

Piemonte at the World Travel Market London

4 - 6 November 2025 – Excel London

**Highlighted in the 3-day B2B fair Culture, Outdoor and Winter Mountain
Sustainable tourism and Big events**

Torino, 4 November 2025

From 4 to 6 November, Piemonte takes part in the 45th edition of World Travel Market, which is among the main B2B marketplaces for global tourism in Europe and an unmissable event in the international trade fair schedule of the Piedmont Region.

The Region is ready to welcome the vast audience of international media and buyers at stand N3-200 - inside the Italian Pavilion coordinated by ENIT - together with Visit Piemonte, the representatives of the Local Tourist Agencies with the Local Tourist Board of Cuneo, the Local Tourist Board of Alto Piemonte, the Local Tourist Board Ente Turismo Langhe Monferrato Roero, the Local Tourist Board Distretto Turistico dei Laghi and a delegation of Consortia, tourist operators and accommodation facilities in the regional territory.

For Piemonte, which counts Great Britain among its main reference markets, the 3 days in London represents a privileged observatory for intercepting trends and requests emerging from the international tourism world, that are crucial for developing new and diversified offers aimed at strengthening the reputation tourism that the region already widely enjoys and to increase the global incoming basin.

Piedmont certainly does not lack appeal for international travellers and, in particular for the British market, as showed by the 2024 data from the **Osservatorio Turistico della Regione Piemonte** (Piedmont Tourist Observatory). The tourist flow coming from the UK - **165,952 arrivals** - in fact confirms the process of consolidating our region as a tourist destination, which with 165,952 arrivals marked **an increase of +1.3%** and with 642,592 stays recorded **a growth of 6.7%** compared to the previous year. Also in 2024, the influx of UK travelers was mainly concentrated in three large areas: **the mountains**, which is confirmed as the most relevant of all with 33.6% of arrivals and 48.3% of stays, up compared to 2023 equal to +8.2% for arrivals and +11.8% for overnight stays. **Torino and the first belt** recorded 27.8% of arrivals and 17.5% of stays which attest to the subalpine capital as a strong attraction for the British basin. The third area in terms of incidence is that of the **Lake District** with 23.9% of arrivals and 24.6% of stays, equal to a 7.1% increase in arrivals and 6.6% more stays compared to the previous year. Closing the picture was the hills area, with 8.9% of arrivals and 6% of stays, while the plains area saw 5.8% of arrivals and 3.6% of stays.

In perfect alignment with the claim of WTM 2025 - *Reimagining Travel in a Changing World* – Piemonte

presents a rich offering of its identity products – mountains, snow and outdoors, cities of art and UNESCO heritage, lakes and hills, food and wine of excellence and sustainable and inclusive tourism – along with a wide range of proposals tailored to travellers's most different requests, which make it the perfect destination to discover in freedom and safety in natural and historical contexts where culture of hospitality and art of living combine harmoniously.

For the travellers, Piemonte is an easily reachable destination thanks to two airports that manage European and international traffic: **Turin Airport of Torino Caselle** (TRN), the main airport in the region, offers a great network of flights to European destinations and beyond, while **Cuneo Levaldigi** (CUF) focuses on European destinations and some routes to North Africa. From the two airports, the railway network allows you to easily and quickly reach Torino and the main regional locations. In the winter season, the train from Torino takes you to the Bardonecchia and Vialattea ski resorts in Valle di Susa, but also the Alagna Valsesia area, while the Limone Piemonte station in the Cuneo area can also be reached by trains departing from Cuneo.

Piemonte brings its key products to London starting from the winter season, which is *a must* for the British basin. The winter season in Piedmont, in fact, literally offers a mountain of ideas in spectacular environments, among villages that are heritage and crossroads of communities, traditions and cultures. From the **Cuneo Alps**, with the areas of **Riserva Bianca (Limone Piemonte)** and **Mondolè Ski**, to the ridges of the **Turin Mountains**, in the areas of **Vialattea and Bardonecchia**, from **Valsesia with Alagna Valsesia and Alpe di Mera** up to **Neveazzurra**, the **Verbanio Cusio Ossola** area which brings together 15 stations and 8 valleys, to the **Biella** area, with **Bielmonte in the Oasi Zegna**, the Piedmontese mountains have all the requirements for those who love to experience winter as a praise to nature and slowness. **1,350 km of slopes, 14 snow parks and 50 ski resorts** –from small towns to large areas – are an irresistible attraction for all ski enthusiasts, but not only. There are many activities to have fun safely with **sledding and snowboarding, ski mountaineering and freeriding, ice and water falls climbing, sleddog and energetic snowshoe walks or excursions on the white tracks of the cross-country trails**. And the stunning scenery are special subjects for lovers of **nature photography and wildlife watching**. Classy hospitality in hotels, cabins and refuges and high-quality facilities complete a tourist offer tailored to every traveller.

The open-air activities range from an artistic and cultural network of the highest prestige with a mosaic of art cities of art, lodges and castles, Orange Flag Municipalities, the most beautiful villages in Italy and Spiga Verde villages (Green Ear) for eco-sustainability – has exceptional **UNESCO sites**: from the **7 Sacred Mounts** to artistic and productive pearls such as the **Wine-growing landscapes of Langhe Roero and Monferrato** up to the **16 magnificent Savoy Royal Residences** between Torino and the Cuneo area.

The core of the Residence system is **Torino**, which today celebrates the perfect harmony between historical glories and role – key in the present as a **UNESCO Creative City for Design** and newly elected as **European Capital of Smart Tourism 2025** for commitment and action focused on accessibility, digitalisation, sustainability, cultural heritage and creativity. A short distance from the city centre, not to be missed is a visit to the **Royal Palace of Venaria**, a unique corpus for the elegant and composed sumptuousness of the architecture, home to events and initiatives rewarded by great public success,

such as the “**Royal Walks**”, which also throughout 2026 will accompany visitors to discover an artistic and naturalistic microcosm of surprising beauty.

For the lovers of wine tourism and UNESCO heritage, the bicycle is the ideal way to enjoy the beauty of the hills combed by the rows of vines of Langhe Roero and Monferrato, combining the benefits of physical activity with the pleasure of a food and wine stop or cultural. There are many itineraries designed for road, ebike, MTB and gravel routes, from the Langa del Barolo to the Alta Langa or the Wine Tours among the Roero Crus. How to organize? With the “**Bike product club**”, which offers accommodation facilities with high quality standards and all the essential services useful to cycle tourists, from bike guides to rental and assistance. In dialogue between nature and the artistic dimension, the territory offers itself to discovery as an open-air laboratory with itineraries that bring together exhibitions, installations and site-specific productions among vineyards, villages and slopes.

An authentic revelation for enthusiasts of the contemporary “garden tourism” in Piemonte is the project launched in 2025 by **Lake Maggiore, Lake Mergozzo and Lake Orta**: from spring to late autumn “**Soul Gardens**” opens the doors of a large number of historic manors, villas, parks and gardens, inviting you to a sentimental journey into landscapes of the soul between historical and botanical architecture that are a founding piece of this part of Piedmont.

Among the top-class products of Piemonte, a primary role undoubtedly belongs to **food and wine**, with agri-food production of the highest quality and one of the richest and most varied winemaking traditions in Italy, which boasts 19 DOCGs and 41 DOCs, the high craftsmanship of highly selected PDO meats and cheeses; rice, with the only Italian DOP of the cereal, grown in the largest rice fields in Europe between Vercelli, Novara and Biella, the hazelnut, chocolate and – last but not least – the **Alba White Truffle**, for which no introduction is needed, and the equally noble cousin, the black truffle, to be savoured in the summer and autumn periods in the Monferrato Astigiano and Alessandria areas, with stops also in the Torino area. We are talking about a universe of taste that expertly combines traditional Alpine and lowland flavours with urban contemporary cuisine, a reinterpreted and widespread culture of food and wine to taste in regional wine bars and farmhouses, typical trattorias and historic cafes, Michelin-starred restaurants but also in the welcoming atmosphere of modern mountain refuges.

The open – air proposals range from cycle tourism to the network of paths and routes branched out across the entire region, to enjoy time and well-being between urban and natural spaces: from the **Via Francigena** – also in terms of inclusive and accessible tourism “for all” – to the adventurous high-altitude routes of the circuit of **Historic Mountain Roads** and the **System of Spiritual Paths**, historical itineraries for a slow-paced exploration of places among art, history and biodiversity, by bike and on foot. From the Devoto Cammino, which connects all the Sacred Mountains, a Piedmontese UNESCO heritage site, to the Cammino di San Bernardo and the Antonellian Itineraries in the Novara area, we move on to discover the Biella area with Oropa and the Cammino di Ermenegildo (in the footsteps of the founder of the historic high-end textile brand Zegna), which winds for 51 kilometers in the greenery of the Oasi Zegna. With **20,000 kilometers of paths and cycle-hiking routes, 2 National Parks (Gran Paradiso and Val Grande), 77 protected areas and 3 UNESCO MaB Biosphere Reserves**, Piemonte brings to World Travel Market a rich set of proposals for leisure and holidays. From the Alps and valleys of the Torino and Cuneo areas, from Valsesia to the Biella area, from the paddy plains of

the Novara and Vercelli areas to the lakes and valleys of Verbano Cusio Ossola up to the hills of Monferrato Asti and Alessandrino, Piedmont's natural environments are a gym open-air, where eco-sustainability and slow tourism have always been a deep-rooted and practiced tradition.

The key cultural highlights for 2026 shows off events of international caliber such as **Torino Book Fair** (in Torino, in the second half of May), the eclectic repertoire of concerts between classical music and jazz of the **Stresa Music Festival** (July – September, in Stresa and in different locations on Lake Maggiore), **Torino Film Festival** (October – November) and **Artissima Fair**, the most important contemporary art fair in Italy dedicated exclusively to today's artistic expressions and trends, which with its 33rd edition will kick off the **Contemporary Arts Week** (Torino, first week of November), punctuated by the notes of the now famous **C2C**, a magnetic pop and avant-garde music festival for enthusiasts from around the world.

For the fans of Piedmontese food and wine with an international parterre, 2026 holds a series of important dates, starting with **Cioccolatò, the delicious Chocolate Festival** that from 13 to 17 February will transform Turin into a lively agora dedicated to “the food of the gods”. Furthermore, **Terra Madre Salone del Gusto, the biennial market exhibition** that attracts producers and the public from all over the world (scheduled for September with headquarters in Torino), can not be missing from the travel agenda of fans of food and wine culture, while from October to early December the spotlight of the international gourmet world will be on the **96th International Alba White Truffle Fair**, with the related Alba White Truffle World Market and the Alba White Truffle World Auction. The historical heart of the event is **Alba**, the undisputed “capital” of the Tuber Picco and a **UNESCO Creative City for Gastronomy**, which in October 2025 enriched its symbolic medal table with the recognition as **Italian Capital of Contemporary Art 2027** and will have a lot to say...Stay tuned!

London's calling and Piemonte is responding with a remarkable catalog of ideas for curious and enterprising travellers.

Just take a look at the website www.visitpiemonte.com and off we go. Piemonte awaits you.

VISIT PIEMONTE – REGIONAL MARKETING AND PROMOTION

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