

## **PIEMONTE: an outstanding MICE offer**

*Culture, outdoor, leisure and great events*

*Frankfurt, 23<sup>rd</sup> May 2023* – **From 23<sup>rd</sup> to 25<sup>th</sup> May**, Piemonte will take part in **IMEX Frankfurt**, a "long-standing" fixture on the international exhibition schedule of the region.

The **Regione Piemonte** will be at the exhibition together with Visit Piemonte, Turismo Torino e Provincia Convention Bureau, Lago Maggiore Tourism Board and Langhe Monferrato Roero Tourist Board in the **ENIT Italy Hall** with an extensive tourist offer aimed at increasing the international incoming basin and boosting the excellent tourist reputation that Piemonte already enjoys with travellers from German-speaking countries as well as from the world.

**Piemonte** is a perfect welcoming land and is currently one of the **emerging destinations for national and international tourism**, chosen not only by a leisure-oriented public, but also by the world of MICE and of business tourism, attracted by **state-of-the-art infrastructure and top- high hospitality**.

Piemonte offers a prestigious range of locations, from the heart of [Torino](#), **the capital of Piemonte**, to the shores of the [Lakes Maggiore, Orta and Mergozzo](#) with the Baroque elegance of villas, terraces and small charming fish restaurants. And on the **hills, castles and cellars of Langhe Roero Monferrato** you can enjoy world-renowned red wines such as Barolo, Barbaresco, Barbera, Ghemme, Gattinara and Brachetto d'Acqui, along with fragrant whites as Roero Arneis, Gavi, Erbaluce, Alta Langa, Asti Spumante and Moscato d'Asti.

In Piemonte there is no shortage of *appeal* for international travellers. For connoisseurs of **Piedmontese food and wine**, the event worth marking in your diary is [Cheese](#), the festival of the best cheeses from around the world, which will be held **in Bra from 15 to 18 September**. 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**.

Piemonte is synonymous with a **first-class cultural sphere** starting from exceptional [UNESCO Sites](#): from the **Royal Residences of the House of Savoy** to the **Sacred Mountains** and the **Langhe Roero Monferrato wine-growing landscapes**. From **21 to 23 September** the **2023 World Tourism Event for World Heritage Sites** will take place in Torino with a wide range of 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. **From 3 to 5 November**, autumn in Torino features [Artissima](#), the most important contemporary art fair in Italy dedicated exclusively to contemporary art forms.

A perfect landscape for [golf](#) lovers, Piemonte boasts 5 golf ground among the top 10 in Italy, with more than 51 golf clubs and 15 driving ranges for every level. [20,000 kilometres of paths and cycle-hiking trails](#), **2 National Parks (Gran Paradiso and Val Grande)**, **95 protected areas**, **3 UNESCO MaB Biosphere Reserves** and the brand new **high-altitude outdoor experiences on the [Historic Mountain Routes](#)**. **Lakes Maggiore and Orta**, the **Novara Biella and Vercelli rice-fields** dotted with villages and abbeys; art cities between hills **and vineyards** in **Asti, Cuneo and Alessandria** areas...Piemonte is synonymous with proposals for “4 season” outdoor experience mixing **eco-sustainability** and **slow tourism**.

When it comes to **sports event**, the “must” will take place from 12 to 19 November, with the [Nitto Atp Finals 2023](#) return to Torino (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.

Welcome to Piemonte, your Italian unexpected experience

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