



GET  
**INSPIRED**

# DISCOVER VARESE

## Beautiful, accessible, unforgettable.

Varese is a popular place to visit and equally ideal for business trips and holidays. Surrounded by glacial lakes and verdant countryside, Varese offers a seemingly infinite wealth of historic villas, enchanting gardens and evocative, breathtaking landscapes.

Varese is just a short drive from Milan on the road to Switzerland. Favourably positioned at the start of several alpine valleys and two major routes to the Simplon and Gotthard Passes, the city is easily accessible from many directions, even by air as Milan-Malpensa airport is only thirty minutes away.

Varese first became renowned as a tourist destination back in the 17th century partly because of the glorious countryside and partly because of its spectacular architecture and stunning works of art. During the 19th century Varese really came into its own and many Art Nouveau hotels and villas were built, which added to the city's unique, delightful appeal. By the start of the 20th century the city of Varese and the entire surrounding province had become the architectural, artistic, social and cultural heart of the Art Nouveau movement in Italy.

66

museums, villas  
and art and culture  
venues

507

hotels  
and other  
accommodation

4

Michelin-starred  
restaurants

300

meeting rooms  
across  
the province

8

FAI and UNESCO  
sites





# LAKE MAGGIORE

## The sights and sounds of life by the lake.

The Lombardy banks of Lakes Maggiore and Lugano are fascinating places with spellbinding countryside, nature trails offering breathtaking vistas, and picturesque historic monuments, such as the Hermitage of Santa Caterina del Sasso Ballaro and Angera's Borromeo Castle. The countless towns, villages and hamlets overlooking Lake Maggiore offer a multitude of things to see and do with cultural occasions, sports events, shows and fairs that make Lombardy's charming lakeside locations vibrant, fun places to visit.

### MAIN POINT OF INTEREST

The Hermitage of Santa Caterina del Sasso  
The Borromean Islands  
Lake Comabbio  
Lake Lugano  
Lake Monate  
International Museum of Ceramic Design  
Park of the Ticino Valley  
Borromeo Castle and its museums





# VARESE

## Exclusive villas, gardens and venues.

Varese is also known as the Garden City as it offers a perfect combination of greenery, art and architecture for which the city become famous over the centuries. Everywhere you look in Varese you can see countryside, historic villas and gardens, and many of these areas are protected, such as the Campo dei Fiori Regional Park and Sacro Monte, a UNESCO World Heritage Site.

### MAIN POINT OF INTEREST

Masnago Castle and Museums  
Castiglione Olona and the Collegiate Church Compound  
Volterre Cloister  
Lake Varese and Isolino Virginia  
Monte San Giorgio  
Palazzo Estense and Gardens  
Villa Mirabello and Civic Archaeological Museum  
Sacro Monte and museums  
Villa Cicogna Mozzoni and Villa della Porta Bozzolo  
Villa Panza and the Panza Art Collection  
Villa Toeplitz and the Castiglioni Museum and Park  
Castelseprio Archaeological Park  
Church of Santa Maria Foris Portas (Castelseprio)  
Santa Maria Assunta (Castelseprio)





# MALPENSA

## Heritage and history around MXP airport

At a little over 18 miles from Varese city centre, Milan-Malpensa airport is only a half-hour drive away on the A8 motorway or forty minutes with public transport. The area around Milan-Malpensa airport is also well worth a visit. Set in the Park of the Ticino Valley, the hub is surrounded by spectacular countryside with nature trails, horse rides, walks, historic buildings, castles and museums.

### MAIN POINT OF INTEREST

Visconti di San Vito Castle (Somma Lombardo)  
Torba Abbey  
The textile museum  
Ma\*Ga Museum  
Volandia Park and the Aviation Museum







# VARESE CONVENTION & VISITORS BUREAU

## Bringing visitors and businesses together

The Varese Convention & Visitors Bureau represents around a hundred premier tourism-related companies in the Varese area. It develops and manages tourism, accommodation, business and leisure activities, and promotes the City of Varese and the surrounding province throughout Italy and around the world.

Guided by the goal of boosting local tourism, the Varese Convention & Visitors Bureau identifies new opportunities in the market, builds economically sustainable quality products, and creates the right promotional initiatives to attract the desired audience. The Bureau's work ensures that Varese is always seen as a high-profile destination both in Italy and overseas whether people are visiting for business or for pleasure.

Companies, individuals and groups can turn to the VCVB when they want to organise events, find out more about tourism in the Varese area, access services for booking accommodation, and organise trips and guided tours.

The VCVB is here to help local and international businesses alike by offering solutions tailor-made to meet their specific needs and promote Varese as a premium destination with something for everyone.



# VARESE FOR BUSINESS

## More than an event organiser

The Varese Convention & Visitors Bureau organises every type of business event in the province from conferences and team-building experiences to corporate events and post-conference activities.

At the VCVB we listen to what you need and customise complete offers to match. We liaise between you and the suppliers to coordinate meetings, and plan every detail of your trip to ensure your experience in the Province of Varese is memorable for all the right reasons.

### OUR BUSINESS SERVICES

- Hotel reservations
- Tailor-made offers for events, conferences, meetings and incentive trips
- All-inclusive packages
- Private tours
- Trips
- Educational tours
- Site inspections
- Team building
- Secretarial services to assist with accommodation and logistics
- Conference venue finding service
- Private coaches and cars for transfer services
- Organising post-conference activities (cultural, sports, and food and drink, etc.)
- Gala dinners





# VARESE FOR LEISURE

## Your ideal travelling companion

If you wish to explore Varese and the surrounding province, then look no further than the Varese Convention & Visitor Bureau. We organise holidays and breaks for individuals and groups and tap into our knowledge of the area to create bespoke holiday experiences. Whether you want relaxation or adventure, we can plan every detail from booking a hotel to organising a day out to guarantee you a truly unforgettable stay in Varese.

### I NOSTRI SERVIZI PER IL LEISURE

- Hotel reservations
- Camping
- Holiday flats
- B&B
- Agritourism
- Activities
- Workshops
- Tailor-made offers for events and shows
- All-inclusive packages
- Private tours
- Trips
- Secretarial services to assist with accommodation and logistics
- Private coaches and cars for transfer services







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

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