



BRANDTour
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THE INNOVATION OF THE TOURISM OFFER THROUGH THE CLUSTERING OF SMES AND OF TOURISM PRODUCTS: *Valdichiana Living*



Toscana Promozione Turistica
(Tuscany Tourist Board)

Ms Alessia Geroni

Riga, April 18th 2018

TUSCANY

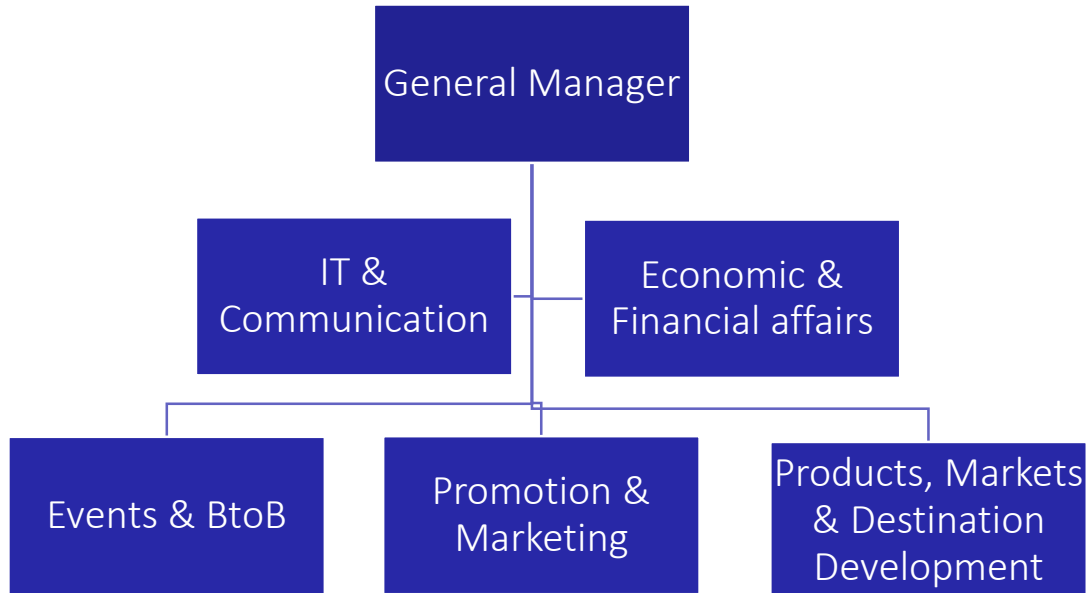


TOSCANA PROMOZIONE TURISTICA ACTIVITIES:

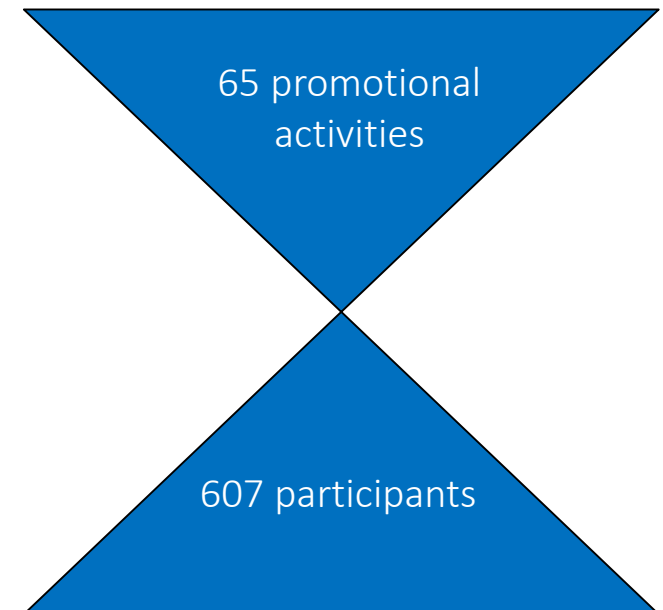
- ✓ Focusing on **tourism promotion**
- ✓ **Working with the Tuscan territories** to promote the Tuscan destinations and the various regional tourism products
- ✓ Participation to the main tourism fairs, B2B workshops and roadshows, **enhancing the opportunity of meeting** between the Tuscan tourist 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





VALDICHIANALIVING
Tours & Vacation in Tuscany

The Tour Operator that organises and markets different types of products and opportunities that the area of Valdichiana Senese offers.

Result of a project developed by the
Route of Vino Nobile di Montepulciano
and Valdichiana Senese Flavours,

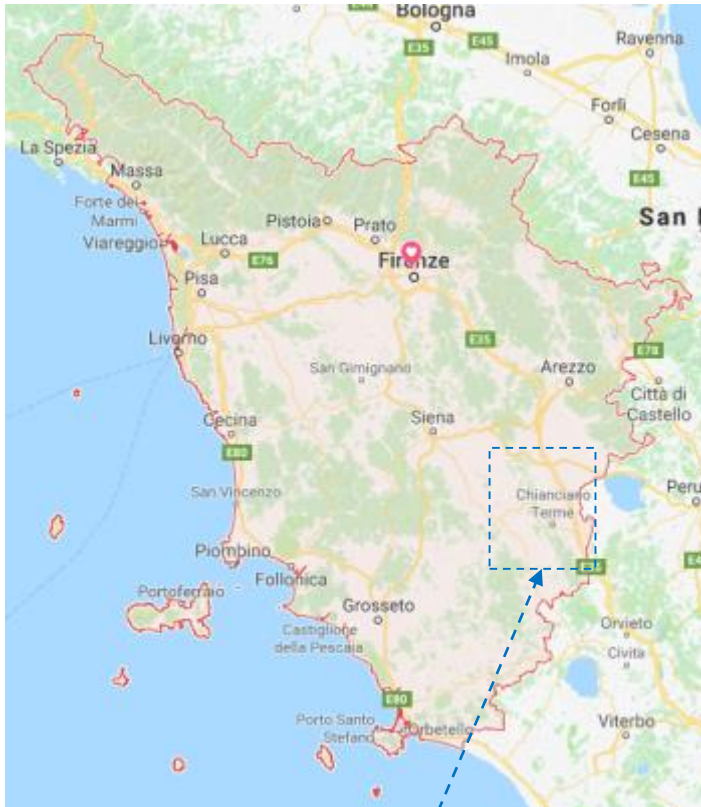
an Association aimed to enhance
and promote the beauty and variety of that specific territory.



STRADA DEL VINO NOBILE
DI MONTEPULCIANO
E DEI SAPORI
DELLA VALDICHIANA SENESE

Members of the Association: producers of the wine Vino Nobile di Montepulciano and of culinary excellences, restaurateurs, hotel and spa facility entrepreneurs, tourist and excursionist guides, cultural associations and, generally speaking, professionals of the territorial tourism system.

THE AIM OF THE GP



**Valdichiana
Senese**

AIM OF THE PROJECT

Innovating what the territory has on offer by developing networks of enterprises



An actual support to the system of governance that led to the creation of a shared programme for tourism development in the specific area

THE CONTEXT OF GOOD PRATICE

- The **strategic value of tourism** for the economic and social development of territories
- The **regulatory changes** in terms of public organisation of the sector

Need to **strengthen the competitive positioning of *this destination***

Encourage the **active participation of enterprises** in the supply system and develop **synergies among the professionals** of the tourism supply chain

Need for providing an **operational tool** for the coordination of the **supply system**

Conceiving a ***territorial aggregation model*** to encourage integration of the offer and diversification of the **area «products»**

THE PROJECT

Promoter: the Union of the *10 Municipalities* of the Valdichiana Senese

Operational body: the *Route of Vino Nobile di Montepulciano and Valdichiana Senese Flavours* (160 member enterprises)



Main purpose: coordination of the **network**, enhancement of the **attractors**, integration of **services**, asserting a territorial image to communicate a **system of values and products**:

- ✓ Environment
- ✓ Food and wine
- ✓ Life quality
- ✓ Spa waters
- ✓ Well-being
- ✓ Historical and architectural heritage



PROJECT PHASES

1st PHASE

Definition of the development plan (2016)

- ✓ *Drafting of the three-year programme and plan for developing products and brand*



2nd PHASE

Collaboration agreement (December 2016)

- ✓ *Support for carrying out promotional events abroad*



3rd PHASE

Kick-off activities and operational development of actions (2017)

- ✓ *Creation of the T. O. «Valdichiana Living» for promotion and marketing*



The development of the network of the supply chain:

Strategic planning of the supply system (with Municipalities)



Implementation of the programme and coordination of enterprises

(ROUTE OF VINO NOBILE)



Marketing & Promotion
(VALDICHIANA LIVING)

MAIN STAKEHOLDERS

OVER 1000 PROFESSIONALS OF THE TOURISM SUPPLY CHAIN INVOLVED IN PLANNING, EXECUTION OF ACTIVITIES, MARKETING AND MONITORING OF RESULTS



Accommodations, caterings, transportations, tourist guides, services for outdoor activities, farms and wineries, food processing companies, tasting and cooking classes, spa companies, cultural and social associations that organise musical and cultural events as well as historical commemorations

INSTITUTIONAL STAKEHOLDERS

Tuscany Region, Toscana Promozione Turistica and Fondazione Sistema Toscana, Municipalities and Union of Municipalities, Local Tourist offices



RESOURCES EMPLOYED FOR IMPLEMENTING THE PROJECT

- ✓ The Union of Municipalities has approved a development and promotional programme for 2018-2020 worth € 311 thousand
- ✓ Toscana Promozione Turistica supports the promotional activities and events on foreign markets
- ✓ 6 professionals employed by the *Route of Vino Nobile and Flavours* for coordinating the enterprises (€ 150 thousand from European and Regional funds), as well as for the management of the information and reception desk
- ✓ Valdichiana Living carries out marketing with its own resources

PROOF OF SUCCESS



«MONITORING CENTRE OF TOURIST DESTINATIONS»

It fosters the social dialogue for planning, aggregating and monitoring the activities carried out



Participation of enterprises in a model of associative management of the area tourism offers



Sharing the strategy for the creation of the **«area product»**

*In 2017 +4,5% of arrivals
and +2,5% of overnight stays*



DIFFICULTIES IN THE IMPLEMENTATION OF THE PROJECT



- ✓ INVOLVEMENT OF LOCAL STAKEHOLDERS
- ✓ MISTRUST BY INDIVIDUAL PROFESSIONALS OF PLANNING IN ASSOCIATIVE FORMS

Difficulties overcome by organising training seminars and institutional meetings

Today, further to the 10 Municipalities, 160 economic operators are involved as Members of the "Route"

The **tourism system** of the Valdichiana Senese offers, in an integrated way, a variety of products, subdivided according to the target and the different value systems



The territory experiential proposals combine:

- ✓ *environment and landscape,*
- ✓ *architecture and art,*
- ✓ *events and shows,*
- ✓ *well-being and lifestyle,*
- ✓ *forms of slow tourism and an extraordinary wine and food offer*

*The capacity of the Network to operate not only as a unitary system to offer an “**area product**”, but also to differentiate proposals in terms of **clusters of products and markets***

This experience was presented at BIT 2017 and has drawn much attention internationally also from other regions

In 2018 ...

The T.O. Valdichiana Living will increase its presence in the initiatives planned by Toscana Promozione Turistica (fairs and BtoBs)

The measuring of the results will give useful information about the acceptance of the «area product» by the foreign markets.





Considering the relation between tourism and sustainable development, the GP presented can be related to goal n. 12 of Sustainable Development Goals:

Ensure sustainable consumption and production patterns

With this goal UNWTO (*United Nations World Tourism Organization*) specifically identifies tourism as a key element for the dissemination of sustainable practices of production and consumption.



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European Union
European Regional
Development Fund



TOSCANA
PROMOZIONE TURISTICA

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