

# Webinar LET'S SPRING BETWEEN LAKES & ALPS!



**DISTRETTO  
TURISTICO  
DEI LAGHI**



Lago Maggiore  
Lago d'Orta  
Lago di Mergozzo  
Monti e Valli d'Ossola



 **REGIONE  
PIEMONTE**

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**SILVIA LORENZINI**

**Marketing & Communication at Local  
Tourist Board**

**DISTRETTO TURISTICO DEI LAGHI**

**THE REGION OF LAKE MAGGIORE**

**Lake Maggiore, Lake Orta, Lake  
Mergozzo, Ossola Valleys**

**PIEMONTE Italy**

**In just over an hour from  
Mediterranean-flair lidos up to the  
second peak of the Alps!**

**Green and blue landscapes. Very  
different, yet very close.**

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With over 3,7 million visitors a year, 79% foreigner, the region of Lake Maggiore is one of the most important destinations in Northern Italy.



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According to official statistics, YOUR resident countries traditionally represent the MAJOR foreign markets for our destination.

2019	COUNTRY	OVERNIGHT STAYS	OVERNIGHT STAYS [%]
1	Germany	1.111.122	28,54%
2	Italy	925.911	23,78%
3	Netherlands	460.302	11,82%
4	Switzerland	334.167	8,58%
5	France	268.567	6,90%
6	UK	180.464	4,64%
7	USA	85.949	2,21%

Source:  
VISITPIEMONTE  
Regional Tourist Observatory

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Our mission: promoting **AUTHENTIC SUSTAINABLE HOLIDAY EXPERIENCES**

What really needs will be more important after the pandemic.

**RETHINK the destination!**

Combine top attractions with the indigenous culture and the wonderful nature of Lakes & Alps.

That means...

- Hiking & biking around water, on hills, in the mountain
- Genuine cuisine at gourmet restaurants or in the farms of the countryside
- Wellbeing at thermal baths and Spas

Everything already exists, just to be discovered.

**LET YOUR CLIENTS LIVE THEIR OWN LAGO MAGGIORE EXPERIENCE**



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**DISTRETTO TURISTICO DEI LAGHI**

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**Official tourism portal of Lake  
Maggiore Region**

[www.distrettolaghi.it](http://www.distrettolaghi.it)

**Official outdoor portal of Lake  
Maggiore Region**

[www.lagomaggioreexperience.it](http://www.lagomaggioreexperience.it)

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PIEMONTE**

19th March 2021

## Virtual Webinar LET'S SPRING BETWEEN LAKES & ALPS!

**Discover one of the most spectacular sceneries of Piedmont Region**

Get a full overview of the best of Lake Maggiore, Lake Orta, Lake Mergozzo and the Ossola Valleys for unforgettable holidays! Charming locations, breath-taking views, the finest gastronomy, sport in the open air and... peace of soul

### PROGRAM

DANIELA GRISONI, Tour Guide and Destination expert

10:00 to 11:00 | **THE MODERN “DOLCE VITA” : VILLAS & GARDENS**

12:00 to 13:00 | **SLOW TOURISM: OUTDOOR & WELLNESS**

15:00 to 16:00 | **AUTHENTIC EXPERIENCE: FOOD & WINE**

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