

WELCOME TO LOMBARDY, WHERE WE TURN TOURISTS INTO TRAVELLERS

Get ready to be amazed, come and discover Lombardy. In the heart of northern Italy, one of Europe's most complete and dynamic immersive travel experiences awaits you. From iconic lakes to Alpine peaks, from cities of art to authentic villages, every corner of the region tells a unique story.

Here, **nature, culture and creativity** come together. A place that transforms visitors from tourists into travellers. We offer romantic walks along lake shores, immersive hikes on Alpine trails, and the pleasure of getting lost among medieval alleys and historic centres with a truly distinctive atmosphere. A vibrant cultural circuit featuring major exhibitions, boutique shows, theatres and local festivals. Lombardy is a place to visit in order to **enjoy authentic, engaging experiences** and to discover the everyday life of its territories.

Milan, the regional capital, is an international symbol of fashion, design and innovation, where tradition and the future are in constant dialogue. But Lombardy's true strength lies in its **network of widespread destinations**, connecting lakes, mountains, villages, rural areas and cities.

Lombardy is also a journey through flavours. **Artisanal cheeses, traditional cured meats and outstanding wines** tell the story of a generous and authentic land. Every village, every market and every winery become an opportunity to immerse yourself in local life, turning tourism into a genuine and unforgettable experience.

In 2026, Lombardy is at the centre of international attention thanks to the **Milan-Cortina Winter Olympics**. A global event that we embraced to leave a lasting legacy for the region: the post-Olympic phase will be the true journey ahead.

With its unique landscapes, urban creativity and authentic experiences, Lombardy is a modern, open and competitive region. A destination that invites the world to discover it not only as a place to visit, but as an **experience to be lived in all its nuances**.

Discover Lombardy on:

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