



## The Veneto Region (Italy)

Veneto is a striking example of what in the sixties was called "Italian economic miracle". Veneto is characterised by the presence of the following "industrial districts": mechanics, agro-food industry and printing and publishing in Verona; textiles in Treviso and Vicenza; food industry in Rovigo; glasses production in Cadore and Belluno; gold and jewellery in Vicenza, electrical appliances in Conegliano, furniture in Bassano del Grappa. The territory includes important tourism destinations, of course the most well known is Venice, then Padua with the Brenta river and the Venetian Villas, Vicenza that boasts the architecture of Palladio, Treviso with important temporary exhibitions and its surrounding related to food and wine, Verona the city of Romeo and Juliet and the Opera, Belluno with its amazing landscape and mountains, UNESCO Dolomites. The area can offer different experience in tourism: active tourism, slow tourism, social well being, cultural and heritage tourism and of course it can satisfy the expectations of every single visitor.



### Cultural heritage and environmental resources

Veneto has a long tradition in incoming tourism, SME and tour operators are able to offer a big choice of services. Nevertheless tourism has been changing in the last few years; more and more the new technologies and the expectations of the single customer are changing. A niche tourism market is developing, including cultural and heritage tourism. The region possess very well known brands: Venice, Ville Venete, Prosecco Wine; Food and Wine: many food and wine routes; heritage: a wide choice of heritage, tradition, UNESCO sites and Historical Borghi; Social well – being: a great and wide choice of accomodation (from 1 to 5 stars hotel) with well being facilities inside and at a very close distance to the surrounding cultural destinations.



## Economic activities and regional strategies

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The Veneto Region intends to enhance, qualify and make the regional innovation system more effective by fostering a stronger interaction between knowledge and business institutions, increasing research and innovation in businesses and increasing the innovative production through coordination of enterprises and innovative regional clusters, and by supporting innovative services for businesses and citizenship. The Region identifies four areas of smart specialisation on which focusing policy interventions for the new seven years of programming. These key areas are: Agrifood Smart, Sustainable Living, Smart Manufacturing and Creative Industries.



## Tourist attractions

The presence of tourism is quite intense in the region. The Tourism sector at regional level is structured in a multi-level systems-based approach.

Collaborative networks are built at local level through the new created Destination Management Organisations (public and private organisations involved).

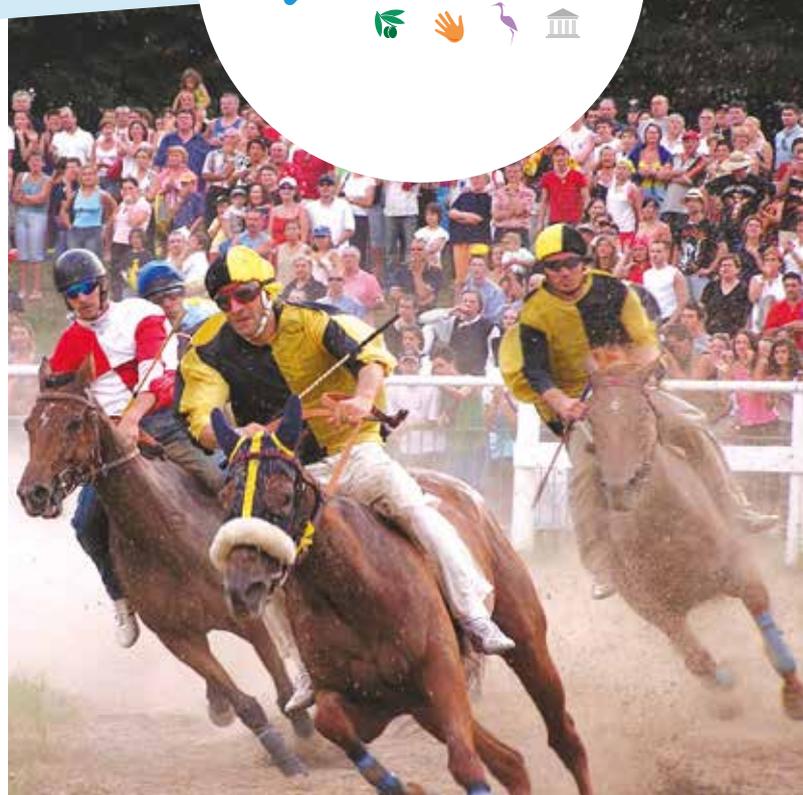
The region has significant natural attractions, mountains, landscapes of high aesthetic value and an extensive coastal zone, in which there are plenty of beaches.

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**Local products linked to the Mediterranean Diet**

In the region there are many wine districts some of them developed a deep strategy with the surrounding territory.



**Cultural routes and itineraries**

Some important examples of strategical tourism planning and of quality production chains are Terre del Conegliano Valdobbiadene, offering the wine tasting experience and the visit of cultural tours in the surrounding where the grapes are grown. Important food and wine events: Cantine Aperte (Open Wine Cellars) in May, Autumn, Winter and during the harvest; the wineroads (Prosecco, Vini DOC Lison-Pramaggiore, Colli Euganei Wines, Colli Berici Wines, Valpolicella, Soave, Bardolino), the white asparagus road, the Treviso Red Chicory, the Vialone Nano Rice Road and the Road of Cheese and Flavours od Belluno Dolomites are just some of the numerous roads of Veneto. Big events such as Cantine Aperte are mainly addressed to local tourism or over the day tourist, the wine and food roads are often included in the incoming package offered offline by local DMOs to leisure tourism but even to business tourism (see Corporate and MICE tourism), on the other hand food products are joined with exclusive tours over the territory.