CAMERA DI COMMERCIO
COMO-LECCO
insieme per lo sviluppo

LAGO DI COMO
ITALIA
UN MONDO UNICO AL MONDO

LAKE COMO - A JOURNEY INTO THE FUTURE

Thanks to growing awareness and a forward-looking approach among its key players, the iconic destination of Lake Como is looking to the future with a new commitment: to offer visitors the full Lake Como experience in the quieter months too, with its historic villas opening their doors in winter and new itineraries centred on culture, food and wine, walking, wellness and the idea of *slowing down* as a way to recharge.

A wide range of initiatives is under way and becoming increasingly well established, coordinated by the Como-Lecco Chamber of Commerce with the support of local public and private stakeholders, who are working together across several areas with flexible strategies and sharing ideas and best practice. The challenge is to keep Lake Como as appealing as ever while managing large visitor flows responsibly and promoting quality tourism.

The aim is to showcase a quieter, more authentic side of Lake Como: the small villages in the mountains and around the upper lake, the Intelvi Valley, Valsassina and the Lecco branch of the lake, walking routes and nature trails, high-altitude paths, the architectural gems of the towns of Brianza and the rich heritage of traditional skills and craftsmanship that has made local artisans famous around the world.

In recent years, the huge increase in visitor numbers on Lake Como, concentrated above all in the high season and in a handful of places, has highlighted the urgent need for a new, more conscious approach to tourism. The priority now is to promote a model of development that is fair and sustainable for local communities, especially smaller towns and villages, both in established markets such as the UK and the US and in emerging markets from the Middle East to Asia.