



BRANDTour
Interreg Europe



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



**Toscana Promozione Turistica
(Tuscany Tourist Board)**

Ms Daniela Burrini

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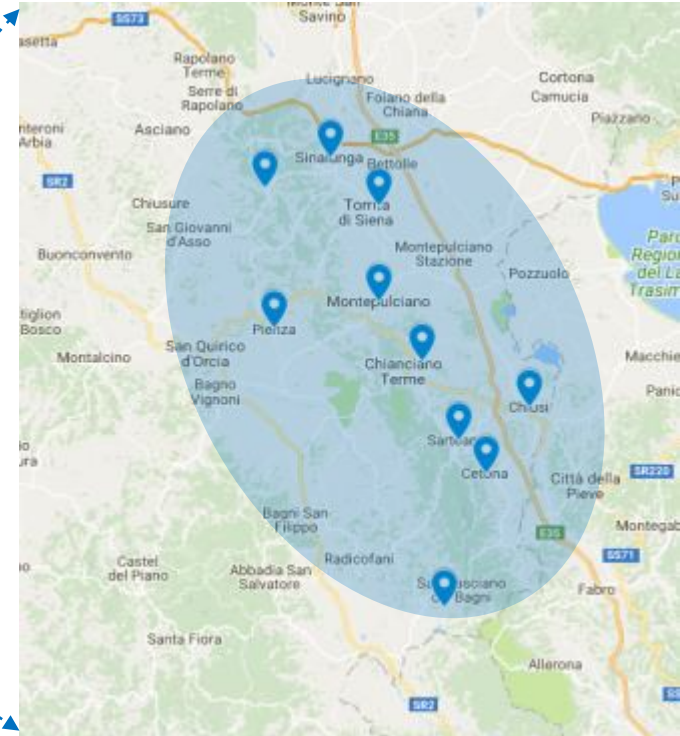
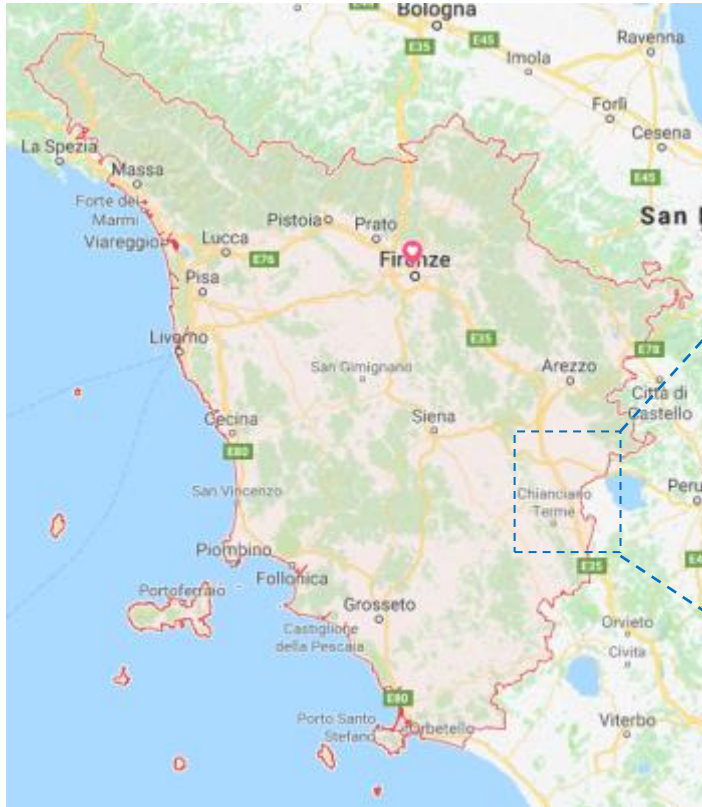


Valdichiana Living is the incoming tour operator that organises and markets different types of products and opportunities that the area of Valdichiana Senese offers.

It is the result of a project developed by the Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese, an association that has always aimed to enhance and promote the beauty and variety of our territory since 1998.

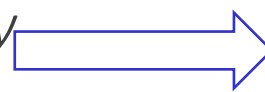
The association counts 200 members, including not only producers of the wine Vino Nobile di Montepulciano and of culinary excellences, but also restaurateurs, hotel and spa facility entrepreneurs, tourist and excursionist guides, cultural associations and, generally speaking, professionals of the territorial tourism system.

THE AIM



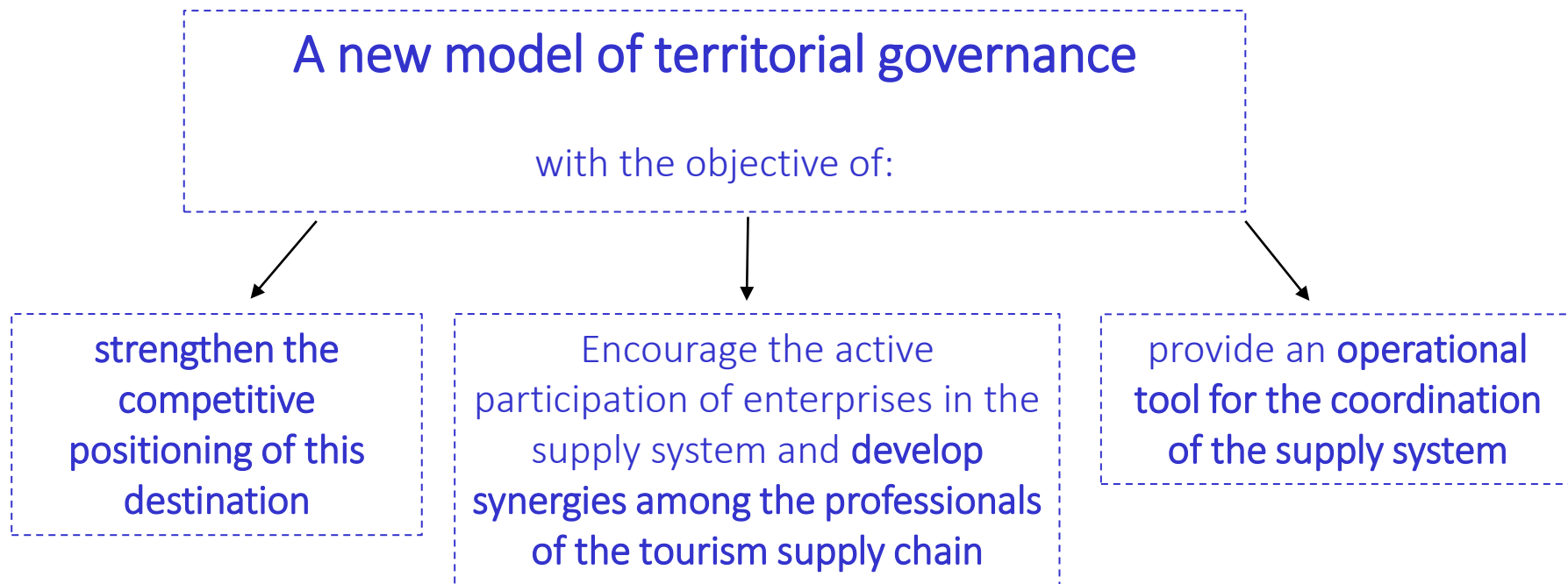
AIM OF THE PROJECT

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 area

THE CONTEXT OF GOOD PRATICE



Conceiving a **territorial aggregation model** to encourage integration of the offer and diversification of the **area «products»**, a **common territorial instrument** not only to **plan the strategies**, but also to **carry them out** thanks to the **aggregation of products** and **customization of services**

THE PROJECT

The promoter are the **9 Municipalities** of the Valdichiana Senese, which in the *Route of Vino Nobile di Montepulciano and of the Flavours of Valdichiana Senese* (**200 member enterprises**) identifies the operational body responsible for enhancing the area products

Primary objective: coordination of the network, enhancement of the attractors, integration of services, promoting the innovation of tourism policies, asserting a territorial image to communicate a system of values and products:

- ✓ Environment
- ✓ Food and wine
- ✓ Life Quality
- ✓ Spa waters
- ✓ Wellbeing
- ✓ Historical and architectural heritage

Territorial Brand



PROJECT PHASES

1st PHASE

Defining the development plan (2016)

- ✓ 2014-2016: Drafting of the three-year programme and plan for developing products and brand with the TO Valdichiana Living



2st PHASE

Collaboration agreement

First development plan implemented in 2017 is 260.000,00€

2018 development plan 311.000,00€

2019 development plan 393.000,00€

- ✓ 2017 – 2019: Partnership with TPT and support for carrying out promotional events abroad



3st PHASE

Kick-off activities and operational development of actions

2020 development plan 271.000,00€

2021 development plan 441.000,00€

- ✓ Development and marketing of tourism products according to the potentials of the territory.

The development of the network of the supply chain

Strategic planning of the supply system



Implementing body of the programme and coordination of enterprises (STRADA DEL VINO)



Marketing (VALDICHIANA LIVING)

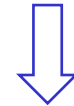
PROOF OF SUCCESS



The creation of the network led to the first regional example of a «**MONITORING CENTRE OF TOURIST DESTINATIONS**». Its function is to foster 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



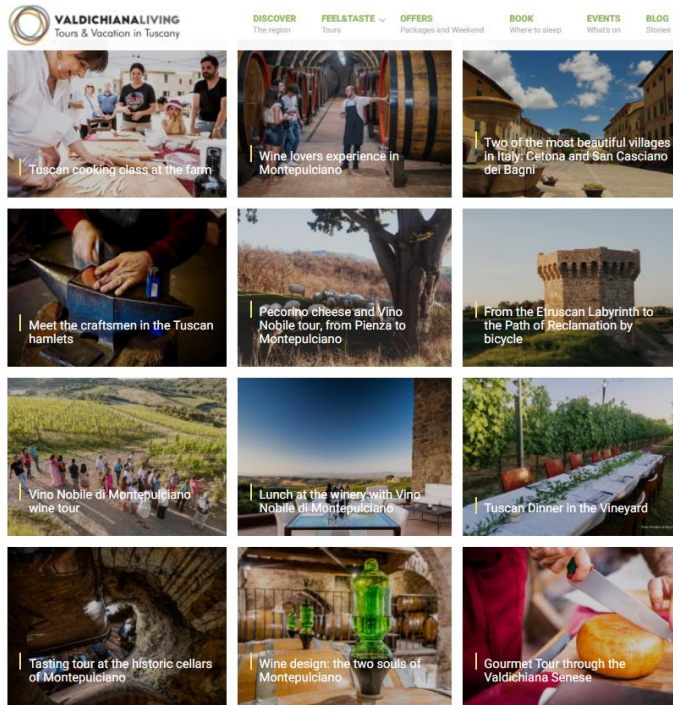
Sharing of the strategy for the creation of the
«area product»

In 2019 +4,7% of overnight stays (1.115.000,00)



Valdichiana Senese awarded in 2020 as «italian Wellness Destination» by Mibact and Enit and is part of European Network EDEN (European destination of excellence network)

LEARNING OR TRANSFER POTENTIAL



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



The territory asserted itself thanks to its experiential proposals, which combine environment and landscape, architecture and art, events and shows, wellbeing and lifestyle, forms of slow tourism paralleled with 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

East Flanders had included in their action plan the Valdichiana Living good practice for BrandTOUR project



contacts:

territori@toscanapromozione.it
brandtour@toscanapromozione.it