



THE REGION OF LAKE MAGGIORE TAKE YOUR LAKE TIME, TAKE IT SLOW



“Today more than ever our goal is promoting slow, experiential and sustainable tourism, in close contact with the wonderful nature that is a living part of Lake Maggiore region. Think that, in just over an hour, from Mediterranean-flair beaches on the lake you reach the second peak of the Alps!”

Oreste Pastore, President of the Local Tourism Board Distretto Turistico dei Laghi Srl

Alongside well-known and consolidated leisure and garden tourism, for Lake Maggiore and surroundings - Lake Orta, Lake Mergozzo and the Ossola Valleys in northern Piemonte - recent market trends are all in the name of slow

This applies as much to Italian tourists (21%) as to foreigners (79%), 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 destination. Other trends constantly growing are **WELLNESS**, at alpine thermal baths and spa hotels, and authentic **FOOD** experiences in traditional osterie, gourmet restaurants or lively country festivals.

With around 500,000 overnight stays per year, mainly concentrated in extra-hotels in July/August, Dutch tourists make up the second major foreign market for us (after Germany). And they are a concrete, clear expression of the meaning of “slow tourism”. They love the very morphology of the territory: the lakes, surrounded by green hills and at short distance from the Alps. Green and blue landscapes, so different yet so close! The Dutch come by car, thanks to easy accessibility from Central Europe and an excellent location on the border with Swiss Ticino and Valais regions, the latter served by Simplon shuttle trains. Once here, they appreciate the possibility of enjoying fun&beach life, tasting good Italian food, moving by bicycle and walking.

Camping villages of Lake Maggiore have long been a true model of success. Thanks to multiple plein air housing solutions and family-sized service, they will also be in the 2020 Tourist Season

There are 53 **campings**, for a total of 25,550 beds. They are located everywhere, on the lakes as in the valleys, but more concentrated along the Piedmontese side of Lake Maggiore and on Lake Mergozzo.

Camping holiday is the one preferred by the Dutch market. Our campsites can count on a very loyal market, that of families from Switzerland, Germany and the Netherlands who spend their summer holidays on the lake.

At this stage, some structures have already reopened in May, many others will reopen in the current month of June, while the closure will tend to be postponed for a month compared to the usual (end October 2020). The reopening of the borders on June 3rd immediately triggered, albeit with an inevitable reduction compared to the previous years, the first arrivals from Switzerland, Germany and Holland and several reservations for this season. Tourist reception takes place with serenity, in compliance with anti-contagion safety rules: multilingual signage and leaflets about basic prevention regulation, corners with disinfectant gel and liquid soap, intensified daily cleaning of toilets and common areas, professional sanitization of the accommodations, availability of masks as needed.



Concerning the top attractions of Lake Maggiore region, many sites are already open, safely

An example above all: the splendid [BORROMEO ISLANDS](#) with their noble palaces and gardens and the [BOTANICAL GARDENS OF VILLA TARANTO](#) in Verbania. But also the great [COLOSSUS OF ST. CHARLES BORROMEO](#) in Arona and peaceful [PARCO PALLAVICINO](#) in Stresa, with its wildlife protection project. Among the transports, the panoramic [Stresa-Mottarone Cable Car](#) runs from the lake to 1,492 metres in only 20', while the public ferry [Navigazione Lago Maggiore](#) serves the whole Maggiore basin. On Lake Orta, intact is the magic of the ancient village of [ORTA](#) and the mystic [ISLAND OF SAN GIULIO](#) with its remarkable Romanesque basilica. To be visited as usual are also the nature reserves [SACRI MONTI](#), [UNESCO Heritage](#), of Orta, Ghiffa and Domodossola, as well as – among the Alps – the fairy [VEGLIA DEVERO NATURE PARK](#), [Macugnaga](#) and majestic [MOUNT ROSA](#) and the 145 m high [TOCE WATERFALL](#). In the Ossola region, visit the medieval [CASTLE OF VOGOGNA](#) or catch the train [Vigezzina Centovalli](#) from Domodossola, through the picturesque Vigezzo Valley, to Locarno (CH) on Lake Maggiore.

In the field of marketing and communication, the Local Tourism Board Distretto Turistico dei Laghi plays a strategic role in this delicate recovery phase

From now on, an intense promotion of Outdoor, Wellness and Food experiences, under the banner of slow tourism, will take place alongside the constant promotion of the unique Villas and Gardens that dot the territory as part of more classical holidays. To these issues, so current than ever before, the Lake Maggiore Tourism Board dedicates easy-to-use, digital and paper tools as well as targeted PR activities.

[Official tourism website distrettolaghi.it](#) and multilingual sections [OUTDOOR](#), [WELLNESS](#), [FOOD&WINE](#) Information, suggestions, useful contacts, immersive [images](#) and [video](#) story telling.

[NEW: Official outdoor website LAGOMAGGIOREEXPERIENCE.IT](#) to be launched All about sport and open-air activities in winter (first appearance September 2020) and summer (work in progress). Made with innovative technology, the site will present the destination through [FATMAPS](#) (high resolution 3D satellite images) to give the user the highest degree of involvement.

[Official tourism Facebook and Instagram pages](#) Reference points for residents and visitors on places of inspiration, activities and news from the area

[Accurate pocket guides, also available as eBook](#) (free subscription required) Slow trekking itineraries for the family ([SLOWTREK](#) guide), bike routes for all ages ([BIKE](#) map), delicious typical recipes and organic local products ([FOOD & WINE](#) guide), tips for your relax time ([HAVENS OF WELLBEING](#) guide).

[Educational tours up and down the region focussed on Outdoor, Wellness and Gastronomy](#) and dedicated to journalists and tour operators from the most relevant European and international markets

[Travel and tourism fairs in Italy and abroad](#) Spreading knowledge of the “slow” aspects of our tourism offer to the general public, trade professionals and media operators

There are 3 [keywords](#) our Tourism Board would like to characterize the visitor's stay in the near future: [AT THE REACH OF EVERYONE](#) activities customized for age, desire, ability and spending capacity; [AUTHENTICITY](#) experiences as a true insider and discovery of local hidden treasures, less known but of great emotional significance; [QUALITY](#) intrinsic quality of the tourist product/service is associated with quality of the human relationships with locals. For holidays full of moments to take with and remember over time.

Statistics are referred to 2019 - Source: Regional Tourism Observatory, DMO Piemonte Scrl