

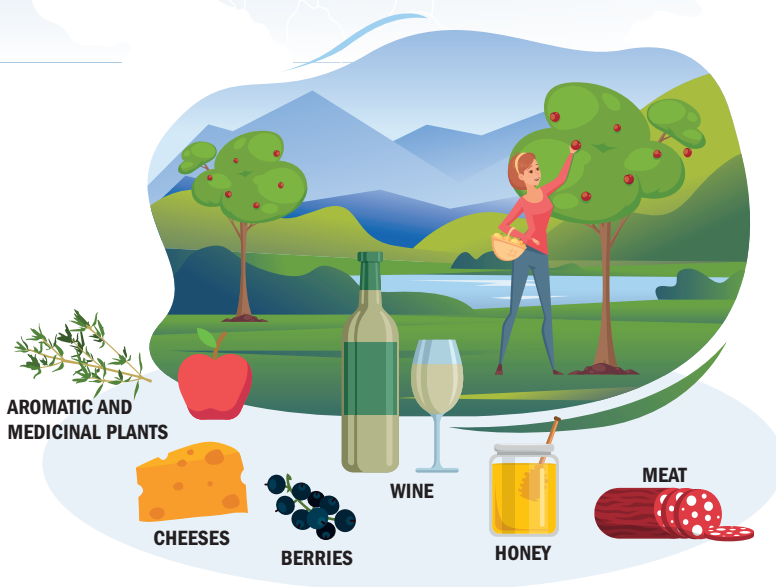


TERRITORIAL MARKETING

THE NON AND SOLE VALLEYS TERRITORIAL MARKETING STRATEGY

APPLES AS A DRIVING FORCE FOR THE LOCAL ECONOMY ALL YEAR ROUND

1. Apples in the Non and Sole valleys (Trentino Alto-Adige region, Italy) represent the **main driving force of the local economy**, with exports globally thanks to their EU label. Traditionally an agricultural crop, apples were not previously considered a potential tourist attraction and **tourism flow in these valleys was mainly seasonal**, concentrated in summer (trekking) and winter (skiing).



3. Thanks to the “route”, tourism opportunities are available throughout the year, **creating networks among local actors and improving the appeal as a tourist destination**. Now, tourists can enjoy the flowering of apple trees in springtime and participate in harvesting activities in the autumn. In 2018 there were 193 members of the “route” and the main event, an apple fair, attracted almost 20,000 tourists in autumn.

2. “The Val di Non and Val di Sole Apples and Flavours route” is a **mixed public/private initiative** based on partnership between the provincial tourism associations and local stakeholders. It offers **various activities**, such as **events, fairs and field trips**, related to local specialties: apples, berries, cheeses, aromatic & medicinal plants, etc. By paying just 100€ annually to the “route”, local actors can be involved as hosts, promoters and suppliers in these events, enlarging their business and promoting their specialties.

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



PROMOTIONAL MATERIAL

Attractive information and promotional materials easily available both online and in tourist offices are essential. The “route” website offers an updated web-map showing participating facilities/shops.



RICHNESS OF THE OFFER

A rich and varied offer connecting producers, food & lodging facilities and retailers in an appealing network. Everyone can find the activity that best meets their needs, all year round.



TYPICAL EXPERIENCES

Today tourists don't just look for beautiful places but for authentic experiences. The “route” proposes a variety of experiences and events connected to local traditions.

With successful territorial marketing, local supply chains benefit from increased tourist flow and its related income throughout the year. Tourism demand is increasing globally: proposing something authentic locally is essential to emerge in the market.



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Coordinator



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