

# Pre-Task III: Off-the-beaten tracks: itinerary in Romagna

## TEAM FRANCE

Léa BUGÉY  
Célia RATINAUD  
Cassandre HESS  
Erwann FERRATON  
Emeline DUCAROUGE



# French tourists in Italy

## 14.2 MILLION FRENCH TOURISTS IN 2018



6.6% of the foreign tourists in Italy



Romagna is unknown



Travel to Rome, Naples, Florence, and Southern Italy.

## WHY THEY TRAVEL



Food



Art



Culture

## WHAT THEY ARE EXPECTING



Authentic experiences



Live as an Italian



# Target group: DINKs (Double Income No Kids)

## Who are they ?

- couple without children with a high purchase power
- millennials
- digital natives

## How do they travel ?

- short stays (1-3 nights)
- abroad

## What do they like?

- authenticity and modernity
- high quality accommodation, best if sustainable
- good restaurant with local food
- activities: gastronomy, shopping, culture, excursions, going out for the evening



# Resources and Capabilities in Romagna



## HUMAN

Passionate producers  
Specific know-how  
Tourism professionals

## PHYSICAL

Vineyards and valleys  
High quality food and accommodations  
Certified products  
Farms and cooperatives

## CULTURAL & HISTORICAL

Museums and cultural centres  
Charming villages  
Traditions and legacy



They are the identity elements of Romagna and correspond to the **TERROIR**.




# WHAT IS TERROIR ?

The term "**terroir**" is French and derived from "terre" meaning land.

Terroir = **the sense of place in the taste of local food**, referring to the unique characteristics of the local environment to produce certain qualities of the product.

Examples: **Bordeaux or Chianti wines**



**Terroir tourism:** tourist services based on the discovery of the identity elements of a territory such as cultural landscapes, local know-how, tools, techniques, history, people and products.



## WHY TERROIR TOURISM ?

A new form of tourism attracting French tourists like Dinks.

**French Dinks'** expectations on terroir tourism:

- high quality products and services
- exchanges with local people
- gastronomy
- authenticity and immersion
- meet producers and learn about the production
- learn more about tangible and intangible heritage



Romagna should develop tourism products on their terroir to attract French Dinks.



# TOURISM ACTIVITIES ON TERROIR IN ROMAGNA

1

## FOOD MARKET

Visit a food market in Forli or Cesena to discover and taste the products from Romagna.

**What to eat ?** Squacquerone cheese D.O.P, seasoned sausage Salama da sugo I.G.P, Piadina or Passatelli and Cappelletti fresh pasta.

2

## CASA ARTUSI

Center of the gastronomic culture of Romagna in Forlimpopoli, cultural heritage of the traditional cuisine.

**What to do ?** Visit of a wine house, the museum, the library and cooking class to learn how to make Piadina or fresh pasta.

3

## WINE TASTING

Visit a vineyard or a wine cooperative to meet wine producers and taste high local quality wines.

**What to drink ?** The Sangiovese P.D.O, the Albana P.D.O from Bertinoro, the Rebola P.D.O from Rimini province or the P.D.O Bosco Eliceo wines.

4

## MUSEUM OF THE HISTORY OF AGRICULTURE

Cultural heritage of the agriculture techniques and history of the peasant world of Romagna.

5

## "SENTIERO DELL'OLIO"

Cultural legacy of extra virgin olive oil production in Brisighella.

**What to do ?** Visit of the Olive Oil Museum in Brisighella, extra virgin olive oil tasting and a walk on the path of the olive trees itinerary.





# Communication



## PROMOTION VIDEO CAMPAIGN

Focus on the terroir of Romagna

Showing people that actively participate in workshops or activities

Giving a sense of traditions and know-how



## PRESENCE AT FAIRS

Represent Romagna with a stand on the terroir and participate to after work events organized by the fair.

General fair:

- Foire de Savoie, Chambéry
- European Fair, Strasbourg

Tourism fair:

- World Tourism Fair, Paris
- Mahana Tourism Fair, Lyon
- Tourissima Tourism Fair, Lille



## VISIT ROMAGNA

The packaged itinerary can be sold and promoted on the Visit Romagna website.



## LOCAL TRAVEL AGENCY

French travel agencies can directly sell our packaged itinerary to their interested clients.



## ONLINE BOOKING PLATFORM

The packaged itinerary can be sold and promoted on online booking platform when consumers search for Italian destinations.

# Marketing



***"Give a try to the uniqueness of the terroir in Romagna!"***

*Between the cities of Forlì and Cesena, the Casa Artusi in Forlimpopoli - centre of the gastronomic culture, the vineyards and the olive oil itinerary of Brisighella, you will taste the sense of Romagna!"*



**Promotion video campaign**

---





**Thanks !**