



REGIONE DEL VENETO

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

Veneto: The Land of Venice. Performance and new strategies

Tourism management in Veneto

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 **Veneto**
The Land of Venice

www.veneto.eu

1. VENETO REGION – GENERAL INFORMATION

UPDATED TO 2017



- Population 4.902.999 inhab.
- Surface 18.264 Km²
- N. Enterprises 434.373
- GDP 32.500 €/inhab.



Source: Elaboration of ISTAT data by Veneto Region Statistic Office

2.1 VENETO REGION – TOURISM OFFER



Veneto Region provides
with a 360 - degree offer



2.2 VENETO REGION – CHARACTERISTICS OF TOURISM

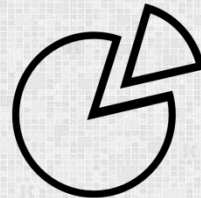
TOURISM ECONOMY



Tourism economy generates 11,3 billions of Euros



8,3% Regional GDP



2.2 VENETO REGION – CHARACTERISTICS OF TOURISM

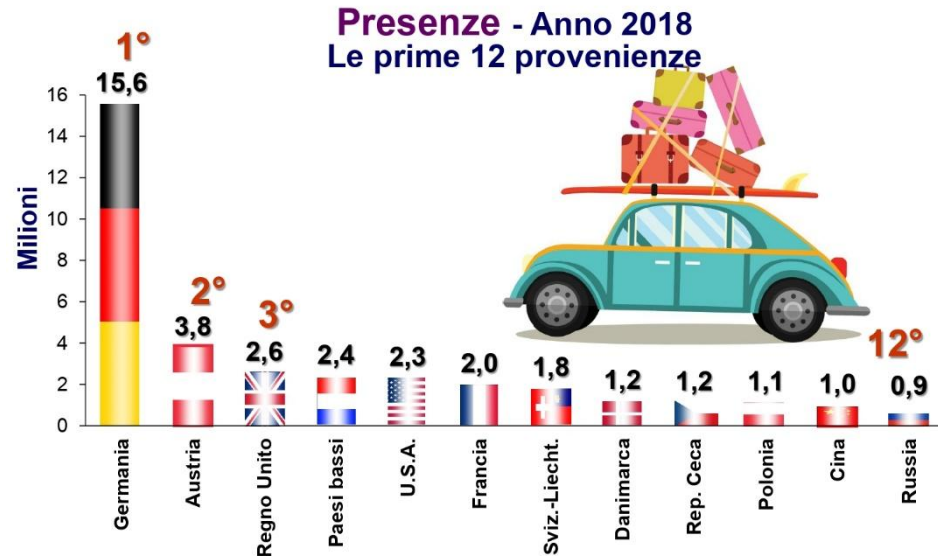
The land of Venice nel 2018



Fonte: Elaborazioni dell'Ufficio di Statistica della Regione del Veneto su dati provvisori Istat - Regione Veneto

Il turismo in Veneto nel 2018
Venezia, marzo 2019

Le provenienze dei turisti stranieri

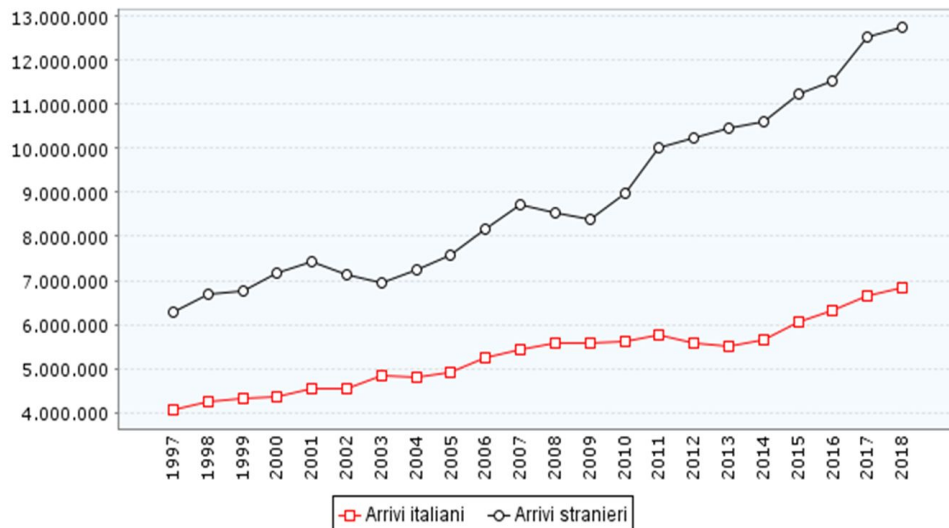


Fonte: Elaborazioni dell'Ufficio di Statistica della Regione del Veneto su dati provvisori Istat - Regione Veneto

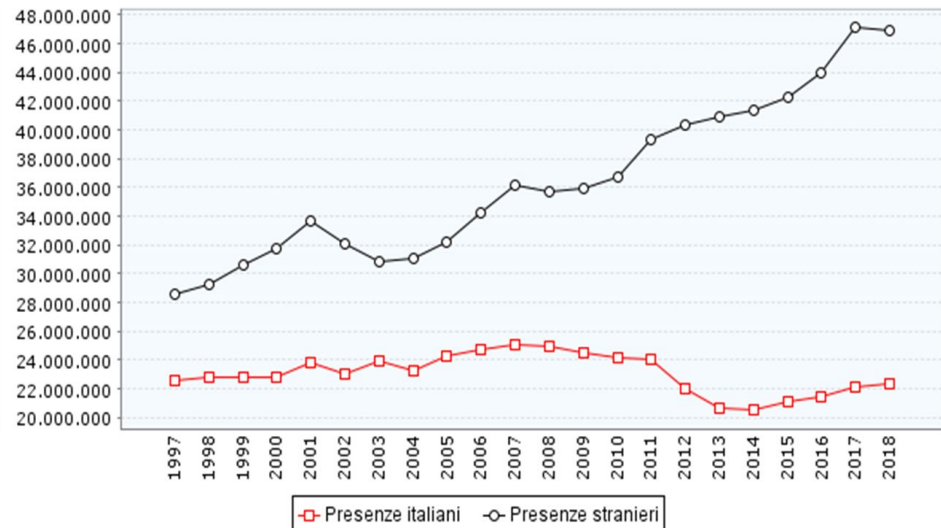
Il turismo in Veneto nel 2018
Venezia, marzo 2019

2.2 VENETO REGION – CHARACTERISTICS OF TOURISM ARRIVALS AND NIGHT 1997-2018

ARRIVI PER ANNO



PRESENZE PER ANNO



TOP 50 DESTINATIONS IN VENETO

	com une	
	Presenze	
1	Venezia	11685819
2	Cavallino	6310266
3	San Michele al Tagliamento	5719540
4	Jesolo	5664409
5	Caorle	4469901
6	Lazise	3576398
7	Peschiera del Garda	2401356
8	Verona	2317359
9	Bardolino	2054980
10	Abano Terme	1993177
11	Padova	1601192
12	Chioggia	1426833
13	Cortina d'Ampezzo	1149349
14	Malcesine	1138394
15	Rosolina	1091229
16	Castelnuovo del Garda	988123
17	Montegrotto Terme	918266
18	Garda	873996
19	Vicenza	604240
20	Eraclea	538732
21	Brenzone sul Garda	436189
22	Valeggio sul Mincio	420463
23	Torri del Benaco	400245
24	Livinallongo del Col di Lana	346110
25	Villafranca di Verona	339414

26	Costermano sul Garda	322440
27	Bussolengo	305362
28	Auronzo di Cadore	299263
29	Treviso	276025
30	Falcade	275658
31	Mogliano Veneto	224035
32	San Zeno di Montagna	210593
33	Val di Zoldo	193866
34	Porto Tolle	188968
35	Noventa di Piave	188879
36	Asiago	187205
37	Quarto d'Altino	182102
38	Rocca Pietore	179967
39	Mira	175890
40	Belluno	160377
41	Bassano del Grappa	151398
42	Alleghe	138202
43	Mirano	125496
44	Villorba	125487
45	Galzignano Terme	124683
46	San Vito di Cadore	115493
47	Conegliano	115372
48	Negrar	112861
49	Roana	109546
50	Selva di Cadore	109298
	TOTALE	63064446

91.15%

3. VENETO REGION – MAIN ACTIVITIES



Management, coordination and application of the regional law in the field of Tourism



Elaboration of strategic plan for tourism (Tourism Strategic Plan for Veneto Region)



Initiatives that support the tourist systems (eg DMS) and for sustainable tourism



Tourism promotional activities



Tourist regional statistics analysis



Development of rural tourism



Management of the EU co-financed interventions as well as ETC projects



3.1 VENETO REGION – TOURISM ORGANIZATION

In order to raise awareness among tourism operators, both public and private, on a necessary change in the way of managing destinations, **the Veneto Region has approved in 2013 a new Tourism Regional Law**, introducing a **Destination Management** approach. The intent was to make the operators aware of the necessity of seeking the best management model, starting from the knowledge of the present conditions, the players to be involved, their degree of awareness of the resources of the territory and knowledge of the changes taking place in the tourism sector, of the relationships between different stakeholders.

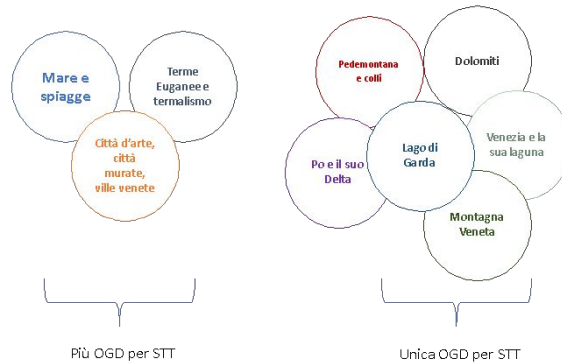
In this framework the Legislator knew that there was and there is no possibility of establishing “a priori” which is the model that ensures greater efficiency in the governance of the destination.



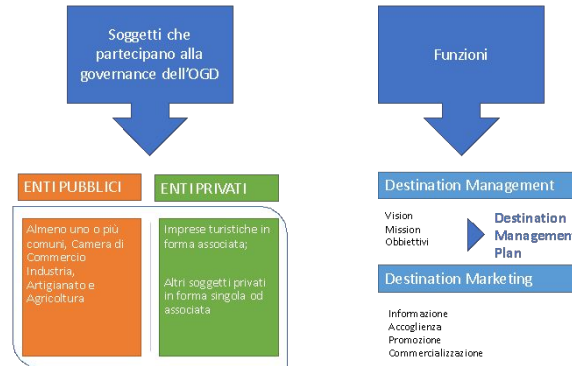
TOURIST ORGANIZATION IN VENETO

Regione Veneto

STT – Sistemi Turistici Tematici



OGD / DMO



DESTINATION MANAGEMENT ORGANIZATION

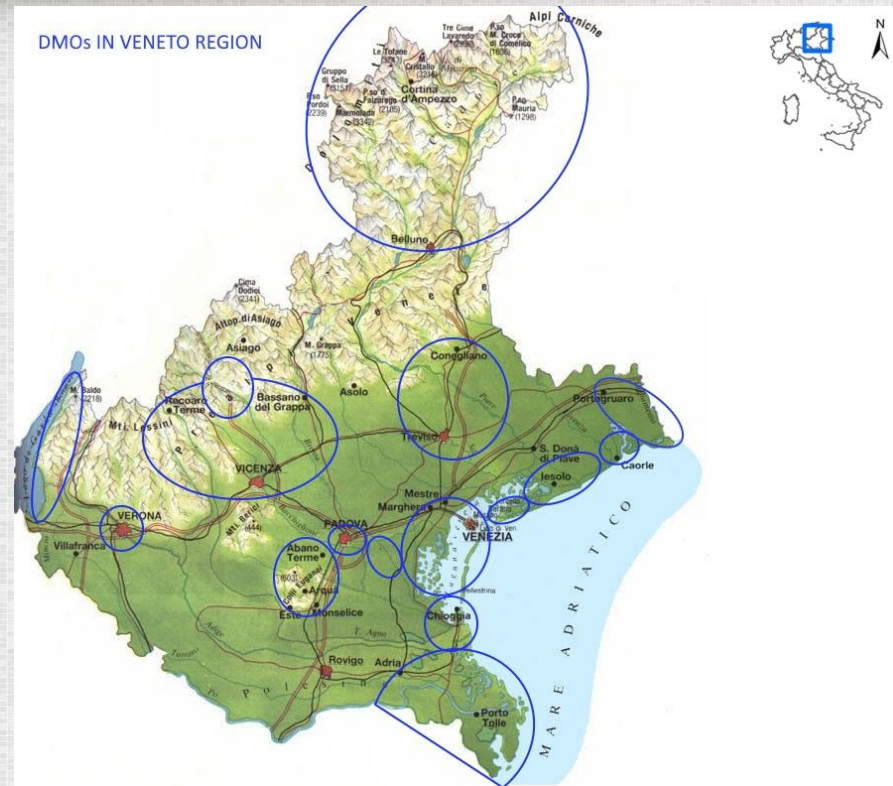
OGD/DMO	STT di appartenenza
Verona	Città d'arte
Città d'arte e Ville Venete del territorio trevigiano	Città d'arte
Padova	Città d'arte
Terre Vicentine	Città d'arte
Riviera del Brenta e Terra dei Tiepolo	Città d'arte
Consorzio DMO Dolomiti	Dolomiti
Lago di Garda	Lago di Garda
Bibione/San Michele al Tagliamento	Mare e Spiagge
Caorle-Concordia Saggittaria	Mare e Spiagge
Cavallino Treporti	Mare e Spiagge
Jesolo-Eraclea	Mare e Spiagge
Chioggia: storia, mare e laguna	Mare e Spiagge
Pedemontana	Pedemontana e Colli
Delta del Po	Po e il Suo Delta
Terme e Colli Euganei	Terme Euganee e termalismo
Venezia	Venezia e la sua laguna



3.2 VENETO REGION – DESTINATION MANAGEMENT ORGANIZATIONS

Currently Veneto Region has formally recognized **16 DMOs**, upon request by destinations

Except for the "Dolomites" DMO which was established in the form of Consortium - therefore with its own legal subjectivity - all the other destinations have adopted a Memorandum of Understanding, a Statement of Commitment, signed from all public and private promoters or adherents. Some DMOs have given themselves an inner governance, an operating regulation, methods of financing the activities, one or more implementing entities and have adopted their own Destination Management Plan, which they are also implementing through appropriate participatory paths.



TOURIST INFORMATION IN VENETO

76 TOURIST OFFICES :

30 destination TO

46 area TO



Info Point networks



DESTINATION MANAGEMENT SYSTEM

Contenuti/Distribuzione



3.3 VENETO REGION – ROP ERDF 2014-2020

The objective of the ROP ERDF 2014-2020 is to contribute to the realization of the European Union's strategy for smart, sustainable and inclusive growth, as well as to foster economic, social and territorial cohesion. Veneto Region has based its regional POR FESR on 8 strategic development axes. Axis 3 - "Competitiveness of production systems" - has a strong focus on tourism development and its Priority b) is the **investment in the development and implementation of new business models for SMEs**, in particular for internationalization, and it foresees the support of the tourist system, in a perspective of enhancement of the cultural and natural heritage. **Action 3.3.4 therefore provides support for the competitiveness of companies in tourism destinations**, through interventions of qualification of the offer and tourism development in three areas, in particular:

1. the **development of tourism start-ups** complementary to the traditional tourism sector;
2. the **development and consolidation of business networks** and product clusters;
3. the **development of accommodation companies with a focus on sustainable tourism.**

The beneficiaries are the SMEs present in the regional territory.



3.4 VENETO REGION – TOURISM STRATEGIC PLAN

The Tourism Strategic Plan of the Veneto Region



5 Thematic tables : Products, Infrastructures, Digital Tourism, Destination Management, Destination Marketing

Chairperson

Facilitators

A digital platform



... A participatory and inclusive process, everyone will be involved, a continuous process ...





Veneto Destination Management Plan



3.4 VENETO REGION – TOURISM STRATEGIC PLAN

The Vision of the Plan - “Veneto, Land of Venice, Land of Value”

Environmental, economic and social Accessibility and Sustainability

Value Of The Relationship

Qualities such as Characterisation, Originality, Credibility, Truth, Satisfaction.

Experience in all its meanings: Contemporaneousness and Dynamism, Attractiveness, Storytelling, Welcoming, Hospitality and Safety

Value Of The Effectiveness

Customer-focusing, Internationality, Marketability, Diffusion, Delocalisation, Multifaceted Aspects, Multiseasonality

Value Of The Innovation

Organization, Coordination, Structuring, Efficiency
Interoperability, Connection

Value Of The Collaboration

Chorality, Cohesion, Sharing



FROM DESTINATION MANAGEMENT TO DESTINATION GOVERNANCE

There are a lot of possible cooperation mechanisms that can be introduced to increase the competitiveness and innovation of specific tourism destinations. In this framework the role of the regional government in Veneto is to encourage arrangements among private and public players to reconcile issues and policies by encouraging the collaboration among the different stakeholders and giving them the necessary support to move from the traditional model of coordination to an innovative and more participatory one.

A change from destination management to destination governance, where the government administration should become a player among others.



Thank you for your attention!

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