



Trentino: A Year-round Destination



Dear Colleagues,

Four seasons, many colours, variety: Trentino is a destination that has something special to offer **all year round**. Various ski resorts in winter, flowering meadows, and fruit trees in spring, refreshing lakes and high-calibre festivals in summer, along with an Indian summer and the grape harvest in autumn – and all that against the dreamlike natural backdrop of the spectacular Dolomites.

In a nutshell, **Trentino is always worth a trip**.

That is why we invite you to discover the northern Italian region either in one of our group tours or on a personalised trip. You can find inspiration for possible holiday themes on the pages of our Trentino travel catalogue for the next few years.

Please note that the number of participants on group press trips is limited, meaning that the order of registration is decisive in that regard. We also reserve the right to make changes to the programmes.

If you have discovered something for yourself, please do not hesitate to contact us and we will take care of everything else: internationalmarkets@trentinomarketing.org.

Enjoy browsing the shop. We look forward to seeing you in Trentino. A presto!

The Trentino Marketing PR Team

You can find more information about our press trip guidelines at www.visittrentino.info/en/press/press-kit

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Legend:



Group press trip



Personalized
press trip



Winter



Spring



Summer



Autumn





Fun in the snow and a glacier concert in the Dolomites

Theme: hiking, skiing, music

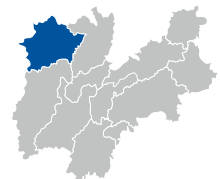
Period: end of January

Booking deadline: one month in advance

Together we will explore the beautiful winter landscape of the Val di Sole in eastern Trentino. We explore the Stelvio Pass Nature Park on skis or snowshoes and enjoy the backdrop of the impressive Dolomites. Without a doubt, a concert on a glacier is a unique experience. Cosy gourmet huts will also invite you to stop in.

Region: The Val di Sole, located in the Italian Alps north-west of Trento, offers an ideal location between the Brenta Dolomites and the Stelvio Pass National Park with 13 municipalities and around 50 villages. This 40-km-long valley is suitable for action lovers all year round. The activities programme ranges from the international canoeing and rafting championships in summer to winter activities on majestic peaks and in breathtaking snowy landscapes.

For organisational reasons, we require a binding confirmation up to three weeks before the group press trip starts!





On the trail of history through Trentino

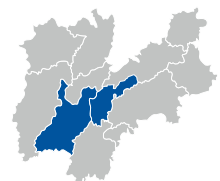
Theme: hiking, history, culture

Period: end of May/beginning of June

A journey into the past - Together we go in search of clues. We visit castles, towns, and museums, along the way experiencing the eventful history that still characterises Trentino today.

Region: To the north of Lake Garda, you will cross the picturesque Valle dei Laghi and its many lakes. Further south in Arco, Riva and on Lake Garda, a mountainous landscape opens up, which bears some resemblance to a fjord, yet olive trees and palm trees on the shore lend it a Mediterranean flair. Via di Cembra, north of Trento, is characterised by wine and apple growing and is particularly known for the widespread Müller-Thurgau grape variety.

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I Suoni delle Dolomiti

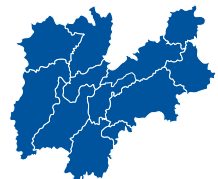
Theme: : music, culture, hiking

Period: September

In 2025 we celebrate 30 years of the Sounds of the Dolomites Festival. Against the majestic backdrop of the Dolomites, we invite you to listen in on the wonderful music of talented artists in the midst of magical, natural concert venues.

Region: to be determined once the programme has been finalised

For organisational reasons, we require a binding confirmation up to three weeks before the group press trip starts!





Trentodoc - The sparkling heart of Trentino

Theme: culinary delights, culture, wine

Period: mid-September

A fizzy delight - Experience the exquisite Trentodoc, a popular and high-quality sparkling wine from Trentino. In 2024, the third Trentodoc Festival will be held in Trento in honour of Trentodoc. Interesting events await you here, including fine wine tastings. Come with us on a culinary journey in a class all its own.

Region: Trento - A city of culture and architecture. The capital of the autonomous region of Trentino, with its over 100,000 inhabitants, lies in the heart of the Val d'Adige. The city offers historic churches, impressive Gothic and Renaissance buildings, interesting museums, and a renowned university. In addition to its culture, Trento also attracts visitors with its unique atmosphere and delicious food.

For organisational reasons, we require a binding confirmation up to three weeks before the group press trip starts!





Theme: music, curiosities, skiing

Period: January/February/March

A special start to the new year: from January to March, the Paradise Music Festival will take place at an altitude of over 2,600 metres. Guests can experience musical performances in an igloo that seats 200 and ice instruments. A unique experience that is not to be missed.

Region: The Presena glacier, which is 3,069 metres above sea level, is part of the Presanella group. In addition to being a popular winter sports area, the glacier is also one of the few places where skiing is still possible until late spring.





Carnival - An imperial ball and a ski trip with Sissi & Franz

Theme: culture, skiing, tradition

Period: February

With the Habsburg Carnival, the Trentino ski resort revives the atmosphere of the Habsburg court with Princess Sissi and Emperor Franz Joseph during the carnival ("Fasching") week from 19 to 24 February. Experience the royal couple up close at gala musical events, tea ceremonies, and the traditional imperial ball. Historical costumes are even welcome on the ski slopes.

Region: Madonna di Campiglio is located not far from the Campo Carlo Magno mountain pass, which connects the Val di Sole and Val Rendena valleys. At 1,550 metres above sea level, the picturesque "Pearl of the Dolomites" is popular with both summer and winter holidaymakers and is one of the most famous winter sports resorts in the Italian Alps.





In a slalom or with snowshoes to the gourmet huts

Theme: culinary delights, skiing, snowshoeing, slow travel

Period: January/February/March

Active gourmets have it easy in Trentino, because in the northern Italian region, winter sports and culinary delights form a symbiosis. Excellent cuisine awaits you in the numerous gourmet huts along the slopes in the various ski areas. The gourmet huts are also easily accessible on foot with snowshoes.

Region: Val di Fassa in the heart of the Dolomites is one of the most popular holiday destinations in Trentino. The Ladin community has managed to preserve both its German dialect and the nature of these mountains. Several mountain groups are even part of the UNESCO World Heritage Sites. The Val di Fiemme stretches between the Paneveggio-Pale di S. Martino Nature Park and the peaks of the Dolomites. In winter, huts and chalets, which can also be found in other regions of Trentino, offer cosy accommodation after a day in the snow.





A castle tour through Trentino - A trip on the castle railway

Theme: culture, history

Period: May-September

Trentino has around 200 castles and palaces and is the site of numerous events. A historic train also runs every Saturday from castle to castle, including the "Trenino dei castelli". Visitors will first travel by train to Val di Non and then take a bus to explore Val di Sole with its manor houses Castel Caldes, Castel Valer and Castel Thun. The train journey starts and ends in Trento.

Region: The Val di Sole in the Italian Alps is a holiday region with 13 municipalities and 50 villages. It is located between the Brenta Dolomites and the Stelvio National Park and offers ideal conditions for hiking and mountain biking in summer and winter sports activities in winter. The Val di Non valley is famous for its high-altitude apple orchards and picturesque landscape, surrounded by various mountain ranges.





On the pilgrimage path through old villages

Theme: hiking, culture

Period: spring and autumn

The “Sentiero di San Vili” was created to experience the mountain world in a different way: slowly and in accordance with natural rhythms. The route leads up to the Giudicarie and Rendena valleys, along cart tracks through fields and forests, along narrow paths to rocky outcrops with spectacular views, and through old villages that are often little known and far away from the tourist crowds.

Region: The “Sentiero San Vili” (Percorso di San Vigilio) is a 107 km long hiking trail that connects Trento with Madonna di Campiglio and has an altitude difference of 3,700 metres. It follows the old Roman road, which according to tradition was travelled around 400 CE by St. Vigilius (“San Vili”), then bishop and now patron saint of Trento.





Explore Trentino by bike

Theme: cycling, sports, nature

Period: autumn, summer, spring

Discover Trentino by bike in the western part between the Dolomites and Lake Garda. Start your bike tour from Malé in Val di Sole with an all-terrain gravel bike, which is ideal for everyday use and for adventurous rides on mountainous trails. Explore the region as far as Riva del Garda, passing through the gateway to the Brenta Dolomites, the Vallesinella and the Adamello Brenta Nature Park. Stop in the mountain village of Madonna di Campiglio and discover the waterfalls of Val Genova, the ancient castle of Stenico, the medieval village of Canale and Lake Tenno.

Region: A veritable Mediterranean enclave between the northern shore of the lake and the Dolomites, this part of Lake Garda belonging to Trentino stretches out from the blue water to the steep cliffs, from the Brenta Dolomites in the north to Monte Baldo in the south. A sublime locale of water and rock that has become a paradise for sports enthusiasts and those seeking relaxation. A beautiful region with picturesque villages that offers holidaymakers the fascination of art and tradition, traditional recipes, and the creative cuisine of today.





Hiking from hut to hut in the Dolomites

Theme: hiking, sports
Period: autumn, summer, spring

Hiking in the Brenta Dolomites offers an unforgettable nature experience. The ascent to the Alimonta hut on the first day promises breathtaking views and a rejuvenating overnight stay. The via ferrata Via delle Bocchette (up to 2,800 metres) on the second day leads to the Pedrotti/Tosa hut, where you can enjoy an overnight stay in the midst of the impressive landscape. The route back to Campiglio on the third day is no less beautiful. Another tour starts with a jeep taxi ride to Rifugio Cacciatore on the first day. From there, the B325 leads to the Rifugio Agostini. On the second day, you can continue your tour to Rifugio Pedrotti and enjoy the breathtaking scenery of the Paganella and the Brenta Dolomites. On the third day, you can combine the tour with an excursion to the picturesque town of Molveno on nearby Lake Molveno.

Regions: The Paganella mountain group stretches north-west of Trento across the municipalities of Fai della Paganella, Andalo, Molveno, Terlago and Zambana. Its spectacular peaks, led by the 2,125-metre-high Roda, offer steep rock faces in the east of the Val d'Adige, while the gentler western slopes drop down to the high plateau of the Paganella. This area is particularly popular with climbers. The Rendena Valley with its characteristic small villages is located in the Adamello-Brenta Nature Park. The warm hospitality, breathtaking nature and wide range of leisure activities attract tourists from all over the world to Val Rendena every year, especially to Madonna di Campiglio and Pinzolo, the two main towns of the valley.

*Only for experienced hikers





Theme: art, nature

Period: All year round - especially beautiful in spring and autumn

At Arte Sella and RespirArt, visitors will encounter a symbiosis of art and nature. Both museums are open-air and a delight for art lovers. The Arte Sella in Val di Sella attracts visitors to the valley with 29 exceptional works of art, while the RespirArt in Pamegago in Val di Fiemme is one of the highest art parks in the world, with 29 works by international artists.

Region: This part of Trentino offers the greatest scenic and cultural diversity, such as the two lakes awarded the "Blue Flag" for their beaches, the unspoilt wilderness of the Lagorai mountain range, the land art project of Arte Sella or the highest healing spring in Europe, along with the fascination of the Habsburg fortresses on the high plateaus. Valsugana-Lagorai is a paradise for sports enthusiasts in every season.





Idyllic countryside: A journey through the most beautiful villages in Italy

Theme: culture, history

Period: All year round

The villages of Trentino evoke a special interplay of nature, culture and history. Eleven of these gems even belong to the Italian association "I borghi più belli d'Italia" and are therefore among the most beautiful villages in the country. The legacy of past mountain cultures has led to the formation of small linguistic minorities, like those of the Ladin, Mòcheno and Cimbrian communities.

Region: Alpe Cimbra is characterised by beautiful natural landscapes and the historic remains from the First World War. The region has handed down a unique legacy for centuries and offers a varied programme for everyone. Whether it is skiing, hiking on the themed trails, swimming in Lake Lavarone or following the trail of history along the old trench - there are plenty of exciting discoveries for visitors here.





Trento - The city of architecture and culture

Theme: lifestyle, culture

Period: All year round

A journey back to Roman times - This city offers a wide range of cultural attractions: go on an exploration tour and discover Roman treasures while visiting archaeological sites, stop by the Castello del Buonconsiglio or one of the many magnificently decorated churches.

Region: Trento - A city of culture and architecture. The capital of the autonomous region of Trentino, with its over 100,000 inhabitants, lies in the heart of the Val d'Adige. The city is rich in historical sights and features a renowned university. Trento is also characterised by its special atmosphere and culinary delights.

This press trip can be perfectly combined with the personalised press trip "Rovereto - A site of art and culture".





Rovereto - A site of art and culture

Theme: culture, art

Period: All year round

Rovereto - Experience the city of peace, festivals and museums. Rovereto is particularly well known to lovers of modern art, because some of the most important artists of this period of art come from this town. This is why Rovereto is also home to the headquarters of the MART, the Museum of Modern and Contemporary Art - a meeting place for art and culture. Rovereto also offers an extensive calendar of events, with dance festivals, theatre, music, archaeology, and open-air performances.

Region: Rovereto, surrounded by hills and vineyards, is the centre of the Adige Valley along the main route between Trento and Verona. With almost 40,000 inhabitants, Rovereto is the second largest city in Trentino after the capital Trento, also in terms of cultural and economic importance. Even today, the strong Venetian influence can still be seen in the old town of Rovereto and is reflected in the various buildings in the centre.

This press trip can be perfectly combined with the personalised press trip "Trento - The city of architecture and culture".





Natural wellness in the forest

Theme: Feeling at ease in nature

Period: June/July

Trentino is a natural spa with clean mountain air, crystal-clear water, and unspoilt countryside. Nature lovers will discover a fitting place to recharge their batteries here. In Madonna di Campiglio, specialised guides take you on seven wellness trails where you can perform special exercises. In Fai della Paganella there are four different routes for forest bathing in the Bosco del Respiro.

Region: Madonna di Campiglio is located not far from the Campo Carlo Magno mountain pass, which connects the Val di Sole and Val Rendena valleys. At 1,550 metres above sea level, the picturesque "Pearl of the Dolomites" is popular with both summer and winter holidaymakers and is one of the most famous winter sports resorts in the Italian Alps.





On the trail of Albrecht Dürer

Theme: culture, history

Period: September

Between 1494 and 1505, the painter Albrecht Dürer travelled on foot across the Alps to Venice to familiarise himself with Renaissance art. He spent a lot of time in Trentino in particular and immortalised many landscapes in watercolours. Today, art lovers can hike the Dürer Trail, immerse themselves in the artist's world, and enjoy the region's wines at the same time.

Region: The Dürer hiking trail is 40 kilometres long and leads from the sunny meadows of the Valle dell'Adige through romantic forests to the terraced vineyards of the Val di Cembra: it can be completed in around 9 hours and is divided into stages with different levels of difficulty.



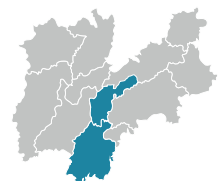


Theme: cycling, cuisine

Period: September/October

Cycling and eating ice cream: those two activities go hand in hand along the Via dell'Acqua in Trentino. The 140 kilometres of cycle paths does not just feature wild rivers, crystal-clear lakes, and majestic mountain formations, but also numerous ice cream parlours with a variety of flavours.

Region: The "Green Road dell'Acqua" is a 143-km-long circular cycle route, mainly for cyclists and hikers. The route was honoured with an Italian Cycling Tourism Oscar in summer 2021. The route leads from Adige in Trento and Rovereto to Lake Garda and back through the Sarca Valley to the Valle dei Laghi. The last section leads uphill to Monte Bondone, from where it returns to the starting point via Trento.





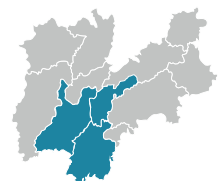
Extravagant wine experiences in Trentino

Theme: culinary delights, wine

Period: September/October

Around 120,000 tonnes of grapes grow on around 10,000 hectares of land in Trentino. No other region in Italy produces so many different varieties. The winegrowers offer special wine experiences all year round, including vineyard hikes, e-bike tours, picnics or brunch events, and unique tastings at sunrise or sunset.

Region: Trentino, an autonomous region in northern Italy, stretches from the Dolomites to Lake Garda, with 60 per cent woodland. The region is rich in nature, with countless trees and lakes that are perfect for hiking and cycling tours. Trentino offers an ideal climate for nature and sports lovers, along with cultural highlights in cities such as Trento and Rovereto. Those highlights include historic castles.





Open oil mills - Olive oil from the northernmost growing region in the world

Theme: culinary delights

Period: end of October / beginning of November

Once a year, selected oil mills invite you to an open day, the "Frantoi Aperti". The goal: learning, exchanging, smelling, but first and foremost tasting the extra virgin olive oil from the Garda Trentino region through guided visits and sensuous tours. Local restaurants also take part in the harvest, offering themed dishes and corresponding menus.

Region: The Valle dei Laghi leads from the north to Lake Garda, past lakes such as Toblino and Cavedine. The lake is situated between mountains and is reminiscent of a fjord with olive trees and palm trees. In Riva del Garda, Mediterranean lightness blends with mountain tradition and the scent of olive oil, lemon juice, bay leaves, and wine fills the air. The town is located between Lake Garda and the Brenta Dolomites and is the centre of Garda Trentino.





A winter wonderland: Christmas markets against a snow-covered mountain backdrop

Thema: culture, tradition

Period: from mid-November until Christmas

The Christmas markets reopen in December, including the oldest in the region: "Mercatino di Natale" in the heart of the capital Trento. In the immediate vicinity of Trento, the "Natali della Vallagarina" Christmas market awaits visitors, extending over 17 municipalities and inviting them to an atmospheric adventure trip.

Region: Trento - A city of culture and architecture. The capital of the autonomous region of Trentino, with its over 100,000 inhabitants, lies in the heart of the Val d'Adige. The city is rich in historical sights and features a renowned university. Trento is also characterised by its special atmosphere and culinary delights.





A guide: How do I get to Trentino?

By train:

If you prefer travelling by train, the two largest train stations are Trento and Rovereto. They are connected to the Italian and European long-distance railway network. There are good and fast connections to Trentino from Germany and Austria with DB/ÖBB, because the capital Trento is located directly on the Munich-Brenner-Verona railway line.

There are five daily direct connections from Munich to Trentino to the railway stations of Trento and Rovereto. In addition, both main railway stations are located in the immediate vicinity of the city centre. From here, you can reach all other towns and villages using the regional trains and bus connections of the local transport network.

In general, you can get around Trentino easily and conveniently by public transport in every season using the local bus, train, ski bus and cable car network.

By plane:

If you prefer travelling by plane, the nearest airports are Verona, Bergamo, Venice or Bolzano. From there, you can reach Trentino in one to two hours by hire car, bus, shuttle bus or train.

- Verona "Valerio Catullo" is 90 km from Trento, which can be reached in about an hour via the A22 motorway.
- Bolzano "Dolomiti" is 57 km from Trentino and the nearest airport.
- Venice "Marco Polo" is 163 km away from Trento. Trentino can be reached in about 2 hours via the motorway (A4 to Verona and then A22 northwards)
- Bergamo-Orio al Serio "Caravaggio" is 180 kilometres from Trentino. You can reach Trentino in 1 hour and 50 minutes via the A4 and A22 motorways.

The choice of airline for flight bookings is at our discretion.

By car:

You can reach Trentino by car, motorbike or motorhome on the A22 Brenner motorway, which crosses the entire Adige Valley in a north-south direction.

From the A22 motorway, state roads lead to all valleys: all roads are wide, well-built and are regularly checked and cleaned in winter.