

## Piemonte: a destination of endless opportunities

Also for the 2025 edition, the Piedmont Region will attend the world exhibition ITB Berlin together with Visit Piemonte, the Local Tourist Agencies and the Piedmontese tour operators. **From 4 to 6 March**, Piedmont will have the opportunity to present its new products and top events. Come and visit us at the fair at the Stand Piemonte, Pavilion 1.2. no. 107, in the ENIT Italia area!

Piedmont is the complete destination for the international travelers, thanks to a heritage of surprising variety that offers a wide array of proposals for a food and wine, cultural and outdoor experience in every season, under the banner of the diversification of the tourist offer, focused on deseasonalization, eco-sustainability and accessibility "for all".

Piedmont is a territory that ranges from the peaks of the Western Alps to the rice fields of the Po Valley, from lakes to hills, then **Torino** and the mosaic of **cities of art and the "most beautiful villages in Italy"**, over 300 castles and the exceptional UNESCO Sites, with the **16 Royal Residences**, the **Sacred Mountains** and the **Wine Landscapes of Langhe Roero and Monferrato**. Piedmont is a world of rare beauty and flourishing biodiversity that, in the year of Jubilee, invites you to discover a **system of spiritual paths** that covers the entire region, **20,000 kilometers of trekking and biking trails**, **2 National Parks** (Gran Paradiso and Val Grande), **77 protected areas** and **3 UNESCO MaB Biosphere Reserves**.

Along the **Wine Roads** you find so many thematic itineraries that draw up the regional map of taste, enriched by a packed calendar of festivals and fairs in every season, that represent an opportunity to discover the genuine agri-food productions in typical trattorias, agritourisms and Michelin star restaurants, in a perfect context that combines food and wine culture, art, history and traditions of the region.

On the 2025 food and wine scene, all lights will be pointed on **The World's 50 Best Restaurants**, the most influential event in the world of catering, in which a jury of experts, chefs, journalists and gastronomes each year decrees the 50 best restaurants in the world. **The ceremony will be held in Torino on June 19** and will be accompanied by a week of side events that will highlight the excellence of the Piedmontese fine dining. **From 11 to 14 September, Vercelli** is set to become the epicentre of the first edition of **Risò. International rice festival**, with stands, cooking shows, talks, conferences, tastings and a dense schedule of events.

Among the flagship events on the agenda there is also the **Cheese Festival**, dedicated to raw milk cheeses and other haute cuisine products, scheduled this year **from 14 to 17 September in Bra**, the cradle of the Slow Food movement. **The Alba International White Truffle Fair** returns with its 95th edition, **from October 11 to December 8**, to attract fans from all over the world in **Alba**, named a Creative City for Gastronomy by UNESCO.



And also in 2025, Piedmont is the top destination of major sporting events such as the Spanish cycling race **La Vuelta a España**, which for the first time will touch for 4 stages the provinces of Torino, Biella, Cuneo and Novara (end of August). The world of tennis is expected in Torino for the **NITTO ATP Finals, from 9 to 16 November**.

A land of art and culture, Piedmont presents itself to the international audience with a rich program of festivals between art, cinema and music. Outstanding among them is the **International Book Fair**, that will take place in **Torino, from 15 to 19 May**, together with **Artissima Fair** and the many fairs dedicated to the contemporary art (**Torino, from 31 October to 2 November**).

Piedmont awaits You!

For more information: [www.visitpiemonte.com](http://www.visitpiemonte.com)

**VISITPIEMONTE – REGIONAL MARKETING AND PROMOTION /  
Communication, Events and Media relations Team**

**Emanuela Sarti** Tel. +39 011 5155518 / 335 6914611

[emanuela.sarti@visitpiemonte.com](mailto:emanuela.sarti@visitpiemonte.com)

**Marisa Margara** tel. +39 011 5155523 / 347 4398707

[marisa.margara@visitpiemonte.com](mailto:marisa.margara@visitpiemonte.com)