

Piedmont Tourism is on top form at ITB Berlin

Highlights of the three-day B2B event include: culture, outdoor tourism, accessible tourism and other major events

Berlin, 5th March 2024 - From 5th to 7th March, Piedmont will meet international media and operators at ITB Berlin - Internationale Tourismus Borse Berlin, one of the world's largest industry events and a long-standing appointment in the Piedmont region's international trade fair calendar.

At the three-day event, dedicated exclusively to tourism, the region of Piedmont will participate with Visit Piedmont, local tourism agencies and a delegation of tour operators at the ENIT Italia [Italian National Tourist Board] stand, presenting a high quality tourism offer aimed at increasing the incoming foreign customer base and strengthening the reputation that the Piedmont region enjoys among travellers from German-speaking countries.

The Piedmont food and wine region is 'the' destination for international connoisseurs, with a tradition and culture of food and wine that continue to flourish, with must-attend events starting in spring such as **Vinum Fiera Nazionale dei vini di Langhe, Roero e Monferrato** [National Fair of Langhe, Roero and Monferrato wines] which, between **25-26-27-26th-28th April, 1st May** and **4th-5th May** transforms **Alba, a UNESCO Creative City for Gastronomy and 'capital' of the world-famous white truffle**, into Italy's largest open-air wine shop. **At Novara Castle, from 14th to 15th September, ExpoRice** pays tribute to rice - one of Piedmont's 'princely' products - as well as other traditional produce. In the **first half of September**, the **Douja d'Or – Salone Nazionale di Vini Selezionati** [Douja d'Or - National Salon of Selected Wines] and the **Festival delle Sagre** [Festival of Festivals] both return to **Asti**. From **26th to 30th September**, Turin showcases **Terra Madre Salone del Gusto**, the biennial market exhibition and meeting point for producers and members of the public from around the world. From **12th October to 8th December**, **Alba and Langhe** will host the **94th edition** of the **Fiera Internazionale del Tartufo Bianco d'Alba** [Alba International White Truffle Fair], a unique event of extraordinary international appeal, linked to the **Mercato Mondiale del Tartufo Bianco d'Alba** [Alba White Truffle World Market].

With its record-breaking winemaking heritage of **18 DOCG and 41 DOC wines**, Piedmont will also be celebrating two important recognitions in 2024: the **tenth anniversary of the inclusion of the Langhe Roero and Monferrato wine-growing landscapes on the UNESCO World Heritage List**, which will be celebrated with a wide range programme of initiatives, and the title of **European City of Wine 2024**, awarded to **twenty municipalities in Alto Piedmont and Gran Monferrato**, including the **Alessandria, Biella, Novara and Vercelli** areas. United for the first time under a single acronym and the common values of the Piedmontese identity, the protagonists of an important calendar of events will be **Acqui Terme, Barengo, Boca, Bogogno, Borgomanero, Briona, Brusnengo, Casale Monferrato, Fara Novarese, Gattinara, Ghemme, Grignasco, Maggiora, Mezzomerico, Ovada, Romagnano Sesia, Sizzano, Suno, Vigliano Biellese and Villa del Bosco**.

A great tourist attraction for those who like wine tourism just as much as art and the outdoors, Piedmont offers an extremely wide range of options tailored to the most diverse needs. Spring sees the opening of the season on Lake Maggiore with the **reopening of the Isole Borromeo** [Borromean Islands], the palaces and splendid gardens of Isola Bella and Isola Madre (**16th March to 3rd November**) and on the coast, in Verbania Pallanza, the botanical gardens of **Villa Taranto** reopen their gates on **15th March (until 3rd November)**.

Slow tourism, eco-sustainability and universal accessibility are the keywords to describe outdoor tourism in Piedmont which, with **20,000 kilometres of paths and cycle-hiking routes, 2 National Parks (Gran Paradiso and Val Grande), 77 protected areas and 3 UNESCO MaB Biosphere Reserves** is the perfect size to experience an active holiday of discovery, with options such as high-altitude experiences **on Historical Mountain Routes**, an ongoing *project* that this year offers no fewer than 69 routes on foot and bike for lovers and connoisseurs of two wheels.

For cycling fans there are two exceptional events not to be missed: for the fourth time in its history the **Giro d'Italia** will start from **Piedmont**, the natural training ground of legendary Italian cycling heroes, which **will host the first three stages and the start of the fourth**. An inaugural stage with the Venaria Reale in Turin, on 4th May, will take riders over the Superga hill, exactly 75 years after the tragedy involving the 'invincibles' from the Grande Torino football team. On 5th May, a second stage will start from San Francesco al Campo with an uphill finish at Oropa, which will also be the Pantani Mountain of this edition, and third stage on 6th May, from Novara to Fossano, while Acqui Terme will see the start of the fourth stage on 7th May.

And, for the first time in its 120-year history, the **Tour de France** will start in Italy and **arrive on the roads of Piedmont**, with the third and fourth stages respectively. The convoy will call at the provinces of Alessandria, Asti and Cuneo with arrival under the Mole in Turin on 1st July, while the departure the following day will be from Pinerolo towards France.

From 13th to 15th September, the **Salone dell'Auto** will make a welcome return to **Turin**, in a fully revamped format for an open-air spectacle that takes you through the history of the automotive industry, featuring authentic masterpieces of the industry, and dream hypercars and supercars.

From 10th to 17th November, sporting passion is rekindled in Turin, which is once again the capital of world tennis with the **Nitto Atp Finals 2024**, the most important end-of-season international tournament for the best eight players and the best eight doubles pairs.

Another particularly important item is the programme of **cultural events**, which portrays Piedmont as an artistic and cultural crossroads at European level with a vast heritage that is an integral part of the region's identity.

2024 is the **bicentenary of the Museo Egizio [Egyptian Museum] in Turin**: the oldest museum in the world dedicated entirely to the Nilotic civilisation and considered, in terms of value and quantity of artefacts, the most important in the world after Cairo which, will be getting a new look thanks to extensive architectural transformations and a wider opening towards the city, with exhibitions and displays of absolute prestige. The publishing industry then renews its international appointment in **Turin from 9th to 13th May** with the **Salone del Libro** [Book Fair], staged at Lingotto Fiere with a rich array of events and participants interacting with the public. Prior to this, continuing Turin's tradition as a cultural hub for art photography, on **2nd May** the spotlight will be on **'Exposed. Torino Foto Festival'**, a first edition divided into 15 temporary exhibitions in 15 different venues

with a single programme of events involving the main cultural institutions and independent organisations in the capital (until 2nd June).

One of the most popular events with a historical background is the **Palio di Asti**, a re-enactment that traces its origins back to 1275 and culminates with a horse race and magnificent costume procession with the challenge involving 21 town districts (**Sunday 1st September**). From **1st to 3rd November**, **Artissima**, the protagonist of the Turin autumn will take place, the most important contemporary art fair in Italy dedicated exclusively to the artistic expressions of today and tomorrow. From **22nd to 30th November**, the **Turin Film Festival** will present a major retrospective dedicated to Marlon Brando, on the centenary of the American actor's birth.

Top musical and choreographic events include the **Turin Jazz Festival** (20th-30th April) and **Vignale in Danza – Festival Internazionale di Danza [Vignale in Danza - International Dance Festival]** (19th June - 3rd November) in the heart of Alessandria, then the summer festivals **Sonic Park Stupinigi** in Nichelino (July) and **Collisioni Festival Agrirock** in Alba (July). For the international electronic music scene, there is **the Kappa FuturFestival-The Future is in Torino** (Parco Dora, 5-6th-7th July), while from **14th July to 6th September**, **Stresa Festival** with its programme, *Il Tocco green della musica*, which offers a large repertoire of 25 classical and jazz concerts on Lake Maggiore. September sees the return of **MITO Settembre Musica**, an international festival of classical and dance music that has united the cities of Milan and Turin since 2007 and, from **31st October to 3rd November**, also in Turin, the 22nd **CLUB2CLUB Festival is taking place**, which is among the world's top ten avant-pop music festivals.

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