



PRESS RELEASE

With over 3,9 million visitors a year, 76% of them foreigner, Lake Maggiore is one of the most important destinations in Northern Italy.

Distretto Turistico dei Laghi is the official Tourism Board for information and promotion of the region of LAKE MAGGIORE in Piemonte, including LAKE ORTA, LAKE MERGOZZO and the OSSOLA VALLEYS.

The romantic atmosphere of the Lakes, the grandeur of the Alps

From fascinating Lake Maggiore with the enchanted Borromeo Islands, all the way up to the bewitching scenario of Lake Orta with mystic St Jules Island: nature, art and historical jewels make this one of the most beautiful tourist areas in the world. Just nearby mountain lovers have the chance to explore Ossola Valleys extensive forests, alpine lakes, imposing peaks and breath-taking parks. Monte Rosa, the Val Grande National Park, the Alpe Veglia-Devero and Alta Valle Antrona Natural Parks are sought-after destinations for those looking for the most pristine environments.

Endless opportunities for leisure, sport and relax

Any suggestions? Amazing summer and winter sports, a tasty cuisine, relaxing thermal resorts, international events, shopping occasions among skilfully hand-crafted items, worldwide recognized design houseware and tailor made clothing...

Outdoor activities and open-air holidays, in particular, are a more and more growing segment in the offer of Distretto Turistico dei Laghi. The Tourism Board has recently published some leading guides dedicated to this theme such as the cycle tourism map "BIKE", the walking guide for the whole family "SLOW TREK" and "VIVERE I LAGHI", a vademecum for water activities to be practised on the three lakes of the region.



For those who instead prefer the equally beneficial spa relaxation to physical activity - another trend in constant growth - the guide "TERRE DI BENESSERE" describes the offer of modern thermal baths at the foot of the Alps as well as the wellness treatments of lake and mountain hotels.

Over 890 accommodation facilities

Let yourself be welcomed and pampered by the *grand hotels* located in the beating heart of Piedmont's lakes district, which are characterised by legendary service hospitality and top quality management. For those who love a more intimate hospitality, there is the offer of small hotels, B&Bs and agriturismi in close contact with nature. Finally, the campsites are able to offer multiple housing solutions *en plein air*, from residences to camper areas, with a rich portfolio of entertainment and activities.

Excellent position

The destination is located within a short distance from Malpensa International Airport as well as Milan and Turin city centres. It borders the Canton Ticino and the Canton Valais in Switzerland. The international railway line and a rich motorway network make the connections easy and fast.

Visit www.distrettolaghi.it

The section MEDIA ROOM, available to trade and media operators, contains a 9 language-Press Kit describing the entire tourist offer of the territory, a Photo and a Video Gallery while Maps, Brochures and Guides to the territory are presented in the section EBOOK (accessible after free registration from the homepage).

DO NOT WAIT... TAKE YOUR LAKE TIME!