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T O R I N O e m o t i o n



01. ABOUT US

TORINO EMOTION is an incoming tour operator born from the deep knowledge of the city and regional territory, created by Turinese professionals of tourism and communication who are IN LOVE with the place where they live; it offers a new and innovative point of view on beauties, roots, history, music, sport and cultural events, traditions and great transformations of a city that was able to change its identity in less than a decade.

Discovering Turin with **TORINO EMOTION** means feeling the heartbeat of the city, being captivated by the flavours and sounds, exploring centuries-old traditions without missing the taste of new trends.

Discovering Turin with **TORINO EMOTION** means getting to know not only the city but also its people, going beyond the wonderful beauty that surrounds the old town, the parks, the hills and their beautiful nature routes, to fully experience the charm of a profound and complete city.

From the museums to Turin Underground, from the villages and mountains to great events, different facets of a unique experience that takes the shape that you most prefer: there are a thousand ways to discover Turin and Piedmont, you just have to decide which one to join.

A wide, diverse and detailed range of offers, an experienced and competent company that relies on the power of innovation to offer evocative itineraries and experiences out of the ordinary, tailored to customer needs.



TORINO EMOTION, emotions to experience every day.



02. TURIN MY LOVE

Parks, hills, historic buildings and skyscrapers, Turin is the perfect compromise between city and nature: behind every door, framed by the porticoes, you find a surprise, a garden, a story, and the rapid process of change still ongoing represents an element of unrivalled charm.

In Turin, beauty is everywhere and you can see it in the sumptuous eighteenth-century buildings as well as in the large number of museums and art events, unique for their quality and the variety of cultures represented. You can find the taste of a balanced industrial upgrading, worthy of the most important European capitals, and in the lively nightlife made of places, Italian movida and music entertainment.

Visit places that have shaped the history of Italy together with our certified tour guides, get lost in the night with our City Sherpa to find out bars, clubs, shows and concerts with world-famous artists.

As a city full of emotions for those who have the opportunity to experience them, our city also offers a food and wine tradition among the most prestigious and renowned in the world, perfectly balanced with innovation and the many unexpected sides of the latest generation multi-ethnic Turin.

In Turin every corner is a revelation: the cosmopolitan ambitions of the first capital of Italy are the perfect counterpoint to the architectural beauties that span and retell six hundred years of European history; the old town with its characteristic narrow streets, the squares, the old churches, the great avenues, the stunning monuments make Turin a city always exciting and vibrant, enhanced





03. PIEDMONT, A FULL EXPERIENCE

Thus I have long believed that this town, where I was born, was the whole world. Now that I really saw the world and I know that it is made of many small towns maybe I wasn't wrong by much when I was a boy. (...) We all need a town, only for the sake of leaving. A town means not being alone, knowing that in the people, the trees, the land there is something that is yours, that even when you're not there is waiting for you.

*Cesare Pavese
The Moon and the Bonfires*

Piedmont is a land of excellence. A varied territory is the natural setting of unique itineraries rich in culture, art, sport and wine and gastronomic traditions.

The mountains that hosted the XX Olympic Winter Games of 2006 offer a thousand ways to experience the fun: in winter, in the 53 ski resorts spread throughout the region, along the hundreds of kilometres of tracks, or jumping off-piste on powder snow while the sun inflames the peaks, and then continue until nightfall, under the spotlights.

In summer, when nature is spectacular and you can enjoy every nuance of it along the thousand paths, going down at breathtaking speed on mountain bikes, enjoying the mountain specialities in one of the shelters with which our majestic Alps are studded.

The many lakes offer fun and beautiful landscapes, tranquillity and sophisticated hospitality, the dozens of Art cities of Piedmont offer centuries of history, folklore events like the Historic Carnival of Ivrea and the countless country festivals transmit the passion of a region rich in traditions and culture.

And ultimately the great landscape, cultural and especially wine and gastronomic heritage of the Langhe and Monferrato hills: ancient villages set among rows of fine vine varieties, interspersed with impressive country houses, unveil the wineries where you can enjoy the excellence of regional wines and trattorias where to taste rustic specialities reworked in gourmet key; different colours and scents for every season, breathtaking views and intense flavours satisfy the visitor's senses, ensuring a complete and unforgettable experience.





04. THE CITY-SHERPA

The **CITY-SHERPA** is one of the distinctive and essential features of Torino Emotion experiences: native and in love with the places that he/she will let you discover, allows you to live them and to experience the true spirit of them at any time of day or night, by preferring places and areas that are usually excluded from mass tourism.

"City " because they operate in an environment that is very familiar to them: their city and their region. From city buses to bike-sharing, from personalized transfer services to cruises on the Po river, to operate easily through the streets of the historic centre among the eighteenth-century buildings, as well as in clubs and nightlife districts, from the snowy slopes of the Piedmont Alps to great city events, from the most evocative wineries of the Langhe hills to the most charming villages. Why settle when you have the opportunity to discover the true essence?

"Sherpa" because, just like the guides recruited for Himalayan expeditions, they will take you to discover the territory by knowing every secret of it.

A UNIQUE EXPERIENCE

A staff always available to customers, a friendly and youthful approach, designed and tailored for those who choose Torino Emotion: spending an afternoon immersed in the culture or having a drink after dinner is as easy as sending a text message to one of our City-Sherpa, sure to receive unexpected tips out of the ordinary of the "usual tourism".





05. WHY US ?

TORINO EMOTION Incoming Tour Operator is the ideal partner also for tour operators and professionals of organized tourism, offering holiday packages for all needs: group or individuals holidays, themed trips, events and meetings, incentive trips. It is the ideal partner that provides the highest quality of service, speed and operational efficiency and high flexibility in building tailored and personalized holiday packages, as well as in providing individual services for tourists.



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