Museum** recently inaugurated in Cairo, presented by Egypt Tourism, **as well as Minube's Traveller Meetup and the free FITUR tours organised by Civitatis**.

Finally, it is worth noting **Puerto Rico's** sponsorship of FITUR's free **WiFi** network.

In the realm of connectivity, **eSimFLAG, Telefónica's international eSIM service**, will be one of the key enablers of the FITUR experience. Thanks to this solution, visitors travelling to Madrid can enjoy three days of free unlimited data in Spain, available until 25 January, ensuring full and seamless connectivity from the moment they arrive in the city, without the need for physical SIM cards.

## Official country participations in FITUR 2026

COUNT	AREA	COUNTRY	EXHIBITOR	Nº STAND
1	AFRICA	Angola	Visit Angola	6E05
2	AFRICA	Algeria	Algeria National Tourism Board	6C14
3	AFRICA	Benin	Benin Tourism Agency	6C13
4	AFRICA	Cape Verde	Cabo Verde Tourism Institute	6C10
5	AFRICA	Cameroon	Cameroon Ministry of Tourism and Leisure	6B16
6	AFRICA	Gabon	Embassy of the Gabonese Republic	6F14
7	AFRICA	Gambia	Gambia Tourism Board	6E12
8	AFRICA	Guinea	ONT Guinée	6F03
9	AFRICA	Equatorial Guinea	Ministry of Tourism of Equatorial Guinea	6E11
10	AFRICA	Kenya	Kenya Association of Tour Operators	6C08
11	AFRICA	Morocco	Moroccan National Tourist Office	6C02-6C04
12	AFRICA	Mauritius	Mauritius Tourism Office	6C12
13	AFRICA	Mauritania	National Tourism Office of Mauritania	6E06
14	AFRICA	Namibia	Namibia Tourism Board	6D06
15	AFRICA	Democratic Republic of the Congo	National Tourism Office of DR Congo	6E08
16	AFRICA	São Tomé and Príncipe	São Tomé and Príncipe	6F16
17	AFRICA	Senegal	Senegal Tourism	6E04
18	AFRICA	Seychelles	Seychelles Tourism Office	6F02
19	AFRICA	Sierra Leone	Sierra Leone National Tourist Board	6E03
20	AFRICA	Somalia	Visit Somalia	6F18

21	AFRICA	Tanzania	Zanzibar Commission for Tourism	6E08A
22	AFRICA	Tunisia	Tunisia Tourism	6E07
23	AFRICA	Uganda	Embassy of Uganda	6E30
24	AFRICA	Zimbabwe	Zimbabwe Tourism Authority	6E07
25	AMERICA	Argentina	Visit Argentina	3C08
26	AMERICA	Bahamas	Bahamas Ministry of Tourism	3B15
27	AMERICA	Belize	Belize Tourism Board	3D08
28	AMERICA	Bolivia	Ministry of Tourism, Sustainability, Culture, Folklore and Gastronomy of Bolivia	3D02
29	AMERICA	Brazil	EMBRATUR – Brazilian Tourist Board	3B08
30	AMERICA	Chile	National Tourism Service of Chile	3C16
31	AMERICA	Colombia	PROCOLOMBIA	3C02
32	AMERICA	Costa Rica	Costa Rican Tourism Institute	3C10
33	AMERICA	Cuba	Cuba Tourist Office	3B09
34	AMERICA	Ecuador	Ministry of Tourism of Ecuador	3C04
35	AMERICA	USA	U.S.A. Welcome! Pavilion	3B10
36	AMERICA	El Salvador	Embassy of the Republic of El Salvador	3C24
37	AMERICA	Guatemala	Guatemalan Tourism Institute	3B11
38	AMERICA	Haiti	Ministry of Tourism of Haiti	3D09
39	AMERICA	Honduras	Honduran Tourism Institute	3D04
40	AMERICA	Cayman Islands	Cayman Islands Department of Tourism	3D15
41	AMERICA	Jamaica	Jamaica Tourist Board	3C06
42	AMERICA	Mexico	MEXICO	3B02–3B05– 3B02A– AVD02
43	AMERICA	Nicaragua	Nicaraguan Tourism Institute	3D17



44	AMERICA	Panama	Panama Tourism Promotion Fund	3C14
45	AMERICA	Paraguay	SENATUR	3B14
46	AMERICA	Peru	PROMPERÚ	3B07
47	AMERICA	Puerto Rico	Puerto Rico Tourism Company	3B04
48	AMERICA	Dominican Republic	Ministry of Tourism of the Dominican Republic	3B01-3B04-AVD01
49	AMERICA	Uruguay	Ministry of Tourism of Uruguay	3C12
50	AMERICA	Venezuela	VENETUR	3A06
51	ASIA-PACIFIC	Bhutan	Bhutan Tourism	8F18
52	ASIA-PACIFIC	China	China National Tourist Office in Spain	8C06
53	ASIA-PACIFIC	South Korea	Korea Tourism Organization	8D16
54	ASIA-PACIFIC	Philippines	Philippine Department of Tourism	8D10
55	ASIA-PACIFIC	Hong Kong	Cathay Pacific – Hong Kong	8D12
56	ASIA-PACIFIC	India	Incredible India	8D04
57	ASIA-PACIFIC	Indonesia	Embassy of the Republic of Indonesia	8E24
58	ASIA-PACIFIC	Maldives	Visit Maldives	8C10
59	ASIA-PACIFIC	Japan	Japan National Tourism Organization	8C02
60	ASIA-PACIFIC	Macao	Macao Tourism	8F22
61	ASIA-PACIFIC	Malaysia	Tourism Malaysia	8C16
62	ASIA-PACIFIC	Nepal	Nepal Tourism Board	8C14
63	ASIA-PACIFIC	Sri Lanka	Sri Lanka Tourism Promotion Bureau	8C04
64	ASIA-PACIFIC	Thailand	Tourism Authority of Thailand	8C08
65	ASIA-PACIFIC	Taiwan	Taiwan	8C18
66	ASIA-PACIFIC	Uzbekistan	Tourism Committee of Uzbekistan	8C12
67	ASIA-PACIFIC	Vietnam	Vietnam Tourism – Hanoi	8E02
68	EUROPE	Albania	Albanian Ministry of Tourism	4C15
69	EUROPE	Germany	Hallo Nuremberg + Munich Tourism	4C19

70	EUROPE	Andorra	Andorra Turisme	4C06
71	EUROPE	Armenia	Ministry of Economy of the Republic of Armenia	4C16
72	EUROPE	Austria	Innsbruck Tourism	4C17
73	EUROPE	Azerbaijan	Azerbaijan Tourism Board	4B04
74	EUROPE	Belgium	VISIT BRUSSELS	4C10
75	EUROPE	Bosnia and Herzegovina	Sarajevo Canton Tourism Association	4C27
76	EUROPE	Bulgaria	Bulgaria – Ministry of Tourism	4E03–4E05
77	EUROPE	Croatia	Croatian National Tourist Board	4B03
78	EUROPE	Slovenia	Slovenian Tourist Board	4C09
79	EUROPE	Spain	TURESPAÑA	9C02
80	EUROPE	Finland	Visit Finland	4C08_02
81	EUROPE	Georgia	Georgian National Tourism Administration	4C11
82	EUROPE	Greece	Greek National Tourism Organisation	4C13
83	EUROPE	Iceland	Visit Iceland	4C08_01
84	EUROPE	Israel	Israel Ministry of Tourism	4C05
85	EUROPE	Italy	Italian Tourism Board (ENIT SpA)	4E18–4E18A
86	EUROPE	Latvia	Investment and Development Agency of Latvia	4E13
87	EUROPE	Lithuania	Lithuania Travel	4D06
88	EUROPE	North Macedonia	Ministry of Culture and Tourism	4G36
89	EUROPE	Malta	Visit Malta	4E16
90	EUROPE	Moldova	Republic of Moldova – Investment Agency	4C21
91	EUROPE	Montenegro	Montenegro National Tourism Organisation	4C23
92	EUROPE	Norway	Visit Norway	4C08

93	EUROPE	Poland	Polish National Tourist Office	4C12
94	EUROPE	Portugal	Turismo de Portugal	4G01-4E06
95	EUROPE	United Kingdom	Destination North East England	4D08
96	EUROPE	Czech Republic	#VisitCzechia	4C14
97	EUROPE	Romania	Ministry of Economy, Digitalisation, Entrepreneurship and Tourism	4C18
98	EUROPE	San Marino	San Marino Tourism Office	4E18
99	EUROPE	Serbia	National Tourism Organisation of Serbia	4C20
100	EUROPE	Switzerland	ADNV Association for the Development of North Vaud	4C22
101	EUROPE	Türkiye	Türkiye Tourism Promotion and Development Agency	4C07
102	MIDDLE EAST	Egypt	Egyptian Tourism Authority	6C01
103	MIDDLE EAST	United Arab Emirates - Abu Dhabi	Department of Culture and Tourism - Abu Dhabi	6C07
104	MIDDLE EAST	United Arab Emirates - Dubai	Dubai	6C11
105	MIDDLE EAST	Iraq	Association of Travel & Tourism / Iraq	6C05
106	MIDDLE EAST	Iran	Iran Tourism	6B05
107	MIDDLE EAST	Jordan	Jordan Tourism Board	6B03
108	MIDDLE EAST	Lebanon	Lebanon	6B02
109	MIDDLE EAST	Oman	Oman Ministry of Heritage and Tourism	6C03
110	MIDDLE EAST	Palestine	Palestine, the Holy Land	6B07
111	MIDDLE EAST	Syria	Visit Qatar	6C09

## Press Presentations

### International Press Centre (Hall 8)

#### WEDNESDAY 21 JANUARY

**Boureau Medellín** (11:00 – 11:45)

**Bolivia** (13:00 – 13:45)

**Sri Lanka** (14:30 – 15:15)

**Venezuela** (15:45 – 16:15)

**Peru** (16:45 – 17:15)

#### THURSDAY 22 JANUARY

**Tunisia** (13:30 – 14:15)

Tunisia presents its renewed tourism offer for the Spanish market, where modernity and innovation set the course for a destination in constant evolution. A meeting to discover how Tunisia continues to focus on the Spanish traveller, combining its millennia-old cultural heritage with contemporary experiences and a hotel offer in full expansion. In addition, the country celebrates its designation as Arab Tourism Capital 2027, consolidating its position as a leading tourism destination in the region.

#### FRIDAY 23 JANUARY

**Uruguay** (10:00 – 10:45)

*Itinerario Vivos presentation*

**Argentina** (11:00 – 11:45)

*Green impact presentation*

**Iraq** (12:00 – 12:45)

Presentation: Cradle of civilisation, origin of history and an emerging destination. With the participation of Mariam Khalifa Bris, cultural travel specialist to Iraq and founder of the Viajesairak.es project; Pedro Azara, retired Professor of Aesthetics at the Barcelona School of Architecture; and Haider Aldujaili, President of the Iraqi Association of Travel and Tourism Agents.

**State of Hidalgo** (13:00 – 13:45)

## Press conferences and presentations at stands

### WEDNESDAY 21 JANUARY

#### **Signing of a collaboration agreement between the Government of Tlaxcala, Mexico, and Pueblos Mágicos of Spain**

Organised by: Pueblos Mágicos of Spain

Stand: 7C26

Time: 11.00

#### **Minor Hotels Presentation**

Record year in revenue for Minor Hotels. Priorities for 2026. Launch of the master brand and four new brands, including iStay by NH. Change in development and expansion strategy. Latest hotel signings and openings. Loyalty programme: Minor Discover.

Organised by: Minor Hotels

Stand: 10C05

Time: 11.30

#### **Visit Navarra**

Press call by the Regional Minister for Culture, Sport and Tourism, Rebeca Esnaola Bermejo.

Organised by: Visit Navarra

Stand: 9C13

Time: 12.00

#### **Inauguration of the Promperú stand**

Attendance of the Peruvian Ambassador to the destination and remarks by the Minister.

Organised by: PromPerú

Stand: 3B07

Time: 12.30

#### **Signing of the protocol for the creation of the Urban Destinations Network**

(between the mayors of Valencia, Madrid, Seville and Málaga, among others)

Organised by: Fundació Visit València

Stand: 7B01

Time: 13.00

#### **Presentation "Today we fly to... with..."**

With the presence of one of Air Europa's brand ambassadors

Organised by: Air Europa

Stand: 10C06

Time: 13.00

**Alejandra Elorza**

Jefe de Prensa

Tel.: 629 64 49 68

aelorza@ifema.es

**Helena Valera**

Prensa Internacional

Tel.: 629 64 42

evalera@ifema.es

**San Juan de Puerto Rico presentation**

With the presence of its Mayor, Miguel A. Romero Lugo

Organised by: San Juan de Puerto Rico

Stand: 3A01

Time: 13.00

**Official inauguration of the Japan stand and presentation of the 2026 tourism strategy**

Organised by: Japan National Tourism Organization (JNTO)

Stand: 8C01

Time: 13.30

**Presentation of València 2026 highlights**

3rd Jubilee Year of the Holy Chalice, Gay Games, Mediterranean Larder, Church of Santos Juanes, etc.

Organised by: Fundació Visit València

Stand: 7B01

Time: 13.30

**Signing of the Visit Argentina – IBERIA Agreement**

Cooperation agreement for strategic international promotion actions

Organised by: Visit Argentina

Stand: 3C08

Time: 14.00

**Region of Murcia – ITREM (Tourism Institute of the Region of Murcia)**

Stand: 7B04

**12.00 – Presentation “Tourism Promotion Strategy 2026”**

Content: presentation of the main lines of action and promotional activities by tourism product and markets for 2026, accompanied by a dynamic video. Address by the Regional Minister.

**13.30 – “Journey to the Kingdom of Monastrell”**

Content: presentation of the 1st Wine Tourism Guide of the Region of Murcia and announcement of the strategic line ahead of the 700th anniversary of Monastrell cultivation in the Region of Murcia in 2027, with audiovisual staging and musical performance.

**16.00 – “The Region of Murcia through our content creators”**

Content: presentation of the multi-product destination through six content creators from Murcia, showcasing their most viral pieces and their role as digital ambassadors for the Region.

**16.45 – “Blessed Holy Week” – Holy Week Festivals of International Tourist Interest**

Content: digital campaign on the six Holy Weeks of international tourist interest in the Region of Murcia, with creator-style video format and participation of town councils, religious councils and the business sector.

**17.30 – “Blue Tourism: Diving and snorkelling guide, maritime itineraries...”**

Presentation of the diving and snorkelling guide and Blue Tourism maritime itineraries, with participation of the Regional Minister, video screening and photo opportunity with coastal companies and local councils.

**Italian Tourism Press Conference (ENIT)**

Presentation of the Island of Sardinia with tasting of typical products

Organised by: Italian Tourism (ENIT)

Stand: 4E18

Time: 14.00

**Visit Argentina Press Conference**

Development of new international promotion strategies and tools: creation of an AI-based Intelligent Agent designed to facilitate travel planning to Argentina. Argentina as a leading Smart Tourism Destination in the region – Summer Plan (Argentina as a safe, free and valuable destination) and the “Choose Argentina” and “Freedom Lives Here” campaigns. Increase in air connectivity from around the world to Argentina.

Organised by: Visit Argentina

Stand: 3C08

Time: 15.00

**Presentation of Cádiz’s new promotional campaign**

Presentation of the concert series: Música del Mar and NSM, Musical Stadium Festival – Cádiz Holy Week Poster – Presentation of Cádiz Emporio del Orbe, “Proud of our history” – Presentation of the 150th anniversary of the universal musician and composer Manuel de Falla.

Organised by: Cádiz City Council

Stand: 3C08

Time: 15.30

**GAT Hospitality + GATX Press Conference**

Presentation of the project *Travel to Live It*: the best music festivals of 2026. GATX 2026 events and festivals agenda, featuring major national icons such as FIB, Arenal Sound, El Jardín de las Delicias and elRow. Ticket and accommodation draw for one of the most anticipated festivals of 2026.

Organised by: GAT Hospitality

Stand: 10F12

Time: 16.00

**Tourism Department of the Island Council of El Hierro**

Presentation of *Alma de mi Tierra*: a regenerative tourism project framed within the

Climate Action Plan of the Island of El Hierro, aimed at developing a new tourism model focused on local products and on promoting the value of the island's primary sector.

Organised by: Tourism Department of the Island Council of El Hierro

Stand: 9C04

Time: 16.30

### **Thanksgiving and renewal ceremony for three religious communities**

Organised by: Ministry of Tourism of Israel

Stand: 4C05

Time: 17.15

### **Catalonia**

Stand: 7B10

12.30 Inauguration of the Catalonia stand

Led by the President of the Government of Catalonia, Salvador Illa, and the Minister for Business and Employment, Miquel Sàmper

14.00 Genius and singularity: the relevance of Gaudí's work

Presented by Reus City Council – Reus Promoció Agency

15.00 Tordera Route and Arbúcies Stream (Tordera)

Presented by the Regional Council of La Selva

16.00 25th anniversary of the Nautical Stations and new projects for 2026

Presented by the Costa Daurada and Terres de l'Ebre Nautical Station

16.00 Presentation Palau de la Música

17.00 The Val de Zafán greenway reaches the sea

Presented by the Tarragona Provincial Council Tourism Board – Terres de l'Ebre



**THURSDAY 22 JANUARY****Sercotel Press Conference**

Presentation of the results achieved in 2025, forecasts for 2026 and the chain's growth plans.

Organised by: Sercotel

Stand: 10C07

Time: 10.30

**Signing of a collaboration agreement between the Government of Tlaxcala, Mexico, and Pueblos Mágicos of Spain**

Organised by: Pueblos Mágicos of Spain

Stand: 7C26

Time: 11.00

**Mexico Inauguration**

Organised by: Mexico

Stand: 3B02

Time: 11.00

**Palladium Hotel Group**

Results of the 2025 season; 2025 milestones; development plan and new developments for the 2026 and 2027 seasons. With the participation of Jesús Sobrino (CEO, Palladium Hotel Group) and Abel Matutes (Chairman, Palladium Hotel Group).

Organised by: Palladium Hotel Group

Stand: 10D16

Time: 11.30

**Air Europa Chefs Presentation**

Organised by: Air Europa

Stand: 10C06

Time: 12.00

**Presentation of strategic initiatives: Radisson Hotel Group – Canarian Hospitality**

Organised by: Air Europa

Stand: 10C06

Time: 12.00

**Official presentation of the book "From Passenger to Pilot"**

Official presentation of the book *From Passenger to Pilot*, an autobiographical novel written by Raúl Mata that tells the story of Línea Tours over 20 years in tourism and serves as a practical guide to solving the 12 eternal problems that every tourism entrepreneur will encounter along the way.

Organised by: Línea Tours  
Stand: 3D05  
Time: 13.30

**Presentation of new destination highlights from Peru**

Organised by: Promperu  
Stand: 3B07  
Time: 14.00

**Urban music as a cultural and economic driving force**

Organised by: San Juan de Puerto Rico  
Stand: 3A01  
Time: 14.30

**Imagina tu Evento Presentation**

Organised by: GAT Hospitality + Hotel Chamartín The One  
Stand: 10F12  
Time: 14.30

**Region of Murcia – ITREM (Tourism Institute of the Region of Murcia)**

Stand: 7B04

**11.00 – “Cultural and gastronomic tourism: It is lived, eaten and loved”**

Content: highlighting the culture + gastronomy product in Cartagena, Lorca, Murcia and Caravaca de la Cruz, with video and a round-table discussion with the mayors.

**12.00 – Institutional event: Region of Murcia Day at FITUR**

Content: tourism balance for 2025, presentation of the new 2026 destination campaign (with investment exceeding €10 million) and performances by Walls.

**16.00 – “Region of Murcia. ALL YOU NEED IS FLOW(ers)”**

Content: presentation of four blossom seasons (Cieza-peach, Mula-almond, Moratalla-lavender and Ricote Valley-lemon) with an extensive programme of tourism activities throughout the year. A slow and regenerative tourism proposal, including the announcement of a new event linked to orange blossom (lemon).

**17.00 – “Ecotourism in the Region of Murcia: Fill your backpack with life”**

Content: presentation of the ecotourism product linked to natural areas, committed companies and local gastronomic products. A way of travelling that combines experience, knowledge, sustainability, conservation and local participation.

**18.00 – Presentation by the Directorate-General for Tourism Competitiveness and Quality**

Content: presentation of the lines of work in competitiveness, quality and destination certifications

**Comisiones Obreras Presentations**

Stand: 9A33

- 10.30 – Tourism in high-pressure areas and the right to public services.
- 12.30 – Transport: initiatives for sustainable tourism.
- 14.00 – Signing of an agreement for membership discounts for CCOO affiliates with Balearia.
- 16.00 – Pregnancy in hospitality: risks for workers and how to address them.
- 16.30 – Young people's working reality: the example of Modern Catering.
- 17.00 – Is the Spanish tourism sector sustainable?
- 17.30 – Tourism sustainability: environmental, social and economic impacts of mass tourism.
- 18.00 – Professionalism in the tourism sector

**World Paella Day 2026: Presentation of new developments and international competitions**

Organised by: Fundació Visit València

Stand: 7B01

Time: 16.00

**Visit Buenos Aires Press Conference**

Organised by: Visit Buenos Aires

Stand: 3C01

Time: 16.00

**Presentation of Uruguay highlights**

Organised by: Uruguay

Stand: 3C12

Time: 16.30

**La Gomera Presentation, an ecotourism destination: "6 new hiking experiences and mountain bike routes"**

Organised by: Canary Islands – Promotur Turismo de Canarias (Government of the Canary Islands). Co-exhibitor: Island Council of La Gomera

Stand: 9C04\_03

Time: 16.30

**Presentation on the importance of the Isaiah Scroll**

Organised by: Ministry of Tourism of Israel

Stand: 4C05

Time: 17.15

**Signing of a collaboration agreement between the Government of Aguascalientes, Mexico, and Pueblos Mágicos of Spain**

Organised by: Pueblos Mágicos of Spain

Stand: 7C26  
Time: 18.20

### **Catalonia**

Stand: 7B10

**10.00** Presentation of the Tourism Services of Ferrocarrils de la Generalitat de Catalunya

**11.30** The Tour de France: an opportunity for cycle tourism in Catalonia

Presented by the Government of Catalonia

**12.00** Presentation Joan Miró

**13.00** Presentation of the Vivaent project: the pleasure of travelling

Presented by the Government of Catalonia

**14.00** Tarragona, 2,000 years: a stage for the greatest sporting competitions

Presented by the Tarragona Municipal Tourism Board

**14.40** The National Park of Catalonia: 70 years of history and protection of local identity

Presented by the Lleida Provincial Council Tourism Board

**15.20** Implementation of B2B and B2C artificial intelligence at destination level

Presented by Lloret Turisme

**16.00** Four major cycling events in Costa Daurada and Terres de l'Ebre in 2026

Presented by the Tarragona Provincial Council Tourism Board

**16.00** MOCO Museum Presentation

**17.30** Round table discussion of the Guía Repsol Gala 2026

Presented by Guía Repsol, Government of Catalonia and Tarragona Provincial Council

**FRIDAY 23 JANUARY****Press Free Tour**

Organised by: Civitatis

Stand: 4A03

Time: 10.15

**Region of Murcia – ITREM (Tourism Institute of the Region of Murcia)**

Stand: 7B04

Time: 10.00–18.00 – Block of presentations by municipalities of the Region of Murcia

Content: presentations by municipalities grouped by segments (cultural-religious tourism, slow tourism, blue tourism, wine and gastronomy tourism), with a continuous programme of interventions every 15 minutes.

**Italian Tourism Press Conferences (ENIT)**

Stand: 4E18

**Presentation of the city of Genoa**

Time: 10.30

**Presentation of the Veneto region with tasting of typical products**

Time: 12.30

**Kabbalat Shabbat (Shabbat welcoming ceremony)**

Organised by: Ministry of Tourism of Israel

Stand: 4C05

Time: 13.30

**Aircraft naming ceremony featuring a musical artist and Air Europa brand ambassador**

Organised by: Air Europa

Stand: 10C06

Time: 10.30

**FISSH platform presentation**

Organised by: GAT Hospitality

Stand: 10F12

Time: 16.00

**Comisiones Obreras Presentations**

Stand: 9A33

10.00 – Updates on the new Immigration Regulations

12.00 – Impact of the tourism model in the Community of Madrid

16.00 – Professional accreditations

17.00 – Intermodally in tourism and labour rights

### **Catalonia**

Stand: 7B10

10.30 Cultural Tourism Presentation: the leading theme in Catalonia for 2026  
Presented by the Government of Catalonia

11.15 Presentation of the new Gaudí Podcast project  
Presented by the Government of Catalonia

12.00 Presentation Sant Pau Recinte Modernista

13.30 #MUYSIE: Premium Catalonia, a universal culture  
Presented by the Government of Catalonia and Spain is Excellence (SIE)

## Awards at FITUR 2026

### WEDNESDAY 21 JANUARY

#### **12:30 | Pueblos Mágicos of Spain** (Stand 7C26)

*Presentation of the New Pueblos Mágicos of Spain Distinction*

### THURSDAY 22 JANUARY

#### **11:30 | National Tourism Award (Teatro Real – 7C14)**

#### **13:00 | ASICOTUR Awards** (International Association for Tourism Cooperation and Development) – (Stand 3B07)

#### **16:00 | AMT Smart Destinations Awards – (FITUR Techy – Hall 12)**

*Ninth edition of the AMT Smart Destinations Awards, recognising technological solutions and tools that contribute to tourism destinations advancing towards their transformation into Smart Tourism Destinations*

#### **Best AI Solution 2026 – “The AI for Tourism Awards 2026” (FITUR Know How & Export – Hall 12)**

### FRIDAY 23 JANUARY

#### **XLVI Best Stand Awards**

Categories:

- Institutions and Autonomous Communities
- Countries and Regions
- Companies

#### **VII Sustainable Stand Awards**

#### **FITUR 4all Awards Ceremony (Hall 10)**

#### **XXXI FITUR Active Tourism Awards**

## Partner Country Mexico is participating at FITUR 2026 with its biggest ever stand and the greatest display of its diversity in tourism

From 21 to 25 January at IFEMA MADRID, Mexico will be showcasing its cultural, touristic and gastronomic wealth through an updated, dynamic and highly representative format.

**Mexico** is set for a high-profile appearance at **FITUR 2026** with one of the most significant participations at the International Tourism Trade Fair in its history. As **Partner Country** at the 46th edition of the Fair, being held from **21 to 25 January 2026**, it is presenting a comprehensive agenda that will represent the essence of *Mexicanness* to the global tourism market both at **IFEMA MADRID** and at various iconic venues around the city. With the largest stand space in the Americas area, Mexico will be showcasing its cultural, touristic and gastronomic wealth through an updated, dynamic and highly representative format.

During **FITUR 2026**, Mexico will showcase to the world **its cuisine, recognised as a UNESCO Intangible Cultural Heritage of Humanity** since 2010, in addition to presentations of destinations, sale of handcrafted products and displays of cultural expressions such as the Guelaguetza of Oaxaca and the Danza de los Viejitos of Michoacán. **All 32 states will be participating.**

Thanks to its commitment to sustainability, strategic investment and the renowned hospitality of its people, Mexico has established itself as a global tourism powerhouse. This leadership is reflected in the building of international alliances and a growing global projection, with the aim of positioning itself among the five most visited countries in the world.

The Mexican delegation will be led by **Josefina Rodríguez Zamora**, Secretary of Tourism of the Government of Mexico, who stresses that "the distinction as a Partner Country at **FITUR 2026** represents a unique opportunity to project the country under the principle of shared prosperity".



During 2025, the phrase "**México está de moda**" (Mexico is in fashion) was consolidated as a recurrent message when presenting the results of the tourism industry. From January to October 2025 alone, Mexico received 79.3 million international visitors, with Canada and the United States as consolidated strategic markets. The profile of the international visitor reflects a greater participation of people between 30 and 59 years of age, who represent 52.9 % of the tourists entering the country by air, consolidating Mexico as a competitive destination with a global reach.

In this context, **attracting European tourism is a priority for Mexico**, as it is a high-value market, with longer stays, higher average expenditure and a growing interest in cultural, gastronomic and sustainable experiences. Strengthening its presence in Europe contributes to diversifying tourist flows, reducing seasonality and promoting emerging destinations.

"The distinction of being a Partner Country at FITUR 2026 allows us to share an authentic Mexico, full of stories, flavours and traditions. We want people in Madrid to discover the warmth of our people and the strength of our communities, because they are the soul of Mexican tourism," says Tourism Secretary **Josefina Rodríguez Zamora**.

As part of the international promotion strategy, "**Ventana a México**" (Window to Mexico) will be launched, a unique space in Spain where the 32 states will present their tourism, cultural and gastronomic offerings to international operators, agencies and media. Seminars, destination presentations and webinars will also be held between October and January in collaboration with the main Spanish travel agencies, as well as a special campaign in tourism distribution networks.

**FITUR 2026** will also be the setting for hosting the 15th anniversary of the inscription of Mexican Cuisine as a UNESCO Intangible Cultural Heritage of Humanity, a recognition that reaffirms its historical, social and symbolic value, and which commits the country to preserving this living heritage. Mexico is landing at FITUR to pay tribute to those who preserve, study, cook and represent its gastronomy, projecting itself to the world with the strength of its roots and the pride of a culture that tells its story through its flavours.

With a cultural wealth that combines indigenous traditions and Spanish heritage, a natural diversity that includes jungles, deserts, volcanoes and *cenotes*, as well as 68 recognised living indigenous languages, Mexico will be demonstrating at FITUR 2026 why it is an extraordinary country and one of the most fascinating destinations in the world.

## **FITUR 2026 expands its technological dimension with the introduction of the Knowledge Hub**

**The International Tourism Trade Fair, taking place from 21 to 25 January at IFEMA MADRID, reinforces its leadership with Hall 12 as the epicentre of tourism innovation.**

**Over the course of the professional days, the Knowledge Hub will be hosting the Travel Technology area, which has grown by more than 35%; FITUR Know-How & Export; FITUR Sports; FITUR Talent; FITUR TechY, and the FITURNEXT Observatory.**

**FITUR**, the International Tourism Trade Fair, which is taking place from **21 to 25 January 2026** at **IFEMA MADRID**, reinforces its technological dimension as a key backbone for the development of tourism with the introduction of the **Knowledge Hub**. Located in Hall 12, it will be occupied by forward-thinking companies from around the world that are benchmarks in the digital ecosystem, and will bring together high-impact, topical content that is defining the future of the industry.

Over the course of the **professional days** - Wednesday 21, Thursday 22 and Friday 23 January - international experts will meet in **Hall 12** at hundreds of sessions to exchange experiences and share the best practices that are defining trends in the tourism sector. In this way, **FITUR** reinforces its commitment to the dissemination of knowledge and technology, facilitating its access to companies, destinations and professionals.

**The Knowledge Hub, epicentre of Travel Technology, which has grown by more than 35%.**

The **Knowledge Hub** will be hosting the **Travel Technology** area, which **has grown by more than 35% compared to last year, with more than 100 companies from 20 countries**, underlining the key role of technology in the transformation of the tourism sector. In addition, this space will be the setting for **FITUR TechY**, organised in collaboration with the **Spanish Hotel Technology Institute (ITH)**. Thus, **FITUR** announces that **Hall 12** will be gathering together leading companies from the technology sector such as **Amadeus, Travelgate, BeonX, Duetto, Ratehawk** and **Mirai**, among others, consolidating its role as one of the major new features at the **International Tourism Trade Fair**.

In addition, the **Knowledge Hub** will enhance the congress offer and centralise the most topical and interesting content of **FITUR Know-How & Export**, **FITUR Sports**, **FITUR Talent** and the **FITURNEXT Sustainability Observatory**.

#### **Hall 12, main entrance to FITUR from the south-east of the trade fair centre**

The **Knowledge Hub** is strategically located in the **south-east of the Trade Fair Centre**, where there will be a direct entrance to **FITUR**, creating a new circulation aisle linking Halls 4 and 12, which will facilitate and redistribute the flow of professional visitors.

This privileged connection reinforces the role of the **Knowledge Hub** as one of the main features at the trade fair, guaranteeing an accessible and dynamic space that will enhance the visibility and impact of all the activities and exhibitors gathered there, with the focus on professional visitors.

In this way, this trade fair configuration allows for the creation of a specialised, attractive and exclusive environment for professionals in the tourism sector, opening only on working days and focusing the offer for the general public over the weekend in the other eight halls.

#### **FITUR 2026, nine halls at the service of tourism development with a positive impact**

The **46th edition** of **FITUR** will occupy a total of 9 Halls -3, 4, 5, 6, 7, 8, 9, 10 and 12- where the most pioneering global offer of the entire tourism value chain of public and private institutions linked to destinations, accommodation, agencies and tour operators, technology companies, means of transport and other services in the sector will be presented.

**Hall 3 will be occupied by the Americas; Hall 4 will be hosting Europe and FITUR Cruises; Halls 5, 7 and 9, Spain** together with **FITUR LGTB+** in Hall 9; **Hall 6, the Middle East and Africa; Hall 8, Asia-Pacific and Global Business; Hall 10, Global Business and FITUR 4all, FITUR Lingua, FITUR Screen and FITUR Woman; and the Knowledge Hub, Hall 12, FITUR TechY, FITUR Know-How & Export, FITUR Sports, FITUR Talent, the FITURNEXT Observatory and the Travel Technology companies area.**

## **FITUR 2026 reinforces its global agenda for sustainable tourism**

**The International Tourism Fair, which is taking place from 21 to 25 at IFEMA MADRID, will be the strategic framework to promote a more resilient tourism that aligns innovation, competitiveness and sustainability.**

In a context in which sustainability has been consolidated as a priority for global tourism development, **FITUR** is reaffirming its role as a benchmark for promoting a responsible transformation of the industry. With **Mexico** as **Partner Country**, the **International Tourism Trade Fair** is once again bringing together the global market from **21 to 25 January 2026** at **IFEMA MADRID**, boosting business, institutional cooperation and knowledge exchange at a turning point for the industry.

According to **UN Tourism** data, **international arrivals increased by 5% in the first half of 2025** and global tourism expenditure could reach USD 2.1 trillion. These figures not only reflect the strength of a growing industry, but also underline the responsibility of shifting towards more efficient, resilient practices capable of generating social and environmental benefits over time.

Against this backdrop, **FITUR 2026** is reinforcing its commitment through the **Knowledge Hub**, which will be open on the professionals-only days, from Wednesday 21 to Friday 23 January. This space will be promoting approaches that integrate **economic competitiveness** and the **responsible management of natural resources** and also **contribution to the well-being** of local communities, promoting visions that transform tourism from practice and strategy.

### **Sustainable tourism innovation at a FITUR designed for responsible visits**

Under the slogan **'Where travel begins'**, **FITUR** invites participants and visitors to understand sustainability as a value that boosts the competitiveness of destinations and strengthens the global structure of tourism. Thus, in its 46th edition, the Trade Fair will incorporate for the first time **GENAQ atmospheric water generators**, which will supply part of the water consumption during the event and will significantly reduce the use of single-use plastic bottles. **Eight drinking fountains** will be installed at different points of **FITUR**, reducing the carbon footprint associated with the transport and distribution of bottled water and harnessing a renewable and local energy source: air humidity.

**FITUR** also fosters the adoption of environmental criteria among its exhibitors through the **Sustainable Stand Award**, which recognises organisations that integrate responsible practices in the design, construction and operation of their stand spaces. The award evaluates aspects such as the use of recyclable materials, energy efficiency, waste management and accessibility of the stands.

Beyond promoting conscious participation and visits, **FITUR** positions itself as an international platform for the identification and dissemination of high-impact sustainable solutions. The **FITURNEXT Sustainability Observatory** leads this work by identifying replicable initiatives in destinations around the world. For 2026, the observatory has focused its **FITURNEXT Challenge** on the efficient and responsible management of water, one of the most vulnerable resources in many tourism environments. After assessing more than 250 initiatives, the jury decided on the winning proposals of: **Fundación Visit València (Spain)**, **Barceló Regen (Spain)** and **Plastic Cup (Hungary)**.

FITUR's growing specialisation through its sections —**FITUR 4all**, **FITUR Cruises**, **FITUR Lingua**, **FITUR LGTB+**, **FITUR Screen**, **FITUR Talent**, **FITUR Sports** and **FITUR Woman** — contributes to diversifying the tourism offer and promoting a more inclusive, accessible and decentralised industry in both seasonal and geographical terms. This sectoral structure broadens the Trade Fair's scope and reinforces its contribution to a more balanced and sustainable tourism.

Finally, **FITUR 2026** will deepen its environmental commitment through the **comprehensive measurement of its carbon footprint**, both direct emissions (Scope 1 and 2) and indirect emissions (Scope 3). This approach will allow progress towards a more responsible event model and will generate key information to define actions for continuous improvement in future trade fairs.

With this edition, **FITUR** reaffirms its leadership as a catalyst for the transformations that will define the future of global tourism and consolidates itself as a space where institutions, companies, destinations and professionals find inspiration, knowledge and strategic alliances capable of promoting a more resilient, inclusive industry that is aligned with the major international challenges.

## **FITUR 2026 announces the 1st International Summit on Communication and Tourism**

**Developed in collaboration with Agencia EFE, international experts will be analysing the challenges of tourism communication in the face of the transformation of the industry and the global context of uncertainty.**

The **International Tourism Trade Fair**, which is holding its 46th edition from **21 to 25 January 2026** at **IFEMA MADRID**, announces the hosting of the **1st International Summit on Communication and Tourism**. Organised in collaboration with **Agencia EFE**, the world's leading Spanish-language news agency, it will take place on **Friday 23 January in the Knowledge Hub**.

Tourism professionals and leaders from around the world will meet to discuss the challenges and opportunities of tourism communication in a global context marked by uncertainty, tension in certain destinations, and misinformation. The event will include the participation of tourism organisation representatives from the Dominican Republic, Spain, Brazil, Portugal, Mexico and the Balearic Islands, among others, as well as the vision of media and news verification experts who receive daily institutional, business and destination information.

The first round table **'Tourism communication in times of uncertainty: the value of the country brand'**, will feature Jacqueline Mora, Deputy Minister of **Tourism of the Dominican Republic**; Miguel Sanz Castedo, Director General of the Spanish Tourism Institute (**TurEspaña**), and Marcelo Freixo, President of the Brazilian Agency for International Tourism Promotion (**EMBRATUR**), who will be sharing their strategies to strengthen the reputation of their destinations and consolidate the country brand in a changing global environment.

This will be followed by the debate **'Live from tourism or survive tourism. The challenge of communicating in tourism-phobic destinations'**, Carlos Abade, President of the Portuguese National Tourism Authority **Turismo de Portugal**; Felipe Edibray, Secretary of Tourism of the State of Chihuahua (**Mexico**), and Pere Joan Planas, Managing Director of the Balearic Islands Tourism Strategy Agency (**AETIB**), will be discussing how to manage

the relationship with local communities and communicate responsibly in destinations that are overcrowded or resistant to tourism.

The round table **'Fake news and disinformation in tourism'** will include the participation of Jonathan Gómez Punzón, Director General of Tourism of **Malaga** City Council; Nuria Cabrero, Editorial Manager in Spain of **Lonely Planet** magazine, and Jorge Ocaña, editor of **EFE Verifica**, who will be discussing the importance of verifying information and the fight against fake news that affects the perception of tourist destinations.

The day's proceedings will continue with the round table **'The future of tourism communication'** with Enrique Martínez Marín, President of the Spanish state company for the Management of Innovation and Tourist Technologies (**SEGITTUR**); Yasmina Laraudogoitia, Public Affairs Manager for **Booking.com Spain and Portugal**, and President of **DIRCOM**, Miguel López-Quesada, who will explore emerging trends, digital innovation and new strategies to connect to the travellers of the future.

Finally, the institutional intervention of **UN Tourism** by its Secretary-General, Shaikha Al Nowais, will offer a global vision on international policies and strategies to strengthen sustainable and responsible tourism communication.

The **1st International Summit on Communication and Tourism** represents a unique opportunity for tourism professionals, media and authorities to share experiences, learn from international cases and build stronger business and destination communication strategies adapted to the current challenges facing the industry.



## **FITUR 2026 impulsa su área de Travel Technology, que crece un 50% con empresas de más de 20 países**

**Ubicada en el Pabellón del Conocimiento, el 12, reunirá a más de 150 empresas promoviendo el diálogo global entre innovación e industria turística.**

En un momento en el que la competitividad turística global depende cada vez más de la digitalización, la inteligencia artificial y la creación de experiencias conectadas, el área de **Travel Technology** se confirma como el verdadero motor de transformación de la industria en **FITUR 2026**. Las empresas tecnológicas del sector se han convertido en actores esenciales para mejorar la eficiencia operativa, impulsar la sostenibilidad, enriquecer la experiencia del viajero y generar nuevos modelos de negocio, situando a esta área como uno de los ejes estratégicos de la **Feria Internacional del Turismo**, que se celebra del **21 al 25 de enero**.

### **Travel Technology en FITUR 2026: mayor expansión hasta la fecha y nueva ubicación en el Pabellón del Conocimiento**

Con **más de 150 de empresas participantes** a dos meses de la celebración de la Feria, la superficie del área de **Travel Technology** registrará un **crecimiento excepcional del 50% en 2026**. Así, reunirá **compañías líderes de más de 20 países**, entre ellos: Alemania, Andorra, Argentina, Austria, Brasil, China, Costa Rica, Emiratos Árabes Unidos, Estados Unidos, España, Francia, Irlanda, Israel, Italia, Países Bajos, Perú, Polonia, Portugal, Reino Unido, Suiza y Turquía.

Además, **una de las grandes novedades de esta edición será el traslado de Travel Tech al nuevo Pabellón del Conocimiento**, el Pabellón 12 del Recinto Ferial, un espacio concebido para conectar innovación, formación, tendencias tecnológicas y negocio. Con esta ubicación, **FITUR** refuerza el papel de Travel Tech como *hub* líder de innovación turística, en el que convergen soluciones de IA, automatización, análisis de datos, distribución, marketing digital, movilidad inteligente y experiencias inmersivas.

Travel Technology reunirá los servicios más vanguardistas al servicio de la industria turística de compañías líderes como **Amadeus, Travelgate, Roommatik, Septeo, Juniper Travel Technology, BEONx, Tech Tourism Cluster** o **Roiback**. Asimismo, la presencia de **Business France** con una selección de startups innovadoras, lo que subraya la relevancia



estratégica de esta área para el posicionamiento internacional de las empresas tecnológicas a nivel global.

La importancia de **Travel Technology** para la industria turística radica en su capacidad para impulsar la competitividad de destinos y empresas, transformar la experiencia del viajero mediante soluciones digitales avanzadas, mejorar la eficiencia operativa y energética, y generar nuevos modelos de negocio basados en datos e inteligencia artificial. El crecimiento de **Travel Technology en FITUR 2026** refleja esta evolución y consolida a la Feria como un **escenario imprescindible para el diálogo internacional entre innovación y turismo**, donde las empresas tecnológicas se conectan con operadores, destinos, inversores y toda la cadena de valor del sector.

## **FITUR 2026 Sections and the FITURNEXT Observatory**

### **FITUR and IMPULSA IGUALDAD make advances in the promotion of global tourism without borders and announce the 3rd FITUR 4all Awards**

**The International Tourism Trade Fair is taking place from 21 to 25 January at IFEMA MADRID and will be hosting the third edition of FITUR 4all, specialising in accessible tourism.**

**IFEMA MADRID** is hosting a new edition of the **International Tourism Trade Fair** from **21 to 25 January**, which for the third consecutive year is featuring **FITUR 4all**, a section dedicated to making tourism an accessible experience for all, developed in collaboration with **IMPULSA IGUALDAD**.

With the aim of bringing an adapted tourism offer to everyone with accessibility needs, **FITUR 4all 2026** is making advances in the promotion of barrier-free global tourism, universal tourism models and the identification and visibility of best practices in accessibility with a professional conference on 23 January, and a traveller awareness day on Saturday 24.

To this end, they announce the creation of the **second volume of the 'Guide to Best Accessibility Practices in Tourism by Fitur 4all'** which, as a new addition, will be including specific examples of actions that have served to improve accessibility and raise awareness in the industry and society.

They are also holding the **3rd FITUR 4all Awards** for national and international destinations, companies and institutions to present their accessibility projects until **5 December 2025**, which will be used as foundations for the 'Guide to Best Accessibility Practices in Tourism by Fitur 4all'. The jury, made up of experts on tourism, accessibility and inclusion, will assess the design and implementation of each project, its potential, its positive impact, and the consistency and sustainability of the measures taken.

The **Fitur 4all 2026 Awards** will be granted in four categories: Inclusive National Destination, Inclusive International Destination, Inclusive Tourism Company and Inclusive Organisation or Institution, the winners will be announced before the start of FITUR and will be presented during the Trade Fair.

These two projects have emerged from the shared commitment of **IFEMA MADRID** and **IMPULSA IGUALDAD** to encourage a more inclusive tourism sector and to promote accessible initiatives that contribute to strengthening the quality, diversity and inclusion of the global tourism offer

[Full programme of FITUR 4all](#)

## **FITUR Cruises 2026 reaffirms its commitment to the booming cruise holiday industry**

**From 21 to 25 January at IFEMA MADRID, the fifth edition of FITUR Cruises will bring together the largest number of cruise lines and will be addressing the responsible growth of demand.**

In 2024, the cruise industry reached a record 34.6 million passengers worldwide, 9.3% more than the previous year, and by 2025 this figure is expected to increase to 37.7 million. Furthermore, by 2030, the global cruise market is expected to generate revenues of 18.35 billion dollars with a compound annual growth rate of 12.9%, according to the 'State of the Cruise Industry 2025' report published by the **Cruise Lines International Association (CLIA)**.

Faced with this solid expansion of the cruise sector, the **International Tourism Trade Fair** is responding to this global tourism trend and is offering the strategic opportunity of connecting with a dynamic market with great potential at the fifth edition of **FITUR Cruises** from **21 to 25 January** at **IFEMA MADRID**.

Organised in collaboration with online magazine **Cruceroadicto.com**, the event will debut a redesigned space in Hall 4 of the Trade Fair Centre that will combine the exhibition area, the central auditorium and the Cruise Market business area, which in 2026 is gathering together the largest number of cruise lines and auxiliary industry companies.

### **FITUR Cruises' dual strategy: B2B and B2C approach for a personalised offer**

Over the course of the trade visitor days -Wednesday 21, Thursday 22 and Friday 23 January- **FITUR Cruises 2026** will connect the key players that drive the sector's solid performance and will offer an interesting programme of conferences. This will contribute to boosting cruise sales, reinforcing their public image as a holiday option and promoting awareness among sales agents and travellers.

**Cruise Market** will be the heart of FITUR Cruises 2026, acting as a meeting, work and business point between cruise lines, destinations, ports and tour operators, as well as between these actors with the trade visitor and the end traveller. For its part, **Cruise Campus** will continue with its innovative system of 25-minute talks and mini-courses focused on areas such as marketing for travel agents, who account for approximately 50%

of the industry's turnover, communication and the travel experience from all angles and with a more practical approach.

At the weekend, when **FITUR** opens its doors to the general public, the Cruises area will reinforce the loyalty of cruise passengers and organise awareness-raising activities on this type of tourism, bringing travellers closer to the diversity of the offer, which includes family cruises with attractions and a wide range of on-board leisure activities to ultra-luxury cruises with helicopters and submarines; premium and *upper premium* cruises offering fine dining; expedition lines; river cruises, or cruises specialising in a specific geographical area.

In addition, visitors can also take part in the fifth edition of the **Cruise Scavenger Hunt**, a big treasure hunt among the **FITUR** stands, as well as the popular Café & Cruises meeting where passengers can share their on-board experiences.

### **Cruceroadicto Awards, the only awards voted by the Spanish-speaking travel community**

On **Thursday 22 January, FITUR Cruises will be hosting the IV Cruceroadicto Awards ceremony**, the only ones voted 100% by the Spanish-speaking travel community and certified by the AENOR mark for their commitment to transparency and impartiality. During the event, the best ship, cruise line and port of 2025 as well as the different sub-categories will be revealed.

**[Full programme of FITUR Cruises](#)**

## **FITUR Experience: new section dedicated to experiential tourism in the Knowledge Hub at FITUR 2026**

**The International Tourism Trade Fair opens the new section in collaboration with Viator to highlight the growth of experiential tourism as a driver of global innovation.**

With its sights set on travellers who are no longer just looking for destinations, but for experiences that connect them with the place, the **International Tourism Trade Fair**, taking place **from 21 to 25 January** at **IFEMA MADRID**, is launching **FITUR Experience**, a new section that to showcase the importance that experiential tourism is leading in the evolution of the industry.

**FITUR Experience**, which is opening its doors on **Thursday 22 January** in the **Knowledge Hub**, the new space where innovation, digitalisation and trends in the tourism industry will be concentrated, will be focusing on **how experiential tourism has established itself as one of the most transformative dynamics in the industry on a global level**. Driven by travellers seeking authentic, personalised and emotionally meaningful experiences, and thanks to the advancement of digital platforms, diversification of supply and growing interest in sustainable development, experiential tourism has not only expanded its international reach, but has also become a **key driver for innovation and competitiveness in emerging and established destinations**.

### **A professional conference to understand the boom in experiential tourism**

The professional programme **FITUR Experience**, carried out in collaboration with **Viator**, a Tripadvisor company and the world's largest travel experiences marketplace, will be providing an **overview of the global experiential market**, with analyses on the size of the industry, traveller expectations and the booking patterns that are shaping its evolution.

With a **programme of professional conferences** aimed at companies, destinations and operators, it will be offering a comprehensive look at its growing influence on the way people choose and experience travel, as well as their contribution to achieving more sustainable tourism, boosting the local economy, conserving cultural and natural heritage and diversifying the tourism offer. In addition, experts will share **real cases** that will show how operators work, what elements differentiate the best performing proposals, from personalisation to sustainability, or the growing demand for premium experiences, and how this tourism trend can **transform the tourism products offered by small local entrepreneurs**.

The day's events will move forward with content focused on the **commercialisation and visibility of experiences**, including a look at the main distribution channels and the keys that determine the conversion and performance of a product on global platforms. The best practices of high performing operators will be another area for discussion, as well as recommendations based on real data and success stories.

It will also dedicate a space to the Spanish context with a reading of the **trends that are defining demand and supply in the country**: from the growth of tourism to the promotion of gastronomic, cultural or adventure proposals that are gaining importance in different territories. This block will allow the identification of development opportunities for both consolidated destinations and emerging areas.

### **FITUR Experience will be open to travellers at the weekend**

Over the weekend, on Saturday 24 January and Sunday 25, **FITUR Experience** will open its space to the general public with a programme that will include the **XVI Quedada de Viajeros, (16th Travellers' Meet-up)** organised by **Minube**, as well as a carefully selected range of **activities designed by the exhibitors** that transform **FITUR** into a true tourism festival and which are designed to offer visitors unique experiences and unforgettable moments during their visit to the Trade Fair.

**FITUR Experience** comes at a time when experiential tourism is transforming the industry's value chain and generating new opportunities for regions, companies and professionals. This is a trend that the section is picking up and projecting within the **International Tourism Trade Fair**, organised from **21 to 25 January** by **IFEMA MADRID**, as a

space that gives a voice to those who are leading this change and to the experiences that today define a different way of travelling.

**Full programme of FITUR**  
**Experience**



## **FITUR Know-How & Export is returning as a meeting point for innovation, digitisation and smart tourism management**

**This section, being held in the 'Knowledge Hub' (Hall 12) at the Exhibition Centre, will be showcasing innovation, technology and the future trends in tourism.**

The **14th edition of FITUR Know-How & Export**, organised by **FITUR** and **SEGITTUR** in collaboration with **ICEX Spain Export and Investment**, is taking place **from 21 to 23 January 2026**, and is set to become the meeting point for innovation, digitalisation and smart tourism management.

**FITUR Know How & Export** is being hosted in the **Knowledge Hub** and will give visibility to the various projects that are being implemented thanks to the Recovery, Transformation and Resilience Plan, financed with NextGenerationEU funds, aimed at boosting the digital transformation of the tourism industry in Spain.

The central content of this 14th edition will revolve around the **Smart Destination Platform (SDP)**, a key initiative to boost the digital transformation of the Spanish tourism industry. During the trade fair, the progress of the platform will be presented, while the destinations benefiting from funding linked to the SDP will be sharing their projects.

Likewise, **FITUR Know-How & Export** will devote a prominent space to the **open innovation platform** and its three components: tourism data space, sandbox and Marketplace. A shared digital ecosystem where different tourism industry stakeholders can share, access and leverage data in a secure, interoperable and governed way.

The **president of SEGITTUR, Enrique Martínez Marín**, stressed that *"over its fourteen editions, FITUR Know-How & Export has become established as a benchmark for smart tourism, an essential meeting point for learning about new technological developments and for sharing knowledge among the different players in the tourism ecosystem"*.

**FITUR Know-How & Export** will feature **stands from 40 technology-focused businesses**, which will be showcasing their innovative solutions for tourism management, including artificial intelligence tools, data analytics, sustainability, governance and visitor experience. These companies will be offering demonstrations and presenting success stories that show how technology is transforming the current tourism model.

In addition, during the professional days of the trade fair, there will be a series of workshops and training sessions for industry professionals, which will be addressing key issues, such as the digitalisation of destinations, data interoperability, sustainability and tourism competitiveness.

With this new edition, **FITUR Know-How & Export** will be reaffirming its role as a benchmark platform for tourism innovation and as a catalyst for change towards a smarter, more connected and sustainable destination model.

**Full programme of FITUR  
Know How & Export**

## **FITUR Lingua 2026 will be presenting language as a multiplier effect for the tourism industry**

**Organised by FITUR in collaboration with FEDELE, the section will be developing the keys to language tourism in a conference focusing on language as an educational, cultural and professional driving force.**

**FITUR Lingua**, the section specialising in language tourism at the **International Tourism Trade Fair**, is to hold its sixth edition within the framework of the Trade Fair, from **21 to 26 January** at **IFEMA MADRID**. Organised in collaboration with **FEDELE (Spanish Federation of Associations of Spanish Schools for Foreigners)**, the conference will be focusing on language as an essential factor in the tourist experience and its capacity to generate cultural, educational and economic value in destinations.

Under the slogan '**Language as a tourism multiplier effect**', **FITUR Lingua** will be taking a look at the impact of language in different areas of the tourism industry. The session is taking place on **Thursday 22 January** in **Hall 10** of **IFEMA MADRID** and will bring together institutional representatives, international experts and language teaching professionals in a programme of lectures, debates and thematic presentations.

In a setting of debate and professional **networking**, the section will be focusing on how language, its educational dimension and the associated cultural transfer, can contribute to the development of language tourism and other tourism products connected with the language experience.

### **FITUR Lingua: programme preview**

The programme of the sixth edition of **FITUR Lingua** will be structured around four thematic areas that will develop essential aspects for the progress and strengthening of language tourism from a strategic perspective.

The first section will analyse the **profile of the new language tourist** and the motivations that currently influence their choice of destinations for language learning. This will be followed by **new educational and tourist experiences that enhance the quality of the destinations**, with proposals that combine language, culture and territory.

The third block will reflect the **educational projects and international collaboration as a fundamental pillar for the tourism multiplier effect**. It will highlight projects and networks that promote language learning as a means of exchange and mobility. The day will end with a round table discussion on the strategic opportunities and challenges of the industry and the role of cities in the projection of language tourism.

Between sessions, **FITUR Lingua** will feature **networking** sessions to encourage contact between educational centres, agencies, institutions and industry professionals. This will be an opportunity to generate new connections, share projects and promote alliances that reinforce the growth of this type of tourism.

Consolidated since its creation in 2021, **FITUR Lingua** will be an essential space for strengthening the role of language in the global tourism agenda and opening up new avenues for cooperation between the educational, cultural and tourism spheres. For more information visit the [official FITUR website](#).

**Full programme of FITUR  
Lingua**

## **FITUR LGBT+ 2026: diversity, inclusion and innovation for a growing sector**

**Organised by FITUR in collaboration with JN Global Project, it will showcase the dynamism and potential of inclusive tourism and its contribution to the economic, social and cultural development of destinations.**

**FITUR LGBT+** will once again bring together professionals, institutions and travellers at **IFEMA MADRID** from **21 to 25 January** in the largest space dedicated to LGTB+ tourism, which continues to gain prominence as one of the fastest growing segments with the greatest potential in the global tourism industry. According to Research and Markets, the global LGBT+ tourism market reached a value of approximately USD 357.6 billion in 2024 and is forecast to exceed USD 532.8 billion by 2030.

In this context of growth and transformation, **FITUR LGBT+** announces a new edition and consolidates its role in understanding the positive impact and potential of diversity in the tourism industry, as well as the trends and opportunities presented by this segment for destinations, institutions and companies.

In collaboration with **JN Global Project**, and under the 2026 slogan 'Mucho más que turismo' / 'Much more than tourism', **FITUR LGBT+** presents a dual programme adapted to the needs of the professional from Wednesday 21 to Friday 23 January, and to travellers during the weekend (Saturday 24 and Sunday 25).

### **FITUR LGBT+ 2026 promotes diverse, representative and safe tourism**

A central focus will be on **building inclusive and safe destinations**. Best practices and certifications that guarantee welcoming spaces for all identities will be presented, promoting the confidence of LGBT+ people when travelling, as well as local policies, tourism professional awareness and tools to evaluate the real inclusion of accommodation, companies and territories.

It will also focus on the **new emerging destinations** that are promoting this market, beyond the major capitals. Tourism linked to rural activities, nature or ecotourism is presented as an opportunity to diversify the offer and decentralise LGBT+ tourism, with successful examples in different regions.

The **visibility and representation of diversity within the group itself** will also play a leading role. The conference will address the real inclusion of trans and non-binary people in the tourism offer, as well as the visibility of lesbians, LGBT+ seniors and queer profiles. Culture becomes a key tool here, with diverse programming proposals that celebrate plural identities and narratives.

In an increasingly competitive environment, **innovation in marketing and communication aimed at LGBT+ audiences** will also be a major theme. It will look at how to connect with this segment through authentic campaigns, real and inclusive storytelling, as well as the role of influencers and content creators in the traveller's decision making. In addition, personalised experiences such as wellness, sports or gastronomic tourism, which offer high added value, will be explored.

The day will also serve as a **meeting point for networking and the development of strategic alliances**. Cooperation between the public and private sector will be promoted, with the aim of promoting joint projects, training and opportunities for travel agencies, startups and tour operators who want to specialise in this niche market.

Finally, the **role of major events and celebrations**, such as Pride festivals and LGBT+ sports competitions, which not only promote visibility but also generate a significant economic impact on the communities and play an important role in social transformation, will be analysed.

### **A weekend celebrating diversity**

In addition to the professional programme, over the weekend there will be leisure activities open to all audiences, with cultural proposals, music and celebrations to enjoy in an inclusive and festive environment. These activities seek to bring the values of diversity and coexistence closer to citizens, beyond the professional sphere.

**FITUR LGBT+ 2026** is presented as a key platform for advancing towards a more diverse, inclusive and sustainable tourism, which recognises the plurality of identities and guarantees the right for everyone to travel freely and safely.

**Full programme of FITUR  
LGBT+**

## The FITURNEXT Observatory announces the winning proposals for the 2026 Challenge, focused on sustainable and responsible water management in tourism

**Visit València Foundation, Barceló Regen, and Plastic Cup are the winning initiatives in the categories of Destinations and other territories, HORECA and transport sector, and Other agents in the water value chain, respectively.**

Once again, FITURNEXT, the FITUR Observatory dedicated to promoting good tourism practices in terms of sustainability, has unveiled the winning proposals for the **2026 Challenge**, which this year focused on **how tourism can contribute to sustainable and responsible management of water and its natural environment**. This new edition will once again be held in partnership with Aqualia, a leading brand in integrated water cycle management.

After analyzing more than 250 initiatives, **FITURNEXT** has recognized the projects of the **Visit València Foundation** in the Destinations and Other Territories category; **Barceló Regen**, in HORECA and the transport sector; and **Plastic Cup** in Other Agents in the Water Value Chain. These projects will be presented on **January 21 at the International Tourism Fair in Madrid (FITUR)**, which will be held from January 21 to 25, 2026, at IFEMA MADRID.

The evaluation is carried out using the FITURNEXT Observatory's own barometers, which measure the **impact and replicability** of the proposals in order to identify those that offer the best response to the Challenge. In this regard, the **Impact Barometer** has analyzed the positive effects of each initiative on the responsible management and use of water, while the **Replicability Barometer** has determined the degree of maturity of the practice and its viability for application in other tourism contexts.

## Winning initiatives committed to sustainable water management

**The Visit València Foundation** has been recognized in the Destinations and Other Territories category for its project to measure and certify the water footprint of tourism in the city. Since 2019, the Visit València Foundation has calculated and published the annual water consumption derived from tourist activity, analyzing its entire life cycle in collaboration with the Integral Water Cycle and the local tourism sector. Based on this data, the organization promotes efficiency and digitization measures to optimize the use of this resource in hotels, shops, and tourist services. Thanks to this strategy, the city has achieved a water efficiency rating of 95%, making it an international benchmark in sustainable water management in tourist destinations.

**The Barceló hotel group**, winner in the HORECA and transport sector category, has developed the Barceló Regen initiative with water as its central focus to move towards regenerative tourism and promote local economies. Noteworthy actions include the installation of water-saving devices and continuous consumption monitoring; the adaptation of green areas with native species that consume little water; and the Songs 4 Showering campaign, which features a Spotify playlist of four-minute songs to encourage shorter showers, as recommended by the WHO. In 2024, the company invested in water improvements in more than 80% of its hotels, incorporating flow reducers, sensors, reuse systems, and pool optimization.

Finally, the **Plastic Cup** initiative has been recognized in Other Agents in the Water Value Chain for its innovative model of participatory cleaning of rivers and floodplains. The initiative turns river cleaning into a collective tourist experience where different teams compete to collect and sort the most waste while sailing in boats made from recycled bottles. This action has removed more than 400 tons of river waste and recycled more than 200, in addition to promoting environmental education, regenerative tourism, and citizen collaboration.

## Finalists of the 2026 Challenge: good practices in efficient water use

In addition to the winning initiatives, nine finalist projects have been selected for the **FITURNEXT 2026 Challenge** that stand out for their support of sustainable water management and will be presented during the **FITURNEXT 2026 program**:



- **Visit Benidorm** has integrated water sustainability into the core of its tourism strategy, managing the water cycle through technology, water reuse, and social awareness programs to achieve peaks of 95% efficiency.
- **Edificadoras de Experiencias Turísticas en Tepeixco** has promoted, from a community of indigenous women in Mexico, a model of regenerative tourism that offers visitors an authentic immersion through workshops, adventures, and bioconstruction to encourage responsible resource management.
- **We Love Waters of Xilitla** is a project that promotes sustainable tourism and environmental conservation through awareness campaigns, the development of infrastructure for efficient water use, and the promotion of the destination and its water resources.
- **Can Buch** presents its rural hotel, which runs entirely on renewable energy and rainwater. Its collection and purification system has enabled it to supply internal consumption and irrigation for its crops, setting an example of balance between tourism, self-sufficiency, and environmental conservation.
- **Tanganyika (rainwater harvesting)** in Tanzania has launched a sustainable accommodation model that guarantees access to clean water in environments without water infrastructure. The initiative recycles rainwater, uses solar energy to heat it, and has large tanks for storage.
- **Basata Ecolodge** was one of the first eco-lodges in Egypt to use salt water for everyday processes and reuse grey water, as well as being pioneers in the inclusion of other water efficiency measures. As a result, they have minimized freshwater consumption in a desert environment.
- **Böëna Lodges** has developed a comprehensive water management system that covers everything from collection and treatment to returning water to the environment in optimal conditions. Its lodgings incorporate consumption control systems and environmental education programs.
- **Indico's Secret**, in the Maldives, integrates a commitment to sustainability into its diving experience. Its own water purification and desalination plant has reduced the use of bottled water and improved resource management, while promoting respect for ecosystems.

- **Alianza por el Agua** has placed the water challenge on the political agenda in a constructive manner and generated multisectoral dialogues on this issue. In addition, thanks to its participatory interventions in the territory, it has recovered wetlands and native species.

**Full programme of  
FITURNEXT**

## **FITUR Screen 2026 to connect the tourism and audiovisual industries through screen tourism**

**Organised by FITUR in collaboration with the Spain Film Commission, it will be focusing on the Spain Film Commission's Experiences Programme and will include for the first time the Best Screen Tourism Experience Award.**

**FITUR Screen**, the section organised by **FITUR** together with the **Spain Film Commission** dedicated to screen tourism, will be holding its eighth edition within the framework of the **International Tourism Trade Fair**, which is taking place from **21 to 25 January 2026** at **IFEMA MADRID**. The section returns for yet another edition with the aim of bringing the relationship between the **audiovisual industry** and the **tourism industry** closer, demonstrating that on-screen content has become a strategic resource for the international projection of destinations.

Over the course of the trade fair's professional days, from **21 to 23 January**, **FITUR Screen** is hosting its professional programme in **Hall 10**, where tourism professionals, film commissions and film offices, as well as representatives from the audiovisual sector will congregate.

In recent years, the screen has become a meeting point between the audiovisual industry and the tourism industry. According to the **Spanish Screen Tourism Observatory**, four out of ten foreign travellers have discovered a place in Spain thanks to an audiovisual production. In this way, current data underline how stories and scenarios that reach the viewer can become a first contact to spark interest in a destination.

### **FITUR Screen: programme preview**

At this year's edition, **FITUR Screen** will be featuring a wide and varied range of presentations and professional activities that will revolve around the **Spain Film Commission's Experiences Programme**. This strategic initiative, funded by the Ministry of Industry and Tourism - State Secretariat for Tourism (SETUR), aims to promote innovative and sustainable tourism products based on audiovisual locations.

In this way, the **exhibition area** of the section will be especially dedicated to showcasing the diversity and potential of the initiatives proposed in the Experiences Programme,

highlighting their capacity to generate value in the territories and enrich the Spanish tourism offer.

### **Best Screen Tourism Experience Award**

**FITUR Screen** will be highlighting the strategic role of the film industry as a driver of cultural, economic and tourism development through its renowned awards. As a new feature, this year the section will also include the **Award for the Best Screen Tourism Experience**, which will recognise exemplary initiatives that integrate creativity, sustainability and innovation in the creation of screen tourism experiences.

Alongside this new award, the section's usual awards will also be presented: **Best Production**, which highlights films with a special impact on the promotion of Spain as an audiovisual destination and **Ambassadors of the Year**, which is awarded to different the personalities whose work contributes significantly to the international projection of the Spanish industry.

With a new edition, **FITUR Screen** will be expanding the opportunities that arise from the connection between tourism and audiovisuals, in order to find dynamics that generate economic activity, strengthen the projection of destinations and bring social value to the territories.

**Full programme of FITUR  
Screen**

## **FITUR Sports will be leading the way in promoting sports tourism at its fourth edition**

**The FITUR section, organised in collaboration with SPAIN IS SPORT - AFYDAD, will be located in the new Knowledge Hub, a key space for innovation and professional networking.**

The **International Tourism Trade Fair, FITUR**, which is taking place from **21 to 25 January** at **IFEMA MADRID**, presents the fourth consecutive edition of **FITUR Sports**. Organised in collaboration with **SPAIN IS SPORT - AFYDAD, the Spanish Association of Manufacturers and Distributors of Sporting Goods**, this section will reaffirm its position as the major meeting point for sports tourism both nationally and internationally over the **professional days** of the Trade Fair.

As a major new feature at this edition, **FITUR Sports** will be located in the new **Knowledge Hub**, where it will promote **B2B meetings between sports tourism professionals**, including specialised agencies and tour operators, destinations, sports event organisers, brands, media and content creators, and the **sports MICE segment**, which integrates corporate events linked to sport.

Furthermore, an **exclusive B2B space** will be set up to encourage the generation of business and strategic alliances, where companies, media, organisers and suppliers will be able to network, negotiate and present specialised solutions to create innovative corporate sports experiences that boost motivation and teamwork.

The section will be focusing its content around core areas, such as **outdoor sports, competitive sports, sporting events and Sport Business Travel**. These concepts will be developed in the Knowledge Hub from **21 to 23 January**, with the participation of leading industry experts who will be demonstrating the diversity and potential of sports tourism for the economic and social revitalisation of destinations.

**FITUR Sports** has the support and involvement of leading public and private entities, such as the Sports Council (Consejo Superior de Deportes), Turespaña, the UNWTO, CEOE, ADESP, industry federations, professional associations and leading sponsors. Following the success of the last edition, the section hopes to exceed its participation figures and once again become the epicentre of business and professional connections in the field of sports tourism.

**Full programme of FITUR**  
**Sports**

## FITUR Talent to recognise the value of talent and human capital for boosting the tourism industry

Organised in collaboration with RRHHDigital, this section will be highlighting the importance of talent and training as essential elements for competitiveness and differentiation in the industry.

**Madrid, 16 October 2025.** With a focus on people, talent, education and professional training, **FITUR Talent**, the section organised by the **International Tourism Trade Fair** in collaboration with **RRHHDigital**, will be hosting a new edition of its conference as part of the next edition of FITUR, taking place from **21 to 25 January at IFEMA MADRID**.

Under the slogan *"Talent that transforms. Human Capital as the Key to the Future of Tourism"*, **FITUR Talent** will be holding its programme on **Wednesday 21 January** in the **Knowledge Hub**. This **new space at FITUR**, located in **Hall 12** of the Trade Fair Centre, will bring together the most innovative offerings focused on professional development in the tourism industry, which will also include the sections FITUR TechY, FITUR Know-How & Export, FITUR Sports, the FITURNEXT Observatory and the Travel Technology area.

In this regard, **FITUR Talent** will be presenting on this great stage of knowledge the keys related to the **role of people** and **talent as an essential factor** for the progress and sustainability of the tourism industry, along with technology and digital transformation.

### A day of reflection on talent in a unique space for the industry

To address the major challenges of human capital in the tourism sector, **FITUR Talent** will be attended by **human resources managers, tourism companies and industry experts**, who will be providing a real insight into the importance of managing people and talent as the core elements of development and excellence in tourism.

To this end, participants will be addressing topics such as **attracting and retaining talent, lifelong learning** and **digitalisation, well-being** and **occupational health, diversity in teams** and **absenteeism in the industry**.

Throughout the day, the various **round tables, debates and keynote talks** will reveal success stories, experiences, trends and best practices in the management of human teams in tourism environments such as hotels, restaurants, destinations, travel agencies and tourism employment policies adapted to the new scenarios.

With this new edition, **FITUR Talent** is set to become the professional meeting point of reference, committed to the growth of tourism from the point of view of training, human capital and the development of people.

**Full programme of FITUR  
Talent**



## **FITUR TechY 2026 will be holding its 20th edition under the slogan 'From Robot to Ally'**

**Organised by FITUR and the Hotel Technology Institute, it will be delving into the tourism paradigm posed by the responsible integration of technology.**

**FITUR TechY**, the section specialising in tourism innovation and technology organised by **FITUR** in collaboration with the **Hotel Technology Institute (ITH)**, returns to the **International Tourism Trade Fair**, taking place from **21 to 25 January 2026** at **IFEMA MADRID**.

Under the slogan **'From Robot to Ally'**, the **FITUR TechY** conference is being held over the **FITUR** professional days, **from Wednesday 21 to Friday 23 January**, in the **Knowledge Hub**, located in **Hall 12**; a strategic space where hundreds of sessions will be held to present proposals, share experiences and disseminate best practices that are setting trends in the tourism industry, and which will bring together the latest technological offerings available to companies, destinations and industry professionals.

In this context, and with the **main sponsorship of Grupo Cooperativo Cajamar**, which offers specific financial products and services for the tourism industry, **FITUR TechY 2026** is proposing an optimistic and provocative professional journey: to evolve from a tourism focused exclusively on technological efficiency towards one in which innovation is at the service of people, planet and purpose.

### **Four forums to address the major challenges facing the industry**

**FITUR TechY** will have **four thematic areas** that will be addressing the keys to the present and future of tourism in technological terms, bringing together **professionals, companies and institutions** that will share analyses, trends and solutions for an industry in the midst of transformation.

With the support of **AdQuiver**, which manages and activates data to improve direct sales, distribution and strategic planning for hotel chains and destinations, **TechYnegocio**, will be addressing how technology adapts to each new reality, supported by intelligence, data, automation, digitalisation, robotics and other technologies that, beyond facilitating day-to-day life, boost business security.

For its part, **TechYdestino**, sponsored by **MAARLAB**, which is committed "to spaces for innovation and reflection on tourism, with FITUR being one of the key meeting points of the year for all of us who work in this industry", will be addressing tourism innovations in the integrated management of destinations, analysing tourism promotion initiatives and new traveller profiles.

**TechYfuturo** will be analysing the progress of innovation and technology in tourism: AI, automation or robotics, which are shaping an industry based on experimentation and emotions with a strong impact on a global and changing society. Reflecting its commitment to boosting the tourism industry through technology and its global financial solutions, this forum is sponsored by **American Express**, which brings its products and services closer to an evolving industry.

Finally, **TechYsostenibilidad** will be introducing and analysing the **concept of tourism sustainability** from its three fundamental and interrelated perspectives: environment, economy and society. This forum is supported by **Veolia**, a world leader in sustainable water, energy and waste solutions, which promotes the ecological security of territories and the efficient management of the tourist destinations where they operate.

### **An essential meeting point for tourism innovation.**

At a time of global change, **FITUR TechY** is offering a meeting point for innovation at the service of the tourism sector, showcasing the latest technologies in the hotel sector and addressing the challenges and new horizons they pose with a programme designed to inspire, anticipate and guide the industry towards a more efficient, sustainable and people-centred model.

**FITUR TechY 2026** has **Enovam as its Official Energy Partner**, a leading company in energy management for the tourism industry that operates more than 1,000 hotel establishments and is involved in more than 250 energy efficiency and renewable energy projects. In addition, this edition will be featuring **Orange Empresas as a Technology Partner**, which promotes the digital transformation of tourism in Spain through advanced infrastructures and services that facilitate improved connectivity and intelligent data management in destinations and establishments.

**Full programme of FITUR  
TechY**

## **FITUR Woman will project the future of tourism based on investment and economic empowerment**

**Organised by FITUR together with Women Leading Tourism (WLT) and supported by the Puerto Rico Tourism Company, it will explore the role of tourism as a platform for employment, entrepreneurship and female leadership.**

**FITUR Woman**, the space that promotes the visibility and leadership of women in the tourism industry, will be holding a new edition during the **International Tourism Trade Fair** from **21 to 25 January 2026** at **IFEMA MADRID**. Organised by **FITUR** in collaboration with **Women Leading Tourism (WLT)** and with the support of the **Puerto Rico Tourism Company**, the section will focus on investment and economic empowerment as key factors for inclusive and sustainable growth in the industry, as well as the role of tourism as a driver of social and economic transformation.

The event, which is taking place on **Wednesday 21 January in Hall 10**, will bring together institutional, business and academic representatives to discuss the conditions for moving towards a more equitable tourism. Within this framework, the axis *"Empowerment as a priority in global development: the role of investment and economic empowerment in tourism"* will be addressed, which will develop how education, training or access to resources are necessary to strengthen women's leadership and the development of the industry.

The **Puerto Rico Tourism Company** and its country brand '**Descubre Puerto Rico**' (Discover Puerto Rico) is participating in this edition of **FITUR Woman** as an example of a destination that promotes female leadership in the evolution of the tourism industry. "With our presence in the section we want to reflect the commitment at public policy level to achieve tourism that creates real opportunities for women and contributes to a more inclusive development. From a social, economic and professional sustainability perspective, we believe in a tourism industry capable of promoting female talent and generating a positive impact on our environment".

### **Preview of the FITUR Woman 2026 programme and awards**

The **FITUR Woman** programme will be offering a full day of debate and reflection divided into thematic blocks, as well as the section's awards ceremony, recognising the industry's most inspiring initiatives. In this regard, the international conference ***Investment, Climate***

***Action and Women's Empowerment: Global Road Map 2030*** will be opening the programme in this space.

After that, the first block: ***Tourism as an engine of empowerment***, will be addressing financial inclusion, access to **education and technical, digital and business training** as tools to improve job opportunities and female entrepreneurship. It will also be analysing work-life balance policies and programmes that promote the presence of women in leadership positions.

***Challenges and barriers. How the industry can accelerate the agenda*** will be the theme of the second block, which will examine the main challenges that still limit equality, such as job insecurity, the gender pay gap and the lack of female representation in decision-making. The impact of global crises and transformations on women's employment and participation will also be discussed.

Finally, the third block: ***How to optimise impact. Solutions and benefits of economic empowerment***, will present policies and best practices that demonstrate the benefits of women's leadership in tourism competitiveness and sustainability. Experts and representatives will highlight the importance of investing in training, innovation and access to technology as keys to closing the skills gap.

**FITUR Woman** consolidates its position as an essential space within the International Tourism Trade Fair, organised by **IFEMA MADRID**, and reaffirms its commitment to equality, leadership and progress in the tourism industry.

**Full programme of FITUR  
Woman**

## FITUR 2026 Organising Committee

### President

#### **Marco Sansavini**

Chief Executive Officer  
IBERIA, L.A.E

### Members

#### **Luis Pedro Marco de la Peña**

President  
ADIF

#### **Maurici Lucena**

President-Director General  
AENA

#### **Javier Gándara**

President  
ALA

#### **Héctor Coronel**

Director General of Tourism  
General Coordination of Culture  
MADRID CITY COUNCIL

#### **Almudena Maíllo**

Councillor / Head of the Tourism  
Delegate Area  
MADRID CITY COUNCIL

#### **Ángel Asensio Laguna**

President  
CHAMBER OF COMMERCE AND  
INDUSTRY OF MADRID

#### **Gabriel García Alonso**

Member of the Plenary  
CHAMBER OF COMMERCE AND  
INDUSTRY OF MADRID

#### **Carlos Garrido**

President  
CEAV

#### **Jorge Marichal**

President  
CEHAT

#### **Laura Martínez Cerro**

Director General of Tourism and Hotels  
COMMUNITY OF MADRID

#### **Óscar Perelli**

Vice President  
EXCELTUR

#### **Rafael Schvartzman**

Regional Vice President  
IATA-THE INTERNATIONAL AIR  
TRANSPORT ASSOCIATION

#### **José Vicente de los Mozos**

President Executive Committee  
IFEMA MADRID

#### **Carlos Daniel Martínez Rodríguez**

Executive Vice President  
IFEMA MADRID

#### **Arancha Priede**

General Manager of Trade Fair Business  
and Congresses  
IFEMA MADRID

#### **Raúl Díez**

Director of Communication and  
Institutional Relations  
IFEMA MADRID

#### **Alejandra Elorza**

Jefe de Prensa  
Tel.: 629 64 49 68  
aelorza@ifema.es

#### **Helena Valera**

Prensa Internacional  
Tel.: 629 64 42  
evalera@ifema.es

**María Valcarce**

FITUR Director  
IFEMA MADRID

**Juan Molas**

President  
SPANISH TOURISM BOARD

**Eugenia Fierros**

President  
FOREIGN NATIONAL TOURIST OFFICES  
IN SPAIN

**Shaikha Al Nowais**

Secretary General  
ONU TURISMO

**Raquel Sánchez Jiménez**

President and CEO  
PARADORES DE TURISMO

**Alvaro Fernández Heredia**

President  
RENFE

**Rosario Sánchez**

Secretary of State for Tourism  
SECRETARY OF STATE FOR TOURISM

**Miguel Sanz Castedo**

General Director  
TURESPAÑA

## **FITUR 2026 Staff**

**Director:**

María Valcarce

**Commercial managers in the international area:**

Ángela Lozano  
Jose Sánchez

**Commercial manager of the national area:**

Ainhoa de la Cruz  
David Solar

**Secretariat**

Ana Isabel Prieto  
Ana Sánchez  
Macarena Ferrer

**Director of Communication and Institutional Relations:**

Raúl Díez

**Press Officer:**

Alejandra Elorza

**International Press:**

Helena Valera

**Press:**

Selva Dalila Moreno

**Press Secretariat**

Pilar Serrano

**Alejandra Elorza**

Jefe de Prensa  
Tel.: 629 64 49 68  
aelorza@ifema.es

**Helena Valera**

Prensa Internacional  
Tel.: 629 64 42  
evalera@ifema.es