

Culture, outdoor, accessible tourism and great events: Piedmont plays its aces at ITB Berlin

Piedmont's outstanding products featured in Berlin will include the 2023 World Tourism Event for World Heritage Sites in Turin in September, and the new high-altitude tourism experiences of the Historic Mountain Routes

Berlin, 7 March 2023 - From 7 to 9 March, Piedmont will return to **ITB Berlin**, a "long-standing" fixture on the Piedmont Region's international exhibition schedule.

From Wednesday 7 to Thursday 9 March, the **Piedmont Region** will be at the exhibition along with Visit Piemonte, the Local Tourist Agencies, and a delegation of tour operators in the **ENIT Italy Hall** with an extensive tourist offer aimed at increasing the international incoming basin and boosting the excellent tourist reputation that the Piedmont region already enjoys with travellers from German-speaking countries.

There is no shortage of *appeal* for international travellers in Piedmont's food and wine scene, which delights with inimitable quality products such as the **White Truffle of Alba**, a treasure trove of 18 DOCG and 41 doc wines, then **342 Typical Food Products**, highly selected meats and rice, chocolate, hazelnuts and the fine artisanal tradition of **PDO cheeses**: a leading agri-food heritage reinterpreted by the high standard hospitality of typical trattorias, agritourisms and 44 Michelin-starred restaurants. A gastronomical universe to be discovered alongside an absolutely prestigious artistic and cultural circuit, which - beside the dense fabric of cities of art, 40 Orange Flag towns and villages and the 19 "Borghi più belli d'Italia" (Italy's most beautiful villages) - boasts exceptional UNESCO sites: from the **Royal Residences of the House of Savoy** to the **Sacred Mountains** and the **Langhe Roero and Monferrato wine-growing landscapes**. A remarkably diverse heritage, in which MICE & Incentives and accessible tourism, exclusive shopping and wedding packages, LGBTQI friendly itineraries and active holiday proposals for "4 season" outdoor experiences all stand out. With **20,000 kilometres of paths and cycle-hiking trails**, **2 National Parks (Gran Paradiso and Val Grande)**, **95 protected areas** and **3 UNESCO MaB Biosphere Reserves**, a mosaic of paths and historical routes branching out across the entire region, Piedmont offers personalised active and sporting holiday experiences in an area where **eco-sustainability** and **slow tourism** have always been part of tradition.

And perfectly in line with the ITB 2023 slogan - *Mastering Transformation* - Piedmont with its **great events** has plenty to talk about in Berlin, starting with the brand new **high-altitude outdoor experiences on the Historic Mountain Routes** and the **2023 World Tourism Event for World Heritage Sites**, which will be held in Turin from 21 to 23 September.

When it comes to **sports**, Bardonecchia, in the Turin Alps, will host the **Alpine Skiing and Snowboarding National Special Olympics** for athletes with intellectual disabilities from 12 to 16 March. On 18 May, the **Bra - Rivoli leg** of the **Giro d'Italia 2023** will take place, which will pass through some of the symbolic villages of the Langhe-Roero and Monferrato UNESCO wine-growing landscapes. From 12 to 19 November, the **Nitto Atp Finals 2023**

return to Turin (which will also host the 2024 and 2025 editions of the event) for the third edition of this major fixture of international men's tennis.

Piedmont also boasts internationally renowned events in the cultural sphere: in **Turin**, alongside the extraordinary variety of museums, galleries and foundations, the cultural avant-garde event is the **Salone del Libro from 16 to 23 May**, Italy's largest publishing fair, staged at Lingotto Fiere from 18 to 23 May with a vast array of participants speaking with the public. From 21 to 23 September the **2023 World Tourism Event for World Heritage Sites**, with exhibition spaces and a rich calendar of in-depth discussions on current issues related to tourism and the conservation, promotion and enhancement of World Heritage Sites. One of the most popular events is the **Palio di Asti**, the historical reenactment with the traditional horse race and the splendid costume procession with the challenge between the 21 town boroughs (3 September 2023). From 3 to 5 November, autumn in Turin features **Artissima**, the most important contemporary art fair in Italy dedicated exclusively to contemporary art forms.

Some of the top musical events include the **Turin Jazz Festival** (22-30 April) and the summer events such as **Sonic Park Stupinigi** in Nichelino (July), **Collisioni Festival Agrirock** in Alba (July); for the international electronic music scene, **KappaFuturFestival-The Future is in Turin** (30 June - 2 July); from 14 July to 8 September, **Stresa Festival** offers an important repertoire of concerts ranging from classical music to jazz on Lake Maggiore; in September, **MITO SettembreMusica**, an international music and dance festival that has been uniting the cities of Milan and Turin since 2007; and in autumn, again in Turin, **CLUBTOCLUB Festival** with pop and avant-garde music (2-5 November).

For connoisseurs and aficionados of **Piedmontese food and wine**, the event worth marking in your diary is **Vinum** in Alba (22 April - 1 May), a showcase and opportunity to taste Piedmont's best wines, alongside excellent local produce and Langa street food. In September, **Cheese**, the festival of the best cheeses from around the world and the most eagerly awaited Slowfood event of the year, will be held in Bra from 15 to 18 September. With **Cioccola-Tò** (27 October-5 November), the centre of Turin between Piazza San Carlo and Via Roma is transformed into a chocolate village, where the absolute stars are Italy's most renowned master chocolatiers. More wine with the great **Portici Divini-Grapes in Town** event in Turin (22 October - 7 November), which features two weeks of tastings, workshops, historical and cultural tours, and food and wine experiences. And, to top it all, from 7 October to 3 December, Alba and the Langhe will be the focus of the **93rd edition of the International Alba White Truffle Fair**, with the correlated **Alba White Truffle World Market**.

VISITPIEMONTE – REGIONAL MARKETING AND PROMOTION / Communication and Events Team – Media relations

Emanuela Sarti

Tel. +39 011 5155518 / 335 6914611

emanuela.sarti@visitpiemonte-dmo.org

Marisa Margara (foreign press) tel. +39 011 5155516 / 347 4398707

marisa.margara@visitpiemonte-dmo.org

