

- high-quality products
- renewable energies
- tourism

RegioMarket



Alpine Space

Optimizing Regional Marketing and networking for development of a corporate marketing and branding strategy for the entire Alpine Space



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Report by project partner

PARCO DELLE PREALPI GIULIE

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Our Region

- Parco Prealpi Giulie is in Friuli Venezia Giulia. It borders on Slovenia and it is not so far from Austria
- The international position of the area can be observed also in the meltin' pot of cultures of its communities
- From an environmental point of view, it is possible to find species of 3 biogeographical areas: Mediterranean, Alpine and Illiric





Challenges before RegioMarket

- Improvement of sustainable tourism offer in the region
- Participation of local actors in Park's life and decision process
- Encouraging of material and immaterial exchange between local actors





Steps in RegioMarket

- Creation of basic instruments to help and drive local tourism offer towards quality and sustainability
- Involvement of producers and professional categories in order to define a common quality system
- Definition of minimum standard required for the participation to the tourism system



Results of RegioMarket Activities

- **Definition and implementation of the new quality brand system**

- **Current situation: 17 enterprises have the quality brand**
- **2 farms**
- **2 agriturismi (touristic farms)**
- **3 didactical farms**
- **2 B&B**
- **3 hotel - restaurants**
- **1 bakery**
- **1 butcher**
- **2 tourism services**
- **1 sport assistance service**
- **3 more are waiting for gaining the brand**



Results of RegioMarket Activities

- Improvement of the relations among Park and Professional categories



An increasing number of people is
Considering the Park as an efficient tool
of local development

Results of RegioMarket Activities

- Higher visibility of the area and its typicalities
- More projects concerning typical local products have been developed





Lessons Learnt

- Definition of common minimum standards for quality tourism in the area
- Strengthening of relationships with different park's actors
- Common identity in promotion actions

problems	plans
Integration with regional tourism activities and projects	Development of tourism itineraries in cooperation with Friuli Venezia Giulia
Visibility on domestic and international market	Promotion activities



Remaining Challenges and Plans

- ❖ Brand implementation
 - Implementation of an external audit service
- ❖ Territorial animation activities
 - internal communication in order to increase the number of adhesion and to improve the quality of the services offered
- ❖ Significant results in commercial exchange between local partners
 - internal communication in order to increase the number of adhesion and to improve the quality level of the services
- ❖ Improvement of tourism offer
 - Planning of new promotional tools (website)
 - Planning of new itineraries in order to highlight the quality offer of the territory
 - Increasing competitiveness of local tourism system
 - Integration in the tourism network of Friuli Venezia Giulia