



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

THE PROMOTION OF TOURISM PRODUCTS TO ENHANCE THE
VISIBILITY, IMAGE AND MARKET UPTAKE OF DESTINATIONS

Good Practice: "TOSCANA WINE ARCHITECTURE"



Toscana Promozione Turistica

Mrs Daniela Burrini

Palma de Mallorca, October 24th 2017

TUSCANY



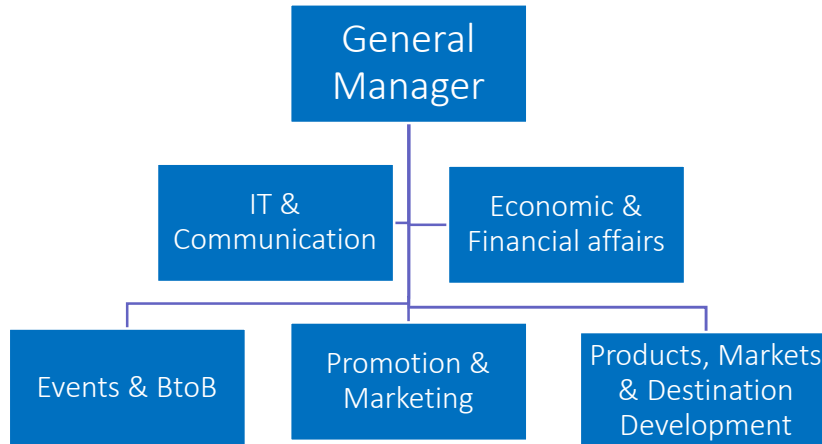


TOSCANA PROMOZIONE TURISTICA ACTIVITIES:

- ✓ 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: 21 people dedicated to:



WINE ARCHITECTURE



Wine Architecture is a network of [14 art and designer wineries](#), designed by the great masters of contemporary architecture, which have opened their doors to visits and wine tasting.

THE CONTEXT OF GOOD PRACTICE

Tuscany has an important number of wineries designed by great Italian and foreign architects. In Tuscany we marry great wine tradition and up to the minute marketing, and that is why Tuscany is the leading destination in Italy.

creativity of *archistars*



appeal as a wine destination



+ wine lovers on the territory



MAIN STAKEHOLDERS

The wineries involved (the most important ones in Tuscany) and, more generally, the territorial systems within which marketing is developed and carried out.



Essential collaboration with the
**ASSOCIAZIONE STRADE
DEL VINO**



PROOF OF SUCCESS

Source: CST Firenze, estimates, years 2016



The market analyses estimate dal that from 2014 to today **the market trend has been positive**. In **2016** the number of tourists who have visited wineries in Tuscany was approximately 160 thousand, which accounts for **over 850 thousand overnight stays**, equal to 1.9% of the overall movement.



**FOR AN ESTIMATED
TURNOVER OF €400M**

ADDITIONAL INFORMATION

www.winearchitecture.it/site/en/wine-architecture/





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Contacts:

territori@toscanapromozione.it
brandtour@toscanapromozione.it
