



PIEMONTE

Elegance and authenticity for your
successful events

MEETINGS INCENTIVES CONFERENCES EXHIBITIONS MEETINGS INCENTIVES CONFERENCES EXHIBITIONS



Welcome to **Piemonte**, awarded as **#1 must visit region** in the world by **Lonely Planet's "Best in Travel" ranking 2019**.

As the name, *Pedemontium*, suggests, the region stands at the foot of the Western Alps with peaks of extraordinary beauty, such as the Monte Rosa and the unmistakable pyramid of Monviso, known as "The Stone King", from which originates the Po, Italy's longest river. Piemonte is a harmonious blend of art, history and nature, excellent food and wine tradition, amazing landscapes and a wide choice of sports, dynamic or relax activities: features that make the region one of the emerging destinations for national and international tourism, and respond to the needs of MICE sector.

From the capital city of **Torino**, **modern** and **royal**, to the magnificent **complex of the Residences of the Royal House of Savoy**; from the hills of **Langhe**, **Monferrato of Asti and Alessandria and Roero**, rich in scents, wines and taste, to the Lakes area, always been one of the main MICE destinations in Piemonte, with **gardens** and **exquisite historic homes**. **Biella**, industrious, first in line in **manufacturing and artistic innovation and creativity**. **Cuneo** and its land, spread to the Ligurian Region and France, and finally the regional landscape alternating the plains with the cities of **Novara and Vercelli** to **expanses of water grown in rice paddies**.

With **1,000 meeting rooms**, more than **20 of which have a capacity larger than 500 seats**, and a variety of settings with cutting-edge venues, Piemonte is an **ideal location for any request of the meeting industry**.

Elegance and authenticity are the keys to successful events: we are waiting for you in Piemonte!

WELCOME TO PIEMONTE



TOP 10 IN PIEMONTE

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- 1st • Torino first capital in Italy
 - 2 • UNESCO Creative Cities
Torino Creative City of Design
Alba Creative City of Gastronomy
 - 5 • UNESCO World Heritage Sites
 - 22 • Residences of the Royal House of Savoy
 - 57 • Golf Clubs
 - 1,350 • Km of ski slopes
 - 45 • Michelin-starred restaurants
 - 17 • DOCG 42 • DOC certified wines
 - 1,000 • Meeting rooms
 - 13,000 • 4- and 5-star hotel rooms



Piemonte and its territory

Piemonte is a veritable land of events thanks to its diverse and amazing MICE - Meetings, Incentives, Conferences and Exhibitions - offer all year round.

From the city of **Torino** - first capital of Italy and since 2014 UNESCO Creative City of Design - to the **mountains** and the enchanting destinations of **Lakes Maggiore** and **Orta**, where you can experience the elegant hospitality of exclusive hotels and wellness centres; from the **Royal Residences** - exquisite venues for social events and conferences - to the "**Vineyard Landscape of Langhe Roero and Monferrato**", both **UNESCO World Heritage Sites**; from the **Sacred Mount of Oropa** to the **rice fields** of Novara and Vercelli.

Piemonte offers a wide range of venues for **corporate events, congresses** and **incentive tours**, combining a contemporary approach with a fascinating tradition. The famous museums and the brand new post-industrial locations in Torino, the marvellous villas and the big hotels on the lakes shores, the castles and the cellars in the hills, which have become legendary for wines such as Barolo, Barbaresco, Barbera, Dolcetto, Brachetto d'Acqui, the white Cortese di Gavi, Roero Arneis and Moscato d'Asti.



The Residences of the Royal House of Savoy

Heritage of the exquisite court life, the magnificent **complex of the Residences of the Royal House of Savoy**, known as "**Crown of Delights**", is a **UNESCO World Heritage Site since 1997** and invites you to a fascinating journey into the treasures of art and nature of Piemonte. Designed and embellished by the leading architects and artists between the XVII and the XVIII centuries, this system radiates out from Torino to the Langhe and Canavese areas and represents a stunning architectural setting enriched by a spectacular system of **historic gardens and parks**.

Torino surprises you with the harmonious architectural lines of **Palazzo Reale** and the richness of the **Royal Museums**, along with **Palazzo Madama**, **Palazzo Carignano** and **Villa della Regina**. At a short distance, enjoy the stunning **Reggia di Venaria** with its magnificent gardens and the **Castle La Mandria** with 3,000 hectares of fenced and protected parkland. Let's move on to the **Castle of Rivoli**, the first museum devoted to contemporary art in Italy, then visit the **Stupinigi Hunting Lodge** and the **Castle of Moncalieri**. In the Canavese area, around Ivrea, you can reach the **Castle of Agliè**, whereas the **Castle of Racconigi** and its park is a place of great charm in the province of Cuneo. Among hills and villages, immersed in the Langhe greenery, do not miss the **Castle of Govone** and the **Pollenzo Royal Estate**, today home to the University of Gastronomic Sciences and the Wine Bank.



TORINO

Torino, a thousand and one experience

Austere and trendy, ancient and contemporary. Torino offers a perfect balance to match studying and working days with leisure activities. It has a rich offer of **conference centres, museums, historic homes, olympic venues, top-class four- and five-star hotels** and an excellent quality of life made up of a **unique blend of art, culture, food and art de vivre.**

Torino is a city where you can experience the **Museo Egizio**, the most important Egyptian museum in the world after the Cairo's one, and a **historic cafe** or major sporting events such as **ATP Finals 2021-2025** and watch the top eight tennis players. On the same day you can taste fine art, shop in classy designer shops, visit the **National Museum of Cinema** or a royal palace such as the sumptuous **Reggia di Venaria.**

Torino is the city where the **aperitif ritual** started in 1786, and it is still celebrated before dinner in **trendy lounge bar** in the historic city centre. However, **Piemonte's capital** is also synonymous with a **passion for chocolate that started 450 years ago.** In fact, the city can boast some of the most famous small-scale confectioners in the sector.

Torino is a city with an ancient, aristocratic heart and a young, trendy appearance: in the evenings there are plenty of opportunities to sample the night life until the early hours, while daytime is ideal for enjoying the large parks or for strolling along under the **18 km of arcades with top-class shops,** wandering around the city's many markets, such as **Porta Palazzo, the largest open-air market in Europe,** and the **Balon, a famous flea and antiques market** is another unique opportunity. There are churches and baroque palazzos, the Cathedral and the **Shroud of Torino,** the circuit of **Royal Residences** and sights associated with the period when Torino was the **first capital** of unified Italy.



Airports
Torino Airport
 16 km from Torino
Milano Malpensa
 130 km from Torino

Train stations
 Torino Porta Susa
 Torino Porta Nuova
 Torino Lingotto

Motorways
 A32 Torino Bardonecchia
 T4 Freius
 A4 Torino Trieste
 A5 Torino Aosta
 A6 Torino Savona

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	7	52	6,432
Historic homes and museum	11	18	3,104
Other premises	11	40	11,441
Olympic venues	3	11	20,538

	5 stars	4 stars	main meeting room capacity
Hotel	3	45	480
Rooms	311	3,912	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Turismo Torino e Provincia Convention Bureau
 Via Maria Vittoria, 19 | 10123 Torino | T +39 011 8185011
convention@turismotorino.org | <http://convention.turismotorino.org>

The Lake District, green and blue allure

The Lake District is **one of Piemonte's principal location for conferences and conventions,** offering a winning combination of professional services, state-of-the-art technology and an enticing range of leisure possibilities, surrounded by **magnificent gardens and historical dwellings.** From fascinating **Lake Maggiore** with its Borromeo Islands - one of the international tourism's best loved destinations - and beautiful towns of Verbania, Cannobio, Cannero Riviera, Baveno, Stresa and Arona, through quiet and clear **Lake Mergozzo,** all the way up to the bewitching scenario of **Lake Orta,** with the old village Orta and the mystic Island of St. Jules. Nature, art and history make this territory one of the most beautiful tourist areas in the world. Not far from the lakes is the outstanding pure beauty of the **Ossola valleys** with the 145-metre **Toce waterfall,** the **Nature Parks** Veglia-Devero and Alta Valle Antrona, the Val Grande National Park - the largest wilderness area in Italy - and **Monte Rosa,** the second highest peak of the Alps.

The succession of lakes and mounts offers endless opportunities to practice amazing **summer and winter sports,** savour a **tasty cuisine,** enjoy the comfort of **thermal resorts,** buy skilfully hand-crafted items, worldwide recognized design houseware and tailor-made clothing.

Let yourself or your guests be welcomed and pampered by the accommodations located in the beating heart of the Lake District, which are characterised by a legendary top-quality service and an excellent MICE offer.

LAKE DISTRICT



Airports
Milano Malpensa
 50 km from Stresa
Torino Airport
 140 km from Stresa

Train stations
 Stresa, Baveno,
 Verbania, Domodossola

Motorways
 A8 Milano Laghi
 A26 Genova Gravellona Toce

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	4	13	2,436
Historic homes and museum	13	32	1,612
Other premises	5	8	1,673

	5 stars	4 stars	main meeting room capacity
Hotel	5	29	1,250
Rooms	602	5,350	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of the Lake District
 Corso Italia 26 | 28838 Stresa (VB) | T +39 0323 30416
infoturismo@distrettolaghi.it | www.distrettolaghi.it

Langhe Monferrato Roero, lands of taste

Langhe Monferrato Roero are the **food and wine** heart of Piemonte: a land of treasures and scents, cuisine excellency, UNESCO world heritage, culture and outdoors.

Barolo, Barbaresco, Barbera, Moscato and Asti Spumante, the Alba White Truffle, the Langhe "Tonda e Gentile" hazelnut, the DOP cheeses and much more. Several activities, such as the "trifolao" (truffle hunter) and his dog for a simulated truffle hunt, or a stop at a "trattoria" or a gourmet restaurant to enjoy the dishes of a world known cuisine. Not to be missed are the wine cellars, where it is possible to taste famous **DOC and DOCG wines**, such as the **Underground Cathedrals in Canelli**, where in the mid-19th century the first Italian "Spumante" was born, or the visit to the **wine museums**, like the one in **Nizza Monferrato** or the **WiMu, Wine Museum in Barolo**. Discover the stylish wine shops hosted by many important castles and historical villas, like the castle of **Grinzane Cavour**, sites and seat of the **Regional Enoteca**.

The wine landscape, safeguarded by the UNESCO as **World Heritage since 2014**, and the outdoor activities offer intense emotions. **Hiking and cycling paths**, where almost each borough offers traces of the past, like the medieval watchtowers that nowadays watch over the production of well-known cheeses, such as the **Murazzano** and the **Robiola of Roccaverano**. Worth a visit are the **Rocche of the Roero area**, impressive clay and sandy soils famous for truffles and fruity wines. Many cultural places of interest: itineraries along the Francigena Route and Romanic art pieces like the **Vezzolano Abbey**, religious paths in the "Saints' Lands" of the northern part of Monferrato, the treasures of the city of Asti, like the gothic cathedral and the museums which host yearly important exhibitions.

The territory hosts many important events, among which **Cheese**, the festival that the **Slowfood** movement and **Bra** dedicate every two years to cheeses from all over the world; the **National Wine Fair "Douja d'Or"** in Asti; the **International Alba White Truffle Fair** with the **Worldwide Truffle Auction** and the **Asti Palio** with the spectacular historical districts horse race dating back to the 13th century.

LANGHE MONFERRATO ROERO



Airports

Torino Airport
93 km from Alba
86 km from Asti

Cuneo Levaldigi
46 km from Alba
75 km from Asti



Train stations

Asti, Alba, Bra



Motorways

A6 Torino Savona
A21 Torino Piacenza Brescia
A33 Asti Cuneo

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	4	12	970
Historic homes and museum	6	8	853
Other premises	16	36	4,970

	5 stars	4 stars	main meeting room capacity
Hotel	6	38	400
Rooms	129	1,353	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board Ente Turismo Langhe Monferrato Roero
Piazza Risorgimento, 2 | 12051 Alba (CN) | T +39 0173 35833
Piazza Alfieri, 34 | 14100 Asti | T +39 0141 530357
info@langheroero.it | www.langheroero.it

ALESSANDRIA

Alessandria, delicious and precious Monferrato

Alessandria is situated in a **very strategic position**, just an hour drive from the cities of Milan, Torino, Genoa and the intercontinental hub of Malpensa.

A corner of Monferrato evocative of rural landscapes, **superb wines and typical food**, rich of unique venues, perfect to host congresses, team buildings, conventions and seminars: castles and historical residences, elegant country houses, the most exclusive golf courts, but also museums and theatres. Evocative sceneries, historical sites, relaxing atmospheres, typical dishes and great wines will make you live an experience that will leave you not only memories of your work moments, but also the rediscover of traditional values.

There are a lot of beautiful towns and cities to visit: **Alessandria**, with its medieval centre enriched by **18th-century palaces** and the **Cittadella**, a military fortification built by the Savoy dynasty, among the best preserved in Europe, surrounded by a wide green area where you can walk and relax; **Acqui Terme**, known since ancient times for the **Fonte "Bollente"**, a hot spring from which curative water gushes at a temperature of 75°C; **Casale Monferrato**, the centre of the **UNESCO vineyards landscape since 2014**, near another **UNESCO World Heritage Site**, the **Sanctuary and Park of the 'Sacred Mountain' of Crea**; **Novi Ligure**, with the **Museum of the Champions**, devoted to two of the great legends of Italian cycling, Fausto Coppi and Costante Girardengo, winners of the Giro d'Italia and the Tour de France; and **Valenza**, the European capital for the craft working of **gold and precious stones**.

The territory of Alessandria also has **exceptional food and wine products**, with 19 fine DOC and DOCG wines, 10 DOP delicatessen and 7 designated areas for the preservation of typical products promoted by Slow Food Foundation.



Airports

Genova
77 km from Alessandria

Torino Airport
105 km from Alessandria

Milano Malpensa
120 km from Alessandria



Train stations

Alessandria, Acqui Terme,
Casale Monferrato,
Novi Ligure, Tortona, Valenza



Motorways

A21 Torino Piacenza Brescia
A26 Genova Gravellona Toce

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	2	3	1,800
Historic homes and museum	33	65	7,928
Other premises	11	12	3,272

	4 stars	main meeting room capacity
Hotel	28	600
Rooms	1,119	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of Alessandria - Alexala
Piazza Santa Maria di Castello, 14 | 15121 Alessandria | T +39 0131 227454
info@alexala.it | www.alexala.it

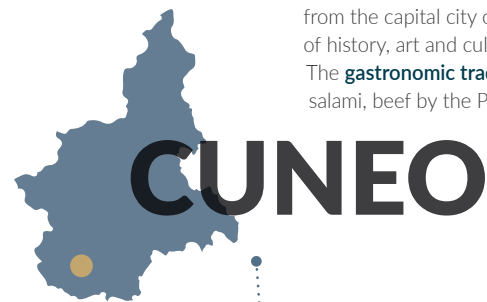


BIELLA

Creative Biella and its land

Candidate UNESCO Creative City, Biella lies in the north of Piemonte, where the plain ends and the Alps begin. For centuries Biella area has linked its name and history to the **textile industry and wool mills**. Today this feature translates into prestigious textile labels and the tempting offers of their factory outlets, but also in itineraries of **industrial archeology** and in important converted spaces. In town we find for example **SellaLab**, in the former Lanifici Maurizio Sella, and **Cittadellarte - Fondazione Pistoletto**; in the surroundings, the **Factory of the Wheel** and **Casa Zegna**, historical archive and corporate museum of the Ermenegildo Zegna label. The area is rich in art and history, with plenty of small villages, castles and ricettis: the city of Biella with the **medieval old town Biella Piazza**, reachable by funicular; the **Sanctuary of Oropa** dedicated to the Black Madonna, the most important place of Marian worship in the Alps, at 1,200 mt., and the whole system of Alpine Sanctuaries; the medieval fortified village **Ricetto of Candelo**, awarded with the label of "I Borghi più belli d'Italia", and **Masserano**, with the characteristic historic porticos and the 16th-century Palazzo dei Principi.

The exceptional environmental and cultural features include the **Burcina Nature Reserve** with its splendid rhododendron valley and the protected area of the **Oasi Zegna**, crossed by a panoramic road and an extensive network of excursion itineraries; the great archaeological area of **Bessa**, a Roman gold mine; the **Serra**, the largest moraine in Europe and the vast highlands of **Baraggia**. Sports enthusiasts can play golf in top courses such as **Golf Club Le Betulle di Magnano** or **Golf Club Cavaglià**, walk along the **Grande Traversata del Biellese**, with 200 kms of marked trails, or head to the area of **Lake Viverone**, surrounded by hills and vineyards, perfect for water skiing, windsurfing, wakeboard and sailing. And enjoy winter sports in the **Oropa** and **Bielmonte** ski resorts, including Alpine and cross-country skiing, Nordic walking and excursions with snow shoes.



CUNEO

Land of Cuneo, between the sea and the Alps

Between the alpine peaks and the scent of the sea, 20 valleys spread from the City of Cuneo to the Ligurian Region and France. The Province of Cuneo, known as "Granda" for its size, is a mix of natural, architectural and artistic heritage dominated by the imposing **Monviso** with an altitude of 3,841 mt., where the longest Italian river, the Po, has its source.

A land of **unspoilt nature** offers leisure opportunities in every season. **Hiking, cycling, riding, canoeing, flying, skiing** and **winter sports** are just some examples. **Thermal springs** like Lurisia, Valdieri and Vinadio are places to relax, where the water with its curative effects invigorates body and mind and helps to recuperate optimal physical and spiritual health. The art cities dating back to the medieval period, such as **Cuneo, Mondovì** and **Saluzzo**, the impressive **Castle in Racconigi**, paved streets in the old towns, abbeys and churches and stately buildings show how magnificent the past was. Along the roads which once took merchants and nobles, pilgrims and bandits from the capital city of the Dukedom of Savoy to the sea, it is possible to admire masterpieces of history, art and culture.

The **gastronomic tradition** offers excellent typical local products such as truffles, cheese, salami, beef by the Piemonte cattle breed and wine.



Airports
Torino Airport
 80 km from Biella
Milano Malpensa
 109 km from Biella

Train stations
 Biella, Santhia

Motorways
 A4 Torino Milano Trieste
 A5 Torino Aosta

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	1	14	1,142
Historic homes and museum	6	17	1,363
Other premises	4	11	1,310
			main meeting room capacity
Hotel	7	4 stars	200
Rooms	344		

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of Biella
 Piazza Vittorio Veneto, 3 | 13900 Biella | T +39 015 351128
info@atl.biella.it | www.atl.biella.it

Airports
Cuneo Levaldigi
 20 km from Cuneo
Torino Airport
 130 km from Cuneo

Train stations
 Cuneo, Mondovì, Fossano

Motorways
 A6 Torino Savona
 A33 Cuneo Asti

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	4	13	1,851
Historic homes and museum	8	20	2,149
Other premises	31	39	5,605
			main meeting room capacity
Hotel	13	4 stars	300
Rooms	398		

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of Cuneo
 Via Pascal, 7 | 12100 Cuneo | T +39 0171 690217 (ext. 1)
iatcuneo@cuneoholiday.com | www.cuneoholiday.com

Sweet Novara and its land

The area of Novara is characterized by a rare landscape alternating **expanses of water grown in rice paddies to rolling hills designed by vineyards**. The city of Novara is only 30 minutes from Milan and the airport of Milan Malpensa and one hour from Torino.

The rich MICE offer is accompanied by many examples of **art, culture and landscapes**. The symbol of the city is the **121 mt-tall Dome of San Gaudenzio**, designed by Alessandro Antonelli, the famous 19th century architect born in Ghemme who also built the Mole Antonelliana in Torino. In the historic centre **one of the oldest baptisteries in Piemonte** can be seen, as well as such well-known churches as San Gaudenzio and the Cathedral of Santa Maria with their baroque paintings. The **two city theatres**, the Faraggiana and the Coccia, animate Novara's evenings with music and performances.

Not far from Novara there is **the only fortified abbey of Piemonte, the Benedictine Abbey of San Nazzaro Sesia**, as well as the Romanic oratories and castles spread throughout the territory.

The plains in this area are famous for their **production of rice** and the traditional cuisine is well known for its risottos. The rice fields offer enchanting views, especially during spring when the fields are flooded. The hills are known for the Nebbiolo vine, from which **excellent red wines** are produced. The most famous are Ghemme DOCG, Boca, Fara, Sizzano and the range of Colline Novaresi DOCs, which can all be tasted in the numerous wine cellars.

This land teems with **parks and protected natural areas**, such as the Valle del Ticino nature park (a Biosphere Reserve within UNESCO's Man and Biosphere Project) and the parks of Lame del Sesia and Monte Fenera. The area offers **many possibilities for outdoor activities**, including a 52-km cycle and pedestrian path along the main irrigation canals, the most known is Cavour's canal, hikes, Nordic-Walking excursions, mountain bikes and horse rides. The golf courses of Bogogno and Castelconturbia are known throughout the world and have received international recognition.



NOVARA

Airports
Milano Malpensa
30 km from Novara

Torino Airport
100 km from Novara

Train stations
Novara

Motorways
A4 Torino Trieste
A26 Genova Gravelona Toce

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	2	708	408
Historic homes and museum	3	950	400
Other premises	9	7,124	3,848

	4 stars	main meeting room capacity
Hotel	5	400
Rooms	386	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of Novara
Baluardo Quintino Sella, 40 | 28100 Novara | T +39 0321 394059
info@turismonovara.it | www.turismonovara.it

Vercelli and Valsesia, between rice and majestic peaks

Stretching **from Monte Rosa to the River Po**, and along the course of the **River Sesia** - which has long been a favourite for water sports enthusiasts - the Vercelli area offers a wide range of landscapes, from mountain peaks in the north to the grassy plain in the south, where in spring the **flooded rice fields present an extraordinary sight**.

The city of Vercelli is rich in history, art and culture. The **Cathedral, founded in 345, is the oldest diocese in Piemonte**, and its Museum of the Cathedral Treasure houses a precious 10th-century manuscript known as the **Vercelli Book**, one of the few existing texts of Old Anglo-Saxon literature. Also worthy of note is the **Arca Exhibition Centre** in the former Church of San Marco, a unique venue for major art exhibitions. There is plenty to fascinate those interested in art and culture at the **Sacred Mountain of Varallo, designated in 2003 a World Heritage site by UNESCO**.

On the slopes of Monte Rosa there are excellent facilities for **skiing at Alagna Valsesia**, the heart of the Walser culture and a paradise for free-riders, located in the Monterosaski area.

While the hills of Gattinara are celebrated for the fine **Gattinara DOCG** and **Bramaterra DOC wines**, rice dominates the cuisine of the Vercelli area and cheese, originating from the Alpine pastures, is the main star of the mountain region.



VERCELLI AND VALSESLIA



Airports
Milano Malpensa
78 km from Vercelli

Torino Airport
82 km from Vercelli

Train stations
Vercelli

Motorways
A26 Genova Gravelona Toce
A4 Torino Milano

	No. meeting rooms	total capacity	main meeting room capacity
Conference centres	2	320	470
Historic homes and museum	12	1,777	300
Other premises	33	5,723	500

	4 stars	main meeting room capacity
Hotel	7	250
Rooms	215	

For further information and assistance in finding the best solution for your meetings and leisure activities, please contact:

Local Tourist Board of Valsesia Vercelli
Corso Roma, 38 | 13019 Varallo (VC) | T +39 0163 564404
info@atlvalesiavercelli.it | www.atlvalesiavercelli.it

OUR TERRITORY



◀ Climbing on Cuneo Alps

Fireworks Festival, Orta San Giulio ▶



The Dome of Saint Gaudenzio, ▶
Novara



Barolo Chapel, La Morra ▼



La Bollente, Acqui Terme ▼



Station of Torino Porta Susa ▼



Hot-air balloons in Mondovì ▼



Lago delle Sorgenti Terme of Acqui ▶



Principato di Lucedio, Trino Vercellese ▶



Rice fields, Novara ▶



Cittadellarte Fondazione Pistoletto, Biella ▶



▲ The gardens of the Borromeo Islands



▲ Café in San Carlo Square, Torino



▲ Biella's textile industry

Collegiata of Saint Gaudenzio, Varallo Sesia ▶

◀ Alba White Truffle, black truffle and red wine

VisitPiemonte - DMO Piemonte s.c.r.l. is the in-house company of Regione Piemonte and Unioncamere Piemonte (Piedmont Chambers of Commerce Association). Its mission is to develop tourism, to promote the regional natural and cultural heritage, along with Food&Wine and food farming sectors.

With its connected industries worth 7.5 billion euros, equal to 7.4% of GDP, Piemonte is a constantly growing tourist destination, as shown by the trend in tourist flows and the assessment of economic impact.

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VENUES AND ACTIVITIES

Nuvola Lavazza, Torino ▶



Grinzane Cavour Castle ▶



Cattedrali Sotteranee
of Canelli ▶



Canoeing on Sesia river
▼



Broletto, Novara ▶



Bike tour in Monferrato ▶



▲ Oval Lingotto, Torino



◀ Lake Orta view from
Mount Crabbia



www.visitpiemonte.com



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