



## TORINO AND PIEMONTE AT IMEX

The development of the MICE sector at a regional scale and Nuvola

Lavazza

News at the Imex fair

To present Torino and Piemonte as a destination for the sector of conferences and incentive travel: this is the main objective of the participation of **Turismo Torino e Provincia** and **VisitPiemonte**, in collaboration with **Enit**, in IMEX, the most important international fair on meetings and incentive travel, which takes place in Frankfurt from 21 to 23 May.

Inside the spaces of Enit, the Convention Bureau of the ATL (Local Tourism Agencies) of the capital city of Piemonte will be present with a desk to promote the destination as a location to organize events and congresses with a busy schedule of appointments. Furthermore, during the fair journalists and operators are invited to take part in the presentation “*Torino and Piemonte: what's new? Come to discover*” held Wednesday, May 22 at 10:30 a.m. – an opportunity to draw attention to the main novelties of the territory of the Piemonte region.

As the **Councillor for Tourism of the Piemonte Region** points out, *the organisation's aim has been to extend to the whole region the important work carried out by Turismo Torino e Provincia in the field of conferences, so as to render it an element of attraction also for other cities and territories such as the Langhe, a UNESCO World Heritage site, or its lakes. According to data from Oice 2018 – the Italian Observatory of Congresses and Events – the conference sector has generated 11.4% of hotel and non-hotel bookings of the entire region in Torino. This is an important figure that points to a significant conference activity in Torino and therefore to a substantial economic impact not only for the hotel sector but also for the restaurant and commercial one. Our objective is to increase this percentage each year and to extend it to the entire Piemonte region.*

The fair is also an opportunity to provide a preview of the project for regional development of the meeting and incentive travel sector by VisitPiemonte, an in-house company of the Piemonte Region for the development of tourism and agribusiness in the area, also owned by Unioncamere.

Furthermore, an important **new entry in the Torino conference scene is that of a prestigious partner and brand: NUVOLA LAVAZZA**, which is the new headquarters of the most famous coffee company in the world, a space for events for up to 1,200 participants and a 4,500 square meters conference centre – La Centrale. The Museum is also part of the complex, which offers a sensory-emotional journey into



the global culture of coffee and of Lavazza. **Lavazza** will be present with its **coffee** in the **ENIT space** throughout the whole duration of **Imex**.

Nuvola Lavazza is in fact one of the new partners to sign up this year with the **Register of Congress Operators** of the Convention Bureau of Turismo Torino e Provincia: among the new entries are the Olympic venues, the Pala Alpitour and the Palavela, managed by Parcolimpico – in addition to Oval Lingotto – highly flexible and modular structures capable of hosting corporate events, trade fairs and gala dinners for up to 15,000 and 9,000 participants respectively. Also, for events held in an unusual location, it is worth mentioning Zoom Torino, the first “immersive” biopark in Italy, only 30 km from the city, that offers 2 equipped rooms inside an area where it is possible to encounter more than 80 species of animals. Another venue of great interest is the Torino Outlet Village, which combines business and shopping – on sale here are some of the most prestigious national and international brands. Among the renowned brands Eataly must also be mentioned: Eataly Lingotto, the first food and wine centre of high quality food designed by Oscar Farinetti, is in fact a valid structure for events, with 3 rooms that can accommodate up to 370 participants, as well as being a catering company. Finally, also the sector of incoming agencies and DMC is enriched by a new partner: Italyscape, member of the important tourism consortium Quality Group.

The presentation held May 22 will also be an opportunity to illustrate the **advantages and benefits** granted to those who organize an event in Torino and the **guidelines for 2019**.

Thanks to the support of the Torino Chamber of Commerce, in fact, Turismo Torino e Provincia Convention Bureau is able to offer not only a series of services and benefits, but also an economic incentive of **up to € 8,000** to attract important congresses and conventions to Torino and its territory. The initiative, launched in 2018, has already been well received by the market: numerous requests have been issued and currently 20 events have been acquired, thanks to the contribution, that will take place in the two-year period 2019-2021 for a total of 17,500 participants, 52,220 attendances and an estimated economic impact of €15,800,000.

As far as the guidelines are concerned, the Convention Bureau of Torino will focus on increasing the number of congresses and conventions acquired through promotion in national and international markets, on the one hand through participation in fairs and workshops and carrying out research using databases such as ICCA, on the other hand by raising the awareness of the local academic world, with the aim of involving researchers, professors and medical doctors, in order to encourage them to nominate Torino as the venue for congresses organised by the national and international associations they are members of.



Moreover, it is important to mention the rich calendar of events that will take place in the subalpine capital, such as the **ATP Finals** that will be held here from 2021 to 2025 – one of the five largest tennis events at a global level where the first eight players in the world compete in both singles and doubles, confirming how important it is, in terms of image and economic impact, for a territory to host major events.

According to **Luisa Piazza**, Director of VisitPiemonte: *“Piemonte is a territory characterized by a rich offer of culture, art, landscapes and food and wine. For this reason we believe we can propose ourselves to the conference sector as a region capable of hosting, in addition to congresses, also corporate and private events of various types. The fascinating area of the Lakes Maggiore and Orta has been a MICE destination for over 40 years, offering fully equipped venues that can host events with a big number of delegates. The UNESCO landscapes of Langhe Roero and Monferrato are the perfect scenery for incentives and luxury events. The whole Region is a veritable land of events.”*

As **Marcella Gaspardone**, Marketing Director of Turismo Torino e Provincia, points out, *“Every year we take part in this important European event to promote our city as an attractive location for the meeting industry at an international level. From this year we are collaborating with the Piemonte Region in order to enhance the skills developed in conference tourism and expand them at a regional scale by making available our professionalism and the experience gained in the course of more than 15 years. We are sure that this collaboration will benefit the entire territory in terms of image and economic impact.”*

**Marco Amato**, Business Development Manager for Lavazza Eventi adds: *“For Lavazza and the entire Nuvola system, it is important to be able to contribute and work with an integrated approach with the actors and initiatives carried out throughout the territory, to give a strong signal of collaboration and openness. For Torino and Piemonte, it is essential to adopt a credible position as destination also of trade fairs and conferences, as well as tourism, and I believe that to this regard Nuvola Lavazza may represent an added value.”*