



March 2023



TAKE YOUR LAKE TIME, TAKE IT SLOW!

The region of Lake Maggiore

PIEMONTE Italy

With over 4 million visitors a year, 70% foreigner, the region of Lake Maggiore is one of the most important destinations in Northern Italy. Here people come to spend a holiday in the name of Dolce Vita and much more...

The romantic atmosphere of the Lakes, the grandeur of the Alps

From fascinating [Lake Maggiore](#) with the enchanted Borromeo Islands, to peaceful little [Lake Mergozzo](#), all the way up to the bewitching scenario of [Lake Orta](#) with the mystic St Jules Isle: nature, art and historical jewels really make this a unique place-to-stay in Italy. Just nearby, mountain lovers have the chance to explore the [Ossola Valleys](#) or the Alps, with their extensive forests, tiny lakes, imposing peaks, and breath-taking nature parks.

One territory, endless opportunities for memorable authentic Experiences

"Today more than ever our goal is promoting experiential and sustainable tourism, in close contact with the wonderful nature that is a living part of our region" says Mr Francesco Gaiardelli, President of Local Tourism Board Distretto Turistico dei Laghi. "Think that, in just over an hour, from Mediterranean-flair lake lidos you reach the second peak of the Alps!"



Alongside well-known and consolidated *leisure* and **Garden Tourism**, for Lake Maggiore and surroundings the recent market trends are all in the name of *slow*. This applies as much to Italian tourists as to foreigners, who stay every year among our lakes and mountains, which traditionally have a great international vocation.

Outdoor lovers, whether they are sportsmen or amateurs, children or adults, represent an increasingly expanding sector in the tourist demand interested in our place's hidden treasures, trekking itineraries, and bike routes. Other trends constantly growing are **Wellness** at alpine thermal baths and comfortable spa hotels, and a **Food&Wine** immersion at traditional osterie, gourmet restaurants or during our lively country festivals.

All these experiences perfectly melt with **quality shopping** based on a careful selection of hand-crafted items (Kamares ceramic, Valle Strona's Pinocchi), worldwide recognized design houseware (Alessi, Bialetti, Lagostina), tailor-made clothing (Herno), and km0 products (i.e. cold cuts, cheese, beer and wine from the Ossola Valleys).





Hospitality +900

More than 900 accommodation facilities. Let yourself be welcomed and pampered by the luxury [grand hotels](#) and family-friendly [camping villages](#) in the beating heart of the Lakes District, characterized by customized legendary service and top-quality management.

[Agriturismi](#), [boutique bed&breakfasts](#) in the countryside and [elegant villas](#) in panoramic position complete the wide offer of local hospitality.



Excellent position

The destination is located within a short distance from [Malpensa International Airport](#) (30 minutes away from Lake Maggiore), the [Swiss border](#) with Canton Ticino and Canton Valais as well as the city centres of [Milan](#) (1 hour) and [Turin](#) (1 hour 30 minutes).



Live your Lago Maggiore Experience



Distretto Turistico dei Laghi

The official Tourism Board for information and promotion of
LAKE MAGGIORE, LAKE ORTA, LAKE MERGOZZO and the OSSOLA VALLEYS
in Piedmont



Visit our website and find out further information
for your own Experience in the region!

www.distrettolaghi.it

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