

Piedmont's food and wine tourism flies to New York

*Piedmont Region brings its food and wine heritage to the United States
and an extraordinary autumn of great events*

New York, 23 June 2024 - From **23-25 June**, Piedmont will introduce its products to the US market, riding a **new tourism wave achieved in 2023**, which saw **more than six million arrivals**, and **16 million stays**. Foreign tourism is the driving force, with a 15 per cent growth compared to 2022. **The tourist number from the US grew by almost 35 per cent compared to 2022.**

Piedmont's appeal in the **US** has been steadily growing, as seen by **tourist movements over the past 10 years**. In **2023, more than 136,000 arrivals** and **almost 359,000 overnight stays** were recorded, with an increase of **more than 70 per cent** compared to **2014**. Recent data reveals that American tourists predominantly favour **destinations like Turin** and its surrounding areas, (**lakes and hills**) with about **33 per cent** (for Turin and the lakes) and **25 per cent** (hills) of **overnight stays** compared to the regional total (data from the Piedmont Region Tourism Observatory)

Piedmont brings its rich range to New York, particularly its wine and food heritage, with unique products that make the region a favourite destination for American and international connoisseurs. Piedmont is waiting to be discovered by tasting its gastronomic products, as the finest ambassadors of an **artisan tradition** and a **creative food and wine culture**, deeply rooted in the region's history and people. The wide and exquisite range includes white Alba truffles, rice, chocolate, hazelnuts and a large assortment of PDO cheeses. Wine claims a significant portion of this heritage with 19 DOCG (controlled and guaranteed designations of origin) and 41 DOC (controlled designation of origin) products - a priceless treasure in a bottle produced largely in the Langhe Roero and Monferrato wine-growing landscapes, a UNESCO World Heritage Site.

The Piedmont presentation in New York includes two events: **B2B Summer Fancy Food**, where 13 Piedmontese agri-food companies will promote their products. On **Monday 24 June**, the Region, in partnership with ENIT Ente Nazionale per il Turismo (National Tourist Board), will organise a **networking aperitif - Autumn in Piemonte**. This will be held at the Scuola di Cucina De Gustibus, during which Kathy McCabe, producer of the *Dream of Italy* TV series will show the new Piedmont tourism features, to US media and tour operators, starting with the highlights of the *food & wine* agenda for autumn 2024 including **Terra Madre Salone del Gusto** (based in **Turin from 26-30 September**), the most important showcase of "healthy, clean and fair" food culture globally, and the 94th **Alba White Truffle Fair** from **12 October to 8 December** with the related **Alba White Truffle World Market** in Alba, the UNESCO Creative City for Gastronomy. A series of events with strong international appeal that features noteworthy moments of sport and culture. **From 10-17 November**, sporting passion is rekindled in Turin, with the world's tennis elite vying for the **Nitto Atp Finals 2024**, the most important end-of-season international tournament for the top eight single players and double teams.

The cultural spotlight in Turin and Piedmont this autumn will be from **1-3 November**, **Artissima**, the most important Italian contemporary art fair dedicated exclusively to the artistic innovations of today and tomorrow. Simultaneously, in Turin, from **31 October to 3 November**, the **CLUB2CLUB Festival** will take place, ranking among the world's top ten for pop and avant-garde music.

During the meeting-aperitif, participants can taste wines and traditional regional dishes, prepared by the skilful hands of Piedmontese chef Silvia Baldini, award-winning bestselling author.

Find out more: www.visitpiemonte.com

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