

INTERNATIONAL TOURISM BUYERS ON LAKE MAGGIORE

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LVG Group, an Italian holding company active in hotel management and strategic consulting for the hospitality sector, is organizing a fam trip at the end of March for 12 international tourism buyers. The aim is to showcase the accommodation, cultural, and scenic offerings of Novara and Lake Maggiore.

The initiative is designed to foster direct knowledge of the destination among specialized operators from international markets, in order to strengthen its commercial positioning and encourage its promotion to global clientele.

The program will take place across Verbania, Cannobio, and Novara, alternating experiences focused on discovering key local attractions with visits to hotels in the LVG Hotel Collection in the area, including Il Chostro, Pallanza, and Belvedere San Gottardo in Verbania.

Among the most notable highlights of the itinerary is also a visit to the Borromean Islands.

With this initiative, LVG Group reaffirms its commitment to enhancing the destinations in which it operates, promoting tangible opportunities for connection between international operators and local territories, and contributing to increasing the visibility of Novara and Lake Maggiore in global markets.



IN THE PHOTOS: *the Hotel Pallanza and Belvedere San Gottardo in Verbania, and Isola Bella.*

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