



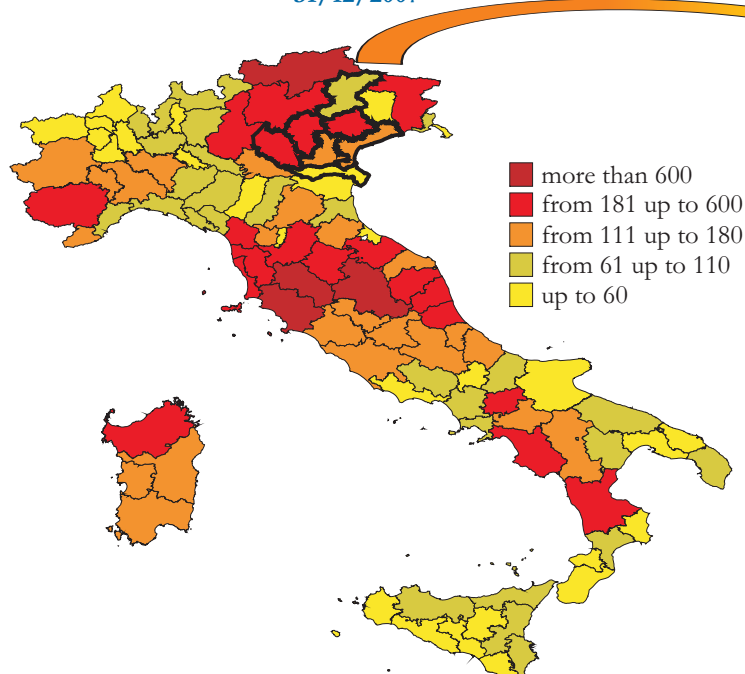
## AGROTOURISM SERVICES IN VENETO – YEAR 2007



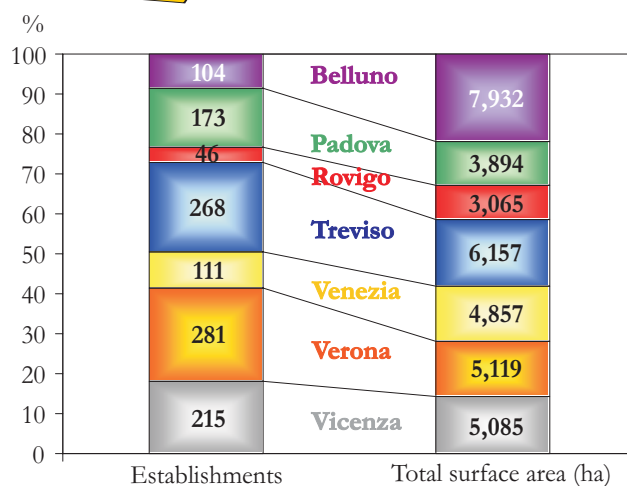
The best way to experience the countryside in all its variety, and so to fully rediscover the flavours the land has to offer and to come into closer contact with nature, is through agrotourism. Agrotourism is the choice for people who know how to appreciate or want to get to know the wealth of traditions, arts and flavours that make up the “traditional countryside”, but it also represents something more and something other than simple “rural tourism” because it is based on farms, which act as the living link between the agrotourist and the environment being visited.

One of the main requirements of agrotourism establishments in Veneto is that they have the facilities to provide accommodation for guests on their own premises and that they make use of their own produce; an agrotourism enterprise is, in practice, a working agricultural business which also caters for tourists. In agrotourism establishments one can taste the typical local produce and stay overnight in a cosy environment, far from the chaos of the great urban centres. This sector has grown continuously in recent years and is a form of tourism which is enjoyed by both Italian and international visitors.

Authorised agrotourism establishments by province on 31/12/2007

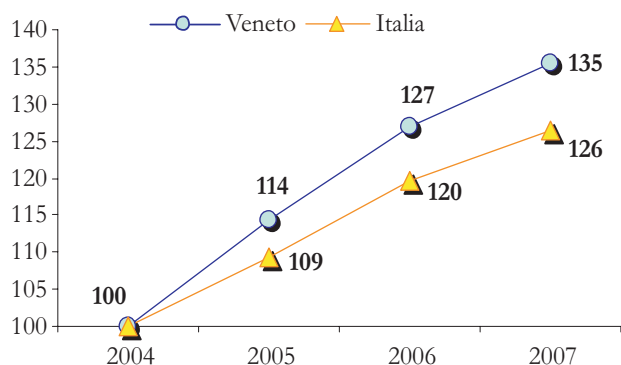


Authorised agrotourism establishments on 31/12/2007 and relative total surface area per province. Veneto



Veneto Total 1,198 36,108

Index (\*) of authorised agrotourism establishments (base year 2004). Veneto and Italy - Years 2004:2007



(\*) Index = (establishments year t / establishments base year) x 100

The number of agrotourism establishments in Veneto, 1,198 in 2007, makes up 6.8% of the national total. This figure is beaten by only two regions where this form of tourism has well-established historical roots: Toscana (22.4%) and Trentino Alto Adige (17.3%).

Over the last four years the number of establishments has grown more rapidly in Veneto than in Italy overall, thanks to the boom in new authorizations which occurred in 2005 and 2006 (more than 140 per year). In the last year for which data has been analysed there was a decrease in the number of new authorizations (just a few more than 100 authorizations given) but this was coupled with a drop in the number of enterprises closing.

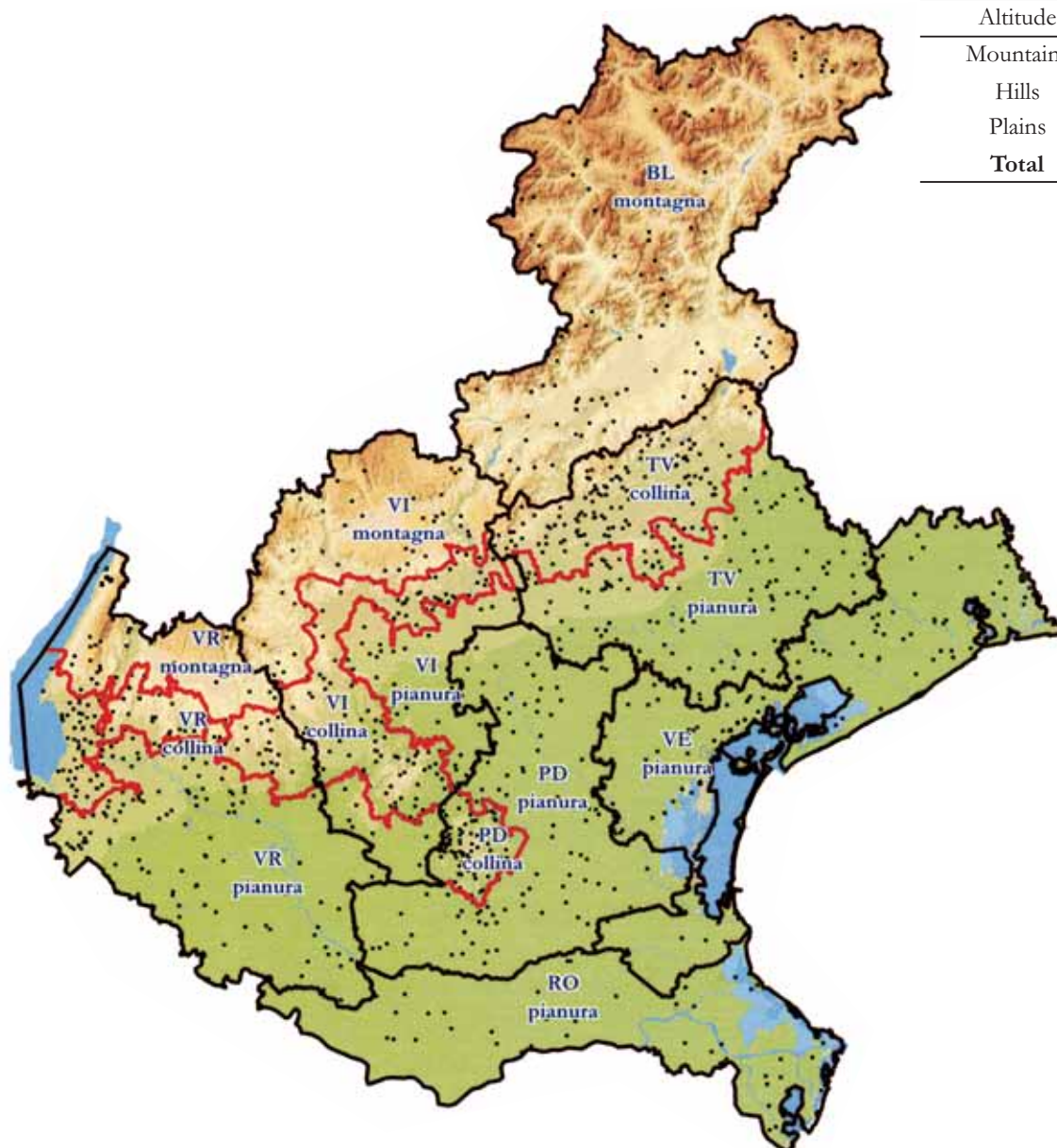
The provinces with the largest number of agrotourism establishments are Verona (23.5%), Treviso (22.4%), Vicenza (17.9%) and Padova (14.4%). As for the overall size of the establishments involved, Belluno takes the lead with nearly 8,000 hectares.

Source: Processing by Regione Veneto - Direzione Sistema Statistico Regionale on Istat and Regione Veneto data.

## Geographic distribution within the region

Authorised agrotourism establishments on 31/12/07 by municipality, province and altitude. Veneto

Concentration of agrotourism establishments (per 100 km<sup>2</sup>) by altitude. Veneto



Altitude	Veneto	Italia
Mountains	3.6	17.4
Hills	17.1	13.9
Plains	5.3	11.1
<b>Total</b>	<b>6.5</b>	<b>14.4</b>

Most agrotourism establishments are located on the plains (45.7%) and in the hills (38.1%), only 16.2% are located in the mountains. The highest concentration of establishments, however, is in the hills, with 17.1 establishments per 100 km<sup>2</sup>. The hills of Soligo, of Montello and of Grappa, the Bassanese, the Colli Berici, the Colli Euganei and Valpolicella area stand out in particular. High concentrations of establishments can be found in Verona and the environs of Lago di Garda, in the province of Venezia and in Val Belluna.

As far as the management of agrotourism establishments in Veneto is concerned, it is worth underlining that the number of female managers has been increasing over the years, however it is still below the Italian average. In 2007, 27.7% of the establishments were managed by women and only in Vicenza with 34.9% did this figure reach the national average.

## Indicators by province. Veneto - Year 2007

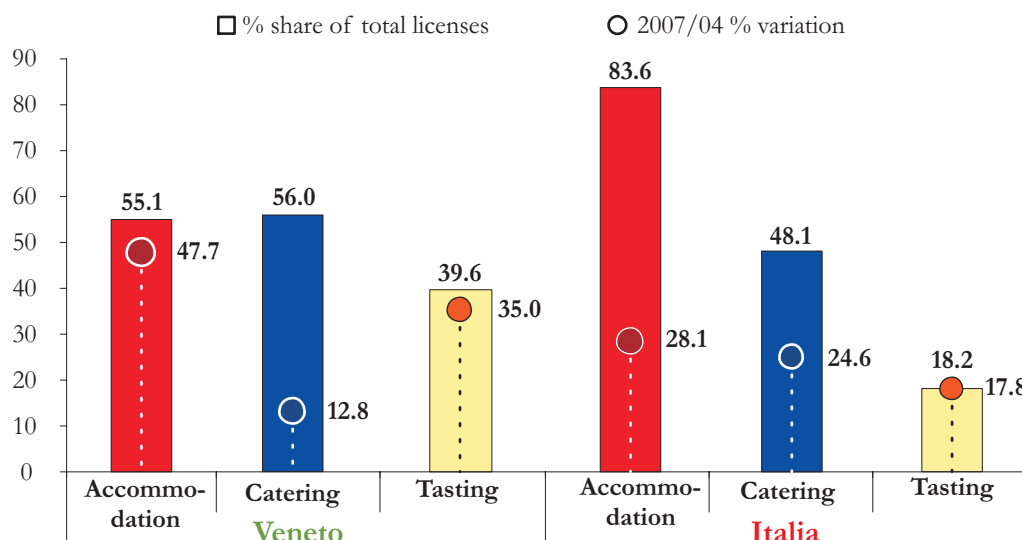
	Percentage distribution of agrotourism establishments by altitude				% share of agrotourism establishments out of total agricultural establishments	Index of concentration (*)	Rate of accommodation in agrotourism (**)	% of female managers
	Hills	Mountains	Plains	Total				
Belluno	0.0	100.0	0.0	100.0	2.0	2.8	2.7	27.9
Padova	42.8	0.0	57.2	100.0	0.5	8.1	0.8	23.1
Rovigo	0.0	0.0	100.0	100.0	0.6	2.6	2.1	26.1
Treviso	56.3	0.0	43.7	100.0	0.8	10.8	2.3	24.6
Venezia	0.0	0.0	100.0	100.0	0.8	4.5	0.9	28.8
Verona	42.3	13.5	44.1	100.0	1.3	9.0	3.3	27.8
Vicenza	52.1	24.2	23.7	100.0	0.8	7.9	1.5	34.9
<b>Veneto</b>	<b>38.1</b>	<b>16.2</b>	<b>45.7</b>	<b>100.0</b>	<b>0.8</b>	<b>6.5</b>	<b>1.8</b>	<b>27.7</b>

(\*) Index of concentration = agrotourism establishments per 100 km<sup>2</sup>

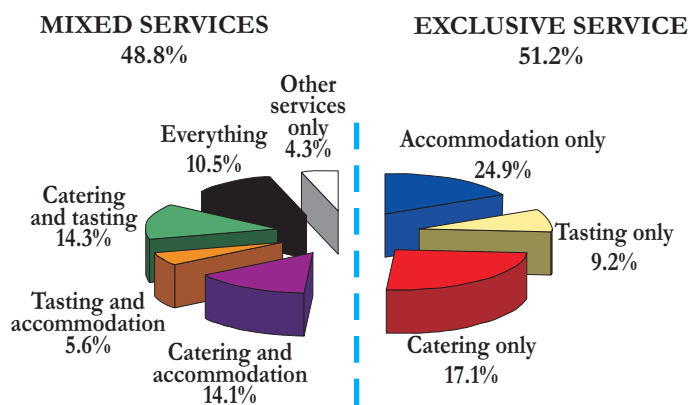
(\*\*) Rate of accommodation = beds / inhabitants  $\times 1,000$

## Specialisation of services

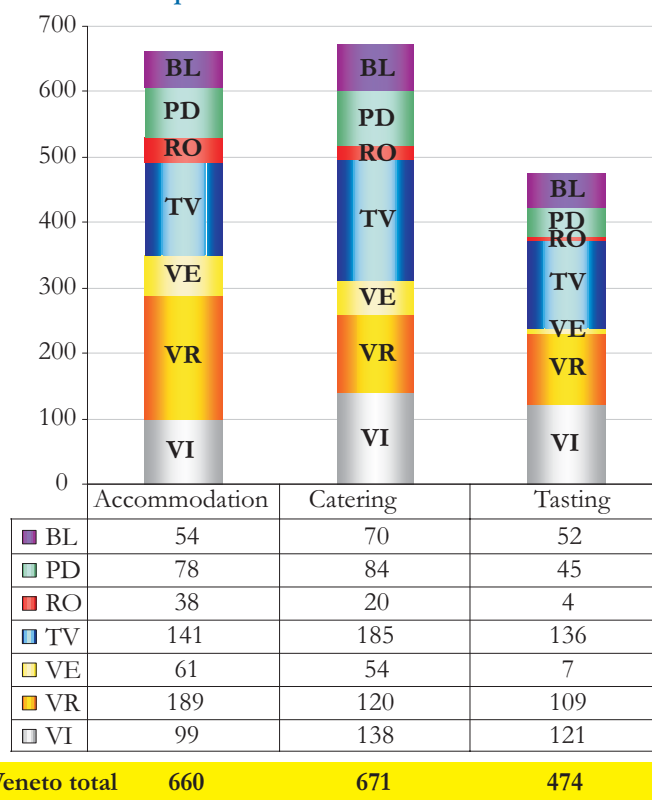
Licences held by agrotourism establishments.  
% share of total agrotourism establishments on 31/12/07 and 2007/04 % variation - Veneto and Italy



Agrotourism establishments by type of licence  
Veneto - Year 2007



Main licences held by agrotourism establishments by province. Veneto - Year 2007



In 2007 83.6% of Italian agrotourism establishments provided accommodation and 48.1% provided food and drink, these being the main services offered by this type of establishment. In 18.2% of the establishments a further or alternative service was offered in the form of tastings, that is servings of agricultural products that can be consumed on the spot, such as milk or fruit, and/or products that are processed first, such as oil, wine and cheese. The increase in the number of establishments all over Italy from 2004 to 2007 involved all three types of hospitality services to the same extent: each increased by about 20%. In Veneto, a greater increase in licences for accommodation, +47.7%, compared with only 12.8% for food and drink was recorded. This increase meant that accommodation services could catch up and therefore balance out the services offered somewhat: about 55% of the agrotourism establishments offer accommodation, 56% food and drink and 39.6% are licensed for tasting.

Each establishment can be licensed to provide more than one type of service, so the 1,198 establishments in Veneto have various combinations of services. If we look solely at the main three services offered, more than half the establishments specialise in one type of service (51.2%), to be more specific 24.9% offer only accommodation, 17.1% only catering and 9.2% only tasting. At the same time there are many agrotourism establishments which offer several services, 10.5% offer a complete range of services of accommodation/catering/tasting.

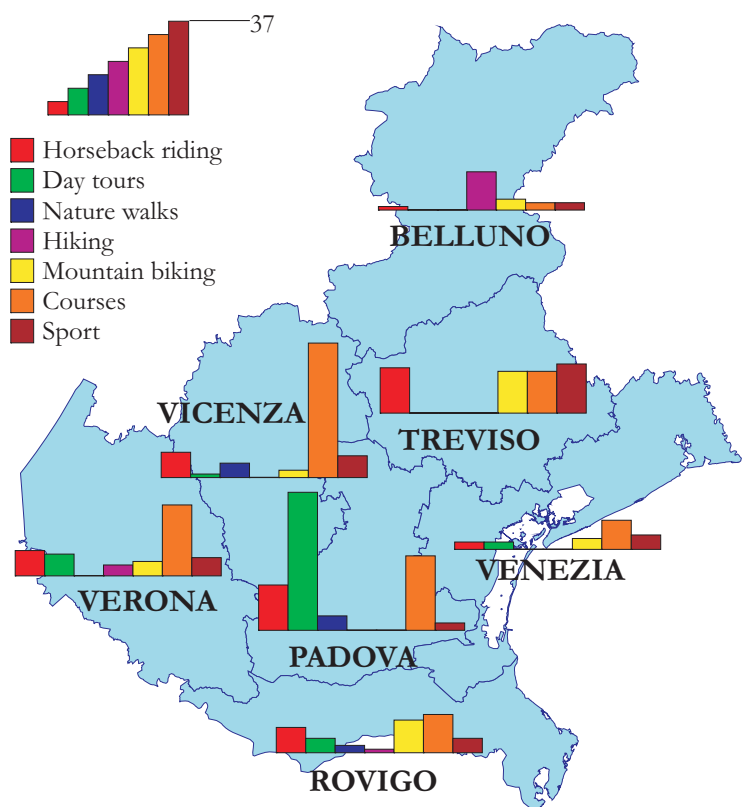
All over Veneto, the 671 agrotourism establishments which provide food and drink can seat a total of 36,798 people, which corresponds to 11.4% of the national total. As an alternative or in addition, 660 establishments offer accommodation with a total of 8,764 beds, about 76% in rooms and the rest in independent buildings, plus 355 pitches on outdoor campsites.

The province of Verona has the largest number of agrotourism establishments in Veneto. When we look in more detail at the three types of licences, Verona stands in first place for accommodation, but is overtaken by Treviso and Vicenza with regards food and drink and tasting. In the array of hospitality services offered to tourists in the region, a role still performed primarily by traditional establishments, in recent years there has been a notable increase in the clientele that choose agrotourism establishments: in the agrotourism establishments in Veneto in a single year, between 2006 and 2007, there was an increase of 39.3% in arrivals and 17.7% in nights spent; between January and October 2008, compared to the same period in 2007, the increase was 20.9% in arrivals and 18% in nights spent.

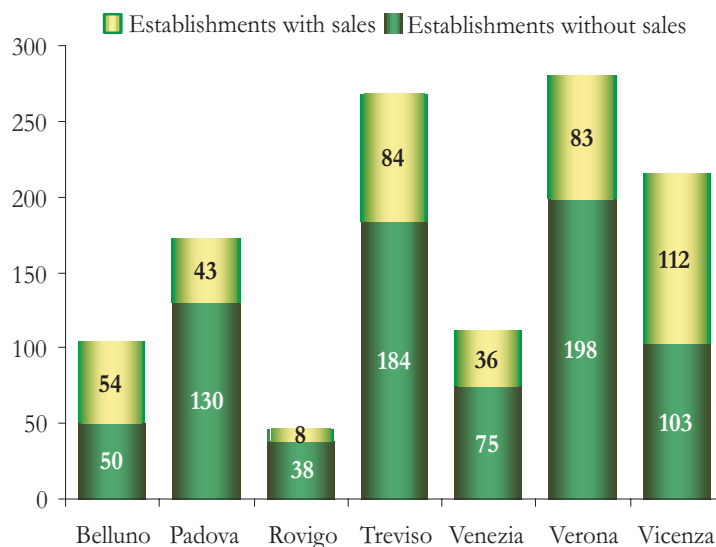


## ... beyond traditional services

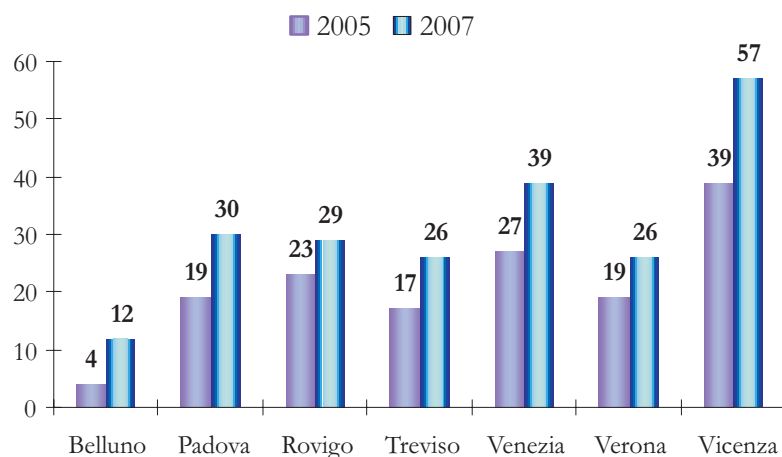
Additional services offered by agrotourism establishments  
by province Veneto - Year 2007



Sales of agricultural and/or food products made by the  
agrotourism establishments by province. Veneto - Year 2007



Number of educational farms by province.  
Veneto - Years 2005 and 2007



This share, however, is lower than the national one of 54.8%, which is mainly due to the Centre-South which is quite far ahead in this respect.

35.1% of the agrotourism establishments in Veneto sell agricultural and/or food products they produce themselves. This occurs especially in the provinces of Vicenza and Belluno and involves more than half of establishments there.

Another service, provided by 219 of Veneto's agricultural/agrotourism establishments, has its origins in a project called "Educational Farms" which is promoted by the Regione Veneto. The project began in 1999 as part of a national campaign on nutritional education. The establishments included in the regional list of educational farms (48% more than in 2005) offer services designed for schools, with the aim of consolidating the links between children and their families and the surrounding countryside by encouraging awareness of farm products and an unmediated relationship with the natural environment and local traditions as well as nutritional and environmental education. The activities carried out vary greatly and range from teaching and laboratory work to outdoor games, nature walks, day camps, pony riding, rediscovery of local dialects, proverbs and old-fashioned games, etc. For the schools the project represents an opportunity for new and unusual ways of learning and for the farmer an occasion to enhance the value of his/her work and skills.

Source: Processing by Regione Veneto - Direzione Sistema Statistico Regionale on Istat and Regione Veneto data.

In accordance with Regional Law no. 8 of 2002, Ufficio di Statistica della Regione Veneto gathers, analyses and disseminates statistical information for the benefit of the region. The processed data herein is the patrimony of the entire region and is published in brochures as well as on the Regione Veneto website at [www.regione.veneto.it/statistica](http://www.regione.veneto.it/statistica).



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