

2024



SINA HOTELS
Events Calendar

HIGHLIGHTS OF THE MOST
INTERESTING EVENTS
HAPPENING NEAR OUR 11 HOTELS
LOCATED THROUGHOUT
ITALY'S MAIN DESTINATIONS!



J A N U A R Y

FLORENCE

PITTI UOMO – JAN 9-12

The world's most important platform for discovering the latest in men's clothing and accessories. Held in Florence twice a year.

FLORENCE

PITTI BIMBO – JAN 17-19

An extraordinary platform presenting a complete overview of children's fashion and new lifestyle trends for kids. Held in Florence twice a year.

FLORENCE

PITTI FILATI – JAN 24-26

The leading trade event showcasing yarns for the knitting sector featuring technological innovations. Held in Florence twice a year.



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VENICE

VENICE CARNIVAL – JAN 27 – FEB 13

The annual festival held in Venice, famous throughout the world for its elaborate costumes and masks.

VIAREGGIO

VIAREGGIO CARNIVAL – FEB 3 – 24

The 150th edition with a parade on the Seaside Promenade featuring the work of local artists.

ROME

SIX NATIONS RUGBY – FROM FEB 3

The annual international men's rugby competition between the teams of England, France, Ireland, Italy, Scotland and Wales.

FLORENCE

PITTI TASTE – FEB 3-5

The biannual fair in Florence, Italy that celebrates all things culinary; instead of a meeting point for food lovers.

MILAN

MILAN FASHION WEEK – FEB 20-26

The entire city takes fashion week as a very serious affair! Happening only twice a year, this is the place to be if you love fashion.



M A R C H

PARMA

MERCANTEINFIERA – MAR 2-10

Amongst the most important antique fairs on the Continent, the “Mercante in Fiera” is a must visit event for those who love refined antiques and arts. This event showcases everything from the world of watches and jewellery to contemporary art and antique paintings or furnishings.

PERUGIA

EUROCHOCOLATE – MAR 15-24

Dedicated entirely to chocolate, this festival is one of the most significant chocolate inspired events in Europe.

ROME

MARATHON RUN ROME – MAR 17

A journey in the eternal city that will make you fall in love with running and the marathon, forever.



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MILAN

SALONE DEL MOBILE – APR 16-21

The 62nd edition of the world-famous Furniture Fair with over 2000 exhibitors from more than 35 countries.

FLORENCE

MIDA MOSTRA DELL'ARTIGIANATO – APR 25 / MAY 1

Tradition and innovation: two words that represent MIDA, the annual International Handicrafts Trade Fair in Florence.

VENICE

BIENNALE D'ARTE DI VENEZIA – APR 20 / NOV 24

Founded in 1895, this is the world leader in contemporary art exhibitions.



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ROME

INTERNAZIONALI BNL D'ITALIA – MAY 6-19

For tennis lovers, this tournament is a very well known and respected event. Occurring in the suggestive Foro Italico setting, this tournament attracts the best players from around the world.

TURIN

SALONE INTERNAZIONALE DEL LIBRO – MAY 9/13

Located in Turin, Italy, this fair promotes books and online/offline reading worldwide.

FLORENCE

MOTO GP MUGELLO – MAY 31/ JUN 2

Also known as the Gran Premio d'Italia, this prestigious motorcycle racing event takes place at the Mugello Circuit in Italy.



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ROME

EUROPEAN ATHLETICS CHAMPIONSHIPS – JUN 7-12

The 2024 European Athletics Championships will take place in Rome 50 years after the Italian capital last staged the championships.

FLORENCE

PITTI UOMO – JUN 11-14

The world's most important platform for discovering the latest in men's clothing and accessories. Held in Florence twice a year.

FLORENCE

PITTI BIMBO – JUN 19-21

An extraordinary platform presenting a complete overview of children's fashion and new lifestyle trends for kids. Held in Florence twice a year.

FLORENCE

PITTI FILATI – JUN 24-26

The leading trade event showcasing yarns for the knitting sector featuring technological innovations. Held in Florence twice a year.

PERUGIA

FESTIVAL DEI DUE MONDI (SPOLETO) JUN 28 / JUL 14

An international event of music, dance and theater hosted by the old city of Spoleto.



J U L Y

PERUGIA

UMBRIA JAZZ – JUL 12-21

One of the most important jazz festivals in the world, held annually since 1973.

VIAREGGIO

FESTIVAL PUCCINI – JUL 12 / SEP 7

The annual summer opera festival held to present the operas of the famous Italian composer Giacomo Puccini.

ROME

COLDPLAY CONCERTS – JUL 12 – 13 – 15 – 16

Coldplays return to Italy for the unmissable concerts of the Music of The Spheres - World Tour.

VENICE

FESTA DEL REDENTORE – JUL 20

One of the most beloved events, really appreciated by the venetians too. Festivities and celebrations culminate with the magnificent fireworks that are reflected in Saint Marc basin.



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VENICE

THE VENICE INTERNATIONAL FILM FESTIVAL

AUG 28 / SEP 7

The Venice Film Festival or Venice International Film Festival is an annual film festival held in Venice.

MILAN

FORMULA F1 ITALIAN GRAND PRIX 2024 (MONZA) –

AUG 1 / SEP 1

The Gran Premio d'Italia is one of the oldest national motor racing Grand Prix, having been held since 1921.



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VENICE

THE HISTORICAL REGATTA – SEPT 1

The Regatta of the Historical Maritime Republics (or Palio of the Historical Maritime Republics) is a sporting event of historical re-enactment with the aim of recalling the rivalry of the most famous Italian maritime republic.

FLORENCE

ARTIGIANATO & PALAZZO – MID SEPT TBA

A celebration of Italian craftsmanship set in the historical Corsini Palazzo and in its beautiful garden in the heart of Florence.

MILAN

MILAN FASHION WEEK – MID SEPT TBA

The entire city takes fashion week as a very serious affair! Happening only twice a year, this is the place to be if you love fashion.

FLORENCE

BIAF THE GREAT FAIR OF ITALIAN ART – SEPT 28 / OCT 6

At the country's most important Old Masters fair, BIAF (the Biennale Internazionale dell'Antiquariato di Firenze), international curators from the Met and LACMA rub elbows with Italian colleagues from the Uffizi Galleries at the elegant mid-17th-century Palazzo Corsini.



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ROME

THE ROME FILM FESTIVAL OCT / NOV TBA

One of the most iconic Film Festivals in Italy. A moment where celebrities from around the world come to enjoy Rome thanks to the many red carpet events.

VIAREGGIO

LUCCA COMICS – OCT 30 / NOV 2

Lucca Comics & Games is an annual comic book and gaming convention in Lucca, Italy, traditionally held at the end of October, in conjunction with All Saints' Day. It is the largest comics festival in Europe, and the second biggest in the world.