



FEASR



REGIONE DEL VENETO



PSR
VENETO
2014-2020



FONDO EUROPEO AGRICOLO PER LO SVILUPPO RURALE: L'EUROPA INVESTE NELLE ZONE RURALI

Measure: 19 - Support for local development LEADER - SLTP Local development of a participatory type.

Type of intervention:

19.2.1.x - Information activities for the development of knowledge and usability of rural areas.

Operation description:

The investments planned by the Valpolicella Wine Route Association as part of the project "VALPOLICELLA WINE ROUTE - Four seasons taste experiences" concern:

- design, development and translation of the website www.stradadelvinovalpolicella.it into German;
- design and development of sections of the tourist portal Valpolicella (www.infovalpolicella.it) e integration with online platforms for tourist services;
- development of a section, accessible from the home page, where experiential proposals are promoted "COVID oriented" active on the territory of the Road, aggregated and "recommended" for specific targets;
- creation of brochures, videos, photographs and other informative material aimed at enhancing e to the promotion of the territory of the Valpolicella Wine Route.

Purpose:

- differentiated repositioning of the tourist destination;
- promotion of the seasonal adjustment of tourist flows;
- safeguard and enhancement of the naturalistic, historical and cultural heritage.

Expected results:

The expected results are:

- annual increase in bookings and tourist stays during low season in the areas in which the Association operates;
- annual increase in the influx of tourists in the "Valpolicella" area thanks to a tourist offer organized and structured.

Amount financed: € 46,920.00

Initiative funded by the Rural Development Program for Veneto 2014 - 2020

Body responsible for information: Valpolicella Wine Route Association

Management Authority: Veneto Region - EAFRD and Forestry AdG Directorate.