



BRANDTour

Interreg Europe



European Union  
European Regional  
Development Fund

THE PROMOTION OF TOURISM PRODUCTS TO ENHANCE THE  
VISIBILITY, IMAGE AND MARKET UPTAKE OF DESTINATIONS

Good Practice: "LOVE ME IN TUSCANY"



Toscana Promozione Turistica

Mrs Alessia Geroni

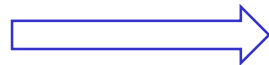
Palma de Mallorca, October 24th 2017

# LOVE ME IN TUSCANY



## WEDDINGS

intended not only  
as the organisation and  
realisation of weddings



## ROMANTIC JOURNEYS

renewal of the wedding vows  
anniversaries  
journeys for couples

# THE CONTEXT OF GOOD PRACTICE



Research in the sector has highlighted how **weddings** are one of the reasons for **travelling** that prompts international tourists to visit Tuscany



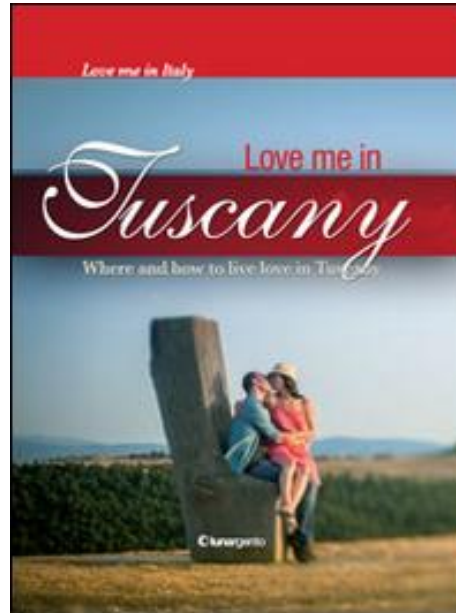
+ international  
tourist flows



+ deseasonalisation

Illustrated brochure on

## ROMANTIC PRODUCTS



Edited in 2014:

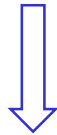
- ✓ English
- ✓ Italian
- ✓ German

Not a list of venues but a range of  
possible romantic itineraries through Tuscany

# COLLABORATIONS



F I R E N Z E  
C O N V E N T I O N & V I S I T O R S  
B U R E A U



T U S C A N Y  
F O R W E D D I N G S

Tuscany for Weddings, a project in partnership between Firenze Convention & Visitors Bureau and Toscana Promozione Turistica, is specialized in promoting Florence and Tuscany in the international weddings market.

With the aim of attracting



PRESTIGIOUS  
DESTINATION WEDDINGS

# DESTINATION WEDDING PLANNERS CONGRESS 2016



- ✓ 2015: Firenze Convention & Visitors Bureau won the award to organise the congress
- ✓ 11-13 April 2016: Florence hosted 150 wedding planners among the most important ones in the world coming from over 50 countries



Meeting with local suppliers from the various related sectors



A big reward in terms of image for the city of Florence and Tuscany as a whole

# EVENTS



- ✓ BUY TUSCANY  
Florence
- ✓ Workshop B2B in  
Houston and New York



- ✓ AMOUR FORUM  
Venice
- ✓ Workshop B2B in  
India

# SPECIAL EVENTS DURING:



✓ WTM London 2016



✓ ITB Berlin 2016



# ORGANISATION OF SEMINARS



Organisation of seminars in the regional territory



Informing and training of professionals on specific products and market demands

# MAIN STAKEHOLDERS



All types of tour operators  
in the region are involved  
in the **creation,**  
**promotion,**  
**organisation and**  
**realisation**  
of wedding events

local authorities ↔ stakeholders



AN ESSENTIAL COLLABORATION

# PROOF OF SUCCESS

Source: *Destination Weddings in Tuscany* - CST Firenze, estimates, years 2014 and 2016

	2014	2016	% variation 14/16
Tot. events	1.963	2.567	+30.8
Average expenditure	€54.8K	€55K	+0.3
Total expenditure	€107,6M	€141,1M	+31.2
Arrivals	94.134	130.917	+39.1
Overnight stays	405.246	493.131	+21.7
Professionals	approx. 2.800	approx. 3.000	+7.1

The expenditure in goods/services is over **141.1 million €**, that in turn triggers further production in other sectors for a total of **198 million €**.

The added value of DW is **95,2 million €**.

For 1 € of production that the market triggers there is a wealth of **0.48 €** created

# LEARNING OR TRANSFERING POTENTIAL



Other Italian regions have adopted similar practices, especially in the publishing sector, producing illustrated brochures on their region and wedding venues.

Others have started projects of valorisation of the wedding supply chain.

Goal:



CREATION OF A  
PRODUCT "NETWORK"

# ADDITIONAL INFORMATION

[www.visittuscany.com](http://www.visittuscany.com)

[www.tuscanyforweddings.com](http://www.tuscanyforweddings.com)





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