



BISA opens in Alagna as an answer to overtourism

Posted on July 29, 2026 by Luca Moretti

ALAGNA VALSESIA, Piedmont — A bar, steakhouse, and pizzeria opening at 1,191 metres above sea level at the foot of Monte Rosa this month is seen by travel experts as a quiet answer to a dilemma Italy is facing together with many neighbouring countries on how to draw visitors away from its overcrowded landmarks.

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