



## HOSPITALITY IN THE VENETO COUNTRYSIDE

Year 2005



Anyone wishing to rediscover traditional farmhouse cooking and the countryside could do no better than stay in one of the Veneto's many 'agriturismi'. Agritourism is ideal both for people who have already experienced the tradition, art and cuisine of the so-called "countryside culture" and for those who want to find out more about it. Agritourism means much more than just simple "countryside tourism" because the host farm acts as a living, breathing link between agritourists and their host environment.

With Regional Law 9/97, which governs the agritourism business, the Veneto Region decided to promote this complementary relationship between farms, accommodation and hospitality because it is the only way agritourism can fulfil its social and environmental roles and raise awareness amongst agritourists of the values of the countryside in which they have chosen to holiday. Agritourism takes visitors to the heart of both the countryside and to local villages and towns. Consequently, it is the highest form of cultural tourism in that it encompasses art, history, food and drink, and tradition.

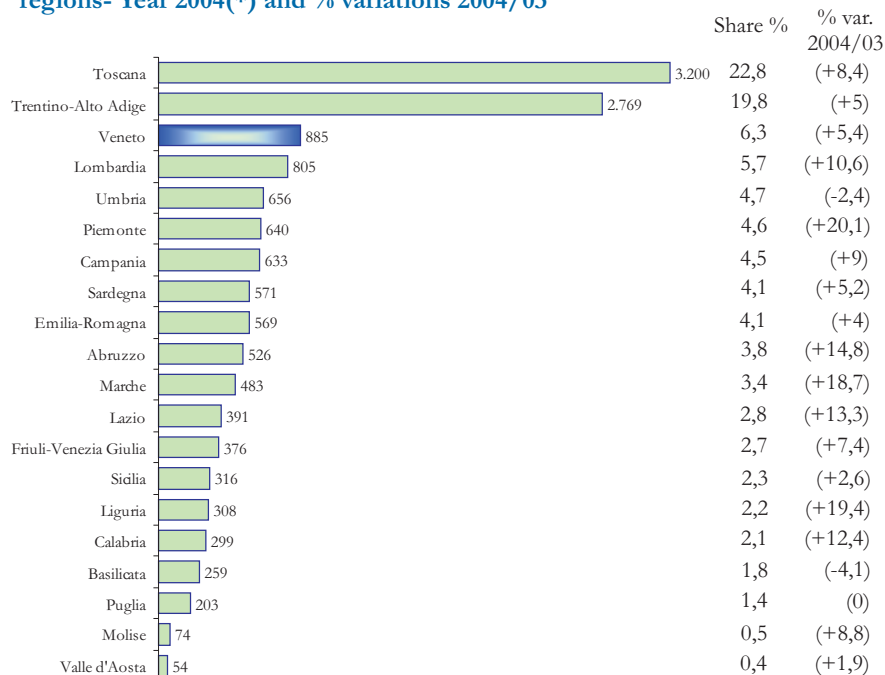
These concepts are embodied in the objectives that the regional law assigned to agritourism. In addition to safeguarding and supplementing income and farming (i.e. ensuring farmers remain a permanent feature of the countryside; creating employment for country families and promoting typical, local products) the regional law was also designed to protect the environment and to promote cultural and social awareness (i.e. to safeguard the environment and rural building heritage; to encourage the conservation and promotion of the traditions and the cultural initiatives of the farming world; and to develop social tourism for young people).

The prime requisite of an agritourism is to offer hospitality on-site; indeed, an agritourism is a fully-operational farm that also provides holiday accommodation on its premises and uses its own produce. Agritourisms are places where holidaymakers can taste typical local products and stay in welcoming surroundings, far from the chaos of major city centres. Over the last few years, the industry has grown sharply; it is an expanding phenomenon that is much loved both by Italian tourists and by foreign visitors. The many reasons for its popularity include the opportunity to spend time in the countryside, to sample typical food, and to enjoy a family environment that is so different from that of traditional tourist resorts.

An agritourism survey by the Programma Statistico Nazionale (National Statistics Programme) revealed that 1,016 agritourisms were open for business throughout the Veneto in 2005. The analysis also showed that this trend is set to increase in the coming years: the number of agritourisms has increased on last year's total by 11.6%, bringing the total area covered by these businesses to over 30,000 hectares. The agritourism ranking, which classifies Italy's regions in terms of their number of agritourisms, has the Veneto in third place with a share of over 6%. This position is based on the most recent information, which dates back to 2004.

There is a whole range of first-class services, which include accommodation in rooms or open spaces, the serving of food, drink and snacks, the sale of farmhouse produce, as well as sports, recreational and cultural activities. All this confirms the professionalism and business acumen of local agritourism owners in the Veneto.

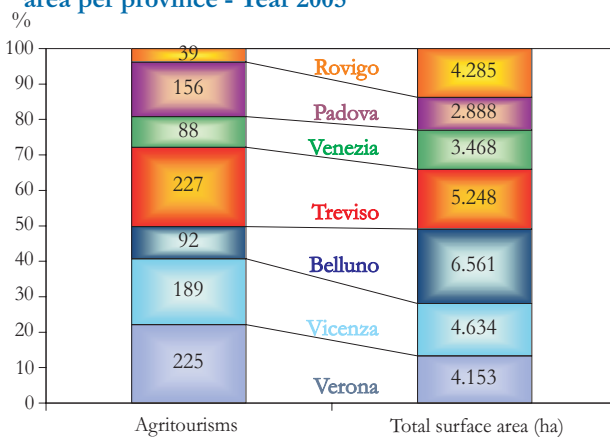
## Number of authorised agritourism businesses - Ranking of Italian regions- Year 2004(\*) and % variations 2004/03



(\*) The figures differ to those in the table alongside because Istat's figures do not take into account the agritourism businesses only selling their own produce. These businesses are recognised by regional legislation.

Source: Processing by Regione Veneto – Direzione Sistema Statistico Regionale for year 2004 on Istat data and for year 2005 on Istat– Regione Veneto data

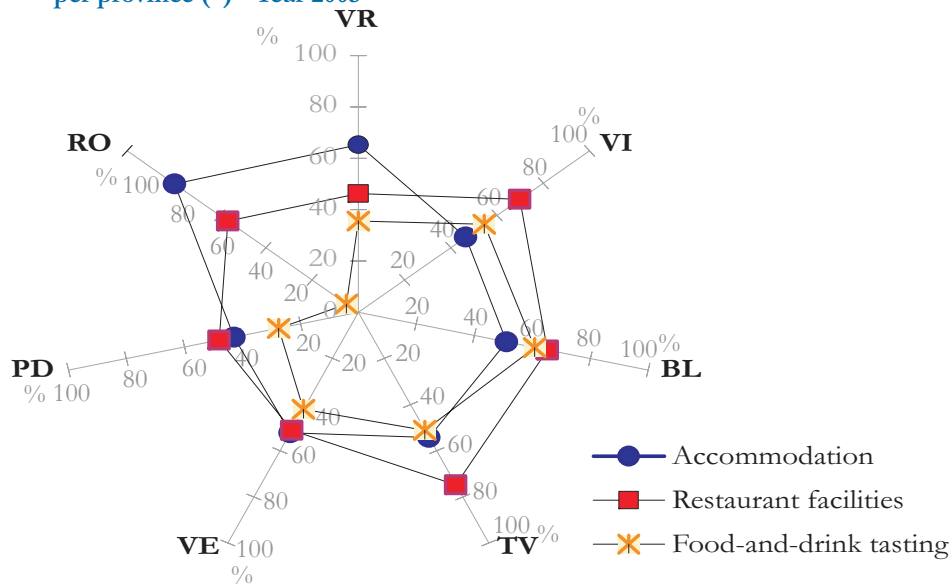
## Authorised agritourism businesses and total surface area per province - Year 2005



|             | Agritourisms | Total surface area (ha) |
|-------------|--------------|-------------------------|
| 2004(*)     | 910          | 28.292                  |
| 2005        | 1.016        | 31.237                  |
| %var. 05/04 | 11,6         | 10,4                    |

## Main services

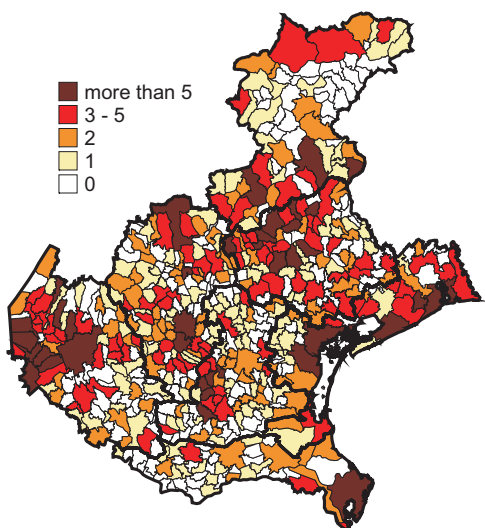
Percentage of agritourisms authorised to provide accommodation, restaurant facilities and food-and-drink tasting per province (\*) - Year 2005



(\*) The percentages for each province should not be added up because an agritourism business may carry out more than one activity

In the provinces of Treviso, Vicenza, Belluno and Padova, there are more agritourisms with restaurant facilities than agritourisms authorised to provide accommodation. The highest numbers are in Treviso and Vicenza where around 70% of agritourisms serve food and drink to customers, whilst 54% in Treviso and 47% in Vicenza offer accommodation in rooms, lodgings or open spaces (\*). Accommodation is the most common service in Verona (65%) and, in particular, in Rovigo (79%). The province of Belluno has the highest number of agritourisms that serve snacks and drinks (61%). This service has overtaken the provision of accommodation (51%) and is almost neck and neck with the number of agritourisms with restaurant facilities (65%).

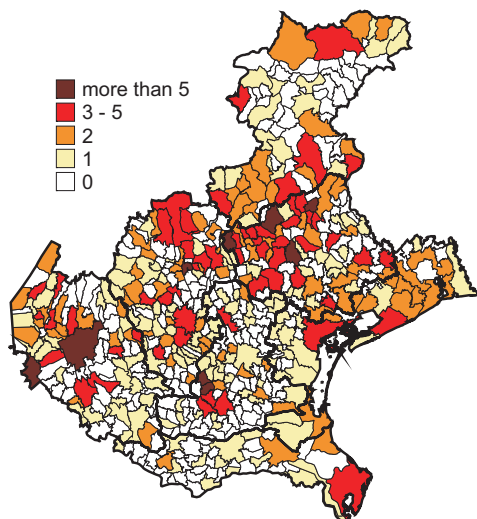
## Authorised agritourism businesses - Year 2005



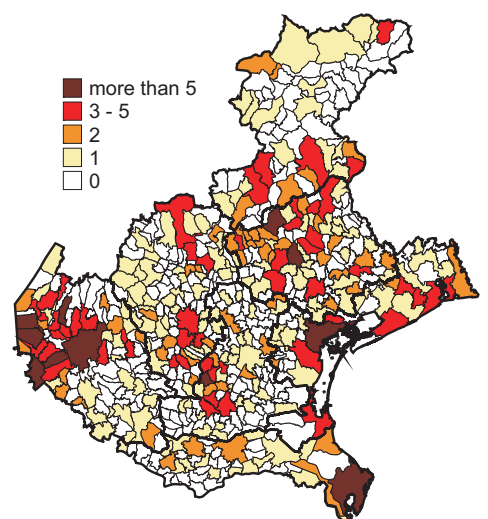
Regarding the distribution of agritourisms within the region, the provincial capitals of Verona, Belluno and Venezia have the highest number of agritourisms (15, 10 and 10 respectively). It should be mentioned that Valeggio sul Mincio in the province of Verona also has 14 agritourisms and Caorle in the province of Venezia has 9.

The provincial capitals of Vicenza, Treviso, Padova and Rovigo, however, do not have as many agritourisms as the areas outside the towns. Arcugnano in the province of Vicenza has 9; Valdobbiadene, Volpago del Montello and Tarzo in the province of Treviso have 15, 11 and 10 respectively; Vò and Teolo in the province of Padova have 22 and 13 respectively; and Porto Tolle in the province of Rovigo has 7.

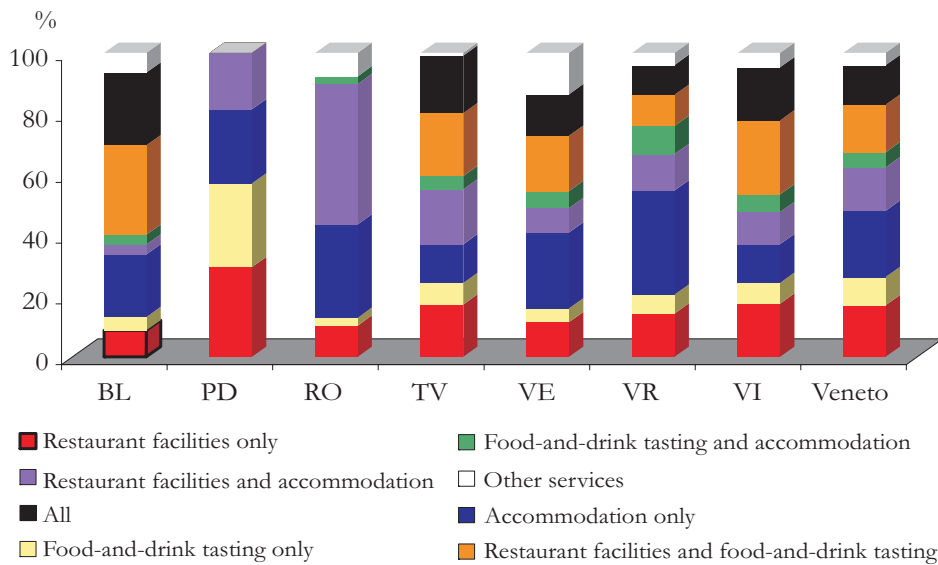
## Agritourism businesses authorised to provide restaurant facilities Year 2005



## Agritourism businesses authorised to provide accommodation Year 2005



## Agritourism businesses per authorised type and province - Year 2005

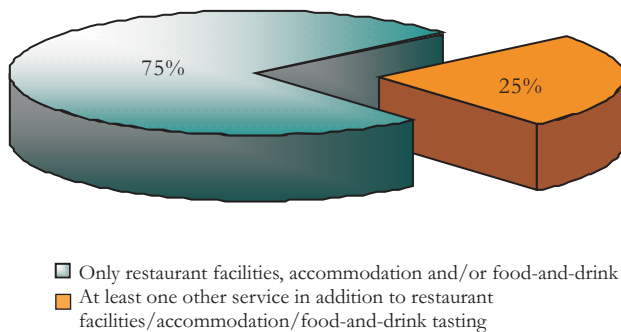


Each agritourism may be authorised for more than one activity: accommodation, restaurant facilities, food-and-drink tasting, or a combination of the three. In addition to agritourisms that specialise in one activity (48%), there are also agritourisms that offer combined services. 13% provide a complete combined service, i.e. accommodation/restaurant facilities/food-and-drink tasting.

Agritourisms in the seven Veneto provinces provide a wide range of services. The province of Padova has a particularly high percentage of agritourisms that specialise in one activity. The province of Rovigo has an especially high percentage of agritourisms that provide both accommodation and restaurant facilities. Agritourisms in the other five provinces provide a wider range of services.

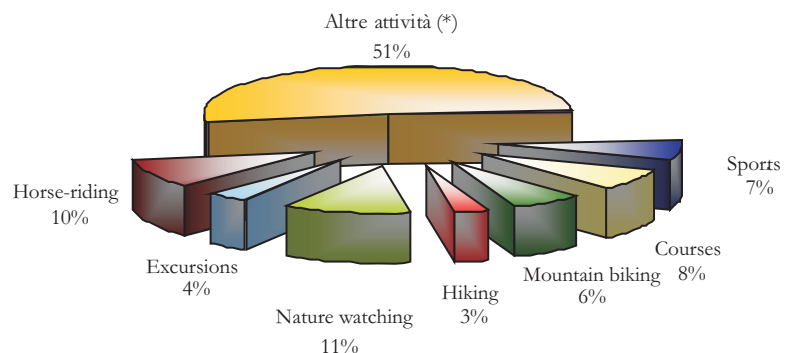
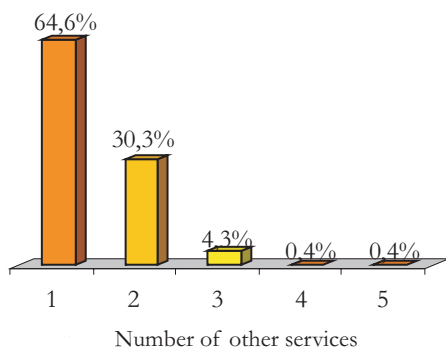
## ...but services go well beyond accommodation, restaurant facilities, and food-and-drink tasting

### Percentage share of Veneto agritourisms by type of other services offered - Year 2005



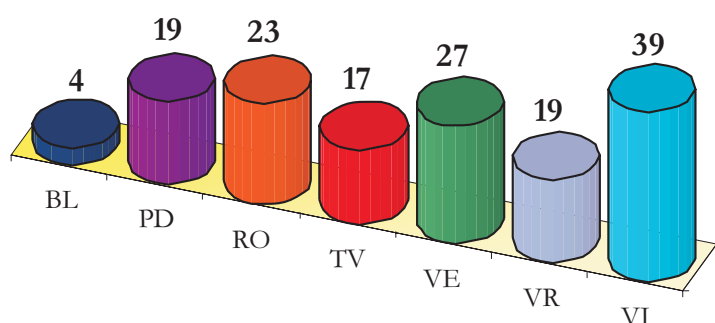
Some agritourisms combine their tourist services - traditionally restaurant facilities, accommodation and food-and-drink tasting - with the chance to take part in organised excursions, sports or local guided tours far from the hustle and bustle of the city.

### Number and type of other services



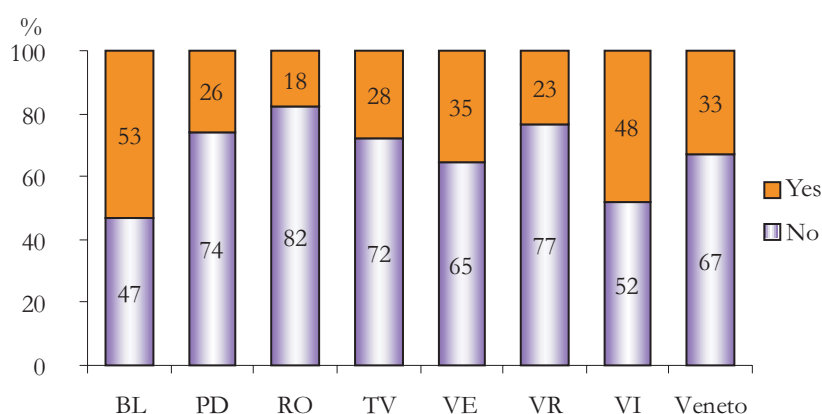
(\*) Including conferences for schools, agrimuseums, company visits, countryside festivals, play areas, picnic areas, conferences, horse-drawn carriage rides, etc.

One of the most popular activities during an agritourism stay is the Veneto Region's "Progetto Fattorie Didattiche" [Educational Farms Project] to which 148 agritourisms throughout the Veneto have subscribed. This initiative is geared towards school children and aims to strengthen the bond children and their families have with their roots and local region. It raises awareness of farming production and promotes hands-on experience of nature, tradition, food and the environment. A whole host of activities is available, including educational paths and workshops, as well as open-air games, nature walks, summer camps, pony-trekking, plus rediscovering dialect, proverbs and the games played by previous generations.



Source: Processing by Regione Veneto – Direzione Sistema Statistico Regionale on Istat – Regione Veneto data

### Percentage share of agritourism businesses that sell farmhouse produce and/or homemade produce - Year 2005



Source: Processing by Regione Veneto – Direzione Sistema Statistico Regionale on Istat – Regione Veneto data

### Indicators - Year 2005

|               | Distribution of agritourisms per terrain type (%) |             |             |              | Percentage of agritourisms out of the total number of farms | Concentration index (*) | Agritourism accommodation capacity (**) | Number of women-run businesses (%) |
|---------------|---|-------------|-------------|--------------|---|-------------------------|---|------------------------------------|
|               | Hillis  | Mountains   | Plains      | Total        |   |                         |   |                                    |
| Belluno       | 0,0   | 100,0       | 0,0         | 100,0        | 2,7   | 40,0                    | 1,9                                     | 22,8                               |
| Padova        | 42,3  | 0,0         | 57,7        | 100,0        | 0,4   | 13,7                    | 0,6                                     | 21,8                               |
| Rovigo        | 0,0   | 0,0         | 100,0       | 100,0        | 0,5   | 45,9                    | 1,3                                     | 23,1                               |
| Treviso       | 59,0  | 0,0         | 41,0        | 100,0        | 0,7   | 10,9                    | 1,9                                     | 24,8                               |
| Venezia       | 0,0   | 0,0         | 100,0       | 100,0        | 0,5   | 28,0                    | 0,7                                     | 34,2                               |
| Verona        | 45,8  | 11,1        | 43,1        | 100,0        | 1,1   | 13,9                    | 2,5                                     | 26,2                               |
| Vicenza       | 49,2  | 25,4        | 25,4        | 100,0        | 0,8   | 14,4                    | 1,2                                     | 34,8                               |
| <b>Veneto</b> | <b>39,0</b>                                       | <b>16,2</b> | <b>44,8</b> | <b>100,0</b> | <b>0,7</b>  | <b>18,1</b>             | <b>1,4</b>                              | <b>26,9</b>                        |

(\*) Concentration index = agritourisms per km2

(\*\*) Accommodation capacity = (places/inhabitant) x 1,000

Source: Processing by Regione Veneto – Direzione Sistema Statistico Regionale on Istat – Regione Veneto data

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