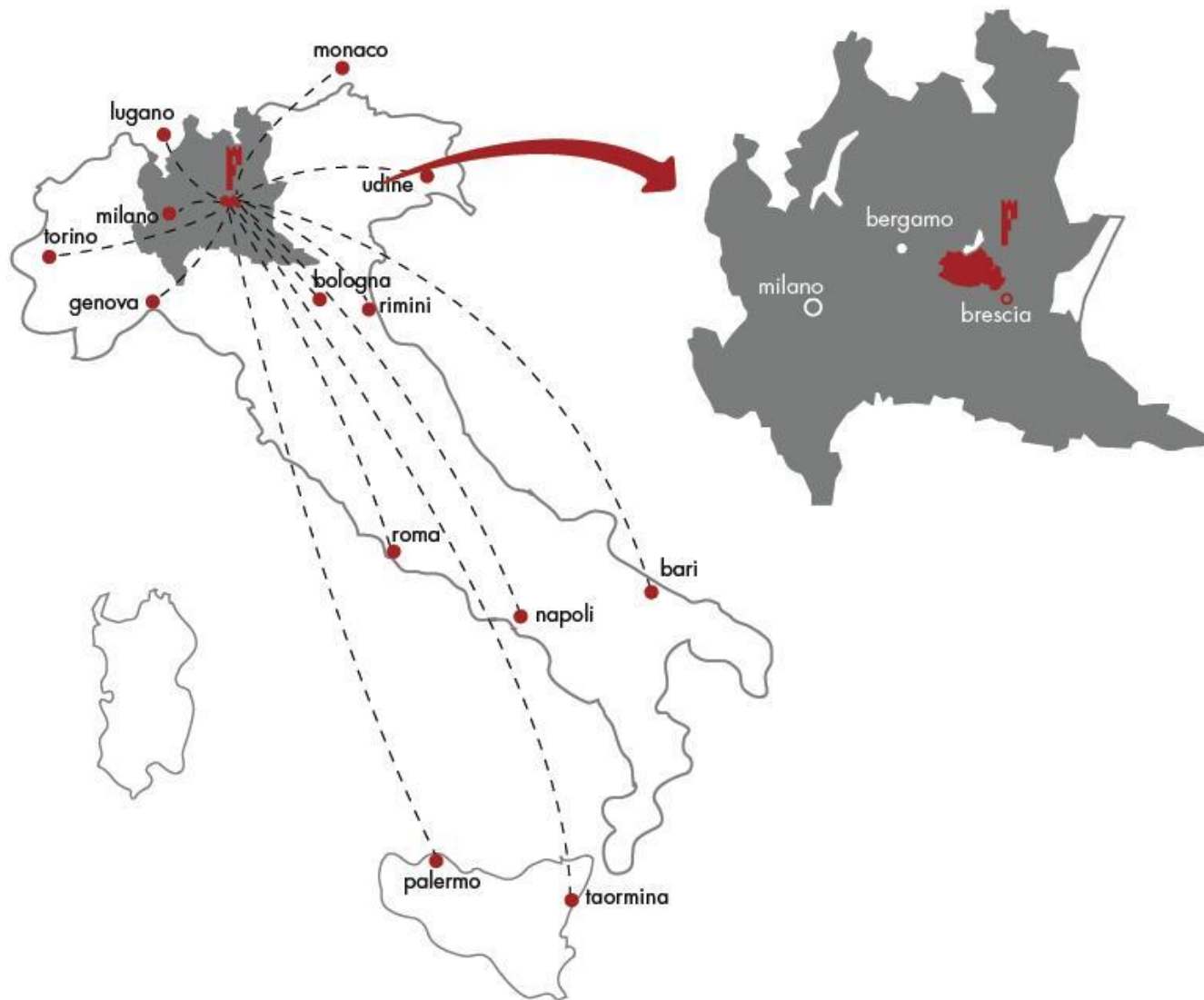




STRADA DEL VINO

**Franciacorta**



Franciacorta is located in the heart of Lombardy, a stone's throw from Milan, overlooking the shores of Lake Iseo in the province of Brescia, covering a surface of 20,000 hectares. The Strada del Franciacorta is an 80 km route that starts from Brescia, city of arts, passes through medieval villages, hills and vineyards and arrives on the shores of Lake Iseo.



The Strada del Franciacorta was founded in 2000. Today has 220 members: not only wineries but also accommodation facilities, places of historical and cultural interest, artisans and producers of typical products, restaurants, sports activities... a network of operators who care about their territory and that create a unique wine tourism offer.



A4 MILANO VENEZIA

PALAZZOLO

Palazzolo Sull'Oglio

COLOGNE

Chiari

ROVATO

OSPITALETTO

A4 MILANO VENEZIA

VENEZIA

BRESCIA

# Franciacorta

**1995** Franciacorta was the first Italian wine produced exclusively using the bottle fermentation method to obtain the status of Controlled and Guaranteed Designation of Origin (DOCG)

**3.229** Total hectares of vineyards in Franciacorta producing wine with an official designation.

**115** Wine cellars associated to Consortium.

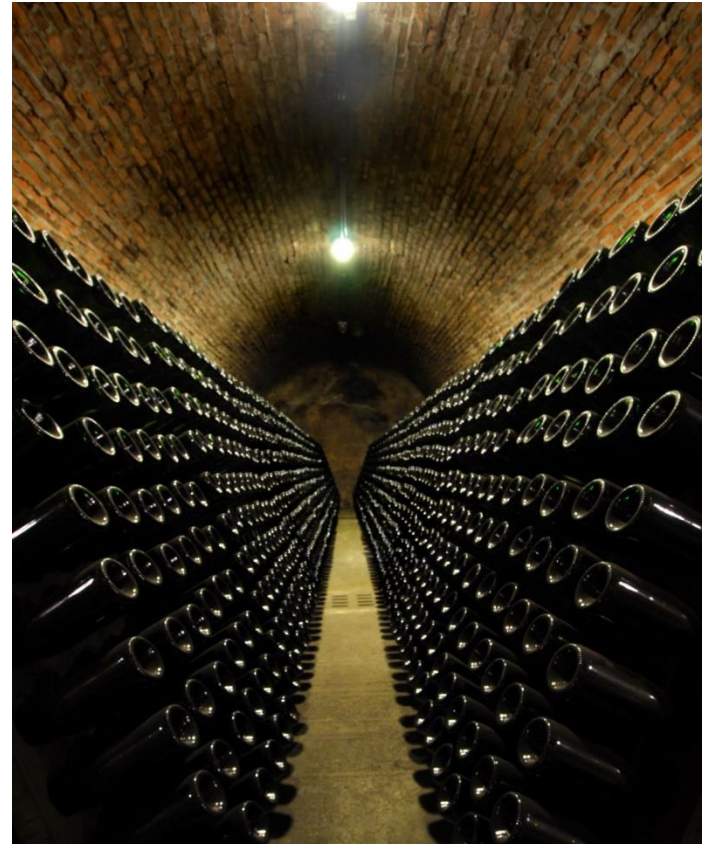
**17,4** Million bottles sold in 2017, of which 11% sold abroad.

Today, the wine label simply reads **Franciacorta**, a single term that identifies:

- the **growing area**
- the **production method**
- the **wine**



Franciacorta: the growing area



Franciacorta: the production method



## Franciacorta: the wine



# Data on tourism flows in Franciacorta

Beds: 9.920 (18 villages) (+28% compared to 2002)

## Data 2017

(source: Elaborations PoliS - Lombardy on data collected for the Istat survey "Movement of customers in accommodation establishments - year 2017")

- Annual arrivals: 247,186 (+11.85% compared to 2016 | +91% compared to 2002)
- Annual attendance: 666,877 (+9.15% compared to 2016 | +24% compared to 2002)
- Average stay: 2,70 nights

**45.89%** of the presences are represented by Italian tourists, **54.11%** by foreigners.

Italians mainly from Lombardy and neighboring regions.

Foreigners come mainly from:



# Wine as a tourist magnet

Today in Italy the wine tourism is worth<sup>(1)</sup>:

- 2.5/3 billion euros per year of turnover
- more than 14 million wine tours (including overnight stays and excursions)

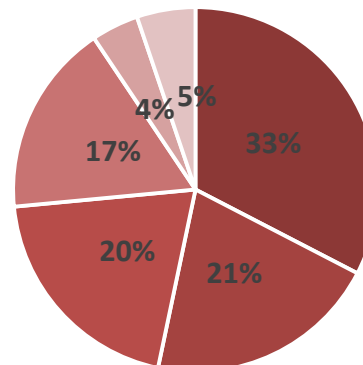
Despite the extremely positive data of the last decade, food and wine tourism in Italy has developed only about 20% of its potential...

↔ **ECONOMY WITH WIDE MARGINS OF GROWTH.**

Holiday time is reduced, but the propensity to spend is widened (well beyond the general average of holiday spending in Italy).

Pro Capita Daily Expenditure **€ 193** <sup>(2)</sup>

- Overnight Stay
- Catering Sector
- Purchase of Typical Food Products
- Purchase of Wine
- Purchase of Local Handcraft Products
- Various Services



<sup>(1)</sup>(Source: XIII Report on Wine Tourism of Città del Vino/University of Salerno)

<sup>(2)</sup>(Source: Censis Servizi)

# Franciacorta as a wine tourism destination

Franciacorta Wine Route is **4<sup>th</sup> among the 15 tastiest** wine and food routes in Italy according to Expedia<sup>(1)</sup>

Preceded by: Strada del Vino dell'Alto Adige, Strada del Barolo and Strada del Vino Terrano.



<sup>(1)</sup>(<https://www.expedia.it/explore/le-15-piu-gustose-strade-dei-vini-e-dei-sapori-in-italia>)

# Main events and fairs 2018

## Fairs and events organized by Consorzio Franciacorta:

### **JANUARY**

*Milano Fashion Week*

*Other events with Camera Nazionale della Moda*

### **FEBRUARY**

*Milano Fashion Week*

*Other events with Camera Nazionale della Moda*

*Berlinale - Berlin*

### **MARCH**

*ProWein – Düsseldorf*

### **APRIL**

*Vinitaly - Verona*

*Salone del Mobile – Milan*

### **MAY**

*Franciacorta Stage – Giro d'Italia*

### **JUNE**

*Milano Fashion Week*

### **SEPTEMBER**

*Milano Fashion Week*

### **NOVEMBER**

*Franciacorta Day Tokyo*

**Various activities with Slow Food**

**Various Franciacorta Festival in Italy and foreign cities:** *Bologna, Wien, Bozen, München, New York, Milano*

## Events organised by Strada and Consorzio Franciacorta in Franciacorta wine region:

**MAY – WAITING FOR FRANCIACORTA SUMMER FESTIVAL/PINK NIGHT**

**2-24 JUNE – FRANCIACORTA SUMMER FESTIVAL**

**15-16 SEPTEMBER – FESTIVAL FRANCIACORTA IN CANTINA**

# Main tourism fairs and workshops 2018

## **JANUARY**

VAKANTIEBEURS – UTRECHT (Netherlands) *at Bresciatourism stand*

FERIEN – WIEN (Austria) *at Bresciatourism stand*

FESPO – ZURICH (Switzerland) *at Bresciatourism stand*

## **FEBRUARY**

BIT BORSA INTERNAZIONALE DEL TURISMO – MILAN with workshop *at Regione Lombardia stand*

## **MARCH**

ITB INTERNATIONAL TOURISMUS BÖRSE – BERLIN *at Regione Lombardia stand*

## **APRIL**

VINITALY – VERONA *at Regione Lombardia stand*

## **JUNE**

WORKSHOP DEL GUSTO, with international tour operators – BRESCIA *organized by Bresciatourism*

## **OCTOBER**

TTG TRAVEL EXPERIENCE – RIMINI *at Regione Lombardia stand*

GOOD ITALY WORKSHOP – MODENA

## **NOVEMBER**

WORKSHOP MILANO



16% of visitors are really interested in wine production method  
84% of visitors are attracted by the experience, the aesthetics, the emotions

<sup>(1)</sup>(Burgundy School of Business, France)

Wine Tourism Experiences



From cellar to cellar...guided tours and tastings, even blindly!



Visits to the laboratories of typical products and tastings





Cooking classes and pairing of dishes with Franciacorta wines



Pic-nic among vineyards



Wine trekking, bike tours and dog trekking



Hot air balloon flights



## Quad tours



## Noble mansions

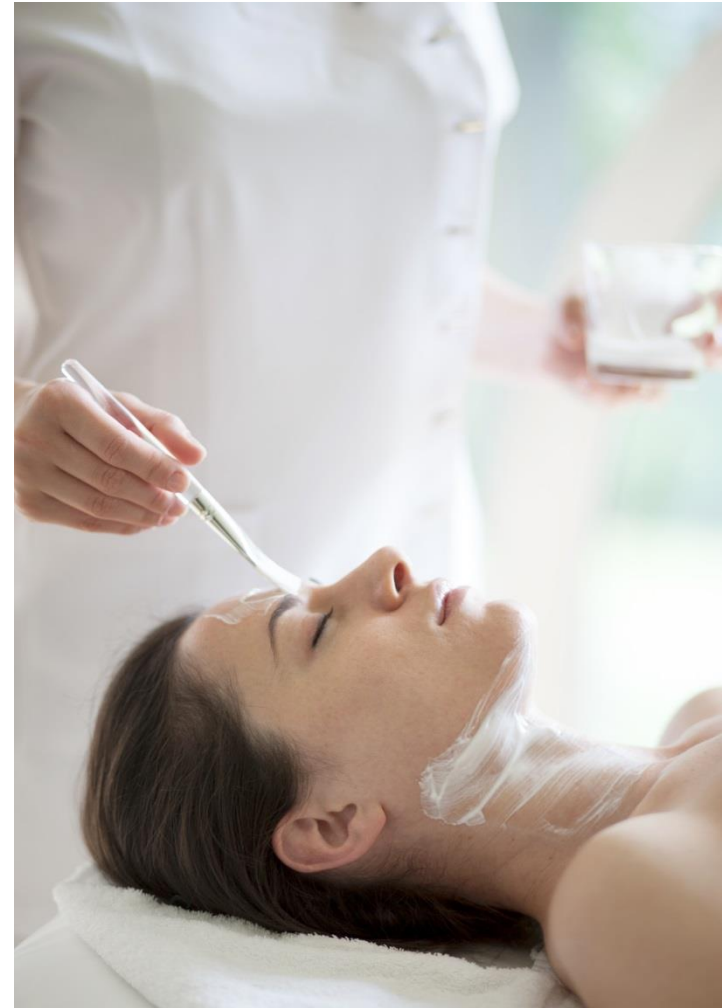


## Franchae Curtes



## Contemporary arts





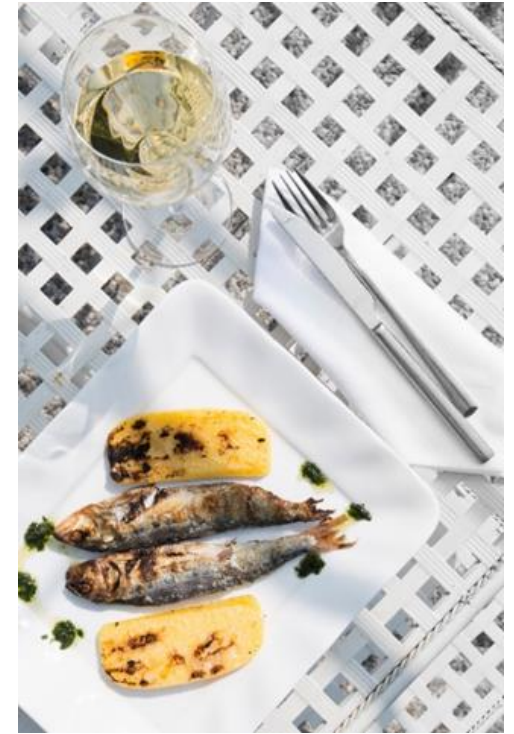
## Golf and Wellness



# FRANCIACORTA SUMMER FESTIVAL



[www.festivalfranciacorta.it](http://www.festivalfranciacorta.it)





# FRANCIACORTA SUMMER FESTIVAL



www.festivalfranciacorta.it

**2-24 JUNE 2018**

**Total number of visitors** to Franciacorta during the highlight weekend (2-3 June) of the 2018 Festival: **7,000**

**Visitors to Villa Fassati Barba** on Sunday, June 3 (limited number event): **1,800**

**Origin:** for the most part from Lombardy and neighboring regions, some visitors from central and southern Italy (Tuscany, Lazio, Marche, Campania, Puglia), some foreigners from Switzerland, Austria, France and the UK.

**Facebook page performance:** 101,114 followers at 30/06/2018, in the period between 15/04 and 30/06/2018 2,950 new followers were obtained, with an increase of 3%.

**People reached from Facebook event:** 830,737.

**Performance website Festivalfranciacorta.it:**

41,078 page views +8.6% compared to 2017 Festival

27.551 accesses +89.4% compared to 2017 Festival

**Newspapers Articles:** over 250 articles (Major publication on Dove, Il Sole 24 Ore, Corriere della Sera)

 *festival*  
**Franciacorta**  
in cantina

**14-15 September 2019**  
next edition





## **15-16 September 2018**

During the Festival in Cantina weekend:

36,000 visits to the cellars and 18,000 visitors

The number of foreigners is increasing moderately

Facebook registered a +5% in the period (1 month); people reached through Facebook were +150% compared to the same period in 2017

Instagram recorded +7% in the period (1 month)



A project has been launched with an **on-line booking platform** for visits to the wineries (Cantine.wine), which can be accessed directly from the Franciacorta.net website and from the sites of the member wineries. Currently about **fifteen wineries** and a travel agency have joined, but the project will be expanded in 2019 and implemented with other wineries and also with accommodation, catering, services (rentals, sports, culture, etc..).

EN - f [social icons] HOME

the wine Franciacorta

the land Franciacorta

Wine Viticulture **Wineries** The Consortium Region Wine tourism Food and wine The road

## Wineries

Cellars Map >

Filters

- Visits and tastings
- Agronomic Model
- Cellar
- Products
- Other
- Hospitality
- Booking online

Reset

## Cellars list

Search

Abrami Elisabetta	Via Fosche 5 25050 Provaglio d'Iseo BS Italia	+
Barone Pizzini	Via San Carlo, 14 - 25050 Provaglio d'Iseo	+
Castello Bonomi Tenute in Franciacorta	Via San Pietro, 46 - 25030 Coccaglio	+
Il Dosso	Via Dosso, 2 - 25040 Corte Franca	+
La Montina	Via Baiana, 17 - 25040 Monticelli Brusati	+
Mosnel	Via Barboglio, 14 - 25040 Camignone di Passirano	+
Tenuta Ambrosini	Via della Pace, 58 - 25046 Cazzago San Martino	+



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Credits: Ph. Fabio Cattabiani