



UN Tourism and Università della Svizzera Italiana Strengthen Links Between Tourism and Fashion

Madrid, Spain, 4 November 2025 – UN Tourism and Università della Svizzera italiana (USI) have again partnered to spotlight inspiring examples of how fashion can drive cultural tourism, boost local trade, and spark innovation in destinations around the world.

Following on from the joint report “[Fashion and Cultural Tourism – Connecting Creators, Businesses, and Destinations](#)” USI, in cooperation with UN Tourism, hosted a hybrid workshop (24 October) to strengthen ties between the fashion and tourism sectors. The insights delivered in Lugano targeted policymakers and researchers, as well as professionals in product development, marketing and communication working within national tourism administrations, destination management organizations and fashion companies.

Creative industries are increasingly recognized as key drivers of tourism development. The Cultural and Creative Industries now contribute 3.1% of global GDP and 6.2% of global employment, making them a powerful force for tourism growth. From art and crafts to music, film, design, and fashion, these industries represent a great opportunity for cultural tourism worldwide.

Good practices showcased at the event included the Tuscany Tourism Board (Italy) the Ljubljana Tourism Board (Slovenia) and the Lugano Lifestyle Tech Competence Center (Switzerland). Success stories of integrating fashion into cultural tourism offerings from Indonesia, Lebanon, Mexico, Nigeria, Peru, the Republic of Korea, Saudi Arabia, Spain and Tanzania also contributed to the exchange of diverse and innovative approaches.