



February 23, 2023
WEBINAR "SLOW BIZ"

*Virtual journey in the best of
the Lake Maggiore Region
for genuine Bleisure Experiences*



DISTRETTO TURISTICO DEI LAGHI

Lake Maggiore Tourism Board

In the north of Piedmont

A short distance from Malpensa
International Airport, the Swiss border
as well as Milan and Turin city centres



INFO

Corso Italia 26
28838 Stresa (VB)
tel. +39 0323 30416
infoturismo@distrettolaghi.it
www.distrettolaghi.it
www.lagomaggioreexperience.it



Live your Lago Maggiore Experience

GREEN AND BLUE LANDSCAPES SO DIFFERENT, YET SO CLOSE

LAKE MAGGIORE the Dolce Vita
LAKE ORTA romanticism and spirituality
LAKE MERGOZZO the little one
OSSOLA VALLEYS or the Italian Alps

*In just over an hour...
from Mediterranean-flair lidos
up to the second peak of the Alps*



SOME NUMBERS ...

**Over 4 million visitors a year,
70% foreigner**

(Piemonte Regional Tourism Observatory, 2022)

**Among the most appreciated
destinations in Northern Italy**



One of the leading MICE locations in Piedmont

70% Business Clients come from abroad

Grand hotels, historical Villas and Congress centers:

Marvellous venues

Professional services

State-of-the-art technology



Live your Lago Maggiore Experience



Let your Clients live their own Lago Maggiore Bleisure Experience!

The scenic variety of the destination
allows Business Visitors
to enjoy amazing
Slow Experiences
between the Lakes and the Alps
for an authentic and sustainable
Business + Leisure stay

That means ...



Event season: Spring

**THE LAKES AND THEIR
"GARDENS OF FEELINGS"**



Live your Lago Maggiore Experience

OSSOLA VALLEYS



LAKE MAGGIORE

LAKE ORTA



LAKE ORTA



LAKE MAGGIORE

Event season: Summer

ADRENALINE BETWEEN ZIP LINES
AND ADVENTURE PARKS IN THE LAKES

RELAX AT THE SPA IN THE ALPS

Event season: Fall

SLOW TREKKING WHEN AUTUMN SETS THE OSSOLA VALLEYS ABLAZE

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FOLIAGE TRAIN



VEGLIA DEVERO
NATURE PARK



VEGLIA DEVERO
NATURE PARK



OSSOLA VINEYARDS