



**PROVINCIA DI COMO**  
**ASSESSORATO AL TURISMO**  
**UFFICIO PROMOZIONE**



**PRESS RELEASE**  
**2008**

# The TERRITORY OF THE PROVINCE OF COMO

<u>A DISTILLATION OF ITALY</u>	pag. 3
<u>ECONOMY</u>	pag. 5
<u>GREAT PERSONALITIES</u>	pag. 7
<u>GASTRONOMIC PLEASURES</u>	pag. 9
<u>SPORT AND HEALTHY LIVING</u>	pag.13
<u>MIXING CONFERENCES AND TOURISM IN THE PROVINCE OF COMO</u>	pag.13
<u>FREE TIME</u>	pag. 15-16
A) <u>PLACES IN THE LIFE OF ALESSANDRO VOLTA, COMO'S MOST FAMOUS SON</u>	
B) <u>The Joys of Nature!</u>	
C) <u>Boat Trips on the Golden Lake</u>	
D) <u>When Work Becomes Art: The Museums of Silk and Furniture</u>	
E) <u>Sport for Everyone</u>	
<u>OUR GUESTS</u>	pag. 17

## The PROVINCE of COMO: A Distillation of Italy

The province of Como runs along the whole of the western shore of Lake Como and includes the peninsula at the centre of the lake. To the North it borders with the province of Sondrio, to the East with that of Lecco, to the South lies Milan and to the West one finds Varese and Switzerland. The current surface area is 1288 sq. km, following the creation of the province of Lecco in 1994, which reduced Como's territory by 1/3.

But these figures can be deceptive for, though the area is small, in few other places you can find such a variety of environments, panoramas and settlements. In just a few kilometres you pass from snow capped mountains to lakeland, from wild alpine valleys to the industrialised hills of Brianza, from the city of Como to villages of just a few houses, from nature reserves in the North to ski slopes in the South.

You can lie in the warm under an olive tree at the centre of the lake region and admire the year round snow on the Grigna peaks.

The longest journey within the province does not exceed 100 km, so one can pass from city centre to wilderness or from summer to winter in an hour's car drive. You might say that the province of Como is a distillation of northern Italy. Observing the province from above, one can see that man's imprint on the landscape follows a North-South direction, most intensive in the South in Brianza and more rarefied in the North.

Despite being quite densely populated (436 inhabitants per sq. km. compared with 379 in Lombardy and an Italian average of 189) the territory presents vast tracts where nature is still clearly king.

In the whole of the mountain region, and above all in the upper lake area, one finds entire valleys with practically no sign of the presence of man and where the natural beauty is on a level with the most famous national parks. The Valle Albano, Val di Arengo, Val del Dosso, Val Senagra, the Pian di Spagna and other locations host a rich selection of wild fauna.

Wild stags, mountain goats and roe-deer are increasing in numbers, the ibex has been reintroduced into the upper lake area and is taking hold, the grey partridge, which had died out in the region, has returned and is breeding successfully.

All the birds of prey are growing in numbers including the golden eagle. From the hares and pheasants of the plain to the forcello cockerels up in the mountains, the wild species bear witness to a healthy and carefully managed environment.

The aquatic wildlife of the area is also well developed in the 9,800 kilometres(!) of streams and rivers. Even the Lambro which, after having flowed through Milan becomes famous for being one of the most polluted rivers in Italy, in its upper reaches is rich with quality fish stock: in Erba they fish for beautiful Fario trout!

As far as water is concerned, the province of Como is a leader: it has the richest collection of lakes in the country, with a constellation of basins of various dimensions around the great protagonist, Lake Como with its memorable upside-down Y shape.

Viewing it from above one can imagine its formation: a great glacier sliding southward carving out a deep gorge between the mountains and splitting into two as it encountered the massif of the Como peninsular.

Lake Como is the deepest (410m) of the three major Italian lakes (the other two being lakes Garda and Maggiore) and one of the deepest in Europe, and the great mass of water influences the climate along its shores. In fact, the central lake region and the Bellagio promontory enjoy a climate similar to that of the Italian Riviera. Laurel and olive trees grow in abundance, the gardens are full of palm trees and tropical plants, flower nurseries prosper. Meteorologists classify this climate as subcontinental temperate because it is influenced by the cold, dry air masses which move across from central Europe, and by the warm, humid fronts of the Mediterranean.

Practically speaking, this means that the situation is extremely changeable, but within very comfortable limits: in Como the annual average temperature is 13°C, while the average between maximum and minimum varies between +2° in January and + 22° in July. The air is never too cold nor too hot.

## The ECONOMY of the PROVINCE of COMO

People of Como are said to be born entrepreneurs with commerce in their blood. It is very probable that this is an inheritance from history and from the geographic location of the city, right on the major line of communication between the Po Valley and Central Europe.

The province of Como is one of the 11 districts of Lombardy and one of the most industrialized ones. It has 566.853 inhabitants with a density of 440 inhabitants per sqm. Among them workers are esteemed to be 256.000. The activity rate is of 66.6%.\*

The active companies in the area are 50.436: 37% working for the secondary sector of industry, 58% for the tertiary and just 5% for the primary. The development of the tertiary sector is faster than the secondary one.

A relevant amount of the products from our province are provided to foreign countries. During the last years almost half of the industrial products of our area has been exported. In the year 2006 exports involved 4.705 millions Euro, showing the high competitiveness of local manufacturers all over the world.

Very successful in local economy is the tertiary sector of industry, employing 29,000 companies. The most important service here is tourism, giving evidence of the great tourist attraction of the lake and area. Tourism is the third economic sector of the province and is mostly developing in the lake towns. The offer here is even lower than the demand (\*)

At the end of the year 2006 2.983 companies were registered by the Chamber of Commerce in the tourism sector, 2.6% more than 2005.

On our territory there are today 254 hotels with totally 13,600 beds and 225 accommodation facilities of other kind with totally 18.000 beds (\*\*).

During the last years the bed and breakfast sector has largely developed counting nowadays on 73 houses in the province of Como.

Today the younger generations have embraced a concept of modern, intelligent tourism which is rediscovering and restoring the potential of the area, traditions and products that constitute an interesting complement to the more classical tourist offerings.

Looking at the figures that make up the province's economic scene, one gets the feeling that a sort of entrepreneurial gene has taken root in the area, and that it has borne a great deal of fruit. The first striking figure is the per capita income of 23.000 euro, well ahead of the national average.

The wealth of the province of Como is therefore almost totally created by local workers and businessmen, lots of them work across the border in Switzerland. The state employs a mere 8.5% of the workforce. Despite being so fragmented, industry accounts for 52% of the wealth of the province, compared with 43% in Lombardy and an Italian average of 33%.

The industrial sector with the longest tradition in the area is silk which is centred on the city of Como and reaches out to the East to Solbiate Comasco, to the Southeast as far as Mozzate and South as far as Rovello Porro and Turate. In just a few square kilometres one finds 29% of the entire workforce of the province and 75% of those working textiles and clothing.

Brianza is the kingdom of furniture which employs approx. 15,000 local people. The capital of the furniture industry is Cantù, which boasts an antique tradition of high quality carpentry, around which the industry was created in the years after the war. In Cantù alone there are a great many artisan workshops.

Farms, cheeses, bee-keeping, small artisan workshops, biological farming and farm holidays are coming to enjoy a period of growth and support from local communities and from the tourist industry.

The Como area does not limit itself to the classic sectors of production, but has shown an innate capability in selling has led to the invention of new ways to create value, not only through products, but also through culture and traditions.

- (\*) Data from the Chamber of Commerce in Como 2006

- (\*\*) These data refer to the year 2007

## The GREAT PERSONALITIES of the PROVINCE of COMO

We all know the battery, but not everyone knows that Alessandro Volta was born in Como and that the world's first battery is conserved in the museum that the city dedicated to him. But not only science has been blessed by this province. Literature, history, art and sport have all seen the influence of important local figures.

From the history of SCIENCE:

### Pliny the Elder (23-79 AD)

Cavalry officer, lawyer, councillor to Emperor Vespasian, admiral.

Pliny was the author of the "Naturalis Historia", a monumental work in 37 books, which represents the most complete compendium of ancient scientific knowledge.

At the time of the famous eruption of Vesuvius in 79 AD (which destroyed Pompeii) he was in command of the fleet in Campania and went to the aid of the escaping population. His scientific curiosity and sense of duty turned out to be fatal as he ventured too close to the volcano and was suffocated by the smoke and gases.

### Alessandro Volta (1747-1827)

Inventor of the battery and discoverer of methane gas. The volt, the unit used to measure electric tension, is named after him.

Como has dedicated him a street, a square with his statue, a high school, a scientific study centre and a neo-classical temple which houses a collection of his instruments and inventions.

## HISTORY

The Younger Pliny (61-113 AD). - Nephew and adopted son of Pliny the Elder. He was a lawyer and magistrate as well as a writer. His major work is the "Epistolario", in 10 books, composed principally of private correspondence with friends and men of letters. It offers us a rich picture of the life of the times and contains pages dedicated to the lake and its many beauties. It is said that the younger Pliny owned two villas at Bellagio: one, high on the promontory (possibly occupying the site of today's Rockefeller Foundation), was reserved for study and reflection while the other, down on the lakeshore, was dedicated to hunting and fishing. He wrote for his lake and his friends even during the period in which he was governor of Bitinia (today's Turkey), where he probably died.

Paolo Giovio (1483-1552) - Bishop, author of the "Historiae sui Temporis" in 45 books, which covers world events from the descent of Charles VIII (1494) to the Peace of Crepy (1554).

Benedetto Giovio (1471-1545) - A life dedicated to archaeology, linguistics and history. He wrote a history of Como from its origins down to 1532 (“Historia Patria”). Maestro of Tolomeo Gallio.

Cesare Cantù (1804 -1895) - Friend of Alessandro Manzoni and Cesare Balbo. Teacher, parliamentary deputy, founder of the Historic Archive of Lombardy and first president of the Lombard Historic Society (1874), author of a history of the city and diocese of Como.

## ART

Among the “Maestri Intelvesi”, a group of engravers, stucco-workers, painters, marble-porkers and master builders was Benedetto Antelami (1150-1230), the architect and sculptor, who designed and sculptured the famous Baptistery in Parma.

The Duomo in Milan (begun in 1186) also owes a debt of recognition to the Como region: its first architect Simone da Orsenigo was born in the village of the same name just 10 kilometres from Como.

Alongside the artists we can also note those who commissioned their work, including Cardinal Tolomeo Gallio (1527-1607) who had two of the most beautiful villas of the lake region built: the “Garovo” at Cernobbio - today Villa D’Este - (1569) and Palazzo Gallio in Gravedona (1583) which now houses the Comunità Montana Alto Lario Occidentale (Mountain Community of the Northwest Como Region).

The GASTRONOMIC PLEASURES of the PROVINCE of COMO:  
Three Worlds of Flavours in a Single Province

In the small province of Como the gourmet will find at least three distinct local cuisines: three gastronomic cultures with their own characteristics. In fact, one can find three 'territories of the table' which are much further apart in the pot than on the map.

The first, and most famous, is the cuisine of the lake with its preference for fish. The second is that of the valleys, with much older, almost secret traditions which make ample use of polenta and local cheeses. And, to enjoy the third, one must travel just a short distance to the south, into the plains of Brianza where local hostilities offer a wide range of robust meat courses which have something of a Nordic feel to them.

The lake

As one might expect, fish, both fresh and conserved, is a dominant ingredient. Risotto with fillet of perch is the 'national dish' in the area, but other specialities keep alive the memory of simple cooking enriched with the abundant presence of the resources offered by the lake. Another famous speciality, typical to the area around Tremezzo and the upper lake, are "misultitt", which these days have taken on the Italian name of "missoltini". They are "agoni", allis shads caught between May and June, dried in the sun and pressed in salt in wooden "missolte". The area also offers carp fried and marinated in salt and vinegar with local herbs such as "segrigiola"; fried bleaks, smoked trout in olive oil; whitefish in white wine, carp, tench, "pigo" and the typical fish soup of Tremezzo containing several varieties, including pike, trout, chub, burbot and perch.

But fish is not the only local delicacy. Fine olive oils and vegetables, such as asparagus from Rogaro and Drezzo, stuffed chicken - a traditional Pentecostal dish in Tremezzo - and sweets such as Resta di Como, which has dried and candied fruit, as well as an olive twig inside the dough to wish guests peace and good fortune.

The valleys

Polenta, game and mushrooms are the main ingredients in these areas. Peasant dishes and delicacies, simple flavours and unusual combinations are the characteristics of an area in which one feels the influence of nearby Switzerland and of the frequent incursions (peaceful and otherwise) of northern peoples. Many of these dishes are so typical of the area that their names do not even have Italian translations: such as "polenta cuncia", made with cheese, butter and garlic; "balota", balls of polenta with a heart of cheese; "tocc di Bellagio" a polenta made from a blend of different flours with butter and cheese; "urgiada", which is barley cooked and smoked over an open fire; "furmentada", a soup made with wheat from the Val d'Intelvi and pork rind, "mataloch", a sweet made from dried and candied fruit, "miascia" made from stale bread, butter, milk, eggs, sugar and red wine; "rageli" a digestif made from red wine, sugar, cloves, cinnamon, apple chunks and brandy, which is scalded in the "tocc" cauldron.

As well as these dishes with their mysterious names, there is a wide choice of raw ingredients which are still free from the sterile and insipid influences of mass production: free range chicken, young goats and lambs from the upper lake region, troutlets from the Cuccio and Senagra, snails from the Valassina and Val d'Intelvi, chestnuts, game and mushrooms from all the valleys of the region. There is a wide range of dairy products, butter from mountain pastures: cheeses with the strangest of names - a guarantee of the respect for ancient traditions and genuine local culture - such as: caprini, casorette, zincarlin, semude, piazzavachera, caprinotti, all of which are ideal as a main course or to end a meal.

### The Brianza

Here meat is the most important ingredient, a sign of a traditionally richer economy and of the plains nearby. The recipes lose the - sometimes bizarre - exclusivity of the valleys and become more "earthy" and, in some cases, more widely known. Pork is widely used and dishes have the same names that are found in other areas - particularly Milan. Here we find the "buseca", a robust and fortifying soup made from tripe; the "cassoela", a calorie-charged stew made of pork ribs and rind with savoy cabbages. But we also find the "rustisciada", a typical Brianza dish made from pork loin and sausages browned with onions (preferably from Brunate). And then there are polentas; cotechino sausages with beans; rabbit alla brianzola; cooked in special gravy dishes (an ancient tradition); beef alla California, a very tasty recipe for rump steak which takes its name from a farm near Monza. Among the sweets, one can enjoy the typical "cotizza", a homemade foccacia, made from flour, milk, sugar and lemon peel, "masigott" from Erba and "nocciolini" from Canzo.

All the restaurants in the region have a few typical local or traditional dishes on the menu, often combining some of the "rough" specialities with more refined dishes or the special interpretations of the chef.

## The Curiosity: Isola Comacina the inn that challenges fate.

For 40 years every meal has finished with the same exorcism to keep away a medieval curse.

The curse was laid in 1169, when Isola Comacina was razed to the ground by the army of Como. Vidulfo, then bishop of Como, threw his anathema against this small enemy isle: "The bells will ring no more, stone will not be placed upon stone, no-one will ever play host, on pain of a violent death".

By and by the island was abandoned and no innkeeper or restaurateur dared challenge the medieval curse until the 1950s, when Lino Nessi - nicknamed "Cotoletta" - decided to challenge fate. Despite the sudden deaths of his two partners, he opened the inn on the island and entrusted himself to the advice of the English writer Francis Dale, who suggested that he carry out an exorcism against Vidulfo's curse.

Since then every meal, which follows a single menu with very few variations according to the vegetables that are in season, closes with "the rite of fire" and with the preparation of a mixture of acquavite, sugar and coffee which is offered to all the guests at the same moment accompanied by the sound of the bell ringing.

A tradition that Nessi's successor, Benvenuto Puricelli, has maintained intact. A unique experience that continues to fascinate the tourists who visit the lake, including numerous exponents of the worlds of culture, sport and entertainment.

The inn on Isola Comacina is open from March to October.

## SPORT and HEALTHY LIVING in the PROVINCE of COMO

The entire lake area is like a grand gymnasium.  
And there are plenty of opportunities for extraordinary experiences.

The varied territory of the Province of Como, from the lake to the mountains of the Valle d'Intelvi, from the city and the gentle hills of Brianza to the wild and uncontaminated places of the upper lake region, offers sports lovers of all ages the chance to practice their favourite sport, or to try new techniques and or experience new emotions in a unique location.

Watersports enthusiasts can spend whole days sailing, canoeing, wind and kitesurfing, enjoying a motorboat ride, or water-skiing. And Como also offers a school for piloting seaplanes.

Those who prefer to take to the air can enjoy gliding, hangliding and paragliding.

Lovers of the mountains can go rock-climbing or enjoy walks with breathtaking panoramas over the lake. There are also centres where you can hire mountain bikes or go horse riding (the province has over 30 equestrian centres).

Golfers will find 6 courses, including the oldest in Italy, the famous 18 holes of the Menaggio and Cadenabbia Club.

In winter visitors can ski in the Valle d'Intelvi or on the Bellagio promontory, with both downhill slopes and cross-country circuits.

Your only problem is being spoilt for choice.

## Mixing CONFERENCES and Tourism in the PROVINCE of COMO

a thousand ways to organise a successful conference

Close to Switzerland and just a stone's throw from Malpensa and Milan, the province of Como looks as though it was created by a meeting organiser. One just needs to look at the variety of congress locations, the wide choice of activities for moments together and the diversity of free time activities, both for conference participants and their partners.

Variety is in the very nature of the territory of the province: the lake, the mountains with their ski slopes, the hills, the city of Como with its refined shops, the uncontaminated nature reserves and the fairytale villages.

The location opportunities offered by the province of Como are extremely varied: from castles hidden in the green countryside to hotels in the city centre, to prestigious villas on the lakeshore. And for moments of relaxation, ideas could range from the boats of Renzo and Lucia (the main characters from the famous novel "I Promessi Sposi") to visits to the Volta Temple (where one of the star exhibits is the first battery, invented by Alessandro Volta) to a trip to the Sanctuary of the Madonna del Ghisallo, the patron of cyclists, with its collection of historic racing bikes. Or one might plan to visit the historic villas with their gardens and museums, the statue of "Amore e Psiche" at Villa Carlotta, or the sledge on which Guido Monzino reached the North Pole (now kept at Villa Balbianello). And then there's shopping in Como, the Casinò at Campione d'Italia, an evening in the mountains to enjoy a taste of the local "tocc" .....and the list goes on and on.

A thousand opportunities that professionals can exploit to create a positive working climate for important meetings that are looking for lasting success.

### THE LOCATIONS

The International Conference and Exhibition Centre Centro Internazionale Esposizioni e Congressi di Villa Erba in Cernobbio is totally dedicated to conferences. The centre comprises the splendid nineteenth century villa on the lakeshore and a wide park with elegant pavilions (over 11,000 square metres of covered space) hidden among plants that have lived through the centuries.

The villa is a fine setting, with elegant stairways down to the lake. There is a private landing stage, which means that guests can arrive by boat – offering the unforgettable spectacle of the façade reflected in the lake. The exhibition pavilions (a central pavilion, three wings and two towers) provide an exhibition space of 6,500 square metres and can accommodate up to 280 stands.

Areas can be booked separately as meeting rooms or for study sessions....

The central pavilion can host over 1300 guests and is equipped with mobile platforms which can be arranged within the space as required.

Another beautiful villa used for congresses and art exhibits is Villa Olmo in Como. Built at the end of the 18<sup>th</sup> century for the Odescalchi family, today is property of the municipality of Como that, in the last few years, organises here important art expositions.

In Erba, between Como and Lecco, is situated the Congress Centre Lariofiere, very close to Milano as well. It is a flexible structure in a territory with a lot of development possibilities.

Lariofiere disposes of very modern technologies and wide spaces for any kind of events. The 3 pavilions offer 14.500 square meters of covered space and give the possibility to organize different events together.

The structure is an important congress centre with two permanent rooms from 50 to 300 seats, and the possibility to arrive at 1800 places.

For high profile meetings there are also three 5-star hotels with 329 bedrooms sleeping up to 764 guests. These are the Grand Hotel Villa D'Este in Cernobbio (close to Villa Erba), The Grand Hotel Tremezzo at Tremezzo, close to the famous gardens and museum at Villa Carlotta, and the Grand Hotel Villa Serbelloni, on the point of the Bellagio promontory, also known as "the pearl of the lake", thanks to its enchanting position at the very centre of the lake.

The charm of Bellagio has bewitched many, including Steve Wynn, who here found his inspiration for the Bellagio Hotel & Casino in Las Vegas.

There are also many meeting rooms, ballrooms and reception rooms available in 37 4-star hotels. They are to be found in the city of Como and the surrounding area, or immersed in the green hills of Brianza. Many of them are managed by the families who own them, and they make customer satisfaction a point of honour when it comes to organising conferences.

And finally, the aristocratic villas, true jewels of refinement and atmosphere. Many of them are to be found in the Brianza countryside. Some offer rooms to guests, others are dedicated to exhibitions or daily events. They offer the chance to breath an air of elegance and hospitality from another age.

Como is waiting to greet you!

## FREE TIME

A visit to the province of Como means, above all, having the desire to discover unusual things and to satisfy a curiosity that won't settle for the usual clichés.

The territory of Como offers lots of things in a small espace, mostly very different things but very close one to the other.

Many itineraries can intersect, offering each time different chances according to the topics or simply to the mean of transport used.

### A) PLACES IN THE LIFE OF ALESSANDRO VOLTA, COMO'S MOST FAMOUS SON

The city of Como and the surrounding lake area still conserve many traces of the life of Alessandro Volta, from the church where he was baptised (San Donnino, in the old town) to the exemplars of the first battery and other instruments housed in the Volta Temple, right on the lakefront, to the lighthouse in a wonderful panoramic position in Brunate.

### B) The Joys of Nature!

Whether on foot, on a mountain bike or by car, the province of Como offers itineraries with varied and unusual panoramic settings: mountain roads or hillside routes, savage nature or refined gardens.

The coastal area of the central lake region is particularly rich in fine ornamental gardens, while the upper lake offers an uncontaminated, mountain range with such a wealth of wild fauna that it may soon become a single great national park.

### C) Boat Trips on the Golden Lake

Boat trips show the most romantic side of the lake and offer the best way to reach and visit the gardens of the historic villas along the shores: Villa Serbelloni and Villa Melzi in Bellagio, Villa Carlotta in Tremezzo, Villa Balbianello in Lenno.

Boat trips show the most romantic side of the lake and offer the best way to reach and visit the **gardens of the historic villas** along the shores:

#### In Bellagio:

- **Villa Serbelloni**, which today belongs to the Rockefeller Foundation, is famous for its collection of tropical plants which thrive in the mild climate of the lake.

- **Villa Melzi** was the first 'English garden' on the lake. Here Stendahl would stroll and Franz Listz was inspired by the statue of Dante and Beatrice to write his sonata "Fantasia dopo la Lettura di Dante". The statue is still there today near a moresco style gazebo.

**Villa Carlotta** in Tremezzo. Its magnificent park is famous for the spring flowering of azaleas and rhododendrons, some of which reach exceptional dimensions: up to as much 22 metres tall! The gardens also boast grand specimens of ancient plants from all over the world.

In the villa-museum you can admire famous statues by Canova, precious furniture, tapestries and paintings of the neoclassical art.

**Villa Balbianello** in Lenno.

The gardens are characterised by the climbing plants - which have been trained so as to dress the villa itself - by the trunks of the plane trees and by the surrounding walls. The villa, which was left to the FAI (Fondo per l'Ambiente Italiano) by Count Guido Monzino, also houses one of the most complete libraries dedicated to mountain and polar exploration and the museum of Monzino's personal collections, including the sledge on which he arrived at the North Pole in 1971.

#### D) When Work Becomes Art: The Museums of Silk and Furniture

The province of Como was one of the first industrialised areas in Italy. The history of the area in the production of silk and furniture is marked by three interesting museums in Como and Cantù.

The entire process by which silk is produced can be seen at the Museo Didattico della Seta in Como, the only museum in Europe that shows the whole cycle from farming the silkworms to final dyeing and printing. Another textile museum, the Museo Tessile della Fondazione Ratti, has records of over 4,000 samples of precious silks, velvets, brocades and damasks collected through the centuries from all over the world. The idea of transferring all this into a virtual museum represents the most modern way of displaying cloths that have grown delicate with age and which can be damaged just by exposure to the light.

One can also visit the most famous silk manufacturers in the area and order personalised silk scarves and ties.

The kingdom of furniture is the area around Cantù. This is marked by the School of Art, which was founded in 1882, and the International Furniture Selection Competitions which, between 1955 and 1975, created opportunities for artisans and designers to come together. The juries included, among others, Alvar Aalto, Arne Jacobsen, George Nelson, Giò Ponti, Ignazio Gardella, Marco Zanuso and Vico Magistretti.

Today the Galleria del Design e dell'Arredamento (Design and Furnishing) exhibits an interesting collection of design projects and prototypes, as well as the historic collection of the Premio Compasso d'Oro (Golden Compass Prize).

#### E) Sport for Everyone

The variety of the territory offers conference participants and their partners and enormously wide choice of sporting pastimes.

6 golf courses, including Italy's oldest, the famous Menaggio and Cadenabbia, which enjoys an amazing view of the lake.

There are many places where visitors can hire mountain bikes, go trekking on horseback, join groups of mountain climbers, or go skiing.

There is even a sanctuary dedicated to cycling. It stands at Passo Rancio (755m) and is known as the Santuario della Madonna del Ghisallo, patron of cyclists. Here there is a permanent exhibition of trophies and bicycles, including vintage models from the days of Binda, Gardengo, Coppi and Bartali as well as more modern models. It is a stopping point not to be missed, but also an opportunity to enjoy a panoramic route from Erba to Bellagio.

Lovers of water sports can choose from windsurfing, trips in motorboats, water-skiing, and canoeing.

And those who prefer being up among the clouds can go hanggliding, parachuting, flying, or gliding. There is even a school giving lessons in flying seaplanes (the only one in Italy).

## OUR GUESTS

The province of Como has always been one of the top destinations for international visitors, who love our rich cultural heritage and the encouraging beauty of lake Como's sights.

In the first report you can find a review of Italian and foreign visitors flows from January to December 2007 compared with the ones of the year 2006.

Last season was one of the best during the last 10 years. Tourists have increased with a per cent rate of 7,65% in the arrivals and 9,64% in the days stayed.

### REPORT 1

#### PROVINCE OF COMO – JANUARY/DECEMBER 2006/2007

	2006 Arrivals	2007 Arrivals	VAR%	2006 DAYS STAYED	2007 DAYS STAYED	VAR%
ITALIANS	266.363	284.408	6,67%	538.814	580.434	7,72%
FOREIGNERS	457.407	496.888	8,63%	1.323.078	1.460.950	10,42%
Total	723.770	781.296	7,95%	1.861.892	2.041.384	9,64%

Thanks to lake Como's fame all over the world almost 2 thirds of our guests come from abroad.

In the following data set you can see the 11 major origin markets for lake Como's tourism.

German visitors are traditional guests here, showing **91.084 arrivals**. German visitors flows have increased of 7,64 % in comparison to 2006. The United States represent the second country of origin of this special classification, showing 66.036 arrivals.

United Kingdom is following with 60.701 arrivals and the preference for our lake is confirmed by the rate of nights spent having raised of 11.03%

These 3 nations origin more then 1/3 of foreign visitors. They are high standard buyers, using de luxe or 3-4 stars hotels. The other main generating markets are Switzerland, France, the Netherlands, Belgium, Austria and Spain.

Among non-European countries, apart from the U.S. we can underline Australia, representing 1,90% of the total arrivals and have increased of 20.05% in the year 2007.

(see report B: January-December 2007 compared to the same period 2006)

### REPORT B

	ARRIVALS 2006	ARRIVALS 2007	VAR. %	DAYS STAYED 2006	DAYS STAYED 2007	VAR. %
Germany	84.621	91.084	7,64%	263.549	289.616	9,89%
USA	64.856	66.036	1,82%	164.825	163.840	-0,60%
U. K.	54.088	60.701	12,23%	243.780	270.672	11,03%
Suisse	40.239	40.813	1,43%	118.666	119.074	0,34%
France	35.211	40.118	13,94%	72.606	81.543	12,31%
Nederland	28.092	32.482	15,63%	134.050	141.554	5,60%
Belgium	15.441	17.122	10,89%	29.805	33.410	12,10%
Japan	16.671	13.717	-17,72%	23.128	18.497	-20,02%
Australia	11.231	13.483	20,05%	27.251	34.305	25,89%
Spain	10.303	10.655	3,42%	21.083	23.612	12,00%

Information:  
TOURIST OFFICE  
PROVINCE OF COMO  
Pazza Cavour 17  
22100 Como  
tel. #39.031.269712 - fax #39.031.240111  
e-mail: [lakecomo@tin.it](mailto:lakecomo@tin.it)  
[www.lakecomo.com](http://www.lakecomo.com)