

Farm Holidays - Agrotourism:
the best way to enjoy
Italian countryside



A development model

- Around 19 thousand farms
- All over the national territory
- A great variety of forms
- Top image
- Strong users satisfaction



A great heritage of joy and emotions



Title 96/06 Article 1

The 8 main goals:

- Territorial resources to be increased in value
- Working activities to be safeguarded
- Multifunctionality and diversification
- Environmental protection
- Rural buildings restoration
- Development of “traditional” products of origin
- Rural culture and nutritional education
- Development of the agricultural and forestry sectors



Agrotourism in Italy

Farms: 19.000

- 30% on the mountains
- 60% on the hills
- 10% others

- 15.000 hospitality
- 9.000 country restaurants
- 3.000 tasting (wine & others)

- 200.000 beds
- 7400 camping areas
- 350.000 seats (restaurants)

35 % farms are women run companies

Agrotourism in Italy

Farms: 19.000

- 1600 horse riding
- 1600 trekking
- 3100 excursions
- 4200 sports “plein air”
- 1400 training courses (cooking, etc.)

Agrotourism in Italy

- Arrivals: 1.800.000 (1.000.000 from Italy, 800.000 ext)
- N. days: 8.400.000 (4.200.000 from Italy, 4.200.000 ext)
- Ind. Time of stay (days) italian: 3,78
- Ind. Time of stay (days) external: 6.05
- Econ. val. of activities: 1.050.000.000 €



THE RULES

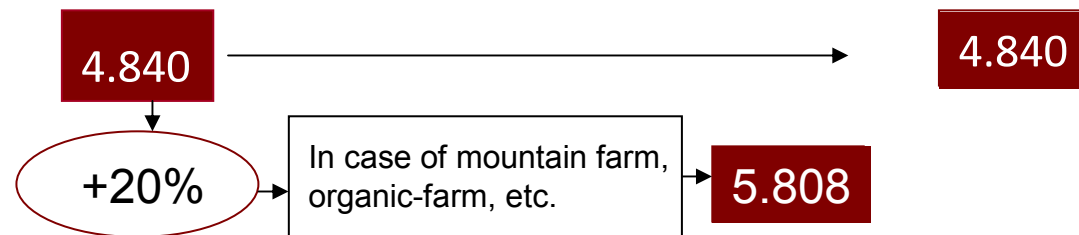
- GIVE PREVALENCE TO:
 - spending more time in agricultural activities than in tourism
 - self-produced foodstuffs
- CONNECTION:
 - farms can only offer products and services resulting from their agricultural activities and aligned with what territory is inclined to offer
- LIMITATIONS in the reuse of buildings
- LIMITATIONS in the exploitation of external labour



THE RULES

| crops | ha | hours of work | TOTAL |
|--------------|-----|---------------|-------|
| Wheat | 8 | 50 | 400 |
| Potatoes | 2 | 320 | 640 |
| Olive tree | 2 | 400 | 800 |
| Fresh veget. | 1,5 | 2.000 | 3.000 |

| | hours | n. | tot |
|-----------|-------|----|------|
| n.1 bed | 80 | 20 | 1600 |
| n.1 B&B | 95 | 0 | |
| n. seats | 36,5 | 88 | 3240 |
| n. A.camp | 32 | 0 | |



- **TAXATION:** 25% tax on sold (VAT on purchased goods and services can be partially deducted)
- **HYGIENE:** limited-size farms can enjoy simplification measures (i.e.: up to 12-15 table seats)
- **DIRECT SELLING:** the farm maintain its main agricultural activity (simplified taxation)



THE RULES

PUBLIC SYSTEM

- STATE Framework law (guidelines)
- REGIONS Regional law
Regional rule
Health and hygiene
Quality and classification
Regional list of the companies
- (PROVINCES) By Regional delegation
- MUNICIPALITIES Issue of permits
Town planning and hygiene controls

Market choices

- Agrotourism has reached new targets addressing to: young people, old people, groups of friends (as well as families and couples)

Market choices:

- Authenticity as a requirement
- Desire for discovery



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Italian market development

- 3-4 % annual increase of rural tourism
- Increase of demand for specialized services: small meetings, stages, fitness

⇒ Increase of incomes
⇒ Overcome of seasonal work

- Growing demand of a different range of services at a local level

Main reasons of the stay: **cities of art, gastronomy, equestrian activities, life in a countryside style, nature, peace and quiet, relax**



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Agrotourism and external market

Also external market appreciates rural tourism

Most important markets:

- Germany
- Great Britain
- Switzerland



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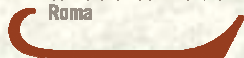


External market choices:

- Independent accommodation, freedom to move (families coming from Northern Europe travelling by car)
- Agrotourism includes food services, half-board accommodation (couples/tourists travelling by train/plane)
- Territories and their artistic, natural and environmental resources
- Favourite regions: Tuscany and Umbria



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Agrotourism and professional tourism

- Agrotourism strength: “word of mouth”, direct marketing.

How external operators see this sector :

Weaknesses:

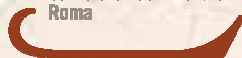
- Fragmentation of accommodation services units
- Lack of a central booking network

Strengths:

- Providing cultural tourism
- Providing life in nature, rural life and “new” areas which are not considered tourist areas yet



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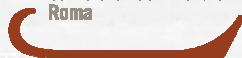
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Evolution of the model and multi-functionality

- Agrotourism “sells the territory”: the main principle inspiring the appropriate activities is based on what every single territory is inclined to offer
- Different types of services to be offered
- Development of new theme-based trails:
 - Educational farmhouses
 - Social rural tourism
 - Health and wellness rural tourism
 - Equestrian rural tourism
 - Meetings
 - Camping



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Future opportunities

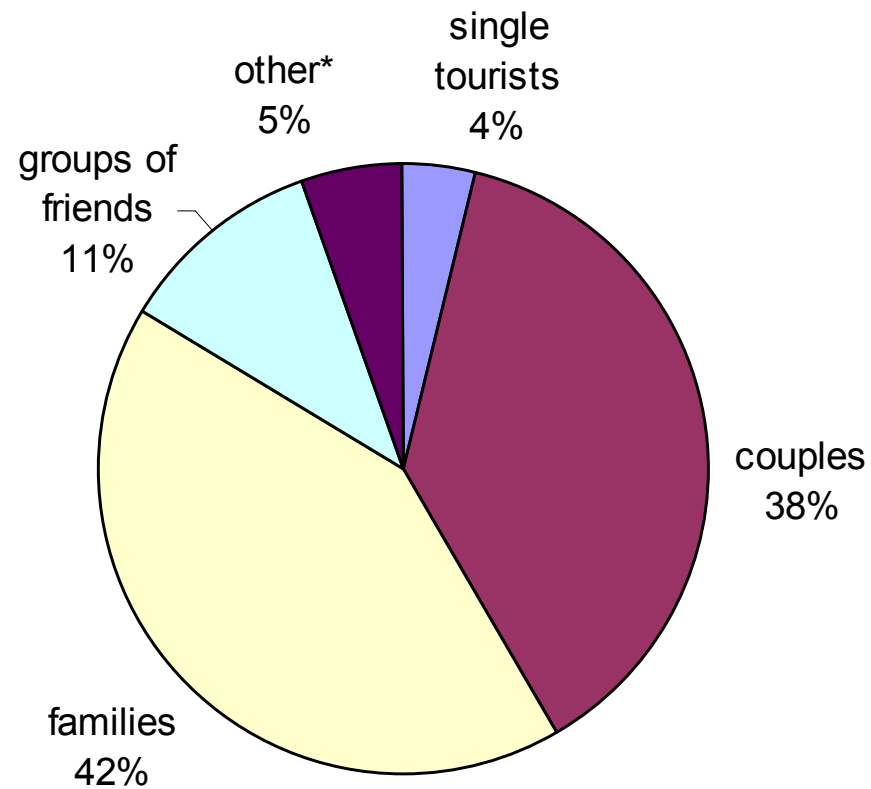
- Development of a permanent project for the territory
- Integrated management skills at a local level:
 - Providing package offers
 - Promoting homogenous price policies, for the whole territory
 - Developing sectoral contracts with territorial operators not involved in rural tourism
 - Creating a central network for information and booking services
 - Improving market and communication activities



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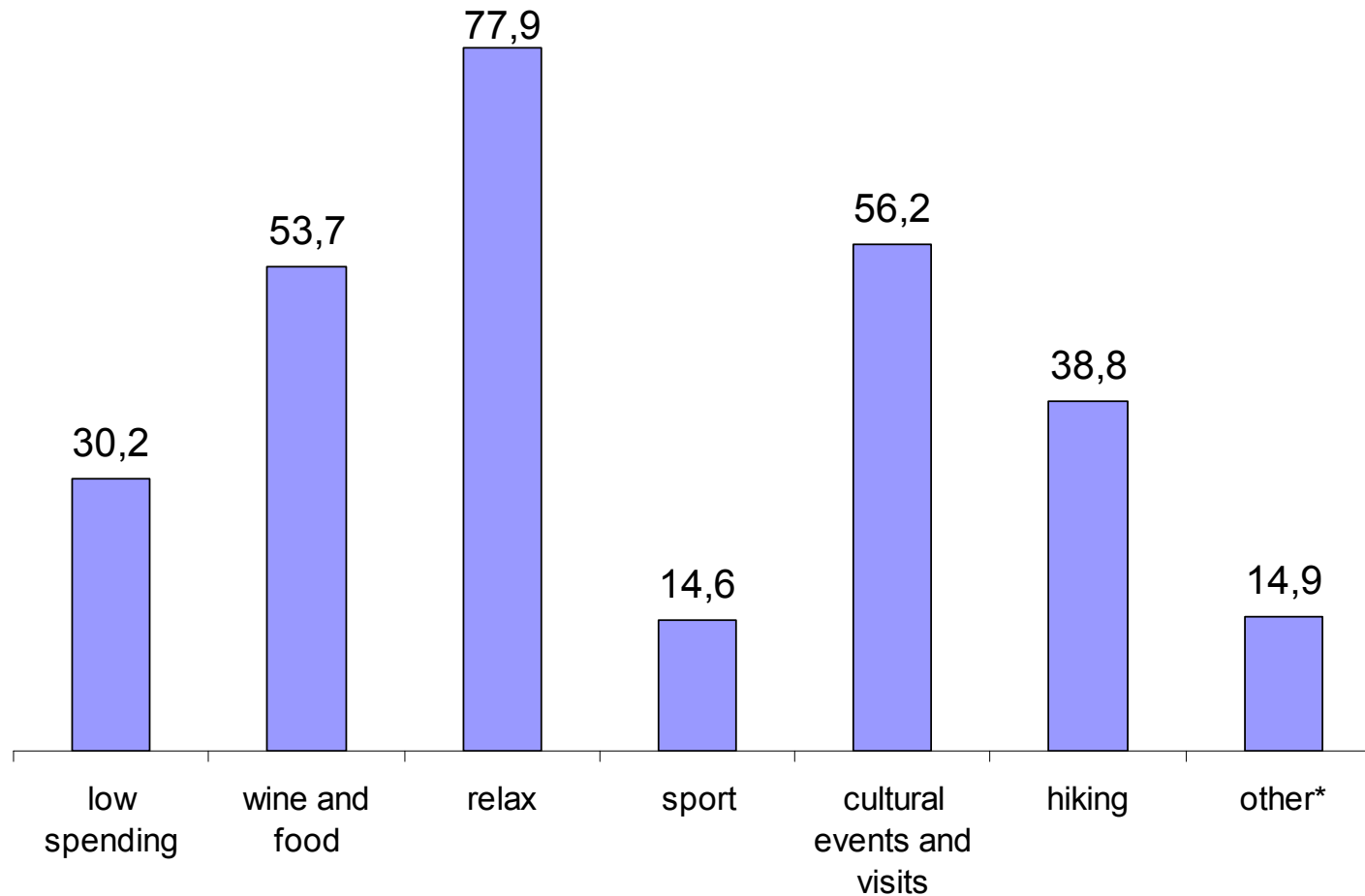
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Type of guests



* Organized groups, schools...

Guests reasons of the stay



** life in countryside, nature, traveling with pets, familiar environment...*

Marketing sources

