**RELAX, YOU’RE ON THE SUNNY SIDE OF THE ALPS**

**With its back to the high Alps, and Verona at its feet, Trentino is one of Europe’s most diverse and fascinating mountain regions.**

At its southern extremity, Trentino’s climate is hot enough to grow olives, while just 30km away, brown bears wander in the shadow of 3,000m peaks. Its Dolomite landscapes are protected by Unesco, its wines are festooned with international awards, and everywhere you look there is stunning, sun-drenched scenery. Whether you’re a hiker, biker, or gastronome – or you long to let the kids loose somewhere green and beautiful - it’s the perfect summer playground.

Here, by way of an introduction, are five of the region’s most striking features.

**From olive oil to brown bears: one of the Europe’s most diverse eco-systems**

Trentino sits between two worlds: the balmy, fertile plains of the Veneto, and the snow-capped peaks and glaciers of the high Alps. The transition between the two is abrupt and dramatic, and has created some extraordinarily rich and varied environments.

The most remarkable is the stretch of country that runs from Lake Garda to the Brenta Dolomites. At Riva del Garda the climate is effectively Mediterranean, and nurtures the world’s most northerly olive oil production. But travel 30km north, to the Adamello Brenta Nature Park, and you’ll find a pristine mountain landscape – home to small populations of brown bears, lynx and wolves.

En route, the land rises through vineyards, orchards, forests and alpine meadows, and supports 1,600 species of flora. It’s no wonder then that this region - known as *Alpi Ledrensi e Judicaria* - has become one of Unesco’s rare Biosphere Reserves.

**The Dolomites: a Unesco World Heritage site**

The Dolomites are our most famous mountains. Former coral atolls, left high and dry by retreating oceans, their sheer cliffs and slender rock spires have created one of the most distinctive landscapes in the Alps. In 2009, Unesco declared them a World Heritage site.

Not surprisingly, these magnificent walls of rock are home to world-class climbing and *via ferrata* routes. But they’re not a remote and inhospitable wilderness. Each massif rises out of gently-sloping forests and meadows, and is girdled by a network of footpaths, MTB trails and mountain refuges. With Trentino averaging more than 300 days of sunshine a year, they are the perfect backdrop for anyone’s adventures, whether they’re young or old.

**1,000 trees for every inhabitant**

Trentino’s landscapes are not just beautiful. They’re well-preserved and carefully-nurtured too. 30% of the region is under environmental protection, and we’re home to three natural parks – the Adamello Brenta, the Stelvio and the Paneveggio–Pale di San Martino. We’re also home to a staggering number of trees. It’s estimated there are 500 million of them in the province: 1,000 for every inhabitant.

What’s more, our traditions of land management have deep roots. Take the forests east of Predazzo, for example. Here, in the Val di Fiemme, the timber has been managed by the *Magnifica Comunità di Fiemme* for 900 years, and it’s famous for its clear and consistent resonance. Stradivarius used it in his violins, and it’s still an essential part of many musical instruments.

**5,000km of footpaths, 1,800km of MTB trails, 480km of cycle tracks**

Trentino is a mountain province, with 75% of its landmass lying at an altitude of 1000m or higher. So it’s not surprising that our adventure-holiday infrastructure is so highly developed.

Take cycling and mountain-biking, for example. Not only do we offer vast networks of MTB trails and cycle tracks, carefully mapped, waymarked and available to download as GPX files. They’re backed by an impressive array of support services, too – from luggage transfers, to bike-friendly hotels, complete with mini-repair workshops. Meanwhile, E-bikers will find charging points and rental centres right across the province.

But the fun goes far beyond hiking and biking. Sailors and kite-surfers will find the winds of Lake Garda unusually reliable; blowing from the north each morning, and the south every afternoon. Stand-up paddle boarders can explore the tranquil shoreline of our smaller lakes. And there’s a growing network of adventure parks for children, too. From alpinism to zorbing, the entire lexicon of mountain activities is available here.

**A sparkling wine to rival Champagne**

There’s a lot more to Trentino than mountain adventure. In the Adige valley, for example, the hot days and cool, clear nights offer near-perfect growing conditions for several grape varieties – and it’s here that our winemakers have produced a *méthode classique* sparkling wine every bit as good as Champagne.

Developed by Giulio Ferrari over 100 years ago, it achieved D.O.C status in 1993 - the first sparkling wine outside Champagne to do so. Now, Trentodoc Spumante regularly beats its French rival in international award ceremonies, and its most famous brand, Ferrari, is served at the Emmy awards in America.

Proper oenophiles will want to seek out some of the *cantine* where it’s produced. But for everyone else, it will be enough to sip a glass or two at the end of a glorious summer day. This is Italy after all: land of the *passeggiata*. Every evening our ancient town squares are buzzing as the locals go out for a wander and an *aperitivo* with friends. It would be rude not to join them.

**And to help unlock our region, we’ve created the Trentino Guest Card**

Free public transport, free or discounted entry to over 100 attractions, 10% off selected wines, food products and tastings, and a 10% discount on excursions and outdoor activities at gooutdoor.it: these are the principal benefits of our Trentino Guest Card.

Available at over 1000 participating hotels, campsites and other guest accommodation, the card has the power to enhance anyone’s holiday. All the province’s leading museums and attractions are included, from MUSE – Trento’s state-of-the-art science museum, designed by Renzo Piano - to MART, Rovereto’s highly-rated collection of modern and contemporary art. It even allows free entry to the Roman arena in Verona.

The Trentino Guest Card is free to guests using accredited Trentino accommodation, or can be purchased for a small fee. Visit [www.visittrentino.info/guestcard](http://www.visittrentino.info/guestcard) for details.

For further info about Trentino: [www.visittrentino.info](http://www.visittrentino.info)

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