

14 NOVEMBRE 2019

VALDICHIANA LIVING:

A MODEL OF LOCAL
DEVELOPMENT FOR THE
DESTINATION OF THE
VALDICHIANA SENESE

Nico Bartalini: nico@valdichianaliving.it



Valdichiana Senese, Tuscany



	ROMA	SIENA	FIRENZE	AREZZO	PERUGIA	MONTALCINO	ORVIETO
CETONA	160	90	130	63	60	55	50
CHIACCIANO TERME	167	73	128	70	65	40	58
CHIUSI	161	85	122	65	52	52	52
MONTEPULCIANO	177	67	111	53	68	37	68
PIENZA	188	57	119	59	81	24	79
SAN CASCIANO DEI BAGNI	156	92	140	83	63	59	37
SARTEANO	164	87	125	67	63	48	55
SINALUNGA	187	50	100	36	65	38	78
TORRITA DI SIENA	187	57	100	42	65	41	78
TREQUANDA	195	46	106	45	76	30	89

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

Public-Private Partnership for the promotion and the development of the destination of the Valdichiana Senese. Public authorities invest on the association financing the promotional activities according to priorities identified in the touristic three years plan.



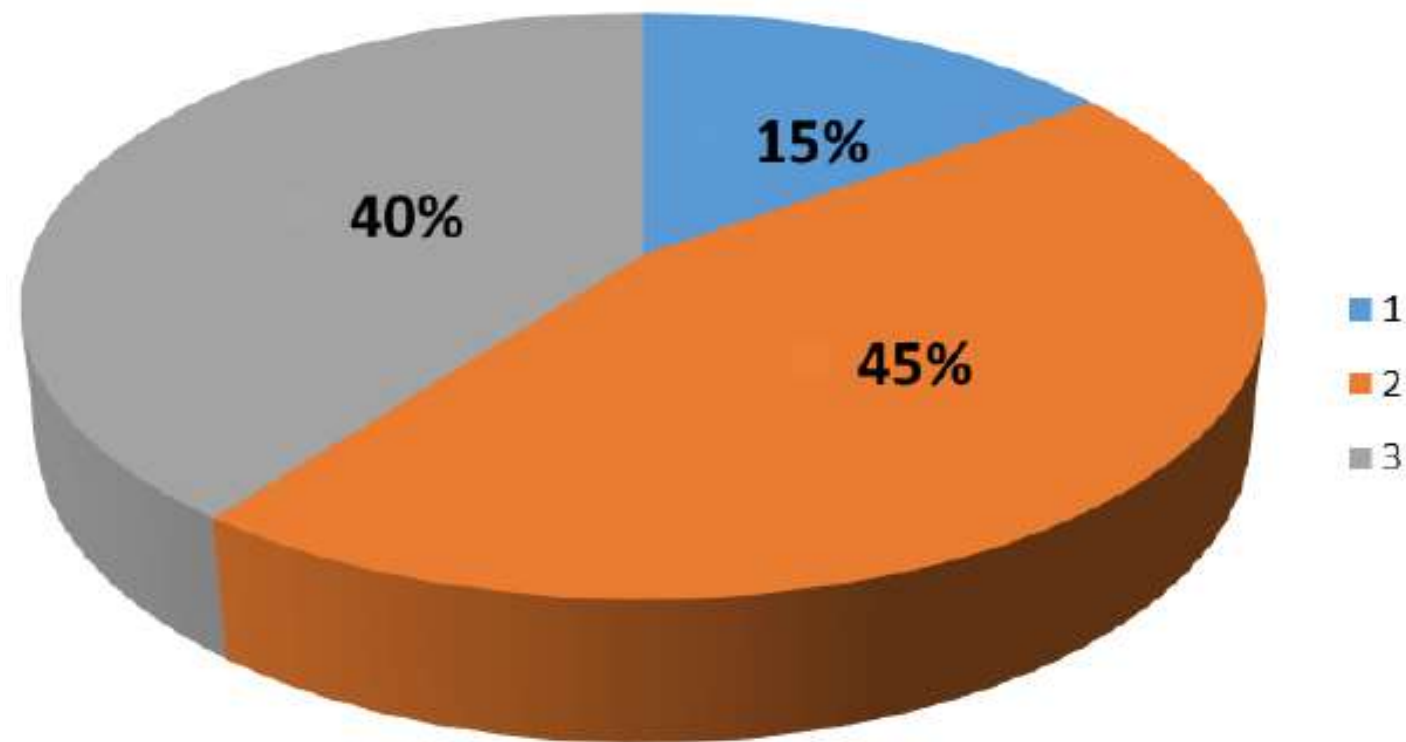
- **9 Municipalities**
- **The Union of the Municipalities**
- **190 private actors (hotels, farms, producers, restaurants, SPA etc.)**
- **Incoming Travel Agency Valdichiana Living**



Touristic three years plan for the Valdichiana Senese:

- Developed by the Association in **synergy** with the public authorities;
- **Financed by the public authorities.** The fee is defined according to the number of inhabitants.
- Identification of the **touristic products** and **markets** of general economic interest;
- Identification of the **actions** to achieve the objectives (international road shows, fam trip, relevant fair and exhibition)

Business Model



2018 Budget: 766.000,00€

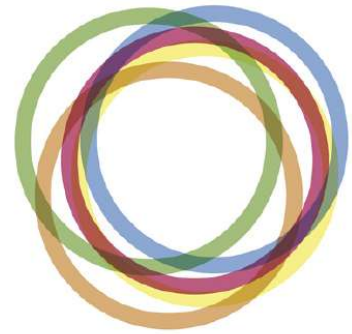
1. Structural Funds from Tuscany Region and funds from private foundations and Ministry.

2. Own means: incoming travel agency Valdichiana Living revenues, Events,

3. Other: Members' annual fee, contribution from the Municipalities and from the Union of Municipalities .



Commercialisation Model



VALDICHIANALIVING
Tours & Vacation in Tuscany

OUR MEMBERS, OUR STRENGTH



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

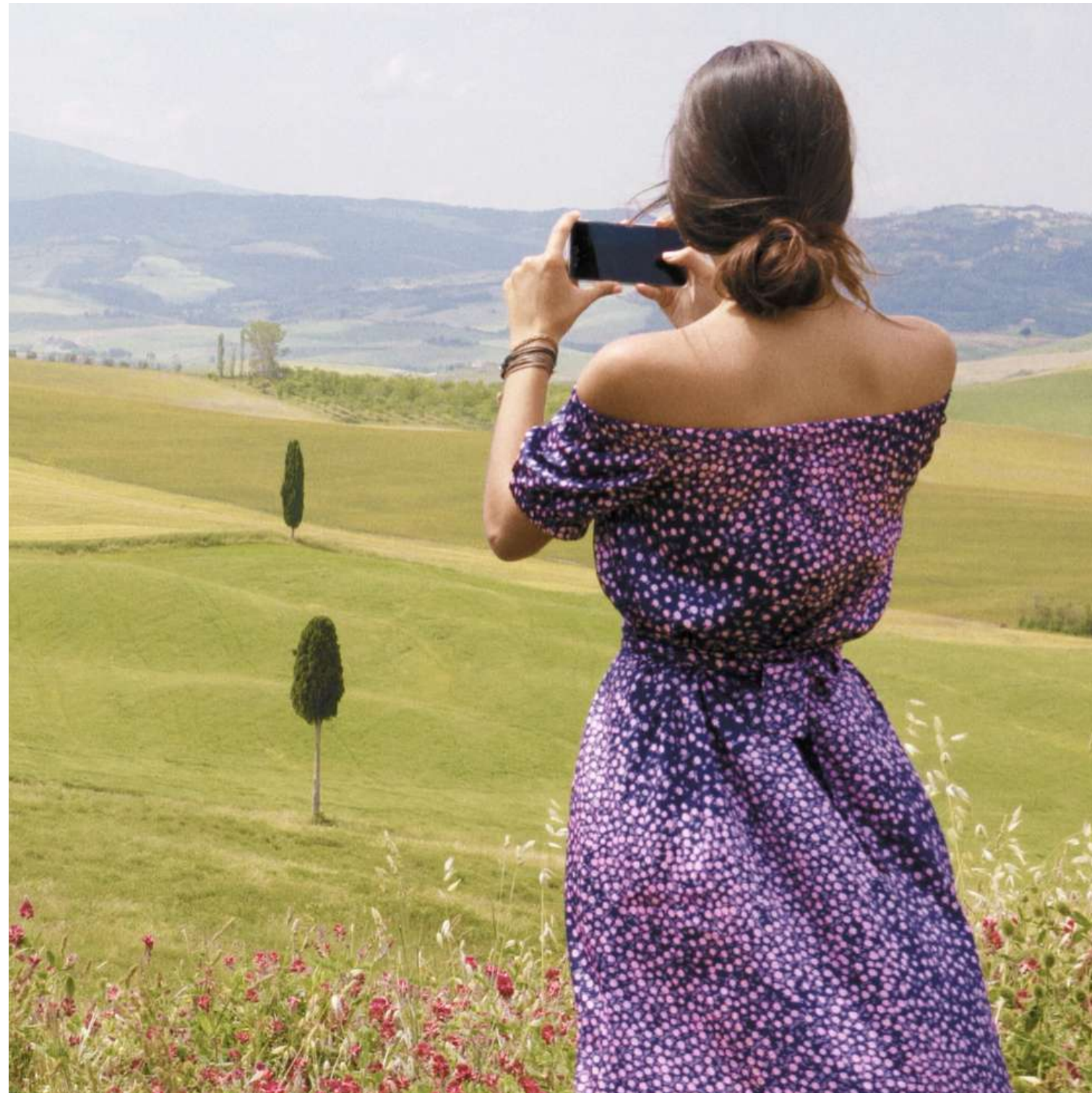
The official incoming travel agency for the Valdichiana Senese. It proposes more than 100 proposals to experience the Valdichiana Senese

190 private actors such as wineries, agriturismi, accommodations, SPAs etc...

9 public actors, municipalities and Union of municipalities of Valdichiana Senese

The staff is composed by **8 Employees**

Communication Strategy



Offline

Homogeneous printed material for the entire destination: maps, brochures, calendar of the events.

Online

Use of social media channels such as Facebook, Instagram, spread of a monthly newsletter, update of "Valdichiana Living" App.

Engagement of the local community

Launch of the Local Ambassador project with aim of enriching the communication with unique contents

Valdichiana Eating: Short Food Chain Project



VALDICHIANA EATING
Get the real taste of Tuscany



The Event

A bio market that each year takes place in a different square of Valdichiana Senese



The Shop



A physical space where the products are sold. Two Botteghe are now open.

The Project

A network of local producers and restaurants from Valdichiana Senese

Projects coordinated by Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese



European Community of Sport 2021

Valdichiana Senese has been officially elected European Community of Sport 2021 by ACES Europe.

www.stradavinonobile.it



Toscana e Umbria in Treno

The touristic project related to the stop of the High Speed Train Freccia Rossa at Chiusi-Chianciano Terme Railway Station.

www.toscanaumbriaintreno.it



Italian Federation of Wine, Oil and Flavours Routes.

Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese - National Board Office

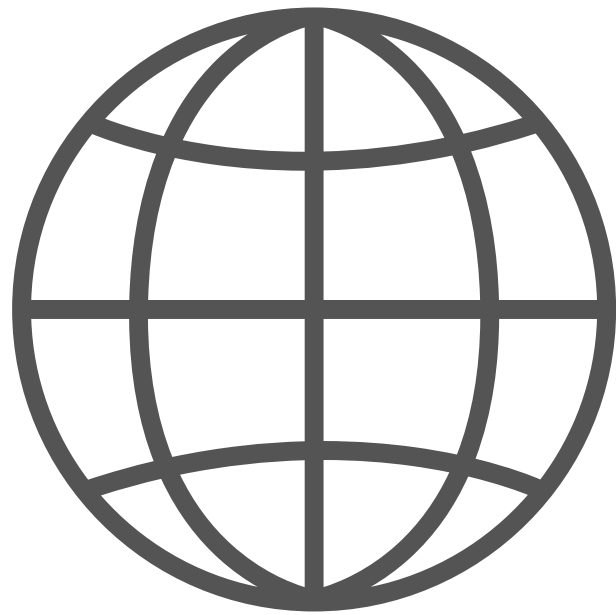


Tuscan Agri-Food Project

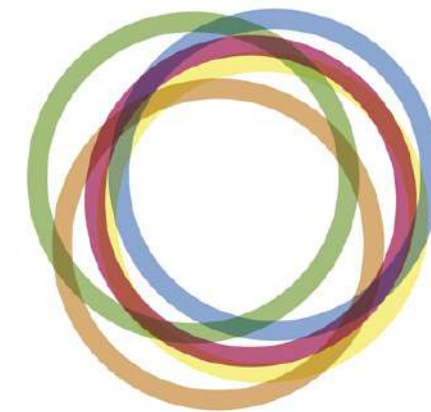
Strada del Vino Nobile e dei Sapori della Valdichiana Senese is the coordinator of the Southern Tuscany Food District.



Competitive Advantage



Strong and wide local network.
Private-Public Partnership.



VALDICHIANALIVING 
Tours & Vacation in Tuscany

The recognition as
official incoming travel
agency of the area

A valuable model? Data say...

In 2017

+ 2,5%

Tourists in Valdichiana Senese compared to 2016

1.322.818 tourists

In 2018

+ 8,6%

Tourists in Valdichiana Senese compared to 2017

Source Tuscany Region - 26 March 2019



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



Enjoy the
video!

Nico Bartalini

Piazza Grande 7, Montepulciano

Phone Number

+390578717484

Email Address

nico@valdichianaliving.it

Find me on LinkedIn



OUR CONTACT DETAILS



Thank you for the attention