

DESTINATION VERONA GARDA

COMPANY PROFILE

EN

TWO DESTINATIONS

“We have combined the undoubted strengths of two geographical areas in a single presentation, firmly defending what they have to offer while encouraging the establishment of connections between them, spreading the word, and expanding and improving the quality of services they offer for tourism.”

> **Destination Verona & Garda Foundation** is the operational arm of the two Destination Management Organisations of the Verona area - DMO Verona and DMO Lake Garda - and through it the Veneto region puts fully into effect for the first the consolidated provisions for the tourism sector put forward in Regional law 11/2013, on destinations and Management Organisations.

> **The Foundation** promotes the development of tourism in the province of Verona and raises the profile of the destinations “Lake Garda”, the “City of Verona” and the four specific area brands of the province of Verona that are the “Lessinia”, the “Pianura dei Dogi”, “Soave-Est Veronese”, and “Valpolicella”, also in relation to the individual territory projects. The Foundation also seeks to establish itself as an innovative tourism hub for the whole area. Verona’s Chamber of Commerce is one of the founding partners of the Foundation of which approximately seventy municipalities are members.



ONE GOVERNANCE



THE ORGANISATION

- > The Chairman
- > The Board of Directors
- > Top management
- > The Digital division
- > Promotion and marketing



VISION AND MISSION

We aim to be a model for organising and developing tourism throughout the area, working to facilitate dialogue between neighbouring areas, through efficient, profitable and highly organised action. We seek to clearly communicate the true uniqueness of this territory and its particularities, emphasising the variety of real opportunities present there and their proximity one to another.



POSITIONING

Our aim is to deliver to the public an image of our area that shows it in its best light and in ways that are complementary for each individual destination. The organisational synergy as between all the stakeholders involved ensures a united commitment to promotion and development. We offer our experience in catering for the tourist sector through the creation and management of products that add value to the accommodation and hospitality facilities and services in the area.



MISSION & GOVERNANCE

STRATEGIC OBJECTIVES



- **Promotion**
Informing and bringing to national and international attention all those special features and the value of each area, through meticulous and coordinated communication.
- **Footfall**
Increasing the growth of tourism and the influx into each destination, working in ways that target each area specifically and in differentiated ways.
- **Average expenditure**
Improving the quality of the tourism by implementing training, and the putting into effect action to raise the standard of services.
- **Formazione**
Improving the quality of what is offered to the tourist through the implementation of specific action and measures aimed at raising the standard of services.

LINEE DI PRODOTTO



- > Food, wine and oil
- > Sun & Beach, Theme parks and automobiles
- > Cycling
- > Business Travel
- > Slow and Active outdoor activities
- > Roots tourism
- > Art, Culture and Unesco
- > Special interests and special needs

THE MISSION



- > Strategic guidelines
- > Coordination of area brands, players and product management
- > Creation of innovative tourism products and experiences
- > Promotion and marketing of tourism products
- > Management of the digital ecosystem of the destinations
- > Online and offline communication and marketing
- > Analysis, monitoring and dissemination of data
- > Tourist Information Office management
- > Convention Bureau
- > Training



TOURIST DIGITAL ECOSYSTEM



- **Destination Management System Feratel Deskline – 3.0 Veneto Region**

for the integration of information and tourist offices (IAT), promotion and marketing of DMO products

- > IAT offices digital network
- > Content management, product and information distribution
- > Integrated Accommodation and Experience Booking System



- **Destination Monitoring System**

> **Verona Garda Tourist Observatory** study, monitoring and data restitution on an area basis of tourist movements and information on the hotel, non-hotel and camping sector

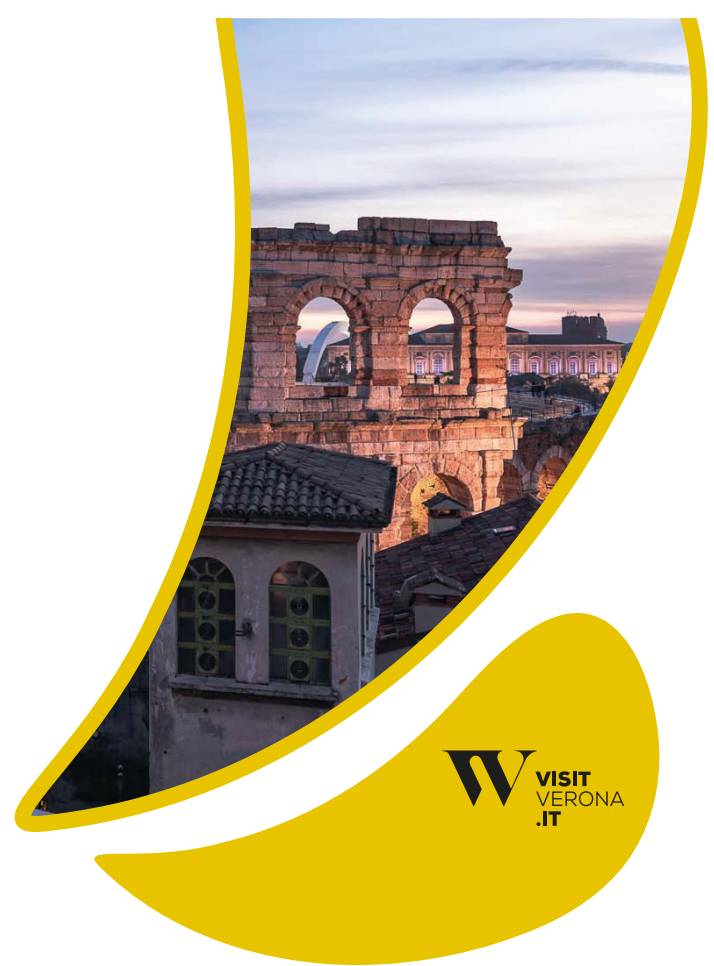


OUR DESTINATIONS

VERONA

A romantic, bubbling and refined city just waiting to be discovered.

In Italy Verona is second only to Rome for the well-preserved Roman remains within its walls. To stroll through the streets of the historic centre, a UNESCO heritage site, is to take a journey back in time, among the splendours of the age of the rule of the Scala family, the historic churches, the palaces, and the Venetian and Austrian fortifications.



ACTIVITIES



Culture



Events



Wine



Food



Business



Folklore



Weddings



Special needs



Scan the
QR-code
to find more
about Verona and
surroundings

OUR DESTINATIONS

LAKE GARDA VENETO

The largest lake in Italy, a paradise for water sports and outdoor activities.

A Mediterranean oasis that over a distance of not many kilometres encompasses the beauty of its coastline, the gentleness of the hills and the majesty of mountains, making this area a unique and unmissable destination for all year round.



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QR-code
to find more
about Lake Garda
Veneto

ACTIVITIES



Sun & beach



Outdoor



Cycling



Food & Wine



Culture



Oil



Folklore



Theme
parks



Special
needs



OUR LOCAL BRANDS

AND THINGS TO EXPERIENCE

VALPOLICELLA

A land with a rich history and fine wine.

The Valpolicella hills are home to some of Italy's most prized wines. These are all reds and the jewel in the crown is the Amarone, to be enjoyed in the company of the Valpolicella Classico or a Recioto that emerge from the long rows of prized vines. Visitors can wander the streets of ancient villages, see majestic Venetian villas, classical gardens and simple rural stone courtyards.

Find out more at infovalpolicella.it



LESSINIA

The mountains of Verona

An area of the Venetian Pre-Alps that includes the wonderful Lessinia Nature Park. The Lessinia is a gentle mountain area that attracts slow and respectful tourism with its rolling panoramas sculpted by nature, and unexpected glimpses of stone hamlets of timeless charm. The enduring traditions include those handed down from the ancient Cimbri people, while there are unique flavours of the cheeses, and the unmissable gnocchi di malga that can really be enjoyed at high altitude.

Find out more at visitlessinia.eu



OUR LOCAL BRANDS

AND THINGS TO EXPERIENCE



SOAVE – EST VERONESE

A journey all around Soave

Take a journey through the lands of Soave. These are rolling hills with villages hidden among them, perched here and there on their slopes, as well as rural courtyards, medieval castles and Venetian villas. The whole landscape is framed by expanses of vineyards that produce the ancient, fresh, brilliant and harmonious Soave wines. The town of Soave itself, boasting the Orange Flag of the Italian Touring Club, is a very pretty centre encircled by medieval walls that reach up to the Scaliger Castle that guarded the whole area.

[Find out more on eastverona.com](http://eastverona.com)



PIANURA DEI DOGI

Land, water and sky

Here time has been marked for centuries by the traditions of country life and the slow rhythm of the seasons. It is an environment mapped out by waterways, rice fields, oases and fortifications to defend the borders south of Verona. This Veronese landscape is dotted with Romanesque parish churches and ancient quadrangles, while in the 17th and 18th centuries these manors began to be turned into summer homes for wealthy landowners. Needless to say, when the masters, peasants and rice gatherers met in the courtyards to lunch together, the favourite dish would be a splendid risotto made with Vialone Nano veronese rice.

[Find out more on pianuraveronese.com](http://pianuraveronese.com)



OUR LOCATION



Verona Porta Nuova
Peschiera del Garda



1h 30m from the
airports of Milan,
Bologna and Venice



To VERONA

Mi > Vr
2h 10m
160 km

Ve > Vr
1h 30m
120 km

LEGEND



Airport



Railway station



Motorway



GET IN TOUCH



PRODUCT, PROMOTION AND MARKETING

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Lessinia



Pianura dei Dogi



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Valpolicella





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