

# VARESE

## LAND OF TOURISM



[www.vareseturismo.it](http://www.vareseturismo.it)



# ABOUT US

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Varese Convention&Visitors Bureau promotes Varese as a high quality destination for meetings, conventions, incentive trips, as well business and leisure tourism, individual and group trips.

It's able to guarantee the excellence in planning holiday, all inclusive packages, meetings and post congress activities.

VCVB offers professional assistance in finding the best solution and the most suitable location for your stay or event.

## OUR MISSION

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Promotion & marketing of the Province of Varese as the best destination for:

- MEETINGS
- CONGRESSES – GREEN CONGRESSES
- EVENTS
- INCENTIVES
- SPORT TOURISM
- CULTURAL VACATIONS
- GROUP & INDIVIDUAL TRIPS

## OUR SERVICES

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- Hotel Booking, with Best Price guaranteed.
- Personalized offers for events, congresses and meetings.
- Personalized offers for all inclusive packages, tours, excursions.
- Educational tours and inspector visits, to taste the beauty of Varese.
- Relationship with 80 specialized and highly qualified operators: accommodation, catering, transports, technical and technological services, incoming agencies.
- Accommodation and logistic secretary
- Personalized candidacies, equipped with illustrated brochures.
- Information and technological data for the optimal choice of the congressional spaces.
- Transfer services.
- Creation of post congress activities (cultural, sport, food and wine) and gala dinners.

## OUR ADDED VALUE

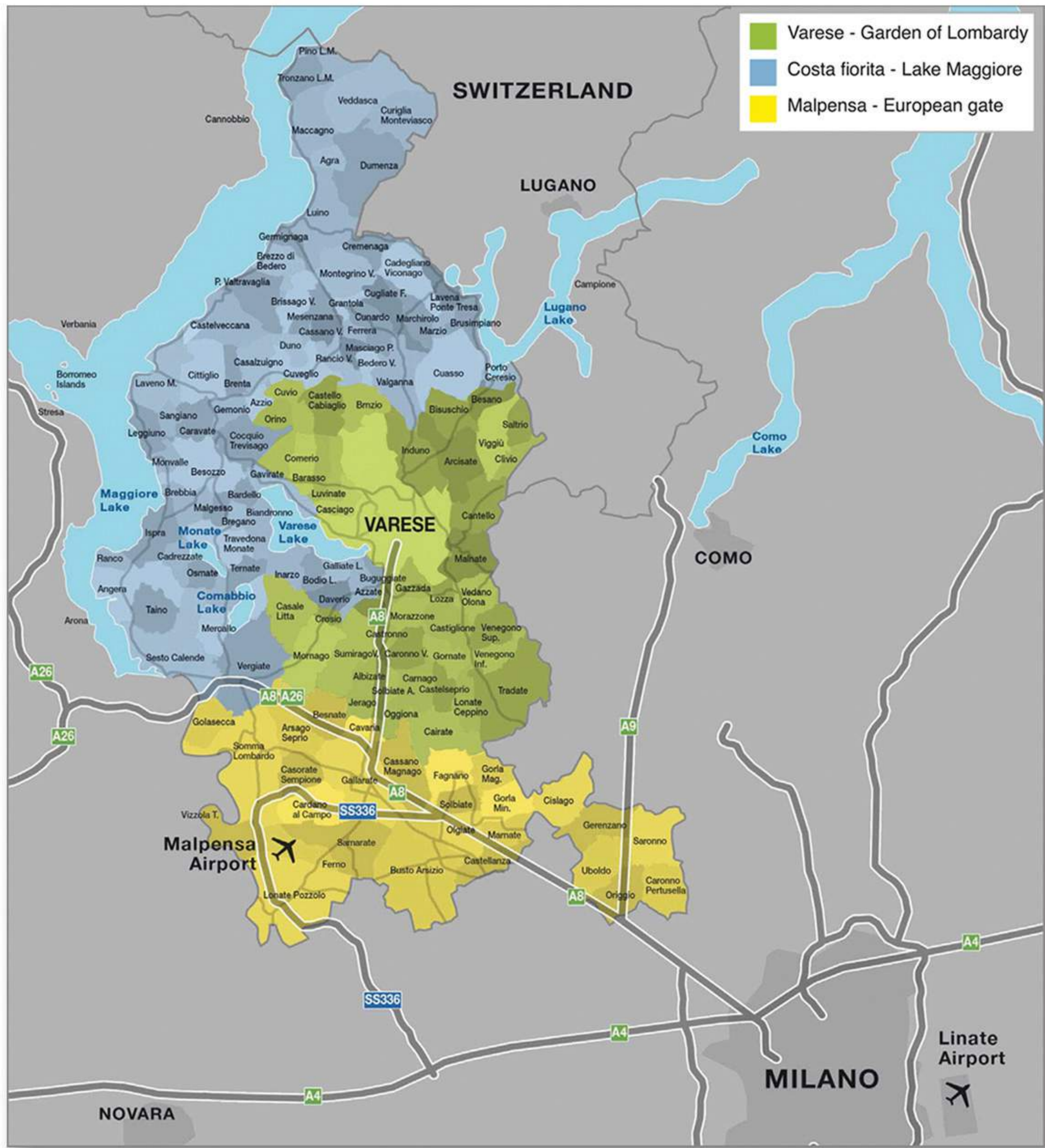
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- COMPLETED BID ABOUT ALL THE AREA
- BEST RATE GUARANTEE
- UNIQUE PARTNER FOR ALL SERVICES



# MAP

In the heart of Europe, in northern Lombardy, lies the province of Varese studded with lakes of different sizes, rich of green areas, wonderfully framed by the Prealps and the Alps. It is close to Malpensa airport, the most important hub of south Europe, to the business city Milan and adjacent to Switzerland.







## FIT PACKAGE

### 3 DAYS - 2 NIGHTS

Includes:

- 2 nights accommodation in 3 or 4 stars hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo ticket
- Insurance
- Call Centre Assistance

## GROUPS PACKAGE

### 3 DAYS - 2 NIGHTS

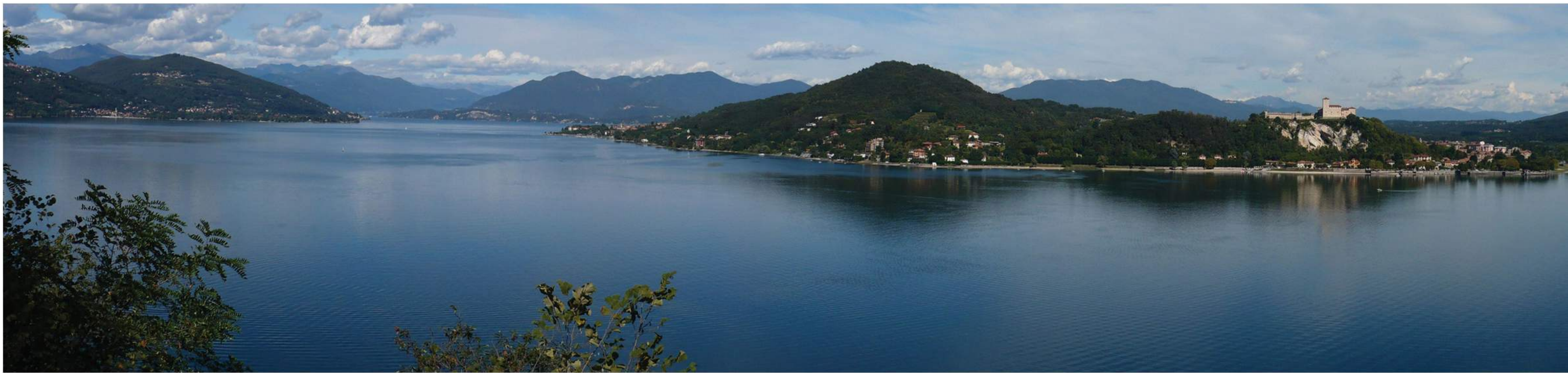
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“Varese Garden City” is the appellative that perfectly describes the union between art and nature which from several centuries has characterised the soul of the town. This is due to the many green areas that surround this town of Lombardy: protected areas (Regional park Campo dei Fiori and the Unesco site Sacro Monte with the The sacred path of Mary), gardens and parks among many villas (Villa Panza, Ville Ponti, Villa Recalcati, Palazzo Estense, Villa Mirabello and Villa Toeplitz) which have been built accordingly to the well known tradition of the gardeners. The beauty of the landscapes, of the architecture and of the art of the province of Varese have been appreciated since the seventeen century when Varese already became a tourist site. At the beginning of the nineteenth century Varese flourished with Art Nouveau hotels and villas, when its entrepreneurial and artistic genius created a harmonic and evocative landscape.

Varese and all its province claim an important Art Nouveau architecture which represented a big innovation in Europe, within the artistic, social and cultural field, at the beginning of the 20th century. Varese can be considered an open air museum regarding this style and its leading architect Giuseppe Sommaruga designed many hotels such as Palace and Campo dei Fiori hotels.





## 1st Day

### Late Morning

Check-in at the hotel  
Lunch and free time in Varese

Free dinner and overnight stay

## 2nd Day: Expo

### Morning

Breakfast at the hotel

Departure to the Milan Expo area

Full day visit to Expo Milano 2015

Free lunch inside the Expo area

Afternoon / Evening  
Return to the hotel

## 3rd Day

### Morning

Breakfast at the hotel

Free time for activities and excursions (list of proposals at the end of this brochure)

Check-out and departure

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The water heritage of our land, marked by many lakes of glacial origins, offers beside their beauty, many occasions for international sport contests such as rowing, a traditional sport of our area. There are at least ten lakes of different sizes: Lago Maggiore, Lago di Varese, Lago di Lugano (Ceresio), Lago di Monate, Lago di Comabbio, Lago di Ganna, Lago di Ghirla, Lago di Biandronno, Lago di Brinzio and Lago Delio. The Lombard shore of Lake Maggiore is fringed with the little towns of Sesto Calende, Angera, Santa Caterina del Sasso, Laveno, Luino and Maccagno, each with attractive natural or architectural features typical of lakeside communities. Outstanding among the historical treasures of the Lombard shore of Lake Maggiore are the Rocca di Angera, a superbly conserved medieval castle in a dominating position, and the Hermitage of Santa Caterina del Sasso, a fine monastery complex dating from the 14th century, perched on a cliff above the lake.





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Historical villas and gardens, intriguing paths leading to wonderful views, healthy holidays for relax and sport, cultural itineraries. These are the features which have always attracted its guests. The upper lake offers magnificent panoramic views of great effect. The land of Varese is surrounded by many pleasant valleys with evocative villages inhabited for centuries. They preserve the memories of those who lived here since centuries ago and are full of fine artistic treasures. The environment is usually marked with luxuriant vegetation, rich of paths and viewpoints. They are the perfect destinations for walks, horse ridings and cycling. The peculiar structure of the land of Varese with its wide green areas along the wide plans, valleys, hills and Prealps offers the chance to appreciate it in a healthy and ecological way. There are many ways to get in contact and appreciate it. We would like to underline the importance of sports in the charm of a relaxing and uncontaminated environment. There are golf, horse riding and trekking but also many facilities for relaxation and recreation for the whole family as well as many sport resorts for athletes. The high standard of the hospitality of the area makes it one of the best territories in the heart of Europe.





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The perfect gift for any occasion? Varese EXPERIENCE! and leaves everyone speechless!

You can choose from an infinite number of combinations, a wide range of prices and lots of locations to explore the land of lakes. Week end with dinner in delightful cottages, romantic stay in cozy B & B, holidays in luxurious hotels, charming weekends in structures overlooking the lake or immersed in the silence of the mountain.

With us you will be spoiled for choice!





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A land for all tastes! Exiting proposals for any budget and interest. Art, culture, sports, lakes and again b&b, hotels, residences in amazing locations to satisfy every need.







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The province of Varese represents an important business all along. Over the history this fact has influenced positively the social and economical evolution of the area, confirming Varese as one of the province with the highest economic development of Europe.

Its favorable geographic position:

- Few kilometers from Milan and along the way conducting to Switzerland
- The presence of an international hub, the **airport of Malpensa**. The Intercontinental Airport of Malpensa is 30 km far from Varese center (53 km from Milano center) and it is connected with A8 "dei Laghi" highway. It is reachable in half an hour by car and in 40 minutes by public transports.
- The biggest fair center of Europe, the new **Milano Fair**, situated at the borders of the province territory, make Varese the perfect destination for congress and events.



# EXCURSIONS AND ACTIVITIES

BASIC PACKAGE

Since 1847, the tradition of making grappa and liqueurs has been handed down from generation to generation by the Rossi family Angera. Experience the ancient recipes, the quality of raw materials, the elegant packaging have meant that every bottle Rossi Angera encloses in itself a great product, but also the charm of history and traditions. The Village of Mustonate is attractive center of agricultural origins, completely renovated, maintaining the architectural tradition that still characterizes the village. Located in Lombardy, is a resort strongly oriented towards sustainability and respect for the land. The neo-rural village is Residential dedicated to hospitality and tourism, the training of horses (it is home of the famous stables Aletti Montano), with a tasting of local products and the promotion of local culture. Nestled in 60 acres of meadows and woods located in the district of the 7 Lakes, the heart of the Lombard Prealps. Guided tasting of spirits and local products, you can also include dinner at the restaurant of the village.



## HORSE RIDE

## TICINO PARK BY CARRIAGE

FUN, GREEN ENERGY AND MAXIMUM  
SPEED!! Go Kart

## GRAPPAS AND SPIRITS TASTING

### GRAPPAS AND SPIRITS TASTING WITH TOUR BY CARRIAGE

The tasting of distillates includes:

- description
- tasting techniques
- taste of 3/4 products
- combination with chocolate and local products.

The duration of the tasting will be 40 minutes.

At the end the guests will be accompanied by carriage of Pleasures Campestri Emporium where they can buy local products.

Are you looking for an incredible fastest driving experience? be prepared for Kart, the newest indoor go-karting attraction taking over Varese-Northern Milan area! You can drive in a state of the art italian style circuit!

You'll appreciate the technical track and the incredible themed track racing style with prints, lights and three-dimensional backgrounds! The track and the rooms are air conditioned and created with attention to detail: from the large windows located in upper level in bar area, guests can follow all the stages of the races in full relaxation and comfort

Infact, all karts are electrical, so there are no smoke or loud noise! Designed with the best technology, the electric karts are robust, reliable and safe.

The kart provides to all its pilots, an approved full-face helmet and a single use hygienic cap.

Our track is available for kids and adults alike, but kids should be tall at least 125 cm to drive Juniors Karts, and adults should be tall at least 150 cm to drive Adults Karts







Here is the right place to go on bicycle excursions, with the best landscapes and relaxing or changeling tracks. We offer you the bicycle also for ones who are not so sportive, for an eco-friendly transport. And now, let's imagine how pleasant can be a day with us!



HALF DAY BIKE EXCURSION

FULL DAY BIKE EXCURSION

“You’re gonna miss the breath with emotion, not for the effort”

### PRIVATE TOUR BY BOAT ON MAGGIORE LAKE

The Pescatori isle is the only inhabited permanently, even if by a little community, while the two “sisters” isles are preferred by tourists who admire the outstanding two palaces and their relative garden, which are famous in the whole Europe for the quality of the landscape and for the care and the variety of the vegetal architectures, composed by 2000 species of different kinds. In the Madre Isle is also present an abundant fauna of oriental volatiles, like white peacocks, gilt pheasants and parrots that are all free in the amazing garden. The Bella Isle has a garden that, cleverly ideated in the centuries, presents multicolor blooms all over the year, in alternation among the different floral species



### LIBERTY TOUR

Every Sunday from May the 3rd to November the 1st will be offered the service of the Varese Liberty Tour, the first city sightseeing of the city, a turn city hop on-hop off with experienced guides. A bus departs every two hours, from the 10 am to the 4.30 pm, from the station FFSS of Varese, with stops “come up and go down” in Monte Grappa square, Giardini, Villa Recalcati, Hotel Palace, Funicolare and Birreria Poretti. To come back: Villa Panza, Monte Grappa square and the station.





## VOLANDIA

Volandia, where a wonderful exhibition itinerary takes you deep into the history of international aeronautics, with focus on the companies that have written the history of the province of Varese, the province with wings, and all of Lombardy and Italian industry.

The exhibition is divided into five areas: forms of flight, fixed wing, rotary wing, model aircraft and the convertiplane. It tells the great history of flight in all its forms, from pioneer flights in hot-air balloons to the first aircraft in the early 1900s right through to the convertiplane, the perfect fusion of vertical and horizontal flight.

The Park and Museum of Flight has plenty of indoor and outdoor areas for children, with space dedicated to the different age brackets. For older visitors there is the simulation area, library, historical archives (consultable online), convention room and film showings.

## VILLA PANZA

Surrounded by a wonderful Italian style garden, the villa is famous in the world for the contemporary art's collection that Giuseppe Panza has created starting from the 50's.

Today, in the living room and in the big mews more than one hundred pictures of contemporary artists are exposed, in addition to the rich furnishes and to an important collection of African and pre-Colombian art.

The rustics' wing of the villa was completely transformed and it welcomes the pieces of the ambient art's protagonists- Robert Irwin, Maria Nordman and James Turrell- who have created new installation tailored for this spaces, experimenting colors and lights. The neon colors of Dan Flavin delete the original shadows, forming new volumes and producing tridimensional pictures where you can move and breath.



## ROCCA BORROMEO

From the spur of chalky rocks, Rocca Borromeo in Angera dominates the southern part of Verbano area.

The fortified medieval building encloses testimonies of ancient times that are remembered throughout the Justice Room, with its outstanding cycle of frescos of the XII century, the Historic Room and the Castellana Tower, from which you can enjoy an extraordinary panorama.

## VILLA DELLA PORTA BOZZOLO

Born in the XVI century as a rural villa, it became noble house of representativeness and it was enlarged with a wide Italian style garden, one of the most majestic and harmonious architectural green creation survived in Italy today. The internal ambiances deserve one of most sophisticated and unified decorative cycles of the Lombardy eighteen century, attributed mostly to the workshop of the varesino artist Magatti.

The main structure of the villa is accompanied by interesting rustics, among which there are the stables, the mews, the granaries and a monumental press.



## MAGA MUSEUM

The Museum was founded in 1966, with a core collection of works acquired as a result of the city's art prize, the Premio Nazionale Arti Visive, established in 1950.

In December 2009 the City of Gallarate established the Foundation of the Civica Galleria d'Arte Moderna di Gallarate to administer the Civica Galleria d'Arte Moderna (Municipal Gallery of Modern Art) of Gallarate, on the basis of an agreement signed by the Culture Minister and the Mayor of Gallarate. The founding partners were the Ministry of Heritage and Culture and the City of Gallarate, with the Lombardy Region and the Province of Varese as institutional partners. The mission of the Foundation is to manage the activities of the museum: the conservation and enhancement of the works in the collection, organization of exhibitions and cultural events and creative activities and training for schools and adult audiences. Following this institutional development, the Museum, historically known as the Galleria Civica d'ArteModerna di Gallarate, on March 19, 2010, acquired the name of the MAGA Museo Arte Gallarate and inaugurates the new museum in Via De Magri, specially designed to showcase its collections and cultural activities.





### EARLY TWENTIETH CENTURY DINNER

Imagine a candlelight evening, in an old country house, where the technologies are magically disappeared. Imagine sitting down at a table for convivial cinders with genuine product. Imagine to return to the years of the last century ... this is the dinner of '900

The "Cena del 900" or "20th Century Dinner" is an innovative historical concept developed by the "Il Carpio" agritourism of Massimo Grignani and his family. Driven by conviviality and passion for authenticity, these dinners truly transport the guests one hundred years into the past: local cuisine is combined with a location of high historic meaning, wherein traditional dishes are served with references to events that occurred on the very same day - but exactly a century earlier. Nothing is left to chance: the farm holiday structure only contains volumes printed before the 1915 and objects dating before the First World War. Everything is driven by the philosophy of discover and sharing, aiming to make this Dinner an unforgettable experience.

### DINNER AT FARM

#### Local product dinner starting from

There are many farmhouses all over the province of Varese, more than half of theme are set in the northern mountains of the province, the other ones are among plains and hills. The modern farm tourism of this area combines innovative tourism to rural structures in order to offer a high standard of hospitality including the beauty of the rural world. There are also many educational farms that enhance the new generation to get in contact with the rural and agricultural world and giving the opportunity of experiencing the environment.





# SHOPPING AND INDUSTRIES VISITS

## MV AGUSTA

The factory tour involves a visit to the department productive MV Agusta. Starting with the mechanical department, where engine components are machined directly in the company (milling cylinder heads and crankcase), passed to the assembly Motorcycles and motor, and then watch the motor test bench and the test the bike full bench. Following the test benches, passed to the department dressing and final control, arriving at the room of the finished product, ready to be shipped. Duration 45 min - one hour.

## LINDT CHOCOLATE

Lindt & Sprüngli chocolate market leader in high quality, offers a wide selection of products in more than 100 countries worldwide. With over 160 years of history, Lindt & Sprüngli has become known as one of the most innovative and creative companies producing premium chocolate, with six production sites in Europe, two in the United States and sales offices on four continents. Lindt Chocolate situated in Induno Olona, a small village closed to Varese, offer an interesting outlet with products of special collection and special prices.

## CARLSBERG – PORETTI

Today Carlsberg Italy enhances the centuries-old tradition of Italian beer relaunching "The new family Brewery Angelo Poretti", with its different products strictly inspired by recipe, raw materials and production methods to the founding values of human experience and founder and his heirs. The long history Poretti is honored with a new personality in which the values of authenticity, passion and tradition that distinguish it are interpreted in a logo and a graphic innovative and appealing. The new look enhances the link with the figure of the founder through a logo that contains the signature of Angelo Poretti in lettering which incorporates typefaces in vogue in the late 800 and early '900. The Brewery Shop, shop at the entrance of its plant in Induno Olona, was opened in order to get even closer to its consumers, creating a true experience "from the brewery to the glass." The store is the place where the admirers of the company's products can be found all the main references of the beers in bottles of Carlsberg Italy: Angelo Poretti Brewery, Carlsberg, Carlsberg Elephant, Tuborg, Feldschlösschen and Grimbergen.









# LAKE&ISLAND CRUISE PACKAGE

THEMATIC PACKAGE

"Magnificent vision! At Sunset you could see the seven lakes. Believe me you can tour the whole of France and Germany, but you will never experience the same feelings" - Stendhal

Lake Maggiore is the most westerly of the great subalpine lakes. Most of its basin is Italian, but the upper end belongs to Switzerland. Mediterranean features merge harmoniously in its various landscapes; azaleas and camellias provide the frame to austere mountains; historical villas and gardens, intriguing paths leading to wonderful views, healthy holidays for relax and sport, cultural itineraries. These are the features which have always attracted its guests. The upper lake offers magnificent panoramic views of great effect: the viewpoint in the front of the little church of S. Rocco in Campagnano, sails and windsurfing on the lake, the numerous little inland towns; the "piode" of the roofs from Veddasca Valley up to the top of Forcora Pass. In Maccagno, the beaches, the park and the Modern Art Museum, with its bridge architecture on the Giona River. Luinese is a multi-faceted land. The town of Luino receives tourists from the transalpine countries: they love this land so much that many of them have got a holiday home here.

## FIT PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Boat tour with ticket entrance to Isola Bella and Isola Madre
- Ticket entrance to Rocca Borromeo
- Insurance
- Call Centre assistance

## GROUPS PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Boat tour with ticket entrance to Isola Bella and Isola Madre
- Ticket entrance to Rocca Borromeo
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance









# FOOD&WINE PACKAGE

THEMATIC PACKAGE

The peculiar conformation of Varese Province, a land of lakes, hills, valleys, and, in particular, large woodlands, is reflected in the gastronomy and in the typical food products. Cheeses, cold cuts, wine, honey, lake fish and game are just some of the excellent produce of this land. Products are still made by craftsmen, who follow the old traditions, and can also be easily tasted in the many agritourism companies dotted throughout the province, and in the educational farms. These neo-rural structures, suitable for anyone looking for excellent levels of hospitality, in a rural setting, promote a healthy relationship between culture, the environment and food, and bring families, particularly the younger generations, into contact with the values of the wise farming tradition, in places almost entirely uncontaminated. The Product Club Varese Food & Wellness presents a concept of gastronomy able to reconcile and combine the taste of tradition with the continuous search for health and well-being even and especially through food; is made, from the perspective of destination management, an integrated network of companies able to offer to tourists routes dedicated to wine: real routes mapped to discover the area, local products and local flavors. The Product Club offers visitors a range of services based on the nature and culture of the area, communicating identities through food uses; proposes a tourism product, specifically the food and wine, revisited in Healthy, doing live guest experience significant and replicable.

## FIT PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Typical dinner or wine and spirit tasting
- Insurance
- Call Centre assistance

## GROUPS PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Typical dinner or wine and spirit tasting
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance







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### 4 DAYS - 3 NIGHTS

Includes:

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- Expo Ticket
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- Insurance
- Call Centre assistance

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- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Typical dinner and wine and spirit tasting
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance





# ART&CULTURE PACKAGE

THEMATIC PACKAGE

The historical, artistic, and cultural route is rich in precious remains of the Seprio countryside and of a large number of fortresses and castles scattered across the Province. The wonderful natural surroundings inspired also several other eclectic artworks such as Art Noveau architecture and stimulated the creativity of many contemporary artists who, starting from the 1950's, decorated some villages of the Varese area with frescoes, transforming them into proper "Painted Villages". One of the most stimulating places, a must because of the interweaving of environment and spirituality, is Sacro Monte, which is part of the nine

Sacred Pre-Alpine Mountains of Piedmont and Lombardy acknowledged by Unesco as world heritage in 2003. The Sacro Monte of Varese is undoubtedly the most charming Marian path in the world, a unique, extraordinary monument. Varese and all its province claim an important Art Nouveau architecture which represented a big innovation in Europe, within the artistic, social and cultural field, at the beginning of the 20th century. Varese can be considered an open air museum regarding this style and its leading architect Giuseppe Sommaruga designed many hotels such as Palace and Campo dei Fiori hotels.

## FIT PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Ticket entrance to Villa Panza
- Ticket urban bus one Day
- Insurance
- Call Centre assistance

## GROUPS PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Ticket entrance to Villa Panza
- Ticket urban bus one Day
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance





LIBERTY PACKAGE

THEMATIC PACKAGE

Ten stages between the wonders of Varese, Gardens Estensi, the Brewery Poretti, the Hotel Palace, the funicular to the beautiful Sacred Mount, without forgetting Villa Panza and the magnificent old town of Varese. Italian and foreign tourists will have the opportunity to admire the beauty of this city, sitting comfortably on GT accompanied by expert guides. Moranditour has set up four special buses from May the 3rd to November the 1st reviving Sundays Varesine carrying passionate travelers from all over the world, with driver and speaker strictly in period costume. The Liberty Varesino will be the main theme but it certainly will not be neglected other occasions that the city of Varese offers, one in all the splendid Villa Panza with his collections, but also all the attractions that the province offers and devoting particular attention also the world of boating. The Varese Liberty Tour will take place every Sunday from May 3, with departure at 10.00 to 14.00 and 16.30, will start from the railway station of Varese and stop with stops "Up and down" in Piazza Monte Grappa, Estensi Gardens, Villa Recalcati, Hotel Palace, Funicular, Poretti Brewery; Villa Panza; Piazza Monte Grappa 2, and return to the Railway Station.

Customized Tours on request.

FIT PACKAGE

4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Liberty Tour 1 day (with tourist guide)
- Insurance
- Call Centre assistance

GROUPS PACKAGE

4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Liberty Tour 1 day (with tourist guide)
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance

INDUSTRY CULTURE PACKAGE

THEMATIC PACKAGE

Is the industry that has imprinted the landscape and the population of the Varese area, about attitudes and culture. The textile production of silks and cottons thrives thanks to the considerable amount of female workers who work in factories located along the waterways - the Olona in particular - but above all thanks to the work at home where family farmers engage in the time free from agriculture work. The twentieth century offers to the territory of Varese the possibility of rapid development: the First world War increased the quantity and quality of the mechanical industry with the launch of the engine and aircraft construction. The activities of Caproni and Macchi made Varese the national center of the new aviation industry.

FIT PACKAGE

4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Ticket entrance to Volandia, museum of flight
- Visit to MV Agusta, motorcycle industry
- Insurance
- Call Centre assistance

GROUPS PACKAGE

4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Ticket entrance to Volandia, museum of flight
- Visit to MV Agusta, motorcycle industry
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance



# GOLF PACKAGE

THEMATIC PACKAGE

A great choice for enthusiasts and beginners between practice courses and 18-hole courses: this sport, born in Varese in 1897 on a nine-hole course in the park of the Grand Hotel Excelsior, current seat of the Province of Varese, integrates perfectly with the natural environment of rich grasslands and hills, typical of the area. Those who spend a golfing holiday in the province of Varese certainly gives great importance to quality, good service, a unique landscape and, last but not least, a Golf Club class.

## PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights in double room at Le Robinie
- Bed and breakfast accommodation
- 2 dinners at le robinie Club House
- 1 mid week 18 holes green fee at Le Robinie
- Transfer from/to Malpensa
- Expo ticket
- Insurance
- Call centre assistance

## PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 stars hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo ticket
- 3 day fee Golf Club Varese
- Tour Leader assistant (valid only for groups)
- Insurance
- Call Centre Assistance





# BIKE PACKAGE

THEMATIC PACKAGE

Cycling is one of the most versatile sports and pastimes: it is beautiful, ecological, and healthy. That is not all. It is also the best way to enjoy the beauty of the area where you live or travel. And Varese is by now an area of excellence for the cycle-tourist and the two wheels fan. With over 100 km of pedestrian trails, the Varese territory is ranked third among the Italian Provinces for the extension of its tracks, which allow the lovers of nature, relaxing and healthy living to capture and appreciate more easily the sometimes forgotten spaces, views of landscapes, natural beauty, and history-culture that motivate them. Thanks to the exceptional variety of the territory and the supply of Bike Selected hotels can organize your eco-vacation dreams. Varese area is ideal for all cyclists because it offers routes and itineraries to suit any level of training. You can ride it in tranquility along the banks of the lake, go into the woods and the river banks of the adjacent valleys, or challenge the slopes of roads with a vertical drop of over 20%! Best Bike Hotel in the province of Varese offer services dedicated to lovers of two wheels, provide a secure storage, workshop corner, catering, guides, itineraries, medical care and everything you need for a holiday in the middle of nature, culture and a typical wine and food that is unrivaled.



## FIT PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel (bike hotel) or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Full day bike excursion (bike included)
- Insurance
- Call Centre assistance

## GROUPS PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel (bike hotel) with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- Full day bike excursion (bike included)
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance



# HORSE RIDING PACKAGE

THEMATIC PACKAGE

In the province of Varese, you can find places and people, who, through the territory and tradition can make you live pleasant moments on a horse saddle for places to be discovered in horse riding centres or even thrill you with horse racing at a gallop programmed by the seasonal calendars; so that you may not leave at home any thrill! Newborn in Italy the ultimate touristic excellence experience that link Equestrian Riding Sports activities with leisure, the lakes, valleys and landscapes of Varese. Varese lands, also called the "seven Lake district", is offering an unforgettable holiday to people looking for a healthy, ecofriendly, in the nature outdoors and in contact with horses, surrounded with an excellent food and wine.

## FIT PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel or b&b with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- 3 hours Horse riding or carriage tour
- Insurance
- Call Centre assistance

## GROUPS PACKAGE

### 4 DAYS - 3 NIGHTS

Includes:

- 3 nights accommodation in 3 or 4 star hotel with breakfast included
- Transfer from Malpensa Airport to the hotel and return
- Expo Ticket
- 3 hours Horse riding or carriage tour
- Tour leader assistant for 3 days
- Insurance
- Call Centre assistance





# THE PRODUCT CLUBS

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## HORSES VARESE

Newborn in Italy the ultimate touristic excellence experience that link Equestrian Riding Sports activities with leisure, the lakes, valleys and landscapes of Varese. Varese lands, also called the "seven Lake district", is offering an unforgettable holiday to people looking for a healthy, ecofriendly, in the nature outdoors and in contact with horses, surrounded with an excellent food and wine. Varese is the land of origin of the best Italian riders and this is where the best Equestrian Teams are established in Italy. The programs that We as CavalliVarese™ offer give the opportunity to all those who love horses to access the highest level of equestrian Sport education, to learn from "zero" or improve under the help of the best champions of the various Equestrian Sport Specialty: Show Jumping, flat work in classical equitation, Dressage, Tree Day Events, Sport and Leisure Carriages, Western Sport Riding specialized in Performance, Reining, Livestock Working, till beautiful trekkings in the Classical Riding Style or Western one. Our holiday offers are for the whole family and meanwhile someone is riding our beautiful horses the others will have the opportunity to play golf, to see the main cultural and historical attractions of Varese, as also plan shopping, a trip to the lake, or enjoy the wonderful equestrian facilities that welcome you. The hospitality is linked to horse-riding fan needs with the new Friends Horse Hotel™ comfortable, friendly and cozy hotels with the necessary services for those who love to stay with horses riding. Affiliate restaurants will delight you with typical Lombardy region and Varese Valleys dishes.

## LAGO MAGGIORE BIKE HOTELS

The Lake Maggiore Bike Hotels project was established with the goal of creating a Bike tourism-specific product club throughout the Verbano area. The club is dedicated to enhancing the complementary accommodation services (guides and escorts, rental equipment and logistics) and trade ties among local businesses who promote cycling activities (activity and event organizers, equipment, clothing and accessory manufacturers, sports teams and cycling clubs, as well as any organization or association that promotes and has a passion for the territory itself). The aim is to develop a network of relationships, activities and initiatives dedicated to creating an ecosystem (or rather a "bike-friendly environment") that will transform the Varese and Lake Maggiore from a "cycling-friendly territory" into a "cycling destination". The paths of civilization The "Golasecca Civilization", the Ticino Park, the largest river park in Europe, and the Malpensa airport: these are the basic ingredients that have come together to create the "Golasecca Civilization" tourism itinerary. This coordination and management of new "packages" featured within the scope of our itineraries highlighting the values of our ancient civilizations and natural, cultural, and culinary itineraries, together with our "green" and environmentally-friendly cycling tours, are even supported by new technologies thanks to the development of Apps and geo-referenced tourism routes. In fact, the routes will even be accompanied by ad hoc events created specifically to enrich the territory's tourism program and enhance its historical, cultural and local appeal, thus allowing it to reach the international markets.

## THE PATHS OF CIVILIZATION

The "Golasecca Civilization", the Ticino Park, the largest river park in Europe, and the Malpensa airport: these are the basic ingredients that have come together to create the "Golasecca Civilization" tourism itinerary. This coordination and management of new "packages" featured within the scope of our itineraries highlighting the values of our ancient civilizations and natural, cultural, and culinary itineraries, together with our "green" and environmentally-friendly cycling tours, are even supported by new technologies thanks to the development of Apps and geo-referenced tourism routes. In fact, the routes will even be accompanied by ad hoc events created specifically to enrich the territory's tourism program and enhance its historical, cultural and local appeal, thus allowing it to reach the international markets.

## VARESE 4 BUSINESS

The Varese 4 Business product club is designed to aggregate businesses operating in the tourism/conference sector linked to team-building activities by proposing special packages dedicated to organic, environmentally-friendly, and sports activities. Emphasis will also be placed upon the territory's culinary, cultural and artistic attractions, with shopping itineraries being integrated into the existing network of urban and suburban public transport services, thus resulting in a combination of the "sightseeing bus" and sustainable tourism models. The initiative will also include low cost logistics solutions to/from Malpensa Airport for the end user, thus rendering the province of Varese even more accessible. The Product Club offers a specialized range of products and services from the Varese area (tourism, services, commerce, agriculture, industry and handicrafts) for a specific target clientele.

## VARESE FOOD & WELLNESS

The Product Club Varese Food & Wellness presents a concept of gastronomy able to reconcile and combine the taste of tradition with the continuous search for health and well-being even and especially through food; is made, from the perspective of destination management, an integrated network of companies varesine able to offer to tourists routes dedicated to wine: real routes mapped to discover the area, local products and local flavors. The Product Club offers visitors a range of services based on the nature and culture of the area, communicating identities varesine through food uses; proposes a tourism product, specifically the food and wine, revisited in Healthy, doing live guest experience significant and replicable.

## VARESE: THE PROVINCE OF WINGS

The project involves a consortium of Varese-based companies that are capable of developing and promoting aerotourism-related activities, thereby intercepting a national and international demand. Thanks to the organization of various "main events" at the Vollandia Park and Flight Museum, the project will serve as an important business tool for numerous local companies. The initiative will even include thematic tourist itineraries dedicated to tasting typical products, while at the same time offering flying experiences, seminars and guided tours of aerotourism-related places of interest. All this, in addition to a full range of hospitality services specifically designed for the upcoming Expo 2015 and complete logistics services to and from Milan's Malpensa airport.



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