

DMO Green Weekend Association

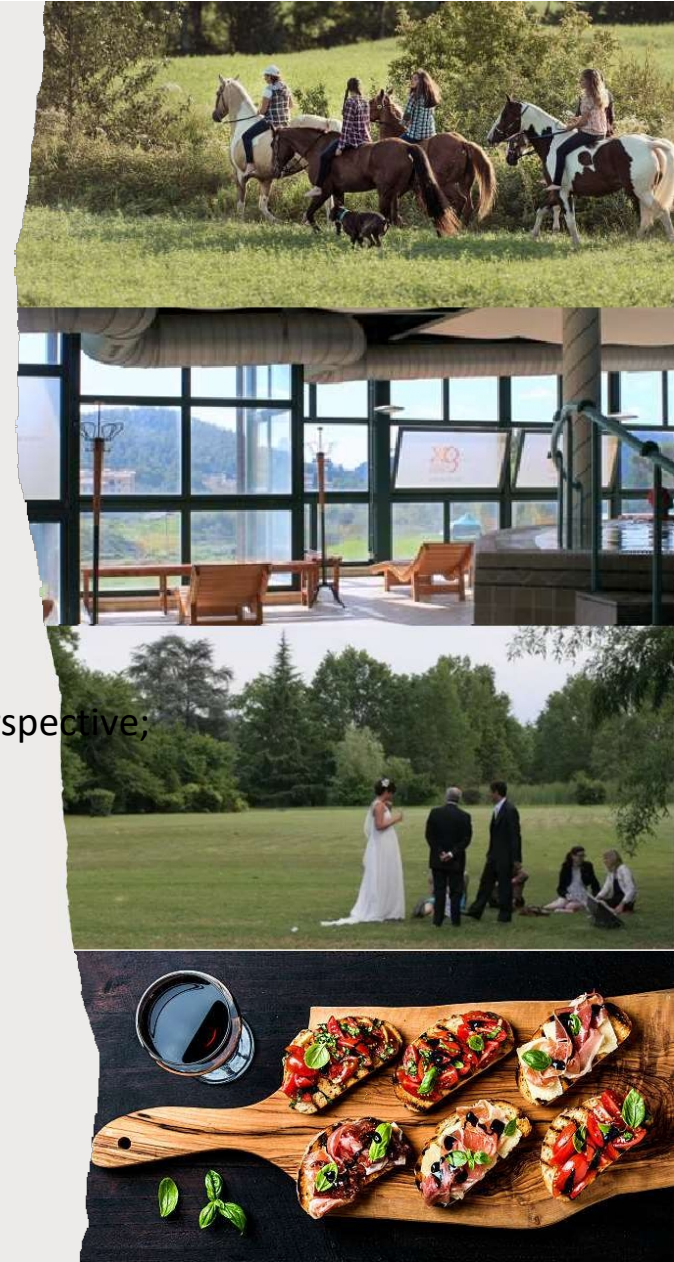
Active Space Lazio Innova
Rieti, 9 May 2022

**Edited by Armando
Soldaini
Destination Manager**

The project at a glance

Cluster

1. Health, food and wine and rural tourism;
 2. Outdoor tourism.
- ✓ Systematisation of some of the area's specific features (food and wine, green tourism and itineraries, sport, health and wellness), and creation of the Green Weekend brand, for transversal and joint enjoyment of the two territories identified in three ways: 1. **Taste and wellness** (food and wine, sport and spa); 2. **Green Weekend** (itineraries and food and wine); 3;
 - ✓ strengthening the **communication and marketing system** from a **multi-channel** perspective;
 - ✓ **cooperation between operators** and **support and advice** to them in the preparation of a quality offer;
 - ✓ **centralised**, single and systematic **management** of the identified destination;
 - ✓ **monitoring** of tourism trends in the destination, for the adaptation of the offer to the needs of the identified targets and to stimulate public participation;
 - ✓ **involvement in various capacities of people and companies residing in the area**, with the prospect of creating new jobs in the tourism sector.



Articulation of activities

1. **analysis of the territory, survey and construction of databases** with attached photographic services, of commercial activities, accommodation, catering, sports and leisure activities;
2. construction of a **dedicated portal** to promote the territory, **activation of a dedicated app**, design and implementation of a **social campaign**;
3. drafting of **quality guidelines** with related **specifications**;
4. preparation **of the land use offer**;
5. production of **five reasoned** and annotated **maps**, in digital format;
6. **printing** thematically themed **brochures**, leaflets, quality stickers;
7. **organisation of a meeting with tour** operators, press and trade operators;
8. **participation** in a tourism promotion **event**;
9. **evaluation of the project's effectiveness and impact on the territory.**

Weaknesses

The province of Rieti - and **Sabina in** particular - is in penultimate place nationally in terms of tourist presences (315,000 in the last six years); the situation in Tuscia and the Latium Maremma is better, but with reference to some areas closer to Rome, or to the sea. There remains the still critical issue of the accessibility of the **inland area of Tuscia viterbese** - characterised mainly by proximity tourism, especially in summer, linked to the presence of the lakes (Vico in our case) and the countryside. The economic reconversion underway towards tourism, despite various attempts, lacks a real territorial marketing operation with the systemisation of the main actors. Cultural, accommodation and catering services are currently competing on the market, even internationally, in no particular order.

Strengths

Sabina has countryside, woods, olive groves, monasteries, archaeological sites, castles, abbey and ancient farmhouses. In recent years, however, there have been arrivals **from northern Europe (England, Germany, Holland), but also from China** and some Australians, mostly for short stays (2 days), in relation to the proximity to Rome, which can be exploited as an opportunity, **competitive prices** and services, including the Fiumicino-Orte railway link, for travel to Rome. There has also been an increase in foreigners (British and Dutch) buying homes in the villages.

The area of **inland Tuscia** and the **Cimini Mountains** has a **lot of potential for niche tourism, oriented towards a sustainable holiday**, far from the traditional tourist circuits, and this can be a great strength in view of the current situation linked to the health emergency, which leads to recalibrating the offer of tourist destinations according to new needs and different user demands. **The two areas identified** therefore have common characteristics that can be important from the tourism point of view if they are included within proposals linked to a **'green' use of the territory, to an open-air, wellness and, in a certain way, 'alternative' and sustainable tourism, also in relation to the organisation of private events and ceremonies.**

Elements of originality and capacity to attract tourist flows

- Creation of a new brand: the Green Weekend;
- creation of a new **tourism package linked to ceremonies and private events, also saleable from abroad**, which would therefore increase the average stay, qualifying the area as an ideal place to spend a beautiful moment of one's life with one's friends and loved ones; the project group boasts an **alliance with three important European clusters specialised in the wedding sector**;
- from tourism marketing to 'social-passing' and the marketing of the unforgettable: **web and social media create communities, exploiting their use by the territory's users themselves** (the bride and groom's photo book, guided in the *charming* locations, is transformed into 'stories' on Facebook or Instagram, making the images - and the image - of the territory go viral);
- **experimentation of a transversal integrated product that connects the two geographical areas with each other.**



'Digital reality' and 'social passing'



This territory will be proposed **in web advertising** - but also at national and international trade fairs - as a place of high cultural value to be discovered and rediscovered. **Thanks to the web platform, an information portal and an app** offering virtual tours, updates, information on appointments, meetings, and exhibition activities with links to the institutional sites of the municipalities, **a digital reality will take shape that will be a bridge** not only for the digitalisation of activities and promotions, but also an effective tool for the dissemination, **promotion of the entire territory and for the marketing of product packages.**

Education and environmental protection equals sustainable tourism

The Green Weekend brand espouses the themes that will dominate the web and online information scenes in the coming years: environment, health, social. **Not just tourism then, but a culture of sustainability, defence of the territory and its resources, and resilience to global standardisation.** The map of food and wine and the typical, for example, will reward tourist and commercial establishments that have added value for the local economy. In addition, the project will involve high schools operating in the area, also with a view to **generational change of knowledge and knowledge of the territory.**

DMO Green Weekend ETS

It focuses its action on promoting, enhancing and revitalising the territory to accompany it towards an ecological transition and achieve greater economic sustainability. It works with the operators and local realities, through a path that is also educational and training, to stimulate greater awareness and respect for its roots and to establish a solidarity network among all the operators. The activity is to identify and define attractions, services and offers to be developed to enhance it. The aim is to attract conscious, responsible and respectful tourism.



It takes the keywords as its own

RESPECT RESILIENCE

SUSTAINABILITY

ECOLOGICAL TRANSITION

AWARENESS



It promotes education in Aesthetics, i.e. in the recognition of beauty, and in Ethics, i.e. in the value of morality, in order to lead the community to form within itself **conscious citizens, endowed with positive personalities, who can be entrusted with the protection and enhancement of the territory and its cultures.**

EDUCATION

TRAINING

KNOWLEDGE



It shares and supports UNESCO's mission to protect the

HERITAGE OF MANKIND

Material, Artistic and Natural Heritage The artistic-monumental works created by human ingenuity over the course of time, and the beauty of the landscape and nature.

Intangible Heritage

The set of traditional knowledge that, starting from language and dialect, passes through gastronomy, oral traditions, poetry, songs, music and traditional dances, **up to and including the way of working the land or producing handicrafts.**



The territory is the precious casket in which this wealth resides, protected and supported by that complex set of ingredients that the Romans called

Genius loci

This **powerful energy** represents the deep soul of the territory and its most important resource **that inseminates and contaminates the customs of the inhabitants and shapes the landscape.**

The risks of misuse of technology

The energy of the *Genius* loci experiences its own delicate fragility, too often the very inhabitants and administrators of this wealth dissipate it or, worse still, modify it. **What had never happened over millennia risks happening in the space of a few generations.** After the Second World War, since the 1950s, the spread of improperly used advanced technologies and new cultural models has seriously damaged this thousand-year-old culture of ours.

We want to contribute to the reversal of this process by bringing the rural territory back to the centre of the system of creativity and knowledge, proposing it as a universal model of quality of life, bringing man back to the centre of the value system, to return to discover how roots are the real reference that firmly guides civil progress.

We can do this because, as the whole world has already learnt, ours is one of the most extraordinary peoples on the planet and Italy its stupendous cradle.

"I am an ancient man, who has read the classics, who has picked grapes in the vineyard, who has contemplated the rising or setting of the sun on the fields, amidst the old, faithful neighing, amidst the holy bleating; who has then lived in small towns with the stupendous form imprinted by the ages of craftsmanship, where even a cottage or a brick wall are works of art, and a little river or a hill is enough to divide two styles and create two worlds. So I do not know what to make of a world unified by neo-capitalism, that is, by an internationalism created, with violence, by the necessity of production and consumption'.

Pier Paolo Pasolini



Digital transition and sustainability

The painful situation that the country has faced with **the Covid-19 pandemic** **represents an opportunity** to be seized to evolve the economic and social model, updating it in relation to the changed possibilities that today's technologies give us.

Much has already changed with respect to working patterns, the habit of **shopping online**, the spread of teleworking and **remote working** (so-called smart-working), but much more is destined to change: **distances are shrinking**, the hallmark of wealth and power is summed up in the **availability of time** and **quality of life**. Places like ours can be an elective destination to which more and more sensible people may decide to move year-round, finding better living conditions, including quality of food, safety for children and more affordable costs.

The condition for this possibility not to turn into a definitive catastrophe of fragile agrarian harmony is that the territories equip themselves culturally, socially and structurally. Doing so is the main action of our project, the long shadow of which we already see projecting into the future with this summary formula: 'Create an autonomous and perfect ecosystem with absolute respect for man and the environment'.



Circular economies



The DMO Green Weekend Association contributes to creating **circular** and local **economies** based on specific territorial realities and resources, combined with a digitisation of services and production sectors to create **new job opportunities also for young people**.

It coordinates the organisation to offer **complete service** packages, with high quality solutions and competitive prices that include nature, cultural, sporting, taste and wellness itineraries; **traditional events** such as festivals, historical re-enactments, religious events **are of course supported** to enhance their visibility, working together with individual accommodation facilities and all hospitality professionals.

The potential of the territories and the skills of the entrepreneurs of Sabina and Monti Reatini and Tuscia and Maremma in Latium are structured in **an organised supply chain between all the actors** thanks to the **interchange or a professional excellence**, a flow of productive exchanges between the various operators that together start the construction of **a network capable of strengthening the territory and protecting it**.





The area offers quality catering businesses that, boasting a valuable environmental context, can become attractors. Local businesses offer shuttle services, agritourisms, B&Bs, **guesthouses with rustic atmospheres**, spas, which will support events and form part of the tourist offer. **Thanks to the new legislative opportunities, farmers will be able to develop certain branches of their businesses: the sale of products, the catering service up to perhaps creating on their own land a *glamping***, an accommodation facility so fashionable in the target audience, offering their guests the possibility of sleeping pampered by comforts in the midst of luxuriant nature.

The first promotions are aimed at proximity tourism to intercept the influx of regional or neighbouring areas, and **then increase the length of stays, creating a sustainable proposal that censuses, enhances and promotes the existing resources** according to targets that are not only local, but national and international.

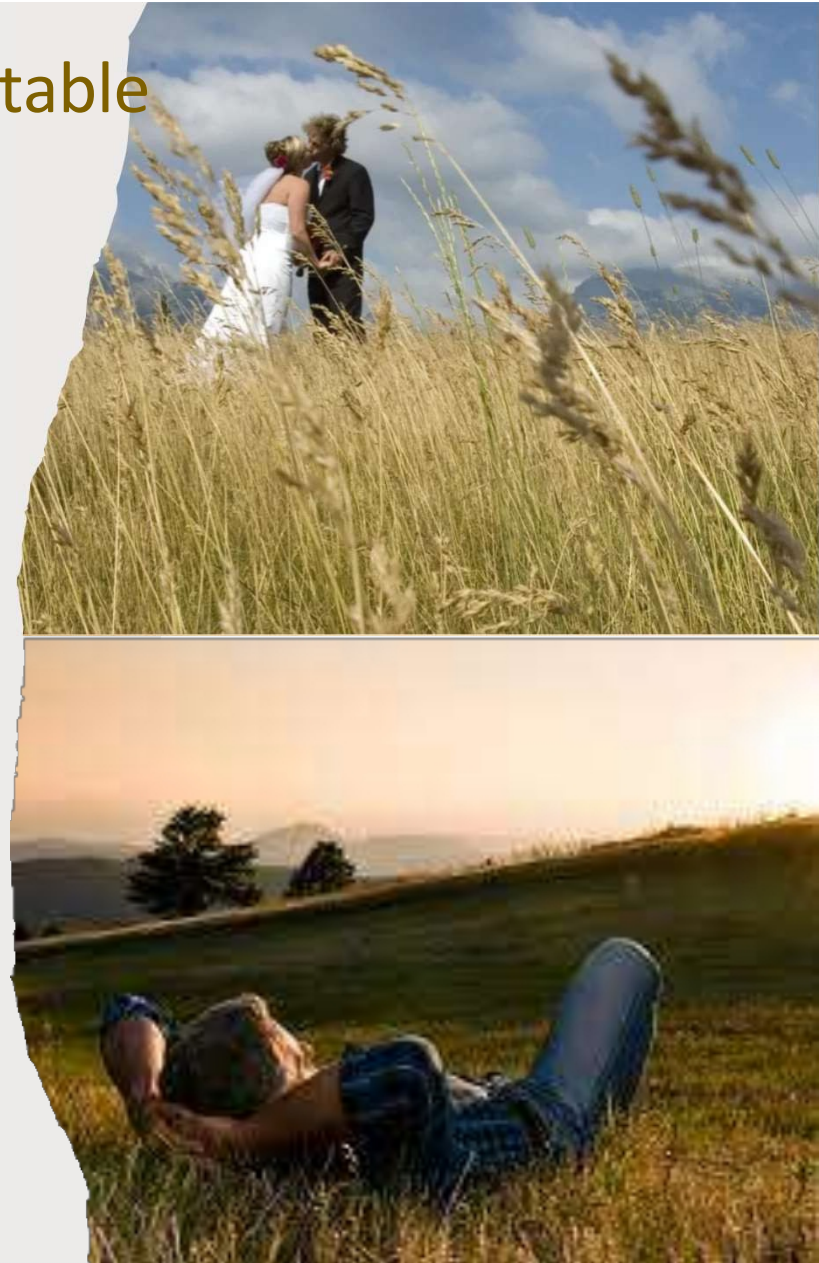
Beyond the experience we find the unforgettable

The project suggests going **beyond** the current **sensory and experiential** tourism. The most interesting hypothesis explores '**the unforgettable**', that extraordinary event that has left an indelible mark, to which we return from time to time. What was it? An evolution of status? **In addition to the journey of taste**, between products of the earth, ancient recipes and culinary tradition, **as well as various body experiences**.

The hectic life finds an oasis, **a moment of rethinking about true hierarchies. A reflective pause, amidst the 'traces' of history and civilisation.** The awakening of the numbed soul stimulates in the deep memory an intimate dialogue face to **face with the *Genius loci***, and from the ancient sounds and unchanged practices, it receives profound refreshment and gratifies that thirst without thirst and that hunger that food does not satiate.

To attract customers interested in these topics, we need four ingredients: a protected territory; an organised system that manages a quality reception; an effective promotional action; and, above all, **a great attractor** that answers **the question: what is the unforgettable day in your life?** Given that most people, they answer **marriage**. Could this be ours?.

If so, will it be possible to combine the ordinary of the ceremony with the extraordinary of the reception by designing an itinerary that accompanies our guests **far beyond?**
Let's see.



The wedding in our country

Italy can successfully compete in the global competition to position itself in the market as the elective venue for **weddings and private ceremonies**.

Italy is already a great attraction for the wedding system, for the **'saleability' of a rich artistic monumental** and natural **heritage** and for the extraordinary ability to provide **products and services of the highest quality**.

Moreover, the offer is **being** restructured: **more and more Italian regions are organising themselves** to intercept and satisfy demand, proposing new destinations alongside the widely established ones.



Destination wedding data 2019



Over 9,000 foreign
marriages in Italy



486 million
turnover



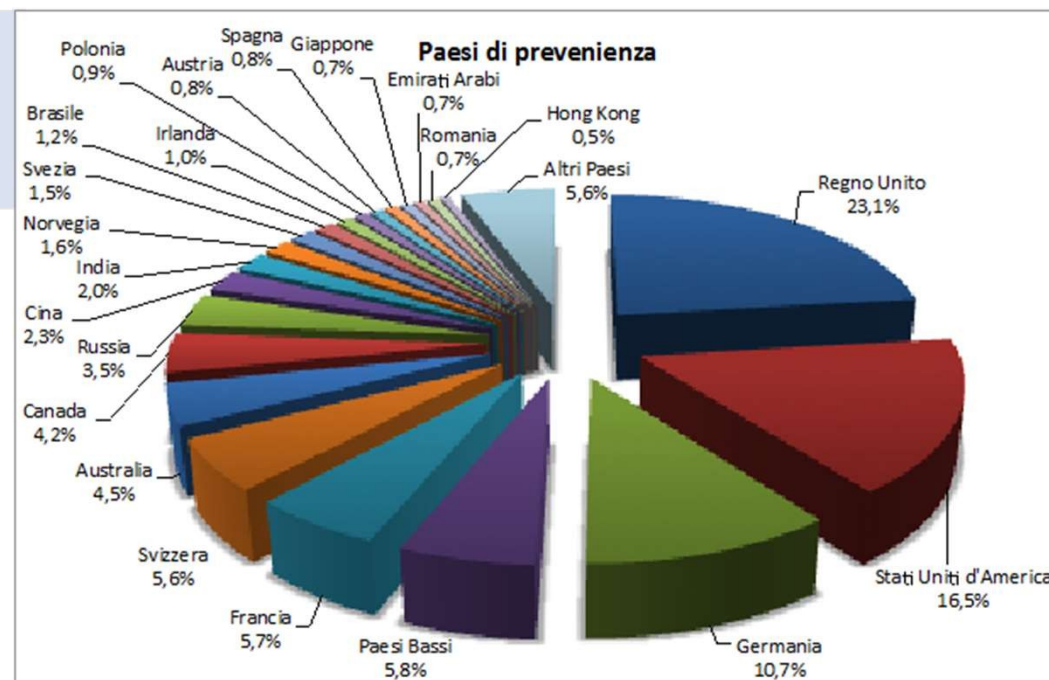
Average expenditure per
event
€ 58.600



1.783 million
presences



Central Italy 42.2%
turnover



23,1% + 16,5%



39.6% of the value
of total wedding tourism

2020 data



226 thousand
presences
-87,3%

35.5 million
turnover
-92,7%



Events -69.7%
Turnover -78.9%



perspectives



+ 20%
as of 2022

China

16% of the *destination wedding* towards Europe,
particularly Italy



Rome, Florence and
Venice

Average expenditure
per wedding € 84,000

Which markets

For 31% of newlyweds, the worldwide appeal of our country is its 'strong charm and recognised beauty'.

A promotion effort revolving around this market segment is therefore desirable, not only in those countries where there is already an established market (the UK and the USA and all of Northern Europe), but also with respect to more distant countries that are potentially interested.





New trends in China: Italian Style

More and more young Chinese are looking to Italian brands for their wedding clothes, choosing an Italian chef for the banquet preparation, an Italian florist for the flower arrangement, music by an Italian band, and dreaming of a honeymoon in Italy, if not the wedding itself in a noble palace on the Venetian lagoon, in a village in Tuscany, on a lake in northern Italy or in Rome.



The Italian system can meet every need
at the highest level in the organisation of
ceremonies

and private events in demand from all
over the world

Quality, care, style, elegance, recognised
professionalism in all areas of production and
services in some way related to the
celebration of a wedding.

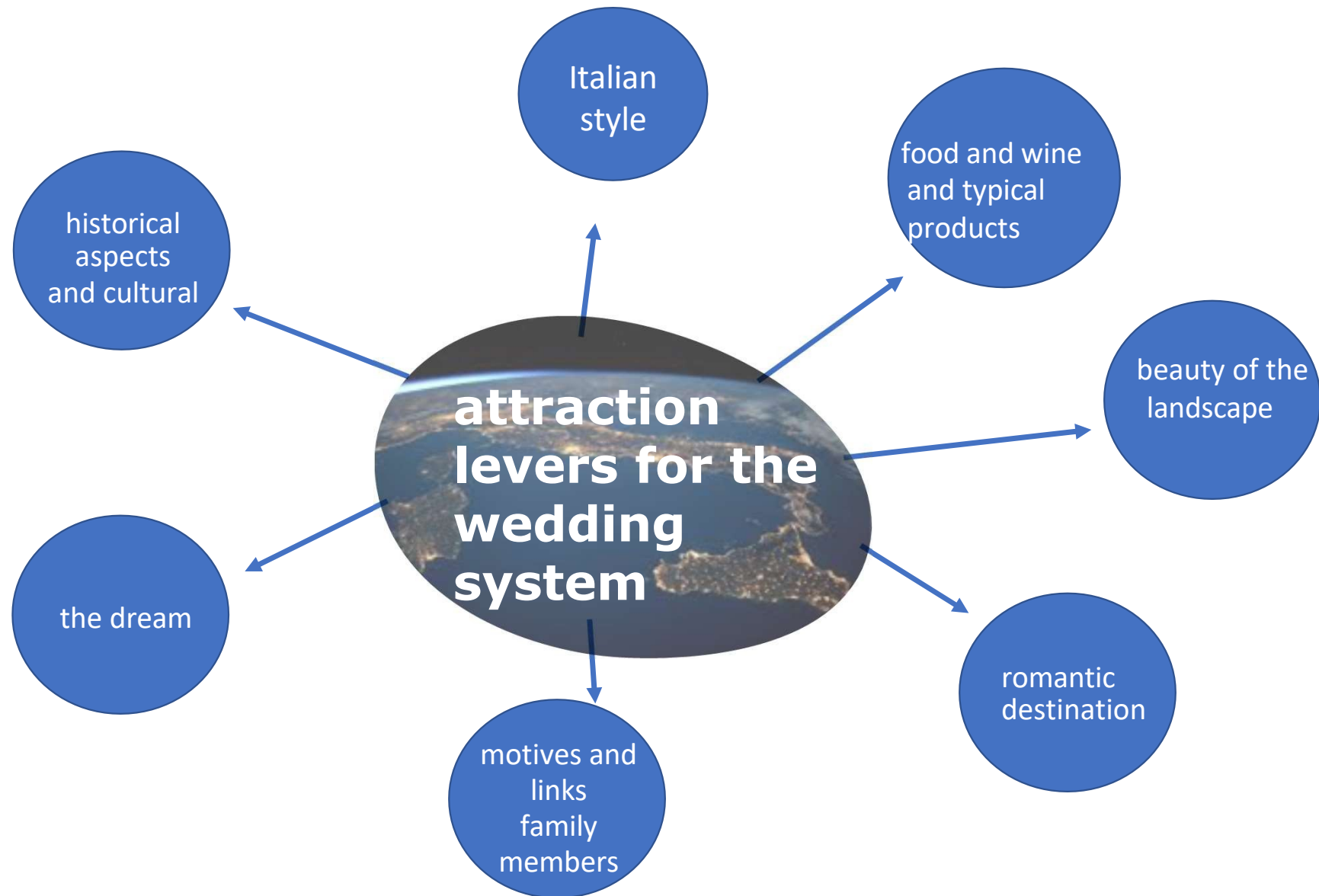
SERVICES

- videos and photos in extraordinary locations
- refreshments in prestigious villas,
castles and refined palaces
- wellness and spa centres
- high-quality catering
- hairdressers and make-up artists
- alternative leisure programmes for
guests

PRODUCTS

- luxury gifts
- wedding and formal dresses
- shoes, bags and various accessories
- floral decorations





Not only tourism

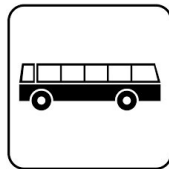
The private event is intimately connected to the **tourism sector** and can be an **important engine** to **support the development of the area**.

The organisation of private ceremonies impacts the network of **accommodation, catering, agencies** and, by extension, the **transport system, museums, entertainment, wellness** and **personal care**.

In addition, it can also significantly affect **manufacturing sectors** such as **fashion, accessories, gifts, handicrafts and art**, and even affect the **real estate sector**.




The celebration
of private
events is the
main attractor
identified
for our project



Organising ceremonies to initiate a
beneficial and regenerative action
capable of producing spin-offs not only
on tourism, but on various productive
and commercial sectors in the area.



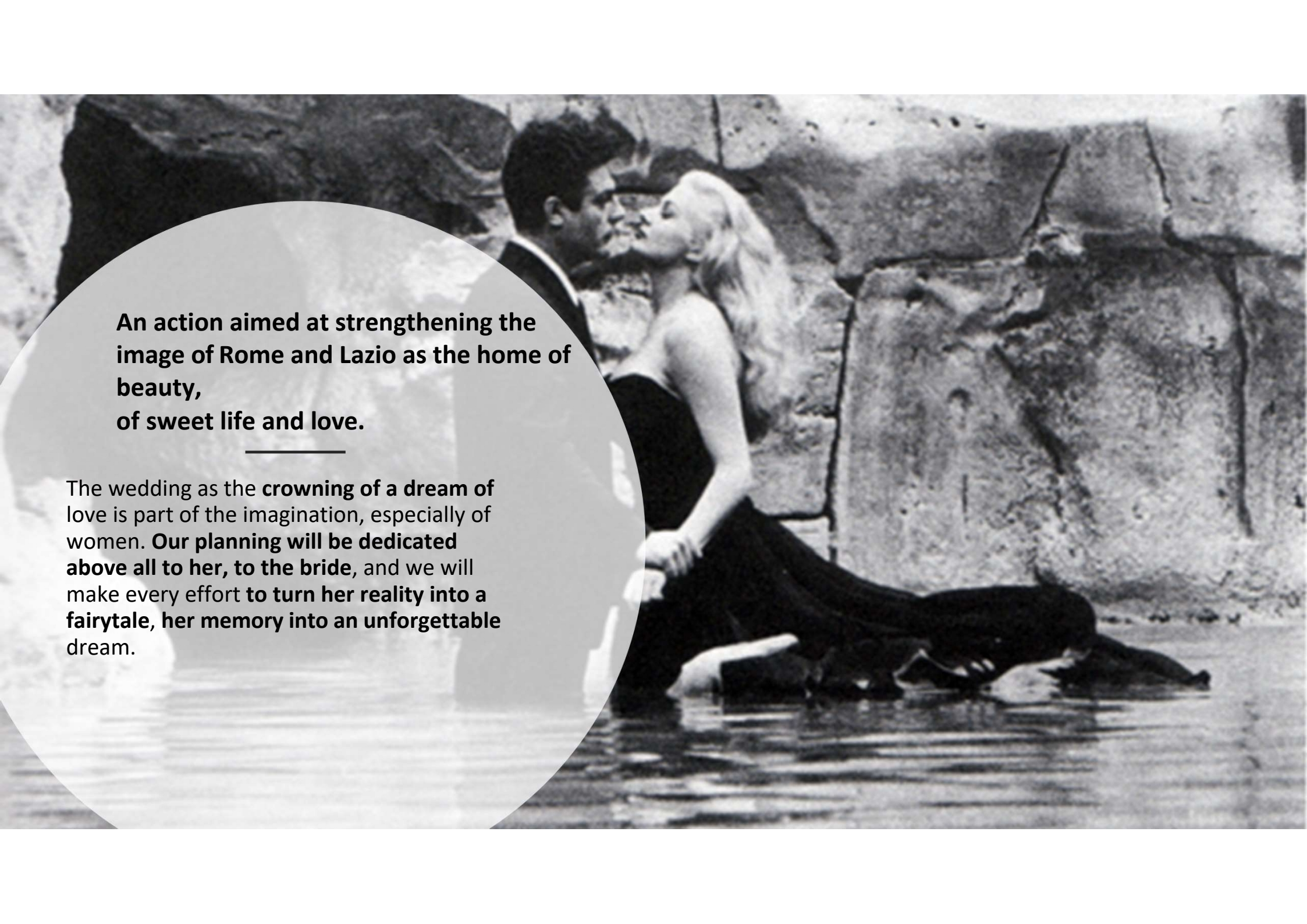
A green arrow is shown in mid-flight, hitting the bullseye of a target. The target is a circular board with concentric rings, and the bullseye is the center. The arrow is green with a black shaft and a black fletching. The background is a blurred image of the target and the arrow's path.

The centre of the 'target'

Two things are certain in our existence: birth and death; between the two there is life and within this, love.

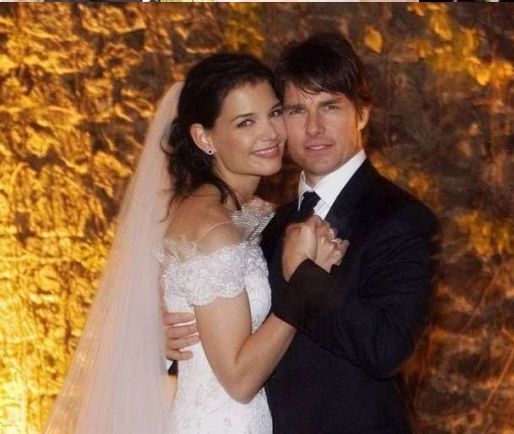
Even **during the pandemic period**, people **continued to celebrate their private ceremonies, albeit** in a sacrificed and reduced form. Baptisms, graduation or graduation parties, birthdays but, above all, weddings.

Proposing the territory as an elective venue for the celebration of weddings is the attractor on which we have decided to fix, the centre of our target.



An action aimed at strengthening the
image of Rome and Lazio as the home of
beauty,
of sweet life and love.

The wedding as the **crowning of a dream of love** is part of the imagination, especially of women. **Our planning will be dedicated above all to her, to the bride**, and we will make every effort **to turn her reality into a fairytale, her memory into an unforgettable dream.**



Green Weekend & Green Wedding



Green Wedding

We roll out a red carpet in the land to welcome the bride

Internal action

Systematising the complex product

External action

Identifying, studying and understanding markets of interest

Putting all resources to work to promote the area as *a fairytale* location to crown a *dream*, to experience an unforgettable event in contact with nature and historical memory.

Contributing to the **revitalisation of the local economic system as a whole.**



GREEN WEDDING

celebrate your wedding
in nature



Promotion
of the territory as
an elective venue for
weddings
and private ceremonies

GREEN WEEKEND



The proposal: extend the celebrations to three days (at least)

Day one: the bride and groom arrive with their families, witnesses and the closest group of friends and relatives, who are **greeted with an initial welcome banquet.**

Second day: **photographic service for the bride and groom in the most evocative and romantic shots that we will have been able to identify**, as in a film set; for **relatives and friends a welcome programme** (trekking, nature walks, sports or tastings, cultural visits, or simply wandering around the shops); then **bachelor/bachelorette party or typical local dinner.**

Overnight stays in 'sustainable' facilities, in specially equipped houses made available as a diffuse hotel.

Day three: celebration and ceremony, banquet and purchase of local products.



The tool: the platform

The portal hosts an important in-progress database and has a light and agile structure thanks to the application of the latest design technologies;

a small jewel of technology capable of fulfilling the strategic role envisaged by the project.

It is called Butterfly because it operates in two distinct spheres, two butterfly wings.



Butterfly: the two faces of the portal

**Dedicated
social
media
plan**

The first 'wing' is dedicated to the presentation of individual partners, their services and promotions aimed at brides and bridal couples. With them, the user can also interface directly by reaching their sites.

**Specification
app**

In the second 'wing' the offer of companies that directly or indirectly offer services for weddings and ceremonies is collected, elaborated and relaunched through multi-channel communication, also through answers to questions and clarifications, with the possibility of making bookings.

User profiling for the preparation of dedicated business proposals.

Attention to user satisfaction, through the completion of an entry and a closing questionnaire and the analysis of the feedback.

A network that promotes itself

The selfie will be promoted through specially equipped areas

Promotion of local craft and gastronomic production

Collecting subscriptions to our offers

Distribution of brochures with proposals and visits to historical-cultural-naturalistic attractions

The offer will be disseminated in conjunction with marketing actions designed to promote cultural and environmental excellence, food and wine and craftsmanship.

A **customer care** action will be put in place that pays attention to every smallest detail **to make the quality of the welcome** indelible in the memory, and the memory of the moments spent exciting to stimulate the desire to return. Particular attention will be paid to the **management of photo shoots on stage and backstage as well as selfies**.

We want to use this opportunity **to present our territory remotely** by choosing romantic and picturesque locations and finally hosting the most beautiful photos on our portal. It will be the users themselves who will help us promote our territory by sending us their shots to be uploaded to the portal.

It will thus contribute to the action we call '**social passing**'.



DMO GREEN WEEKEND ETS

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