



Easy to reach

- Torino Airport:**
30' from the centre of Torino, the capital city of Piemonte.
Connections with the main European cities
- Cuneo Airport:**
1h from Torino
- Milano Malpensa Airport:**
1.5h from Torino, connected by bus or along the motorway network
- Rome Fiumicino Airport:**
connected by daily flights to Torino
- Frecciarossa and Italo** high speed trains

Experiential Meetings
Make your events unique and unforgettable!
Get inspired by our best and most enriching experiences



Photo credits. Archives: ALEXALA, Artissima; ATL del Cuneese, ALT Terre Alto Piemonte, Città di Torino, Consorzio Residenze Reali, Distretto Turistico dei Laghi, Ente Turismo Langhe Monferrato Roero, Fondazione per il Libro la Musica e la Cultura, Getty Images, Langhe Experience - Consorzio Turistico Langhe Monferrato Roero, Open Library ENIT, Ordine Mauriziano, Regione Piemonte, Realy Easy Star, Turismo Torino e Provincia, Visit Piemonte, WIMU Museo del Vino a Barolo.
Photos by: Marco Beck Peccoz, Paolo Bernardotti, Marco Benedetto Cerini, Andrea Cherchi, Michele d'Ottavio, Anna Donatiello, Davide Dutto, Dario Fusaro, Gianluca Grassano, Andrea Guermani, Giorgio Gulmini, Daniele Molineris, Gianni Oliva Photography, Giorgio Perottino, Daniele Solavaggione-Reporters, Sergio Solavaggione, Fabio Valeggia, Giovanni Zanetti.

Contact us
T +39 011 51 55 525 / 51 55 526
convention@visitpiemonte.com

Local Tourist Board
www.distrettolaghi.it
www.visitcuneese.it

www.alexala.it
www.terrealtopiemonte.it

turismotorino.org
www.visitlmr.it

@VisitPiemonte @visit_piemonte @visit_piemonte

visitpiemonte.com

Piemonte is
the place to experience.

MEETINGS
INCENTIVES
CONFERENCES
EXHIBITIONS



As the name *Pedemontium* suggests, the region stands at the foot of the Western Alps with peaks of extraordinary beauty, such as Monte Rosa and the unmistakable pyramid-shaped Monviso, known as “The King of Stone”, where the Po, Italy’s longest river, originates. Piemonte is a harmonious blend of art, history, nature, excellent food and wine, with spectacular landscapes and a wide array of sports and dynamic or relaxing activities.



Art & Culture

Unique settings and special venues to welcome private and corporate events

- **16 Royal Residences of Piemonte**
UNESCO World Heritage Site. Perfect settings for events and weddings in a princely atmosphere
- **Top Must-Sees in Torino**
 - **Egyptian Museum**, the most important worldwide after that of Cairo
 - **National Museum of Cinema** inside **Mole Antonelliana**, the symbol monument of the city
 - **National Automobile Museum** with a collection of over 200 legendary cars

- **Art-mapping itinerary**
Torino and Piemonte as international capital of **Contemporary Art**



Vercelli
Novara
Langhe Monferrato
and Roero
Alessandria
Torino



Cuneo
Vercelli
Torino
Distretto dei Laghi
Biella



Outdoor

The ideal place for all sport enthusiasts seeking for energetic experiences surrounded by nature

- **500+ km** of Western Alps and 1,350 km of **slopes**
- **50+ ski resorts**
- 16,000 km of **hiking** and **walking trails**
- **Lake cruises** and **water sports** like canyoning, hydrospeed, rafting or kayak
- 57 **golf clubs** and Europe's highest 18-hole course in Sestriere, at 2,035 mts.
- **Mountain biking** and **slow bike**
- **Motorcycle routes**



Industrial Tourism & Shopping Experience

Classy shopping and exclusive tours to discover the iconic companies known all over the world

- **Cashmere, textile district** and the “**Wool Road**”
- High-quality **jewellery**
- Manufacture of **luxury hats**
- International brands like **Lavazza**, **Martini&Rossi**, **Argotec**, **Pininfarina**
- **Household Good Pole** with brands like **Bialetti**, **Lagostina** and **Alessi**
- **5 Outlet Villages**

Biella
Alessandria
Torino
Distretto dei Laghi
Novara



Historical Venues & Wedding

Ideal locations, exquisite hospitality and perfect sceneries for corporate conventions, congresses and weddings

- **Royal Residences of Piemonte** and **300+ castles** and **historical buildings**
- **Art nouveau villas** in the lush greenery of **parks** and **gardens**



Food, Wine & Wellness

A favourite destination for gourmet incentives in every season

- **Multi-sensorial experiences**
- **More than 35 Michelin-starred restaurants**
- **Alba UNESCO Creative City of Gastronomy**
- World famous **White Truffle of Alba**
- **Wine trekking** on the hills
- **19 DOCG** and **41 DOC wine labels** to taste
- **Rice tours** in Novara and Vercelli, known for the largest production of rice in Europe
- Artisanal **chocolate**, 60 different **cheeses**, 180 types of **bread**
- **Wellness** in **resorts** and **spas** dating to the Roman times