

A hiker with a red backpack stands on a rocky peak, looking out over a valley. The background features rolling mountains under a clear sky. The hiker is wearing a red jacket, black pants, and a blue cap. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

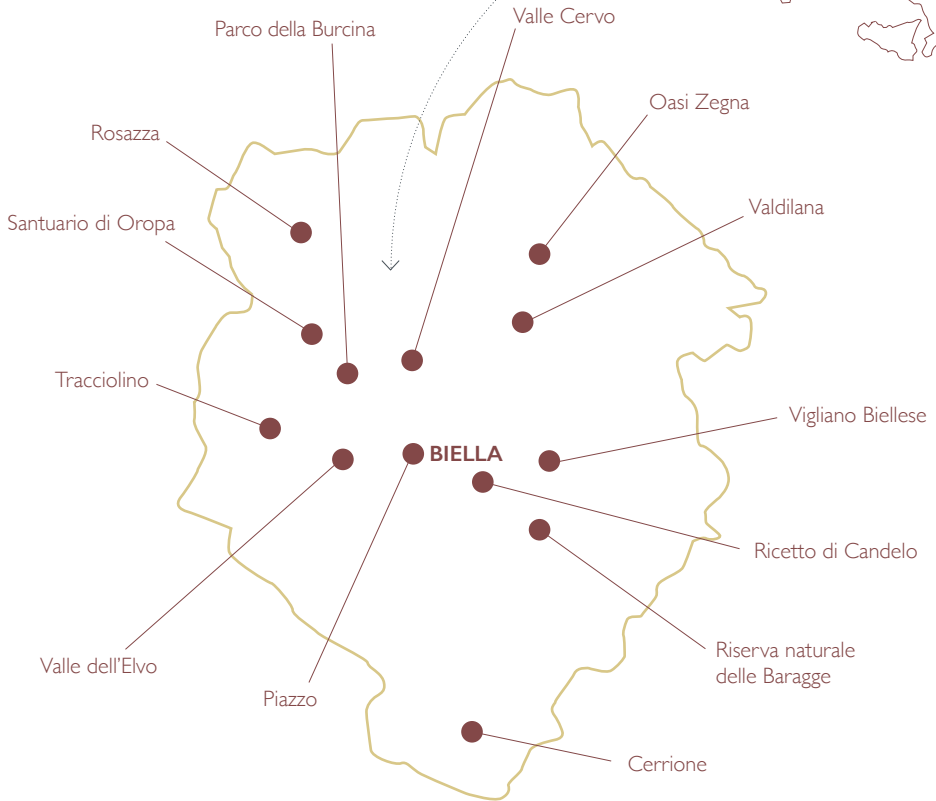
THE BIELLESE

an authentic soul

NATURALMENTE BIELLA



Monterosa



Naturalmente Biella, An Authentic Soul

What does Biella and the Biellese evoke? Many will think of the textile tradition, perhaps someone will recall a furniture maker who filled Italian TV screens in the 1980s...

But the Biellese is much more. Just one hour from Milan and Turin, and not far from Switzerland and France, it offers countless scenic and cultural surprises waiting to be discovered and experienced. The Biellese is authentic: it reveals itself slowly. It does not shout but whispers, it does not dazzle but illuminates. It is a genuine treasure chest filled with history, spirituality, art, industrial culture and well-preserved nature. This cultural and landscape heritage stretches from the plains (with Biella's Piazza, the Ricetto of Candelo, the Baraggia, the Bessa and Lake Viverone, to name a few), to the hills (with the Serra Morenica, its castles and historic residences, its vineyards and much more), and then climbs up toward the Biellese Alps, rich in valleys and streams of

exceptionally light water. That very water made possible the development of a world-renowned wool textile industry, as well as a flourishing and distinctive gastronomy. The Biellese is not for everyone, and this can be a strength. The visitors who fall in love with this territory (and who increasingly choose to move here from major cities) approach it with respect, slowly, without noise but with deep curiosity. And then, they fall in love. With this small vademecum we want to offer inspiration to reveal, step by step, the landscapes and corners worth the journey — not only for a weekend but also for longer stays, and as a perfect complement to nearby Langhe, Turin and the lakes Orta and Maggiore.

The Biellese has an authentic soul that we like to summarize in "Naturalmente Biella", a spirit that unites many facets of the territory.

We thank in advance all those who will devote time to discovering and experiencing this unexpected beauty.





Ospitalità autentica?

NATURALMENTE BIELLA



Il Biellese, esperienza unica.



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Biella and the Piazzo

Biella is deeply connected to the natural landscape that surrounds and enhances it. The Piazzo is the upper, medieval part of the city (founded in the 12th century), offering breathtaking views over the surrounding environment.

You can reach it by funicular or — highly recommended — by climbing the ancient Rive, cobbled stairways just like the entire district, rich in picturesque squares and noble palaces (La Marmora, Gromo Losa, Ferrero, among the most important). Piazza Cisterna feels like a place suspended in time, perfect for a meal or a quiet pause.

The lower part of Biella is more dynamic and contemporary, and visitors should not miss Piazza Duomo, its Baptistery, the main street Via Italia, and the Pistoletto Foundation.



Art and culture



The 5 Biellese Valleys

The Biellese can be imagined as a welcoming hand: the palm is Biella and its history, while the five “fingers” are the valleys — each deserving a visit.

Valle Cervo fascinating, narrow and rocky, crossed by the Cervo stream which forms spectacular natural pools, much loved for refreshing summer swims. The valley includes charming small villages such as Rosazza, Piedicavallo, Sassaia and Campiglia. It is famous for the tradition of the stone grounds, stonemasons who for centuries worked the local sienite stone.

Valle Elvo green and wide, at the foot of Mount Mucrone and Mount Mars, rich in ancient agricultural activities and pastures. Worth visiting: the Sanctuary of Graglia, the Salvine area and the village of Bagneri along the scenic Tracciolino road leading to La Trappa.

Valle Oropa a small valley dominated by the Marian Sanctuary of Oropa, devoted to the Black Madonna. The Sacro Monte of Oropa is a UNESCO World Heritage site. Also worth visiting: the Botanical Garden and the Adventure Park. Staying overnight in the Sanctuary’s comfortable rooms offers a full immersion in a place of strong energy.

Valle Strona di Mosso e Valsessera.

Often considered a single area due to shared hiking routes, most of which lie within the Oasi Zegna. With the Monte Rosa massif in the background, this is a wilder area with more imposing peaks such as Monte Barone, Monte Bo, Cima

delle Guardie and Cima dell’Asnas.

Once known for major textile industries, these valleys are now opening up to tourism. Valdilana, the largest municipality, is the gateway to the famous Panoramica Zegna road leading to the Bielmonte ski resort and connecting Valle Cervo, Oropa and Andrate.





The Tracciolino Road and La Trappa di Sordevolo

The Tracciolino is a panoramic road linking Andrate to Oropa. It offers many hiking options, but even simply driving or walking along it is an experience in itself. Among the many highlights are the village of Bagneri and La Trappa.



Must-see



La Trappa is an old monastic complex built by Trappist monks in the late 1700s. In addition to being a starting point for hikes, it hosts cultural events, educational workshops and simple hospitality. Spending the night here means living an experience out of time, immersed in silence and mountain spirituality.



Burcina Park “Felice Piacenza”

Just minutes from Biella’s center lies the historic Burcina Park, created in the 19th century by the visionary Piacenza textile family. It is famous for the extraordinary rhododendron bloom in May and June, which turns the hillsides into a vibrant sea of colors.

Yet the park is spectacular year-round: shaded paths, manicured meadows and panoramic viewpoints make it ideal for walks, picnics and days in nature.



Oasi Zegna

The Oasi Zegna is the green heart of the Biellese Alps — a 100 km² natural park stretching from the Valdilana foothills to the Valle Cervo.

It is the legacy of Ermenegildo Zegna, the entrepreneur who, in the 1930s, wanted to give back beauty and wellbeing to his homeland.

Here nature is stunning: golden beech woods in autumn, the iconic Conca dei

Rhododendri in spring, high mountain pastures still used for transhumance. In summer it's paradise for hikers, cyclists and families; in winter, Biemonte becomes a ski resort with a human scale, immersed in pristine landscapes.

The Oasi Zegna is also a center for environmental education, cultural events and sustainable tourism — a perfect balance between humans and nature.



The Baraggia, the Bessa and the Ricetto of Candelo

The Baraggia is an open, wild moorland spreading between Biella, Cossato and Candelo — a surprising “Biellese savannah.” Nearby, the Bessa Natural Reserve preserves a unique landscape shaped by ancient Roman gold mining, with huge stone mounds and archaeological traces creating a truly one-of-a-kind environment.

The Ricetto of Candelo is a late-medieval fortified structure (13th–14th century), built by local farmers rather than feudal lords. Once used to protect the community’s most precious goods — grains and wine — it now hosts events year-round and offers visitors a perfectly preserved medieval setting.





The Serra Morenica and Lake Viverone

The Serra Morenica is the longest moraine in Europe, stretching 25 km between the Biellese and the Canavese area. This “natural monument” offers gentle landscapes with vineyards, chestnut and beech forests, ancient villages and panoramic viewpoints. It is perfect for trekking, gravel biking, cycling and nature walks.

Lake Viverone, the third-largest lake in Piedmont, is a peaceful oasis of relaxation and outdoor activities. In summer you can swim, sail, canoe, SUP, take boat tours or simply rest on the shore. In spring and autumn it's ideal for birdwatching, with many migratory species stopping by. Its prehistoric pile-dwelling site is part of the UNESCO World Heritage list.

At the top of the Serra, the FAI (Italian Environmental Fund) preserves the Enrico Collection at Villa Flecchia, with more than sixty 19th–20th century artworks.





Trails and Alpine Refuges

The Biellese mountains and valleys are crossed by a dense network of trails connecting pastures, alpine lakes and panoramic peaks. From easy walks along streams to more demanding hikes above 2,000 meters, every excursion is a journey into authentic alpine beauty.

The mountain refuges — such as Rifugio Coda in Valle Oropa with its magnificent Monte Rosa view, Rifugio Monte Marca overlooking the Oasi Zegna, or Rifugio Madonna della Neve in Valle Cervo — offer simple hospitality, traditional cuisine and warmth. They mark the start or end of itineraries to be enjoyed slowly and mindfully.





Small Villages and Rosazza One of Italy's Most Beautiful and Mysterious

Many small villages enrich the Biellese, but Rosazza is among the most remarkable. A hidden gem built between the 18th and 19th centuries by Marquis Antonio Rosazza, who dreamed of an ideal stone town with harmonious architecture and elegant arcades.

Surrounded by nature, Rosazza is also a gateway to numerous hiking paths through forests, meadows and mountain landscapes rich in flora and fauna.



The Walking Routes

The Biellese is a land of historic pilgrimage and scenic walking routes.

From the Cammino di Oropa, crossing vineyard-covered hills and medieval villages up to the Sanctuary, to the more challenging Alta Via of the Biellese Alps, every route is a full immersion in history and nature.

Other highlights include trails through the Bessa reserve and the paths of Valle Cervo, dotted with chapels, mule tracks and ancient stone hamlets, and the new route dedicated to entrepreneur Ermenegildo Zegna, the “solitary wanderer.” Many paths are also suitable for Nordic walking.







Horseback Riding

Exploring the territory on horseback means adopting a slow and harmonious rhythm in tune with nature.

You can enjoy horse-riding experiences in the woods of Valle Elvo, the open landscapes of Oasi Zegna, the old hamlets of Valdilana and the Baraggia near Candelo. Suitable for beginners and experienced riders alike.





Cycling Tourism

The Biellese is an open-air gym for cyclists. The Serra Morenica is ideal for leisurely panoramic rides on dirt roads crossing villages, vineyards and forests. The Oasi Zegna is a haven for mountain biking and enduro, with technical trails and thrilling descents. Gravel and off-road tracks in Valle Cervo and Valdilana satisfy even the most adventurous cyclists. Don't miss the Rive Rosse — a truly unique landscape.



Adrenaline & Adventure

Canyoning in the Elvo stream, Adventure Parks in Veglio and Oropa, bungee jumping and more. Canyoning offers natural slides, crystal pools and rope descents carved by water — pure adventure. The adventure parks provide thrilling treetop courses and zip-lines, perfect for families, groups and team-building.







Skiing & Snow Activities

Winter in the Biellese offers something for every snow lover. Biemonte, in the Oasi Zegna, features sunny panoramic slopes. Cross-country skiing is available in Oropa, Bocchetto Sessera and Pian di Gè. Snowshoeing — especially at sunset or by night with dinner in a refuge — is an unforgettable experience.





Relax & Wellbeing

Thanks to its natural richness and vast woodland areas, the Biellese offers unique wellbeing experiences: forest bathing, meditation, yoga in nature, guided night outings and more – unforgettable moments to share with friends or family.







Industrial Tourism

The Biellese is a textile district par excellence. Historic wool mills and industrial spaces, some still active and others repurposed, tell a fascinating story. The Museums of the Valle dell'Acqua (Botto Wool Mill and the Workers' Village of Miagliano), the Museum of the Workers' Society of Campiglia Cervo, corporate museums and Cittadellarte — Pistoletto Foundation (contemporary art and culture) offer unique experiences found nowhere else.



Religious Tourism

The Sanctuaries of Oropa, Graglia, San Giovanni d'Andorno, Brughiera, and the Monastic Community of Bose offer extraordinary opportunities for contemplation and spiritual visits.

The Sanctuary of Oropa, linked to the Black Madonna, is one of the oldest pilgrimage sites in Piedmont.

Each location offers something unique: nature, panoramic paths, preserved architecture and moments of spirituality.







Flavours & Territory

The lightest water in Italy flows here. Local craft beer and wine deserve tasting tours. Traditional desserts and historic dishes can be enjoyed in trattorias and farmhouses that preserve authentic flavours. The Biellese is also a land of innovation, with young and renowned chefs offering extraordinary gastronomic experiences.





ATL Terre dell'Alto Piemonte & Fondazione Bellezza

ATL Terre dell'Alto Piemonte (Biella, Novara, Valsesia, Vercelli) is the official regional tourism agency, providing information, assistance, promotion and communication for the territories it represents.

Fondazione Bellezza works to enhance tourism and stimulate territorial development, encouraging investment, entrepreneurship and sustainable long-term growth. Together, ATL and Fondazione Bellezza promote the Biellese as a place to visit and to live, guided by the spirit of Naturalmente Biella.

More info at:

www.atl.biella.it

www.fondazionebellezza.it

Consorzio Turistico Alpi Biellesi

The consortium promotes the Biellese Alps, highlighting nature, hospitality and traditions. It unites accommodations, restaurants, producers and local operators to offer integrated and sustainable experiences – from hiking to cuisine, from outdoor activities to wellbeing.

BINOVE

BINOVE opens the doors to the Alto Piemonte area – from the Biellese to the rural landscapes of Vercelli and the lake districts of Novara.

It brings together operators, guides, producers and accommodations to offer tailored experiences: trekking, food, mountain silence, lakes, history and authentic hospitality.

For more information or to discover experiences in the area

www.alpibiellesi.eu

www.discoverbiella.com

THE BIELLESE IN NUMBERS

304	accommodation facilities
412	tourist rentals
6570	beds available
1664	beds in tourist rentals



Immersione in natura?

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