

Piedmont at “Vakantierbeurs” Utrecht – the fair dedicated to outdoor tourism and leisure

From 8 to 11 January 2026, the Region kicks off a year of major European trade events in the Netherlands

Utrecht, 8 January 2026 - From 8 to 11 January, Piedmont launches its 2026 international tourism promotion campaign targeting foreign markets with its participation in **Vakantiebeurs**, the Netherlands' premier trade fair for tourism and leisure, held at the Royal Dutch Jaarbeurs Exhibition & Convention Center.

While snow and winter sports traditionally take centre stage at this time of year, both in sporting activities and leisure, the event represents a key moment for the Vakantiebeurs audience as they choose destinations for their upcoming trips in the warmer months. Visitors from the Benelux region, who are particularly drawn to open-air holidays, cycling and hiking, will have the opportunity to discover the full breadth of Piedmont's tourism offering at the PIEMONTE Stand (Hall 8 – Stand C056) in the ENIT Italia Pavilion. Here, they will be welcomed by **Visit Piemonte** and the **Local Tourist Agencies (ATL) of the Cuneo area, Langhe Monferrato Roero and Turin and its surrounding region.**

Vakantiebeurs serves as a strategic platform for promoting destinations and tourism offerings, providing inspiration and insights into trends in responsible and open-air tourism as a sustainable model for local economic growth and development.

For Piedmont's tourism professionals, the event represents a valuable opportunity to engage with an audience that travels frequently, even during the low season, and consistently ranks Piedmont among its favourite Italian destinations. For the Benelux market, Piedmont is also easily accessible via **Turin-Caselle Airport (TRN)**, the region's main hub, which operates **direct flights to Amsterdam and Brussels**. From the airport, the rail network offers quick and convenient connections to Turin and to key locations across the region.

In Utrecht, Piedmont is showcasing a diverse range of **open-air, active and “slow” tourism** experiences that reinforce its position as a leading “active destination” in Italy, with a particular focus on year-round appeal, environmental sustainability and accessibility for all. In recent years, outdoor tourism has become an increasingly important economic pillar of the region, allowing for a wide **variety of experiences rooted in outstanding natural heritage**: 20,000 km of developed cycle-tourism routes, two National Parks (Gran Paradiso and Val Grande), 77 protected areas (including the Special Nature Reserves of the **seven UNESCO Sacred Mountains**), and three UNESCO Biosphere Reserves.

The cycle-tourism network extends throughout the region, offering opportunities for enjoyment and wellbeing across both urban and natural environments. Highlights include the **Via Francigena**, with a focus on inclusive and accessible tourism, and the adventurous high-altitude routes of the **Historical Mountain Roads** circuit.

The **Sistema dei Cammini Spirituali**, a network of historic itineraries, invites slow-paced exploration of art, history and biodiversity, whether by bike or on foot. It ranges from the **Devoto Cammino**, which links all the UNESCO **Sacred Mountains**, to the **Cammino di San Bernardo** and the **Itinerari Antonelliani** in the Novara area, before reaching the Biella region, home to **Oropa** and the **Cammino di Ermenegildo**. This 51-kilometre route follows in the footsteps of the founder of the historic high-end textile brand Zegna, winding through the green landscapes of the Oasi Zegna.

Across the region, from the Alps and valleys of the Turin and Cuneo areas to Valsesia and Biella, and from the rice plains of Novara and Vercelli to the lakes and valleys of Verbano Cusio Ossola, Piedmont's landscapes welcome visitors into a dimension of authenticity. This sense of place is also reflected in the region's remarkable variety of food and wine produce, supported by a network of high-quality accommodation and hospitality services.

Continuing the theme of green holidays in harmony with nature and local history, Piedmont also offers distinctive garden tourism itineraries, along with experiences that combine cycling and wine tourism among hills, vineyards and plains. Art cities proud of their history, medieval fortified settlements and castles, Orange Flag towns, *I Borghi più belli d'Italia* and *Spiga Verde* villages recognised for eco-sustainability, together form a rich cultural tapestry, further enhanced by stunning **UNESCO sites** such as the 16 magnificent **Royal Savoy Residences** between Turin and the Cuneo area and the **Vineyard Landscapes of Langhe, Roero and Monferrato**.

Last but not least, **every trip to Piedmont is a journey through the history and culture of food and wine**. The region boasts agri-food products of exceptional quality and one of Italy's richest and most varied winemaking traditions, with 19 DOCG and 41 DOC wines. Highlights include the finest DOP meats and cheeses; rice, featuring Italy's only DOP-status cereal, grown in Europe's most extensive rice fields between Vercelli, Novara and Biella; and hazelnuts, chocolate and the world-famous **Alba White Truffle**, which needs no introduction. Its noble cousin, the black truffle, can be savoured in summer and autumn in the Monferrato areas of Asti and Alessandria, as well as near Turin. This rich world of flavours skilfully combines Alpine and lowland traditions with contemporary urban cuisine, reinterpreted and showcased in regional wine shops, *agriturismi*, traditional trattorias and historic cafés, Michelin-starred restaurants, and modern mountain refuges.

For connoisseurs, 2026 offers a particularly rich gastronomic calendar, starting with **Cioccolato, the Chocolate Festival**, which will transform Turin into a lively agora dedicated to the "food of the gods" from 13 to 17 February. Enthusiasts won't want to miss **Terra Madre Salone del Gusto**, the biennial exhibition and market drawing producers and visitors from all over the world (scheduled for **24–28 September in Turin**). From **October to early December**, the gourmet world's spotlight will turn to the **96th International Alba White Truffle Fair**, along with the World Alba White Truffle Market and Auction. At the heart of the event is **Alba**, the undisputed capital of the *Tuber magnatum Pico* and a **UNESCO Creative City for Gastronomy**, which was also named **Italian Capital of Contemporary Art 2027** in October 2025 and is already preparing to further enhance its offer for international travellers.

In 2026, Piedmont will once again confirm its reputation as a hub for **major cultural events**, with an international calendar that includes **Salone del Libro** (Turin, 14–18 May), the eclectic **Stresa Music Festival** (July–September), the **Torino Film Festival** (October–November), and, for sports fans, the spectacular **NITTO ATP Finals**, which from **15 to 22 November** will host the world's top eight tennis players in Turin for the sixth consecutive year, in the final major ATP tournament of the season. Finally, **Artissima**, Italy's most important contemporary art fair, dedicated exclusively to contemporary artistic expressions and trends, will kick off Contemporary Arts Week



(Turin, 30 October – 1 November) with its 33rd edition, accompanied by the world-famous C2C pop and avant-garde music festival.

Discover Piedmont at www.visitpiemonte.com

VISIT PIEMONTE – REGIONAL MARKETING AND PROMOTION
Communication and Marketing Team – Media Relations

Marisa Margara Tel. +39 011 5155523 / 347 4398707 (Italian and international market)

marisa.margara@visitpiemonte.com

Emanuela Sarti Tel. +39 011 5155518 / 335 6914611 (Italian and French market)

emanuela.sarti@visitpiemonte.com