



**BRANDTour**  
Interreg Europe



THE DIVERSIFICATION OF TOURISM PRODUCTS  
AND SERVICES TO PROVIDE MORE CUSTOMISED  
PACKAGES:

*The Volterratur Consortium*



Toscana Promozione Turistica  
Ms Alessia Geroni

Oudenaarde, 9th October 2018

# TUSCANY

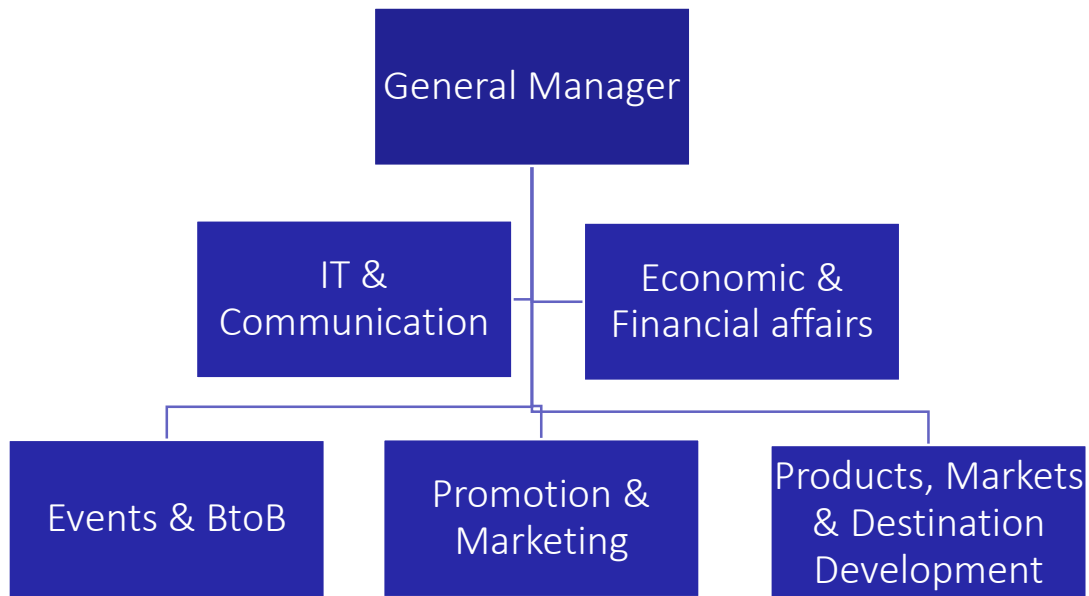


## TOSCANA PROMOZIONE TURISTICA ACTIVITIES:

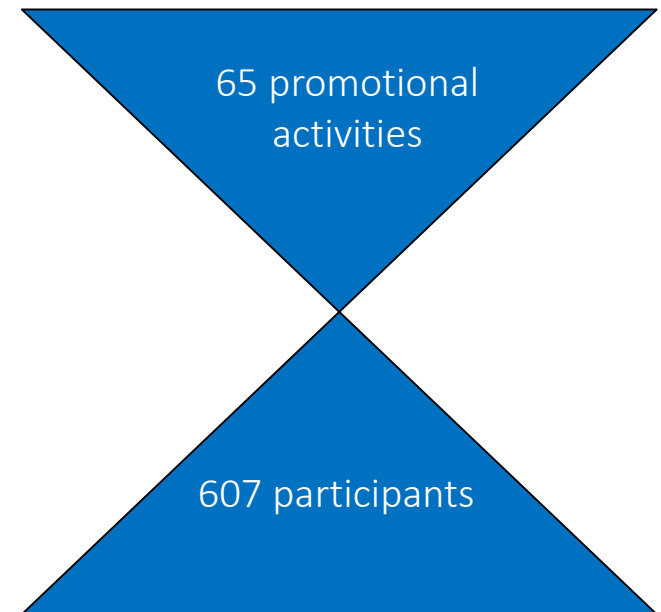
- ✓ Focusing on **tourism promotion**
- ✓ **Working with the Tuscan territories** to promote the Tuscan destinations and the various regional tourism products
- ✓ Participation to the main tourism fairs, B2B workshops and roadshows, **enhancing the opportunity of meeting** between the Tuscan tourist offer and the international tourism markets
- ✓ **Promotional campaigns** addressed to the final customer: the tourist
- ✓ Toscana Promozione Turistica has also the main purpose to **co-ordinate the regional meeting industry.**

**BUDGET:** regional, national and european funds + private and public partnerships

**ORGANISATION:** 24 people dedicated to:



2017



# VOLTERRATUR CONSORTIUM

Founded in 1994 from the collaboration between 60 companies and local authorities of Volterra and the Val di Cecina, with the goal of **uniting resources and energy to promote the specific area.**

First few years of activity: seeking funding through european and regional programmes to carry out the **promotional actions that strengthened the local identity and supported the development of the tourist market.**

Now that the funding programmes have come to an end, the Consortium has adopted a new strategy: **strong differentiation of activities and integrated services.**

In addition to consulting and tourist accommodation services, Volterratur is now also **a travel agency and a tour operator** that brings independent services together to meet market needs.

<http://www.volterratur.it/en/>



THE MISSION



Adapt the local supply to market needs

Solutions designed to offer  
"KNOWLEDGE", enriched with:

- ✓ Suggestions
- ✓ Passions
- ✓ Emotions
- ✓ New Experiences



Creating trips:  
✓ Dynamic Packaging  
✓ Tailor Made



# THE CONTEXT OF GOOD PRACTICE

## Volterra, *Valdicecina* Toscana



Monteverdi



Volterra



Castelnuovo  
Valdicecina



Pomarance

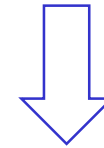


Montecatini  
Valdicecina

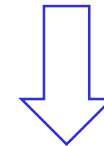


Unione  
Montana AVC

The need to create a network of companies and local authorities for tourist promotion



Use European and regional funding (€2.4 m) and launch promotional/marketing projects amounting to €4.8 m



Development of a new Marketing Oriented Strategy: diversification of activities and **personalisation of supply and packages**

# IMPLEMENTATION OF GP

- ✓ Conventional activities: Promotional/marketing, Advice to members, Accommodation and Information Offices
- ✓ The diversification strategy: the Travel Agency was founded in 2007

*Since then the whole promotion and sale activity has been based on strong local themes, broken down according to market demand:*

- 🍷 *Etruscans*
- 🍷 *Alabaster*
- 🍷 *Geothermal Energy*
- 🍷 *Art*
- 🍷 *Nature*
- 🍷 *Wine and Food*



Emozioni  
Toscane

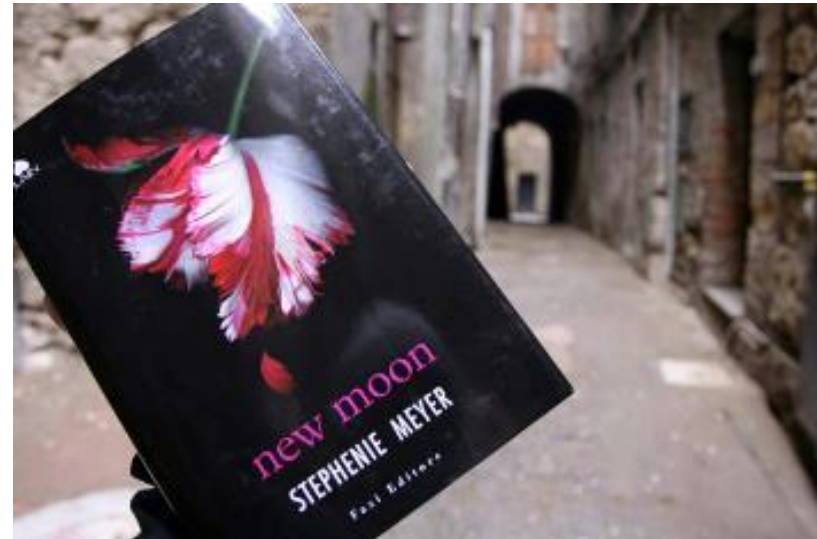




*Suggestions on how to travel on a human scale: a chance to explore and cultivate passions or have new experiences*

## "VOLTERRA IN NEW MOON"

*A trip to retrace the places mentioned in the novel by Stephanie Meyer, among thousand-year-old ruins and mysterious symbols following in the footsteps of Edward and Bella*



## "THE MAGIC OF ALABASTER"

*Suggestions on the magic of an ancient stone range from deposits up to the artisanal manufacturing of the products*

## "VOLTERRA AND THE WARM HEART OF TUSCANY"

*The phenomenon of geothermal energy, among fumaroles and sources of hot water, told looking back to the past of the Etruscan civilization or with the current challenges of alternative energy*



## THE MEDICI IN VOLTERRA BETWEEN FICTION AND REALITY

*Tour of the set used for the fictional Anglo-Italian TV show*

# THE MAIN STAKEHOLDERS



- ✓ Members of the Consortium: 115 COMPANIES AND 6 LOCAL AUTHORITIES, beneficiaries of personalised services
- ✓ The entire tourism industry of the destination Volterra & Val di Cecina
- ✓ Institutional stakeholders: Tuscany Region, Toscana Promozione Turistica, Fondazione Sistema Toscana and Fondazione Cassa di Risparmio
- ✓ Synergy with other entities, local and not, for the organisation of activities and themed packages that the market demands

# EVIDENCE OF SUCCESS



Some performance indicators.....

- ✓ In 1992, there were 97,000 tourist visits; 281,000 visitors in 2017
- ✓ In the same period, the accommodation available tripled (from 1000 to over 3000)
- ✓ In 1994, there were 15,000 contacts with the Information Office; now there are more than 200,000 units
- ✓ The turnover from the activity performed by the tour operator rose from €69,000 in 2007 to €165,000 in 2017
- ✓ Until 2005, there were no visits, excursions and other activities offered. In 2017, more than 150 excursions were purchased with over 4,000 participants

# DIFFICULTIES AND POTENTIAL TRANSFER OF GP

*Main difficulty:*

*Consortium's affirmation as a point of reference for the area*

To implement a project for the transfer of the initiative, the following is required:

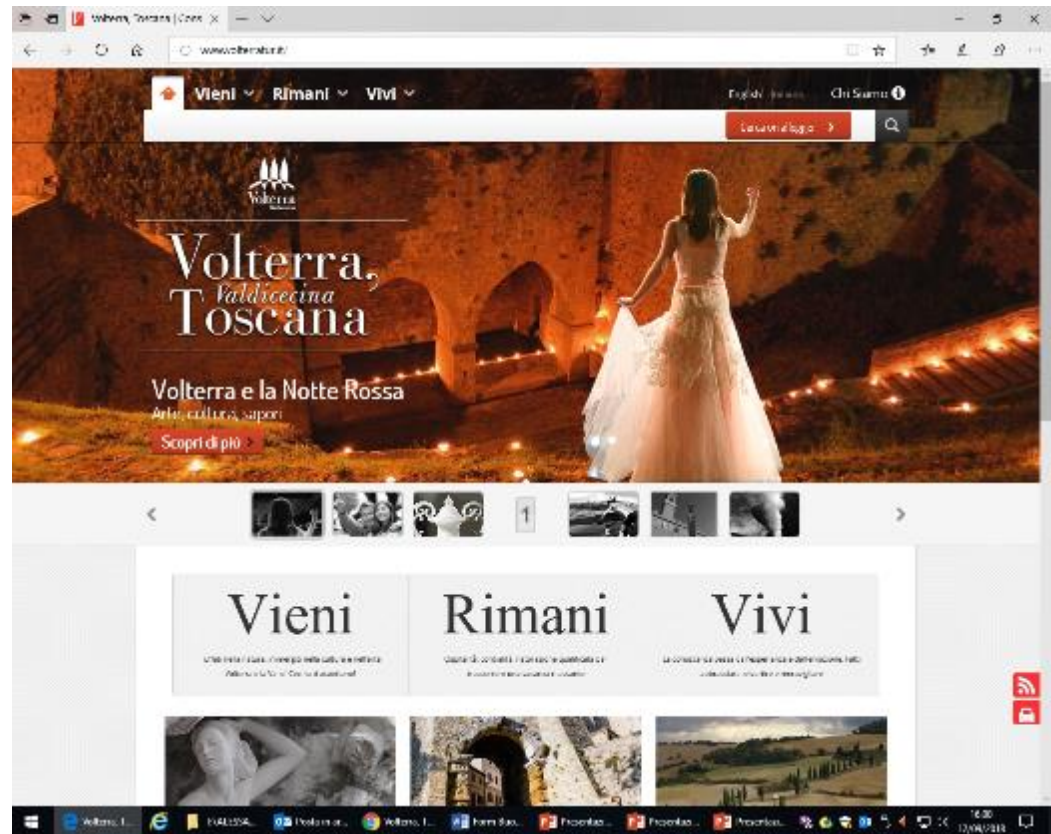
- ✓ Ability to involve an entire territorial system
- ✓ Product diversification strategy
- ✓ Creation of increasingly sophisticated and personalised offers
- ✓ Quick decisions and adjustments to the market



# KEEPING THE PRODUCT ON THE MARKET

*The results of recent years can be reconfirmed if .....*

- ✓ ... the intense relationship work with local authorities and companies continues, making it the contact point for planning and innovating the tourist supply system process
- ✓ ... it can meet new tourist demand needs with innovative and personalised products





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