

# DISTRETTO TURISTICO DEI LAGHI, MONTI E VALLI DELL'OSSOLA

Local Tourist Agency officially recognised  
by the Piedmont Region for the hospitality,  
information and tourist promotion of Lake  
Maggiore, Lake Orta, Lake Mergozzo and  
the Ossola Valleys!



*Live your Lago Maggiore Experience*



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# WELCOME!

## THE ROMANTIC ATMOSPHERE OF THE LAKES, THE GRANDEUR OF THE ALPS: WELCOME!

- With over **4.3 million visitors a year**, **more than 70% of whom are foreigners**, our area is one of the most important tourist destinations in northern Italy.
- We are located in **northern Piedmont**, a very short distance from the Swiss border with the cantons of Ticino and Valais and from the Malpensa International Airport. The big Italian cities are also very close: we are an hour from Milan, an hour and a half from Turin and two hours from Genoa.
- From the famous **Lake Maggiore** with its enchanting Borromean Islands, to the clear waters of the tranquil **Lake Mergozzo** and the enchanting scenery of **Lake Orta** with the charming Island of San Giulio: jewels of nature, art and history make these places a perfect setting for the modern Italian Dolce Vita. All around, the corollary of the Alps, the **Ossola Valleys**, offers mountain lovers expanses of forests, small lakes, high peaks and spectacular parks. Monte Rosa, the Val Grande National Park, and the Veglia Devero and Alta Valle Antrona Nature Parks are popular destinations for those seeking the most unspoilt environments. Green and blue landscapes, so different and yet so close... In just over an hour, from lush lakeside shores with a Mediterranean climate to the second highest peak in the Alps!



# BUSINESS CARD

## Territory and tourist markets

- The area covered by the Distretto Turistico dei Laghi, Monti e Valli dell'Ossola includes **94 municipalities**, 74 in the Province of Verbano Cusio Ossola and 20 in the Province of Novara.
- **Italy, Germany, France, the Netherlands, Switzerland, the UK and the USA** are our main markets, from where individual tourists and organised groups traditionally come to spend sunny days of leisure and more. Yes, because here, between the lakes and the mountains, the holiday experience is truly multifaceted: outdoor routes for young and old, genuine flavours of local cuisine, small, great museums of tradition, relaxation of the thermal baths in the Alps, shopping among the big brands in the household and clothing sector born right on the lakes, but also unique works created by the skilful hands of local craftsmen.



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# HOSPITALITY +900

Lake or mountain holiday? From luxurious grand hotels by the lake to spa hotels in the mountains or intimate boutique hotels in the hills. From family-friendly camping villages equipped with every comfort to holiday farms where you can breathe in the country air. The choice is wide... hospitality is our tradition.

A complete and unrestricted catalogue that will allow you to easily select the accommodation that best suits your holiday experience.



On our official tourism portal [www.distrettolaghi.it](http://www.distrettolaghi.it) and on our summer and winter outdoor tourism website [www.lagomaggioreexperience.it](http://www.lagomaggioreexperience.it) we have the most complete and up-to-date database of over 900 accommodation facilities in the area, including hotels and other facilities (guesthouses, farm holiday centres, holiday accommodation, B&Bs, campsites, holiday homes, holiday flats, hostels, country houses and mountain lodges).

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# OUR MISSION



These are our tasks in  
favour of the  
destination we  
represent and its tourist  
offer:

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INFORM AND COMMUNICATE	We produce <b>printed publications and multilingual e-books</b> , create <b>web and social content</b> , carry out <b>research and documentation activities</b> , and produce <b>multimedia information material</b> - for the dissemination of immersive images and videos with high emotional impact - with which we meet and support over 500 annual requests from media and trade operators, authors, film productions and the public.
WELCOME	We <b>welcome and support visitors from Italy and abroad</b> through our network of 23 tourist offices and info points in the area, including our IAT office, which is fully staffed by qualified, multilingual personnel and open all year round 7 days a week.
PROMOTE	We promote our destination by supporting <b>local events</b> , participating in <b>projects and calls</b> for tenders for accommodation/tourism development by the Piedmont Region or Interreg Cross-border Cooperation, setting up <b>media partnerships</b> with international advertising agencies, participating in <b>trade fairs and workshops</b> in Italy and the main foreign markets, organising <b>educational tours</b> for journalists, writers, bloggers and tour operators together with DMO VisitPiemonte and ENIT, and working with the <b>Torino Piemonte Film Commission</b> .
INTERMEDIATE AND SUPPORT	We also deal with <b>local institutions and tour operators</b> , offering training in tourism, support for legal requirements, school and academic collaborations, as well as supplying organisations and individuals with a large amount of our own tourism and information material. Moreover, as we play a supra-municipal role, we are happy to act as an <b>intermediary in tourism matters</b> between the territory with its municipalities, operators, transport and tourism consortia on the one hand and our Provinces and the Region on the other.
INNOVATE	We work daily on the <b>digital transformation of tourism in our territory</b> , not only for visitors but also for the main local actors: we have the concrete objective of creating a "digital dashboard" for the stakeholders of the sector that makes it possible <b>to provide targeted services to tourists</b> through the assessment of their behaviour and consequently increase the tourist presence and the satisfaction of visitors.

# OUR NUMBERS

## SITES, SOCIAL CHANNELS AND PLATFORMS

- Our institutional portal [www.distrettolaghi.it](http://www.distrettolaghi.it) has **more than 20,000 web pages of content**, of which about 10,000 are dedicated to events (the only portal in the area updated daily by dedicated staff)
- The outdoor tourism platform [www.lagomaggioreexperience.it](http://www.lagomaggioreexperience.it) includes a true **encyclopaedia of certified trekking, biking and climbing routes** and aims to be the first reference point for outdoor activities in the whole region
- **3 pages on Facebook** (of which the institutional one has **over 137,000 followers**, the first institutional tourism promotion Facebook page in the whole of Piedmont with an average of 1.5 million people reached every month), an **Instagram profile, Twitter and a You Tube channel**
- Excellent numbers for the institutional website: **more than 2 million views per year** (Google Analytics 2021 and Web Analytics Italia 2022 data), which show how the portal is the main and fundamental tool for finding tourist information in our territory. Of which: **almost 300,000 users search for itineraries and routes, over 30,000 search for accommodation and hotel availability**. A unique showcase for accommodation facilities to which we guarantee a permanent presence - with a dedicated information sheet - on our web pages free of charge
- We are also on the **FATMAP** platform through our sites. It means that our territory is totally geo-localised, including tourist areas and outdoor itineraries, for a 360° view of the area. Fatmap gives us **worldwide visibility, with more than 400,000 registered accounts worldwide and over 3 million unique active users**



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We are a **DESTINATION**

We address **TOURIST DEMAND & OFFER**

We deal with **INFORMATION - HOSPITALITY – PROMOTION**

We offer **COMPETENCE - TECHNOLOGY - ACTIVITIES, PROJECTS & CAMPAIGNS - TRAINING - MATERIALS - COMMITMENT & PASSION**

Our aims are **FUTURE & INNOVATION - ENHANCEMENT OF DIFFERENT TOURISM EXPERIENCES AND THE MOST CURRENT MARKET TRENDS**

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# WHERE CAN YOU FIND US?

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infoturismo@distrettolaghi.it

[www.distrettolaghi.it](http://www.distrettolaghi.it)

[www.lagomaggioreexperience.it](http://www.lagomaggioreexperience.it)

[www.camminidevozionali.it](http://www.camminidevozionali.it)

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