



# Strategies for a competitive and sustainable tourism sector

Online Thematic Workshop, 21 September 2021

**Alberto Ferri**  
Project Manager  
Municipality of Vittorio Veneto (IT)  
Local Flavours Project



**Interreg  
Europe**



European Union | European Regional Development Fund

# Visit Prosecco Hills



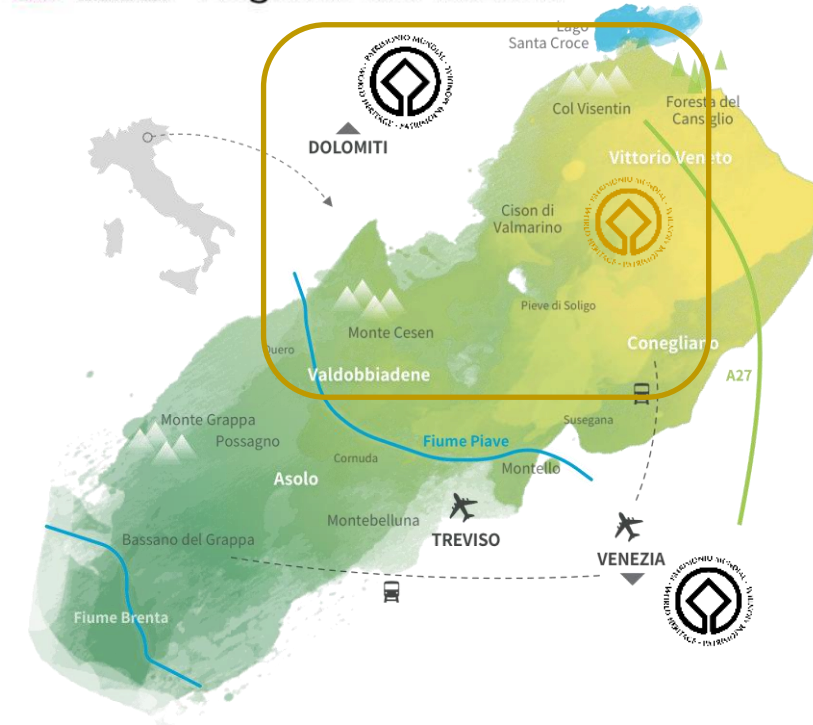
Progetto finanziato con il POR FESR 2014-2020 Regione del Veneto



## Description

ProseccoHills is **a network of 23 tourism-oriented enterprises**, formalized in a legal entity, promoting a specific touristic product club (wine tourism in the **UNESCO Heritage Site of Prosecco Hills**), created in the framework of an ERDF 2014-2020 call for projects (Action 3.3.4 Sub Action D).

**Challenge:** to create an «alternative attractor» located between two of the main touristic location (and UNESCO Heritage Sites) in Veneto Region: Dolomites and Venice (and its lagoon and beaches).



## Results

- ⇒ Initially (2017) 16 involved enterprises, actually (2020) 23 enterprises (+31%);
- ⇒ More than 24 different tourist experiences created and sold as “product club”;
- ⇒ Contribution to the recognition of UNESCO Heritage Site of Prosecco Hills (in 2019);
- ⇒ Presentation and positive evaluation of a further project for the “promotional-commercialization of touristic products” under the 2020 call of the ERDF 2014-2020.

<https://whc.unesco.org/en/list/1571/>

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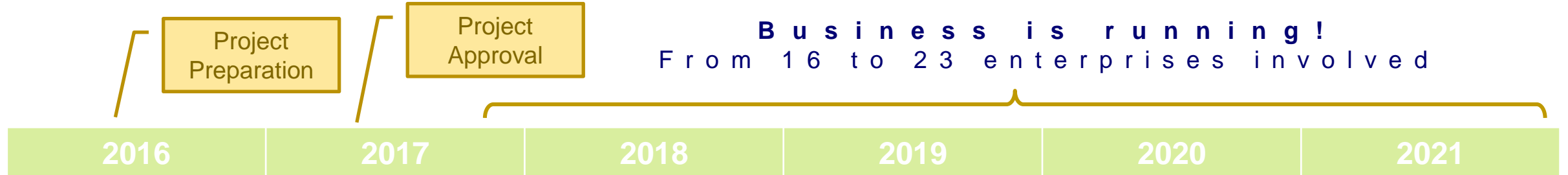


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## Genesis

Visit Prosecco Hills was **created following the input given by a specific policy at Regional level, the POR ERDF 2014-2020**, which funded a specific action (3.3.4) dedicated to tourism-related enterprises and, in particular, a sub Action D co-financing (50%) the aggregation of enterprises around a specific “theme” in line with the Regional Tourism Development Plan.



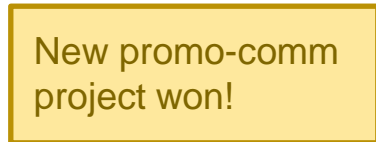
## Coordination & Budget

**Coordinating enterprise:** UNPLI Treviso

**Budget:** Visit Prosecco Hills received financial support from: ERDF 2014 – 2020 (around 320.000 euros, plus 50% cofinanced by SMEs). There is a fee for enterprises joining the ProseccoHills network and a part of the earnings is dedicated to coordination of the network. Additional funds are foreseen in the new project approved.



UNESCO Heritage Site Recognition of Prosecco Hillside Area





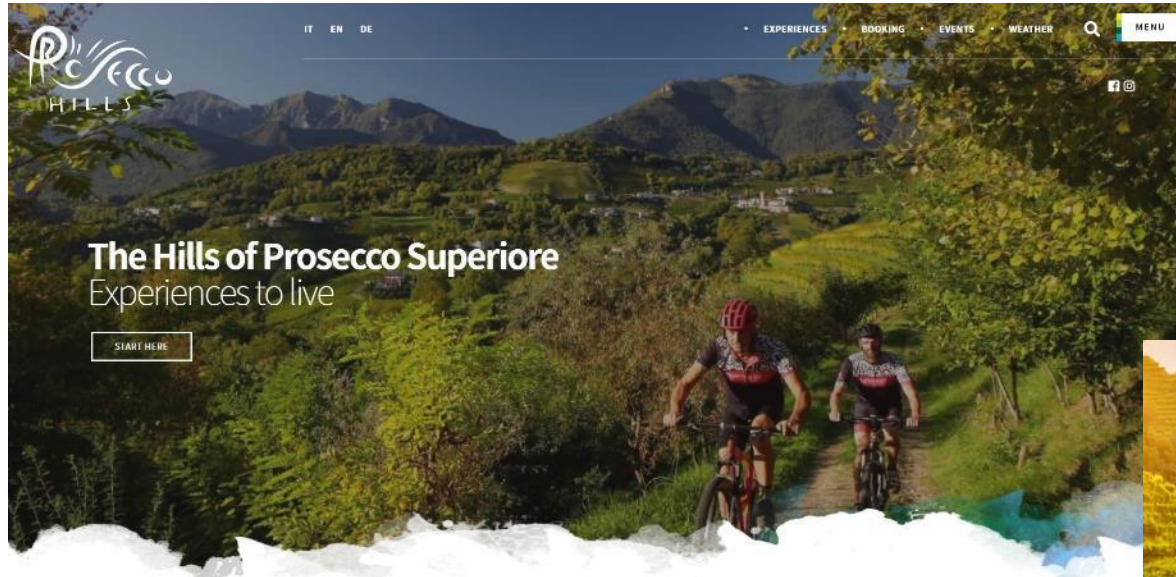
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## Some Pics...



## Esperienze top

#Prosecco #Gusto #Sport #Natura #Arte #Curiosità



Prosecco | Gusto | Natura  
Wine & Spa per due

Prosecco | Gusto | Curiosità  
Show Cooking: tra prosecco e mare!

Prosecco | Gusto  
Cheese & Wine tasting, assaggia le Colline del





# Thank you!

**Alberto Ferri**  
Project Manager  
Municipality of Vittorio Veneto (IT)  
[alberto.ferri@iamprogettazione.it](mailto:alberto.ferri@iamprogettazione.it)  
[progettispeciali@comune.vittorio-veneto.tv.it](mailto:progettispeciali@comune.vittorio-veneto.tv.it)



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