Alexala is a Local Tourist Agency in Piedmont. It operates at a provincial level, with the task of enhancing the local tourism resources, to engage in the activities of information, to improve the system of welcome and assistance to tourists and to promote initiatives of animation of the territory. The activity of Alexala is aimed specifically to tourism operators: the Agency is therefore proposed as a privileged interlocutor for journalists, tour operators, travel agencies for the retrieval of information on tourist attractions, accommodation and typical restaurants, services to tourists and in general on the tourism resources of the province of Alessandria. The Agency also coordinates the activities of all offices of Information and Tourist Reception present in the province, providing updated information to tourists.

Alexala has been involved in many projects, we quote the most recent ones, all operated together with similar Agencies “Ente Turismo Alba Bra Langhe Roero” and “AstiTurismo”:

* “Alessandria, Porta del Piemonte”: Alexala coordinates welcoming activities for tourist who come to Alessandria with Car-with-Train services operated by “Deutsche Bahn Autozug” and “Autoslaap Trein”;
* “Baby’s Hills”: a project to improve Family Tourism, also creating the new professional “Territory Storyteller for Children”, a chance of occupation for unemployed young people;
* “BITEG”: an international workshop B2B regarding Food&Wine Tourism;
* “Feeling Good in Piemonte”: an international workshop regarding Wellness Tourism;
* “Piemonte Ciclabile”: a network of routes and operators for Cycling Tourism.