



*Archivio Fotografico Distretto Turistico dei Laghi, photo Marco Benedetto Cerini*

## **TAKE YOUR LAKE TIME, TAKE IT SLOW**

### **The region of Lake Maggiore**

### **PIEMONTE, Italy**

***With over 3,7 million visitors a year, 79% foreigner, the region of Lake Maggiore is one of the most important destinations in Northern Italy. Here people come to spend a holiday in the name of Dolce Vita...***

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

From fascinating Lake Maggiore with the enchanted Borromeo Islands, to peaceful Lake Mergozzo, all the way up to the bewitching scenario of Lake Orta with the mystic St Jules Isle: nature, art and historical jewels really make this a unique place-to-stay in Italy. Just nearby, mountain lovers have the chance to explore the Ossola Valleys with their extensive forests, alpine lakes, imposing peaks and breath-taking nature parks.

#### **One territory, endless opportunities**

*“Today more than ever our goal is promoting experiential and sustainable tourism, in close contact with the wonderful nature that is a living part of Lake Maggiore region”*

says Oreste Pastore, President of the Local Tourism Board. “*Think that, in just over an hour, from Mediterranean-flair beaches on the lake you reach the second peak of the Alps!*”

Alongside well-known and consolidated leisure and garden tourism, for Lake Maggiore and surrounding the recent market trends are all in the name of slow. This applies as much to Italian tourists as to foreigners, who stay every year among our lakes and mountains, which traditionally have a great international vocation. Outdoor lovers, for example, whether they are sportsmen or amateurs, children, or adults, represent an increasingly expanding sector in the tourist demand interested in the place’s hidden treasures, trekking itineraries, and bike routes. Other trends constantly growing are wellness, at alpine thermal baths and comfort spa hotels, and a food immersion at traditional osterie, gourmet restaurants or during lively country festivals. All these experiences perfectly melt with km0 shopping based on a careful selection of hand-crafted items, worldwide recognized design houseware and tailor-made clothing.

### **+900 accommodations**

Let yourself be welcomed and pampered by the grand hotels and camping villages located in the beating heart of Piedmontese Lake District, which are characterized by a legendary customized service and a top-quality management. Agriturismo, bed&breakfasts and residences in the countryside or in panoramic position complete the wide offer of local hospitality.

### **Excellent position**

The destination is located within a short distance from Malpensa International Airport, the Swiss border as well as Milan and Turin city centres.

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

**Visit our website and find out further information for your authentic Holiday in the region.**

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

**DISTRETTO  
TURISTICO  
DEI LAGHI**



Lago Maggiore  
Lago d’Orta  
Lago di Mergozzo  
Monti e Valli d’Ossola