

**Sanctuary and Sacro Monte of Oropa
FOURTH EDITION 23 - 26 June 2011**

Devotional and Cultural Itineraries Tourism Exchange
The soul of Places, the Soul in places

**Biennial event dedicated to the enhancement
of devotional and cultural tourist attractions in Piedmont and Italy**

HIGHLIGHTS OF THE 2011 TOURISM EXCHANGE

The event enjoyed the **High Patronage of the President of the Italian Republic** and was held under the **Patronages** of: *Italian Ministry for Cultural Heritage and Activities, ENIT - National Tourism Board, TCI - Touring Club of Italy.* In addition, this year's event was further honoured by the Patronage of the Italian Representative of the **European Commission**

Took place **over the 4 days (from Thursday to Sunday):**

Official opening, Institutional Exhibitors Fair, Educational tours, Workshops, Thematic Conferences, Presentations on projects of territorial improvement and editorial initiatives, Technical meetings, Showings of films and documentaries, Exhibitions, Guided tours, Concerts, Performances in period costume, Tasting sessions and the special Philatelic postmark of the 2011 Exchange

Institutional Exhibitors Fair open to the public during the whole period of the Exchange:

28 Stand located in the evocative setting of the monumental arcades of Oropa Sanctuary

55 Organisations represented on the Stands: Regione Piemonte; Provincia di Torino, Turismo Torino e Provincia Convention & Visitors Bureau; Provincia di Alessandria, Alexala; Provincia di Asti, Astiturismo; Provincia di Biella, Comune di Biella, Camera di Commercio di Biella, Fondazione Cassa di Risparmio di Biella, ATL del Biellese; Provincia di Cuneo, ATL del Cuneese, Ente Turismo Alba Bra Langhe e Roero; Provincia di Novara, ATL della Provincia di Novara; Provincia del Verbano Cusio Ossola, Distretto Turistico dei Laghi, dei Monti e delle Valli d'Ossola; Provincia di Vercelli, ATL Valsesia Vercelli; Piemonte Incoming, ValsesiaIN Operatori Turistici; Sacri Monti del Piemonte e della Lombardia; Liguria - Agenzia Regionale "in Liguria", Provincia di Genova; Marche - Parco Naturale del Sasso Simone e Simoncello; Umbria - Regione Umbria, Agenzia Regionale di Promozione Turistica dell'Umbria; Valle d'Aosta - Comune di Fontainemore, Riserva Naturale del Monte Mars; Veneto - Comune di Monselice; European Association of Vie Francigene, Associazione Via Francigena di Sigerico; Europassione per l'Italia, Associazione Teatro Popolare di Sordevolo, Comitato Venerdì Santo di Romagnano Sesia; AMEI Associazione Musei Ecclesiastici Italiani, Musei della Canonica del Duomo di Novara; Opera Romana Pellegrinaggi; Opere Diocesane Pellegrinaggi Piemonte; Sentieri Frassati, Club Alpino Italiano, Giovane Montagna; FAI Fondo Ambiente Italiano, Castello di Masino; Castelli Aperti; Piemonte Parchi e Iniziative Editoriali

Over two thousand participants attended the event, not to mention the countless visitors to the Institutional Exhibitors Fair who added to the normal stream of pilgrims to the Sanctuary; **more than 600 collectors and fanciers** enjoyed the special *Philatelic postmark of the 2011 Exchange* created in cooperation with Poste Italiane

On Saturday 25 June, a Workshop was held in the Sant'Eusebio Gallery at Oropa Sanctuary offering International Buyers an opportunity to meet Italian and Piedmontese operators

A total of **36 Buyers** from **20 countries worldwide** took part in the Workshop and met about **150 organisations** and **tourist operators** from throughout Piemonte and from other provinces and regions throughout Italy; Buyers' travels and hotel accommodations have been managed in cooperation with *BiellaAccoglie - Scaramuzzi Viaggi* and the *Reception Office of the Sanctuary of Oropa*

Educational tour "Places of Worship, History and Art" reserved for the international Buyers, with destination to: Sacra di San Michele, Gardens of Venaria Reale and Art Exhibition *Beautiful Italy. Art and identity of the capital cities*, Museo Nazionale della Montagna "Duca degli Abruzzi" of Turin; welcome to Turin by *Turismo Torino e Provincia Convention & Visitors Bureau*

About **fifty speakers** were involved in the various Presentations and Conferences in the Programme

Technical presentations managed by: *European Association of Vie Francigene*, *ATL di Novara* and *Associazione Culturale Muse, Poste Italiane* (special Philatelic postmark of the 2011 Exchange); *Europassione per l'Italia*, *Associazione Teatro Popolare di Sordevolo* and *Comitato Venerdì Santo di Romagnano Sesia*, with the presence of characters by the sacred representations "Passione di Sordevolo" and "Venerdì Santo di Romagnano Sesia"; *Elimovalley* - European Workshop for the promotion of tourism and land culture in the Trapani area; *Ente Parco Sasso Simone e Simoncello* in cooperation with Rimini e di Pesaro e Urbino Provinces; representatives for the project *San Francesco's Way* in cooperation with the Umbria Tourism Promotion Agency; *Associazione Culturale Ligure Piemontese Accademia Aleramica*; *DocBi - Centro Studi Biellesi*

Previews: international premiere of the film *The Fifth Spirit*, realized by the director Marco Santinelli, inspired by the Blessed Pier Giorgio Frassati's life; Italian preview of the *Frassati Footpaths in Trentino and Apulia Regions* managed by Sentieri Frassati - Club Alpino Italiano

Presentation of Editorial Initiatives: *Via Francigene* magazine, editorial tool of the European Association of Vie Francigene; *In cammino sui Sentieri Frassati* book, managed by Sentieri Frassati - Club Alpino Italiano; editorial activity of the Unesco "Sacri Monti" and of the *Documentation Centre of the European Sacred Mountains, Calvaries and Devotional Complexes*; *Monselice Sacro Monte Giubilare* book, managed by Comune di Monselice

Technical meetings: technical meeting for Tourist Offer representatives managed by *ATL del Biellese* in cooperation with *Iniziativa Turistiche Scarl* - Art and Events 100 Italian Cities Tourism Exchange; educational seminar managed by the *Italian Association of Geography Teachers - Piedmont Section* (reserved for Members only); Presidency Board meeting of the *European Association of Vie Francigene* (reserved for Members only)

Exhibitions and Tours: free visit of the travelling exhibition *From Canterbury to Rome: 1.800 km through Europe*, realized by the European Association of Vie Francigene and set up at the Oropa Sanctuary thanks the partnership with the Biella Province; free guided tour of the Botanical Garden, the Sanctuary and the Sacro Monte of Oropa; free visit of the exhibition *Garibaldi: Garibaldi: a man, a myth and his red shirts* at the Museo del Territorio Biellese

Concert Performances: Concert *Missa "Ecce Ancilla Domini"*, managed by Associazione Triacamusicale on the occasion of the International Festival of Ancient Music "Gaudete!"

Tasting Sessions and Convivial Meetings:

Reserved to Buyers: welcome dinner at *Croce Bianca* Restaurant of Oropa; coffee break at *Ostetteria del Pellegrino* - Sacra di San Michele; lunch at *Garden House* Restaurant - Gardens of Venaria Reale Palace; dinner at *Al Monte dei Cappuccini* Restaurant of Turin; buffet-lunch at the Royal Apartments of the Oropa Sanctuary; gala dinner at *Caffetteria del Chiostro* Restaurant - Museo del Territorio Biellese

Open to all: three "*Menabrea Moments*" with tasting of the renowned beer of Biella and typical products of the Biella area managed by *Associazione Teatro Popolare di Sordevolo*, *Provincia di Biella - Biella & Buona* and *Consorzio Terre Biellesi*, and typical Trentino and Valle d'Aosta products managed by *SAT Società degli Alpinisti Tridentini* and *Comune di Fontainemore*; tasting session of the *Cathedral's Cake* by the Museums of the Duomo's Canonica of Novara with wines by the *Consorzio di Tutela dei Vini "Colli di Parma"* and parmesan cheese by the *Consorzio del Formaggio Parmigiano-Reggiano - Section of Parma* and with some herbal teas made with local herbs of Oropa Valley managed by the *Herbalist shop* and the *Botanical Garden of Oropa*; tasting session of typical local products by *Sapori Biellesi*

Other Technical Sponsors:

Protocollo di Intesa del Biellese; Comune di Biella; Comitato Venerdì Santo di Romagnano Sesia; Grandi Vivai Ernesto Pozzi

Training sessions:

32 students from the *Istituti Turistici Biellesi "E. Bona" e "P. Sella"*, "*E. Zegna*" took part in the event as back-up staff for the Organising Secretariat

The free shuttle bus from Biella/Oropa was run throughout the event in collaboration with *Biella City Council Transport Department* and *ATAP SpA*