



How Romagna Tourism was born: three weeks from idea to Romagna guide in 11 languages

1 October 2026 the first day, 16 October online, 22 October the first press release: the story of the portal, stage by stage.

Romagna Tourism was born on 1 October 2026 from an idea by Alessandro Bacchini, a Faenza entrepreneur in tourism and transport: to put in one place what a visitor today searches for on dozens of different sites.

The first day

On the first day the site already had the events calendar, flight boards, real-time traffic and 11 languages. The logo is a circle with the three arches of the Tiberius Bridge in Rimini, the sun and water.

The stages

- 2-3 October: luggage storage, tour guides, castles, museums, monuments, amusement parks and rentals.
- 12-13 October: farm stays, beach establishments, health and emergency services town by town.
- 16 October: the site goes online and Google begins to show it; virtual postcards arrive.
- 17-18 October: the assistant "Ask Romagna Tourism", the sea, thermal baths, wine and flavours, markets, cycle paths, trains in real time, nature and trails, tourist offices, crafts and the site as a phone app.
- 19-21 October: history, figures, dialects, legends, driving routes, cookery courses, valleys and mountains, viewpoints, walking routes, wars and memory, winter tyres.
- 22 October: the first press release to newsrooms.
- 24 October: the Press Room opens.

The choices

It is an independent editorial project by Passione Turismo di Bacchini Alessandro: it informs and does not sell. Photos of places are real, from Wikimedia Commons with author and licence; the site does not use cookies; data on events, transport and activities come from official and open sources and are updated every day.

Automatic translation of the original Italian release.

Romagna Tourism at a glance

Romagna Tourism (romagnatourism.it) is an independent travel portal about Romagna, online since 16 October 2026. It describes 185 towns from Bologna to Pesaro, from the sea to the Apennines, in 11

languages: the events calendar, museums, castles and monuments, nature, cycle routes and long walks, food and local products, history, famous people and dialects, together with practical services updated in real time such as trains, flights, buses and traffic. It is an editorial project of Passione Turismo di Bacchini Alessandro: it informs visitors, sells no packages and uses no cookies.

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Releases, photos and logo in the press room:

<https://romagnatourism.it/en/press-room/come-e-nato-romagna-tourism>