



INTERNATIONAL SHOW CAVES ASSOCIATION

## THE INTERNATIONAL SHOW CAVES ASSOCIATION CELEBRATES THE INTERNATIONAL DAY OF CAVES AND THE SUBTERRANEAN WORLD 2026

**Frasassi/Genga-Italy** (May 12, 2026) — On on June 6, the [International Show Caves Association](#) (ISCA) will proudly celebrate the International Day of Caves and the Subterranean World, an occasion dedicated to raising awareness about the beauty, importance, and conservation of caves and subterranean landscapes worldwide. This year's edition is especially significant, as 2026 marks the 10th anniversary of this international initiative promoted by the global show cave community.

Over the last decade, June 6 has become an important international event bringing together show caves, associations, researchers, tourism professionals, educators, and visitors to celebrate the underground world and promote its protection for future generations.

### **A Shared Symbol: #CaveDay Logo, Magnets, and Posters**

The [Federation Française du Tourisme & Patrimoine Souterrain](#) (French Federation of Subterranean Tourism, FFTS) continues supporting the initiative through the distribution of customised #CaveDay materials. Following the success of previous years, many show caves and associations will once again distribute fridge magnets, posters, and promotional materials to visitors as part of the celebration.

Together with its Spanish counterpart, ISCA and the [Spanish Show Caves Association](#) (ACTE), collaborated on the drafting of a [dossier](#) that reflects the importance of this date in the calendar of the show cave business.

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ISCA has also prepared different versions of the June 6 logo, available to members through a shared folder. These materials can be used for social media campaigns, cave entrances, promotional activities, and visitor giveaways, helping strengthen the visibility of the initiative worldwide. All the materials are continuously updated so that not only ISCA members but any other show cave or association can use them.

### **Activities Around the World**

ISCA encourages show caves and organizations to celebrate June 6 through activities adapted to their own communities and possibilities. Suggested initiatives include free entrance for children, educational activities, guided tours, exhibitions, concerts, social media campaigns, contests, or small giveaways for visitors.

Organizations are invited to share their activities online using the hashtag **#CaveDay**, helping connect celebrations taking place across different countries and regions.

### **Press and Public Awareness**

To support local and international media activities, ISCA will distribute an official press release template that show caves and organizations may adapt and use for regional, national, or international press coverage connected to the celebration.

### **A Word from the President**

The President of the International Show Caves Association, Friedrich Oedl (CEO at Eisriesenwelt Cave, Austria), stated that “June 6 has become a very special date for the international show cave community. This year, as we celebrate the 10th anniversary of the International Day of Caves and the Subterranean World, we encourage all show caves and partners to actively participate and share the beauty and importance of the underground world with their visitors and communities. Every activity, large or small, helps raise awareness and appreciation for caves and subterranean heritage.”.

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## **A Growing International Movement**

ISCA also recognizes the recent UNESCO designation of September 13 as the International Day of Caves and Karst, following an initiative led by the International Union of Speleology (UIS). While both celebrations share the common goal of promoting and protecting the underground world, June 6 remains especially focused on show caves, public awareness, tourism, education, and connecting visitors with subterranean heritage.

According to ISCA surveys, more than 120 million people visit show caves worldwide every year, generating an estimated economic impact exceeding 2 billion dollars annually and supporting tens of thousands of jobs connected to tourism, conservation, education, and local development.

Through continued international collaboration, ISCA hopes June 6 will continue growing as a global celebration dedicated to appreciation, education, and protection of the subterranean world.

## **The International Show Caves Association**

The International Show Caves Association (ISCA) was founded in 1990 in Frasassi (Genga, Italy). ISCA is an international organization of individuals, associations, corporations, and government agencies that manage show caves open to the general public. ISCA provides the communicative opportunity that these entities need to collaborate on any matter related to show caves. ISCA's main objective is to promote, collaborate, and assist in the cooperation between show cave managers,

More information about the International Show Caves Association can be found on the official website: [www.i-s-c-a.org](http://www.i-s-c-a.org).

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