

MEDIA KIT · ENGLISH EDITION

Itinerari del Gusto

della Costa Trapanese · Taste Routes of the Trapani Coast

TTG Travel Experience 2026

Rimini Expo Centre, 14-16 October 2026

Hall C2, stands 229-230

Step into the real Sicily.

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THE PROJECT

One coast, one destination

Twelve municipalities, from San Vito Lo Capo to Mazara del Vallo, from the Egadi Islands to Pantelleria, have chosen to present themselves together through what has always united them: the sea and its food.

Itinerari del Gusto della Costa Trapanese is the project through which the GAL Pesca Trapanese brings the coast of the province of Trapani to the tourism market as a single destination: five self-guided routes, fourteen experiential packages for the trade and a portal linking experiences, restaurants, accommodation and producers. Every stop is connected to local operators, so that each visit directly supports coastal communities.

12

municipalities on the coast

5

themed routes

14

packages of 3, 5 and 8 days

79

experiences on the portal

15

restaurants with the Mare Nostro brand

Who is behind it

Promoter. The GAL Pesca Trapanese, the local fisheries action group managed by the Fondazione Torri e Tonnare del Litorale Trapanese. President Francesco La Sala, director Giampiero Cappellino.

The network. A memorandum of understanding signed on 15 October 2026 entrusts the management of the routes to the Fondazione, as lead partner, together with the twelve municipalities. Supporting partners: the Distretto Turistico Sicilia Occidentale and the Istituto «I. e V. Florio» hospitality school of Erice.

Tour operator. Sicilia da Scoprire, the incoming tour operator run by Giulia Pulizzi, manages the portal, develops the experiences and organises the packages.

The portal. itineraridelgustotrapani.it lists routes, experiences, accommodation, local products, a map and brochures. With «Crea il tuo viaggio» (Create your trip) visitors choose their days, combine stops and send a request for a tailor-made trip; local operators can apply through «Proponi la tua esperienza».

Funding. Italian national FEAMPA 2021-2027 programme, Priority 3, within the community-led local development strategy (CLLD) of the GAL Pesca Trapanese.

Mare Nostro, the Trapani catch brand

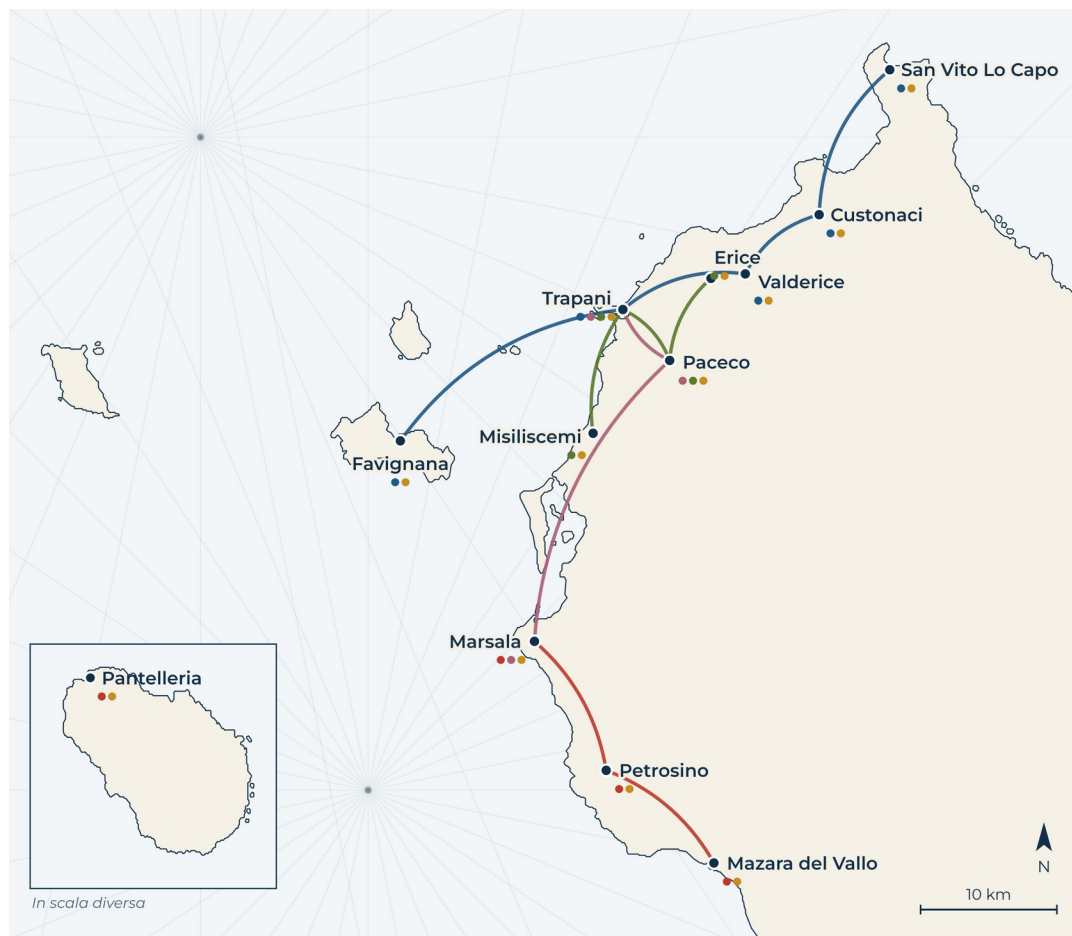
Mare Nostro is the territorial brand for fish landed by the Trapani fleet. Created in 2015, it was relaunched in 2026 with digital traceability: after landing, each batch is recorded on a platform, processed and packed under the brand. A QR code, app or website shows origin, boat, fishing area and operators, certified on blockchain. Six fishing cooperatives run the «Mare Nostro Trapanese – Trapani Fish Market» shop, opened in late September 2026 near Trapani's fishing port, and the brand has been awarded to 15 local restaurants.

«Twelve municipalities offer operators a concrete, bookable product, built with the people who live the sea every day.» Francesco La Sala, president of the GAL Pesca Trapanese

THE COAST AND ITS ROUTES

Five routes, twelve municipalities

These are not organised tours but guides: visitors choose a theme, follow the recommended stops and stop wherever they like, relying on partner operators. The «Trapani couscous» route crosses all twelve municipalities; the 8-day package «Sicilia occidentale – Le rotte del gusto», from April to October, brings the five themes together in one organised trip.



Red prawn & Mediterranean catch

Mazara del Vallo,
Petrosino, Marsala,
Pantelleria
About 35 km in 8 hours, all
year

Tuna and tuna fisheries

Favignana, Trapani,
Valderice, Custonaci, San
Vito Lo Capo
About 45 km in 2 days,
spring and summer

Salt and its many forms

Trapani, Paceco, Marsala
About 25 km in 4 hours,
April to September

Traditional cooking & local catch

Misiliscemi, Trapani,
Paceco, Erice
About 30 km in 8 hours, all
year

Trapani couscous

All twelve municipalities
Independent stops, all
year, peak in September

Lines show the suggested sequence of stops, not road routes.

THE FIVE ROUTES · 1/5

Red prawn & Mediterranean catch

Mazara del Vallo, Petrosino, Marsala, Pantelleria · about 35 km · 8 hours, Pantelleria a day of its own · all year · by car between towns, on foot in the old centres; Pantelleria by ferry or hydrofoil from Trapani, or by air from Trapani-Birgi

Life in Mazara del Vallo revolves around the canal harbour and one of Italy's most important fishing fleets: in March 1998 a trawler's nets brought up the Dancing Satyr, a bronze that had lain on the seabed for two thousand years. In the Casbah red prawn is eaten raw with a drizzle of oil, or in fish couscous. Marsala keeps its fish market and the Stagnone lagoon, with salt pans and the Phoenician island of Mozia.

1 Porto Canale and Lungomare Mazzini (Mazara del Vallo) – fishing boats moored along the canal, the seafront promenade

2 The Casbah and the Dancing Satyr Museum (Mazara del Vallo) – the Arab quarter, the museum in the former church of Sant'Egidio

3 Marina di Biscione and Torre Sibiliana (Petrosino, optional) – small harbours and a watchtower

4 Mercato ittico (Marsala) – the historic market and Porta Garibaldi

5 Stagnone Reserve and Baglio Anselmi Museum (Marsala) – the Punic shipwreck, the Ettore e Inversa salt pans, Mozia

6 Pantelleria harbour and fishing tourism (Pantelleria, optional) – a trip with fishermen, caper fields, bush vines, Specchio di Venere lake

Taste Mazara red prawn, raw or grilled; fish couscous; busiate pasta with Trapani pesto; Stagnone catch with Marsala wine; Pantelleria capers and Zibibbo.

For the trade «Il gambero rosso e il pescato del Mediterraneo», 3 days and 2 nights in Mazara del Vallo and Marsala, April to October: the fishing harbour, a fisherman, how to recognise red prawn, a cooking class with a chef, a historic Marsala winery. Also 5 days («Dal porto alla cucina») and 8 days («Le rotte del Mediterraneo»).

THE FIVE ROUTES · 2/5

Tuna and tuna fisheries

Favignana, Trapani, Valderice, Custonaci, San Vito Lo Capo · about 45 km · 2 days, one on Favignana · spring and summer · ferry or hydrofoil from Trapani to Favignana, then by car

Every spring bluefin tuna crossed the Strait of Gibraltar to spawn in the Mediterranean, and along this coast they shaped a system of nets, rituals and communities. On Favignana the former Florio factory once caught more than 14,000 fish in a single season. The route continues to Bonagia and the songs of its tonnaroti, to Cofano below the mountain and to the Tonnara del Secco, ending in Trapani, where tuna is still processed today.

1 Former Florio factory of the Favignana and Formica tuna fisheries (Favignana) – boat halls, canning rooms, archive films, the voices of the tonnaroti

2 Tonnara di San Cusumano (between Trapani and Erice) – the historic plant by booking, with bottarga, mosciame and lattume

3 Tonnara di Bonagia (Valderice) – the tower, the muciare boats and the Molino Excelsior mill

4 Tonnara di Cofano and Monte Cofano Reserve (Custonaci, optional) – the tower, Cornino bay, Grotta Mangiapane

5 Tonnara del Secco (San Vito Lo Capo) – historic buildings, Punic tanks, cliffs towards the Zingaro reserve

Taste Bluefin tuna bottarga, mosciame, ficazza and lattume; tuna dishes in San Vito Lo Capo; fresh catch at the Cornino kiosks.

For the trade «Tonno e tonnare – Sulle rotte del tonno rosso», 3 days and 2 nights in Trapani, Custonaci and San Vito Lo Capo, March to October: a tuna cooking class in Trapani, extra virgin olive oil in Custonaci, Monte Cofano and Grotta Mangiapane, the Bonagia tonnara with the story of the rais and tonnaroti, the coast of San Vito Lo Capo and Macari.

THE FIVE ROUTES • 3/5

Salt and its many forms

Trapani, Paceco, Marsala · about 25 km · 4 hours · April to September · by car, or by bike on the 10 km cycle route from Trapani to Nubia; by car to Marsala

In the 12th century the Arab geographer al-Idrisi described these salt pans as a source of wealth. For almost a thousand years wind, sun and shallow water have worked with people, drawing a landscape of geometric basins, windmills and white heaps of salt. Since 1995 the WWF has managed one of Europe's most important wetlands here, where salt-making coexists with flamingos and migratory birds.

1 Salina Grande and the northern reserve (Trapani) – the embankments and the Maria Stella and Galia windmills

2 Salt Museum and Nubia Tower (Paceco) – the Culcasi family museum in a former mill, the watchtower

3 Maria Stella mill, WWF visitor centre (Paceco, optional) – guided walks by booking, birdwatching

4 Ettore e Inferna salt pans (Marsala) – the working windmill and a sunset aperitif facing Mozia

Taste Trapani PGI whole sea salt and Nubia red garlic, sold directly by producers; sunset tasting at Ettore e Inferna; in September, the «Rosso aglio & Bianco sale» festival in the reserve.

For the trade «Il sale e le sue declinazioni», 3 days and 2 nights in Trapani, Paceco and Marsala, April to October: the salt pans with a salt worker, «Salinai per un giorno» during the harvest or a salt and fleur de sel tasting, a Marsala winery, salt in food preservation. Also 5 days («Dal mare alla tavola») and 8 days («Mare, vento, cucina e memoria»).

THE FIVE ROUTES • 4/5

Traditional cooking & local catch

Misiliscemi, Trapani, Paceco, Erice · about 30 km · 8 hours · all year · by car, cable car to Erice

This is the cooking that never appears in glossy guides: family kitchens and trattorie handed down through generations. The route runs from Marausa, where fish reaches the grill a few hours after being caught, to Trapani, where boats return to the fishing port and the fish market square recalls the market that set the rhythm of the old town for a century. In Paceco cooking turns rural; the journey ends in Erice, high above the whole coast.

1 Marausa Lido and Torre di Marausa (Misiliscemi) – grilled fish on the seafront, the Egadi Islands, the sunset

2 Piazza Mercato del Pesce, fishing port and old-town trattorie (Trapani) – the Venus Anadyomene fountain, the Tramontana walls, fishing boats at the quay

3 Piazza di Paceco and salt-house cooking (Paceco, optional) – a family trattoria and Nubia red garlic

4 Erice, traditional cooking with a view (Erice) – the cable car, a terrace over the gulf, almond pastries

Taste Busiate with Trapani pesto, fish couscous, grilled fish, Erice almond pastries, dishes with Nubia red garlic.

For the trade «La cucina tradizionale e il pescato locale», 3 days and 2 nights in Erice and Trapani, March to October: a pastry workshop in Erice, a busiate cooking class in Trapani, a fisherman and a boat trip when weather and season allow, lunch with the catch of the day. Also 5 days («Da dove nasce la cucina trapanese») and 8 days («Dal campo, dal mare e dalle mani»).

THE FIVE ROUTES · 5/5

Trapani couscous

all twelve municipalities · independent stops · all year, peak in September · by car between stops

In 2020 UNESCO recognised the knowledge and practices of Maghreb couscous as intangible cultural heritage. On this coast the dish has deep, everyday roots, brought by sailors and workers who traded with Tunisia for centuries. It is passed on mainly by women, who roll the semolina by hand in a ceramic mafaradda; every family and town has its own version. The best-known moment is the Cous Cous Fest in San Vito Lo Capo, founded in 1998.

1 Cous Cous Fest and the Couscous Houses (San Vito Lo Capo) – tastings, world championship, cooking shows, concerts

2 Couscous school (San Vito Lo Capo, optional) – a workshop with local women, then a tasting

3 The Casbah and fish couscous trattorie (Mazara del Vallo) – couscous prepared in the mafaradda, lunch or dinner

4 Fish couscous with a view (Erice, optional) – a historic restaurant with a panoramic terrace

5 Spice and mafaradda shops (Trapani, optional) – spices, semolina and handmade mafaradde

Taste Trapani fish couscous, rockfish soup, wild herbs from Macari and Castelluzzo, caldo-freddo dessert; spices, semolina and mafaradde to take home.

For the trade «Il cuscusu trapanese – Un piatto, tre territori», 3 days and 2 nights in San Vito Lo Capo, Marsala and Favignana, April to October: a couscous lunch in San Vito, a cooking class with hand-rolling in the mafaradda in Marsala, the Florio factory and local catch on Favignana. Also 5 days («Dal mare alla mafaradda») and 8 days («Viaggio nel Mediterraneo di Sicilia»).

THE TWELVE MUNICIPALITIES

The municipalities of the coast

For each municipality: the routes that cross it, the recommended stops and a signature product. The «Trapani couscous» route crosses all twelve.

Municipality	Routes	Recommended stops	Signature product
Custonaci	Tuna	Tonnara di Cofano and Monte Cofano Reserve, Cornino bay, Grotta Mangiapane	Extra virgin olive oil
Erice	Traditional cooking	Erice, traditional cooking with a view; fish couscous with a view	Almond pastries
Favignana	Tuna	Former Florio factory of the Favignana and Formica tuna fisheries	Bluefin tuna
Marsala	Red prawn, Salt	Mercato ittico; Stagnone Reserve and Baglio Anselmi Museum; Ettore e Infera salt pans	Marsala wine
Mazara del Vallo	Red prawn	Porto Canale and Lungomare Mazzini; the Casbah and the Dancing Satyr Museum; fish couscous trattorie	Mazara red prawn
Misiliscemi	Traditional cooking	Marausa Lido and Torre di Marausa	Grilled fish
Paceco	Salt, Traditional cooking	Salt Museum and Nubia Tower; Maria Stella mill, WWF visitor centre; salt-house cooking	Nubia red garlic
Pantelleria	Red prawn	Pantelleria harbour and fishing tourism	Capers and Zibibbo wine
Petrosino	Red prawn	Marina di Biscione and Torre Sibiliana	Catch from small harbours
San Vito Lo Capo	Tuna	Tonnara del Secco; Cous Cous Fest and Couscous Houses; couscous school	Fish couscous
Trapani	Tuna, Salt, Traditional cooking	Tonnara di San Cusumano; Salina Grande; Piazza Mercato del Pesce and fishing port; spice and mafaradda shops	Trapani PGI sea salt
Valderice	Tuna	Tonnara di Bonagia and Molino Excelsior	Tuna bottarga and mosciame

AT TTG TRAVEL EXPERIENCE 2026

Meet us in Rimini

TTG Travel Experience is the international B2B tourism fair organised by Italian Exhibition Group at Rimini Expo Centre. Its 2026 theme, EXIST, puts human experience back at the centre; Itinerari del Gusto answers with the faces of the coast: fishermen, restaurateurs, producers and keepers of tradition.

The stand. «Itinerari del Gusto della Costa Trapanese», Hall C2, stands 229-230, Rimini Expo Centre, via Emilia 155. With the mayors of the twelve municipalities, Sicilia da Scoprire and selected local operators.

Wednesday 14 October. Information desk and first tastings of local products; B2B meetings with travel agencies, tour operators and buyers.

Thursday 15 October. Tastings and B2B meetings with the mayors and local operators. At 7 pm, Hotel Premier & Suites, VII Traversa Mare 15, Milano Marittima: signing of the memorandum of understanding that makes the network official, with institutional speeches, travel agencies joining the network and a group photo.

Friday 16 October. Last B2B meetings until the fair closes.

Book a meeting. itineraridelgustotrapani.it/incontraci-a-rimini, with separate calendars for the Italian and the international market.

For the press. Interviews with the president and director of the GAL, the mayors and the tour operator on request. From 19 October the media kit is updated with video, photos and interviews from the fair.

Press contacts

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Available for interviews Francesco La Sala, president of the GAL Pesca Trapanese; Giampiero Cappellino, director; the mayors of the twelve municipalities; Giulia Pulizzi, Sicilia da Scoprire.

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