



## Easy to reach

**Torino Airport:**  
16 km from the centre of Torino, the capital city of Piemonte.  
Connections with the main European cities

**Milano Malpensa Airport:**  
130 km from Torino, connected by bus or along the motorway network

**Rome Fiumicino Airport:**  
connected by daily flights to Torino

## Experiential Meetings

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

[www.visitpiemonte.com](http://www.visitpiemonte.com)

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# PIEMONTE

Elegance and authenticity  
for your successful events

MEETINGS INCENTIVES CONFERENCES EXHIBITIONS MEETINGS INCENTIVES CONFERENCES EXHIBITIONS 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

- **22 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**

## 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**



Torino  
Alessandria  
Langhe Monferrato and Roero  
Novara  
Vercelli

## Food, Wine & Wellness

A favourite destination for gourmet incentives in every season

- **Multi-sensorial experiences**
- **46 Michelin-starred restaurants**
- **Alba UNESCO Creative City of Gastronomy**
- World famous **White Truffle of Alba**
- **Wine trekking** on the hills
- **18 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



Torino  
Biella  
Cuneo  
Lake District  
Vercelli

## 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**

Torino  
Alessandria  
Biella  
Lake District  
Novara

