

Expansion proposal for the Parco della Filandetta

Wine tourism in Valdobbiadene

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“Wine culture is comprised of at least four elements: the culture of the landscape, the culture of the cultivation of vineyards, the culture of cellar production and the culture of wine drinking”.



Chateau Haut Brion, XVIth century

Sources: “Wein Architektur: Vom Keller zum Kult / Wine Architecture: The Winery Boom”, Hatje Cantz, 2006; <https://pmcomunicazione.com/luxembourg-chateau-haut-brion/>

3. The case study: wine tourism in the Conegliano Valdobbiadene DOCG area

Wine tourism in the Conegliano Valdobbiadene DOCG area has seen a remarkable expansion during the last years. Both supply of and demand for wine tourism products have risen, in conjunction with an increase in agritourism services and Bed & Breakfast, together with the creation of sales points and wine tasting rooms in the wineries.

Fig. 16 – Area del Prosecco Doc Conegliano Valdobbiadene: evoluzione delle produzioni reali potenziali di Prosecco in bottiglia, anni 1967 - 2008.

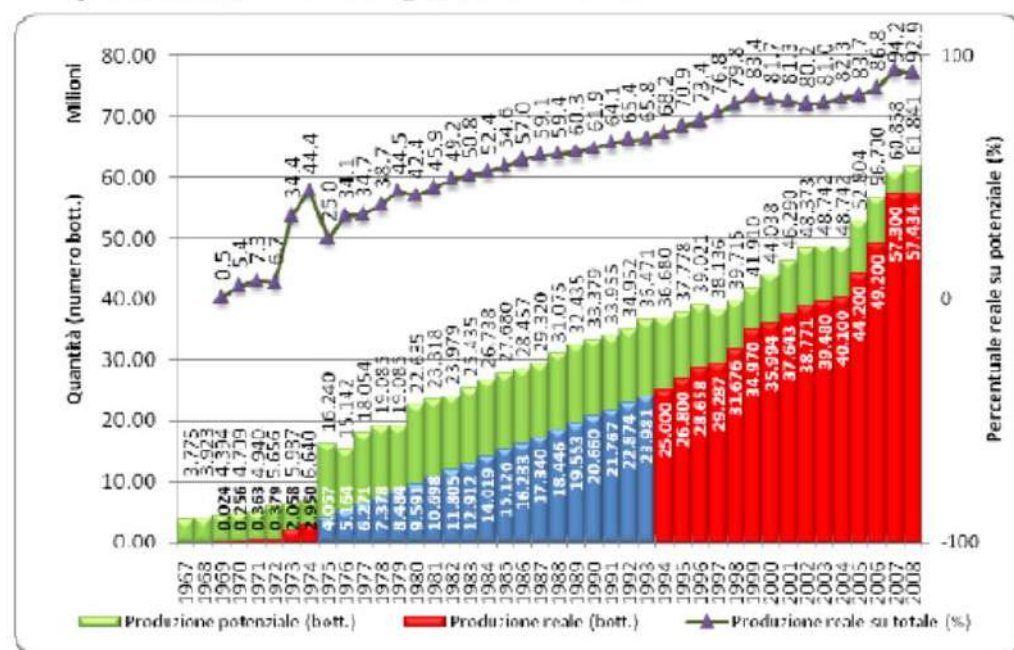


Table 2

Presence of services in wineries, 2008–2011.

Source: our calculations on C.I.R.V.E. Database, 2009–2012.

Year	Sales point in winery	Wine Tasting room	Welcome service manager
2008	50.6%	51.7%	46.5%
2009	63.6%	52.6%	45.7%
2010	65.3%	58.3%	57.3%
2011	73.4%	65.3%	61.9%
Growth (%) 2008–2011	+22.8%	+13.6%	+15.4%

Table 1

Arrivals and nights: evolution of tourist flows, Veneto Region, 1997–2012.

Source: processing by Veneto Region – Direzione Sistema Statistico Regione Veneto on ISTAT data - Veneto Region, 1997–2012.

Year	Arrivals Italians Number	Arrivals Foreigners Number	Nights Italians Number	Nights Foreigners Number	Total Arrivals Number	Total Nights Number
1997	4,074,740	6,279,865	22,612,149	28,540,277	10,354,605	51,152,426
1998	4,237,067	6,671,979	22,800,213	29,289,706	10,909,046	52,089,919
1999	4,322,428	6,764,985	22,779,298	30,575,726	11,087,413	53,355,024
2000	4,346,641	7,157,391	22,837,376	31,771,353	11,504,032	54,608,729
2001	4,561,869	7,416,730	23,853,958	33,641,809	11,978,599	57,495,767
2002	4,563,340	7,120,766	23,025,006	32,053,954	11,684,106	55,078,960
2003	4,839,042	6,929,344	23,913,223	30,867,152	11,768,386	54,780,375
2004	4,816,379	7,247,161	23,226,187	31,003,410	12,063,540	54,229,597
2005	4,908,741	7,560,294	24,238,664	32,148,965	12,469,035	56,387,629
2006	5,259,983	8,179,183	24,750,848	34,267,725	13,439,166	59,018,573
2007	5,425,777	8,728,844	25,061,269	36,119,516	14,154,621	61,180,785
2008	5,592,350	8,537,715	24,931,038	35,676,417	14,130,065	60,607,455
2009	5,563,706	8,381,466	24,540,195	35,904,079	13,945,172	60,444,274
2010	5,609,809	8,973,933	24,097,540	36,722,175	14,583,742	60,819,715
2011	5,753,964	10,011,664	24,064,763	39,336,230	15,765,628	63,400,993
2012	5,588,021	10,230,504	21,964,597	40,387,060	15,818,525	62,351,657
Growth (%) 1997–2012	37.1%	62.9%	-2.9%	41.5%	52.8%	21.9%
Yearly average growth rate (%)	2.5%	4.2%	-0.2%	2.8%	3.5%	1.5%



Bortolomiol

Entrepreneur: Bortolomiol family

Bottles produced yearly: almost 2 million

Number of employees: 28

Price per bottle: 8 – 55 €

Types of wine produced: 19

SUPERIORE DI CARTIZZE

Valdobbiadene D.O.C.G. Dry

Millesimato

- 37'000 bottles per year (2016)

- 18 € (2016)



Mionetto

Entrepreneur: Henkell International GmbH

Bottles produced yearly: 23,9 million (2018)

Number of employees: about 247 (100 in 2007)

Price per bottle: 5,80 – 17,70 €

Types of wine produced: 13

Cartizze DOCG. Dry

- 17,70 €



Bisol 1542

Entrepreneur: Gruppo Lunelli

Bottles produced yearly: about 4,5 million

Number of employees: 80

Price per bottle: 9 - 27 €

Types of wine produced: 7

Valdobbiadene Superiore di Cartizze

D.O.C.G. DRY

- About 20 €



Villa Sandi

Entrepreneur: Giancarlo Moretti Polegato

Bottles produced yearly: almost 5 million

Number of employees: 110

Price per bottle: 8 – 23 €

Types of wine produced: 26

Valdobbiadene Superiore di Cartizze DOCG

«La Rivetta»

9'800 bottles per year

- 23 €



La Gioiosa

Entrepreneur: Giancarlo Moretti Polegato

Price per bottle: 8 – 25 €

Types of wine produced: 21

Valdobbiadene Superiore di Cartizze

D.O.C.G. Dry

- 15 €



Ruggeri

Entrepreneur: Rotkäppchen-Mumm

Bottles produced yearly: 2 million (2017)

Number of employees: 80

Price per bottle: 10 – 57,40 €

Types of wine produced: 16

VALDOBBIADENE SUPERIORE DI

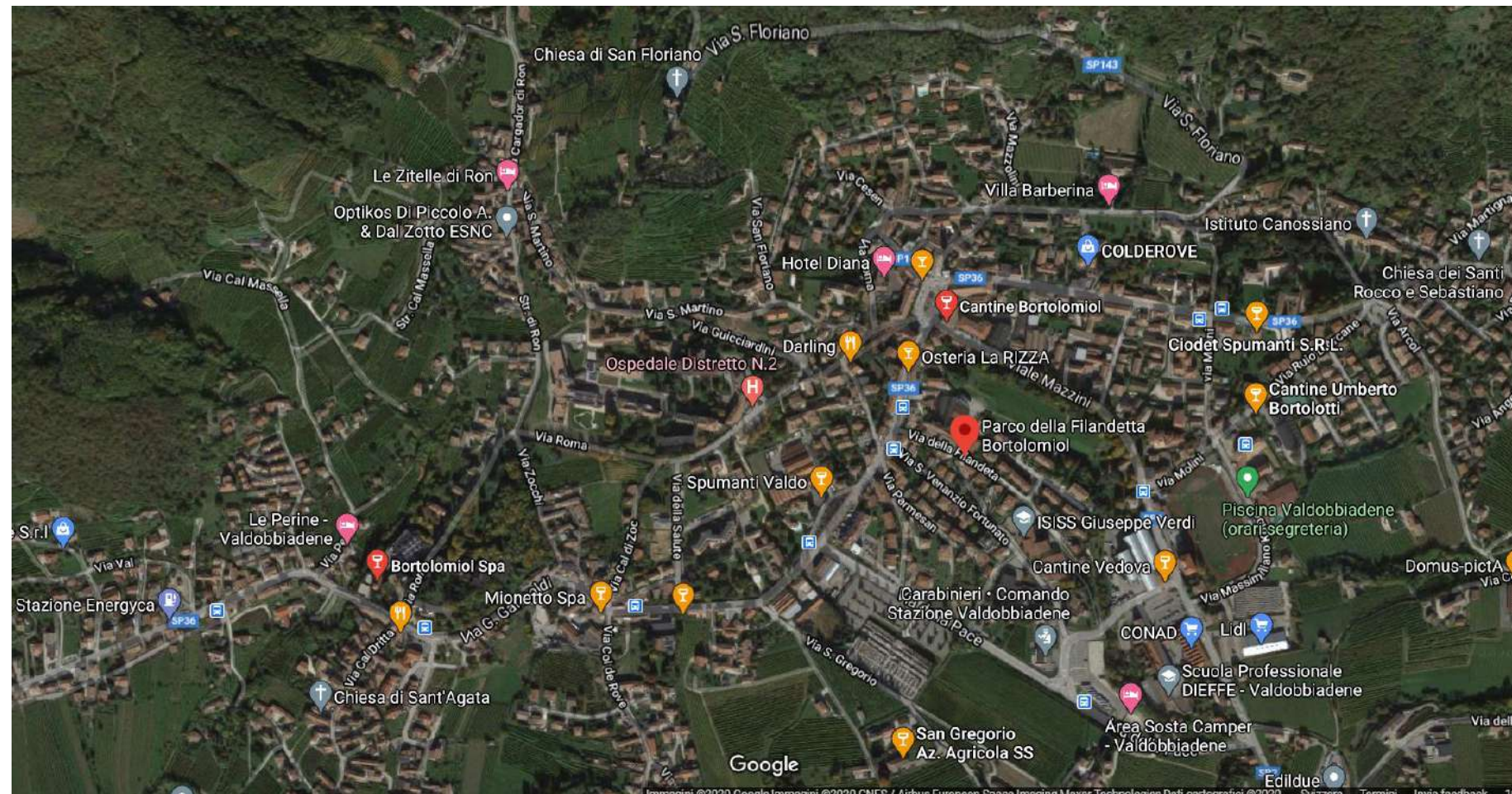
CARTIZZE D.O.C.G. DRY

- 18 €



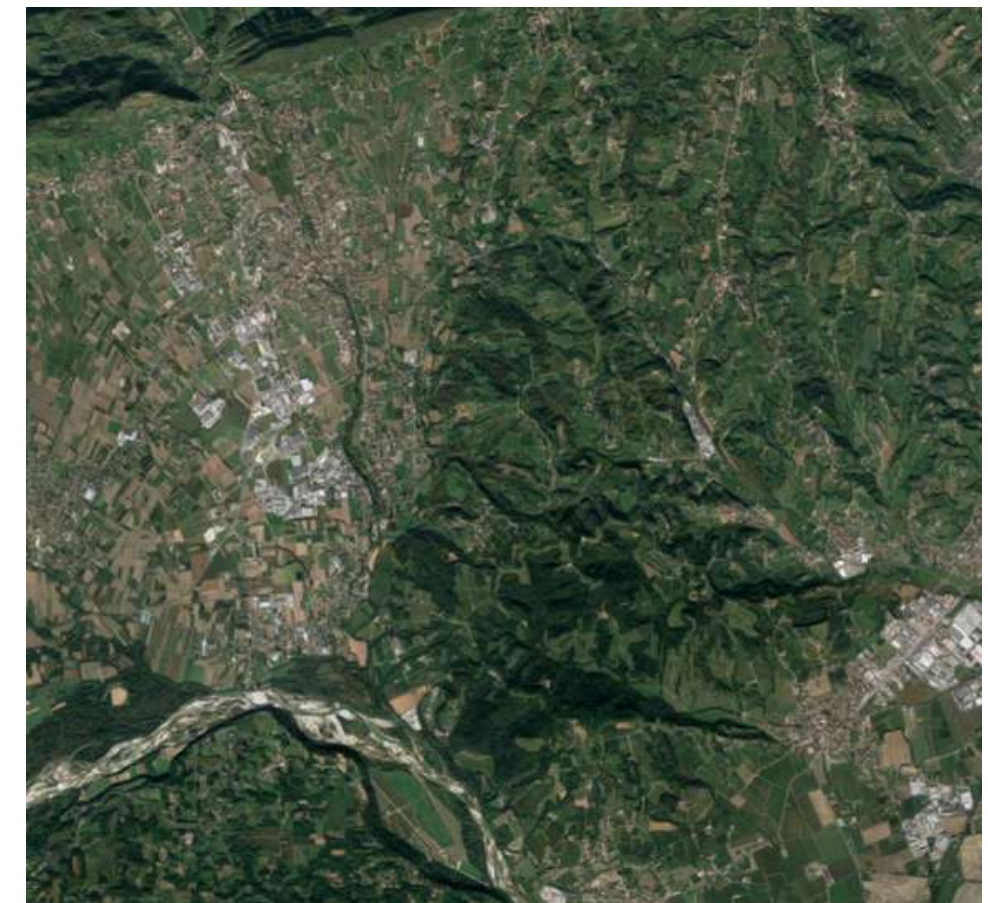
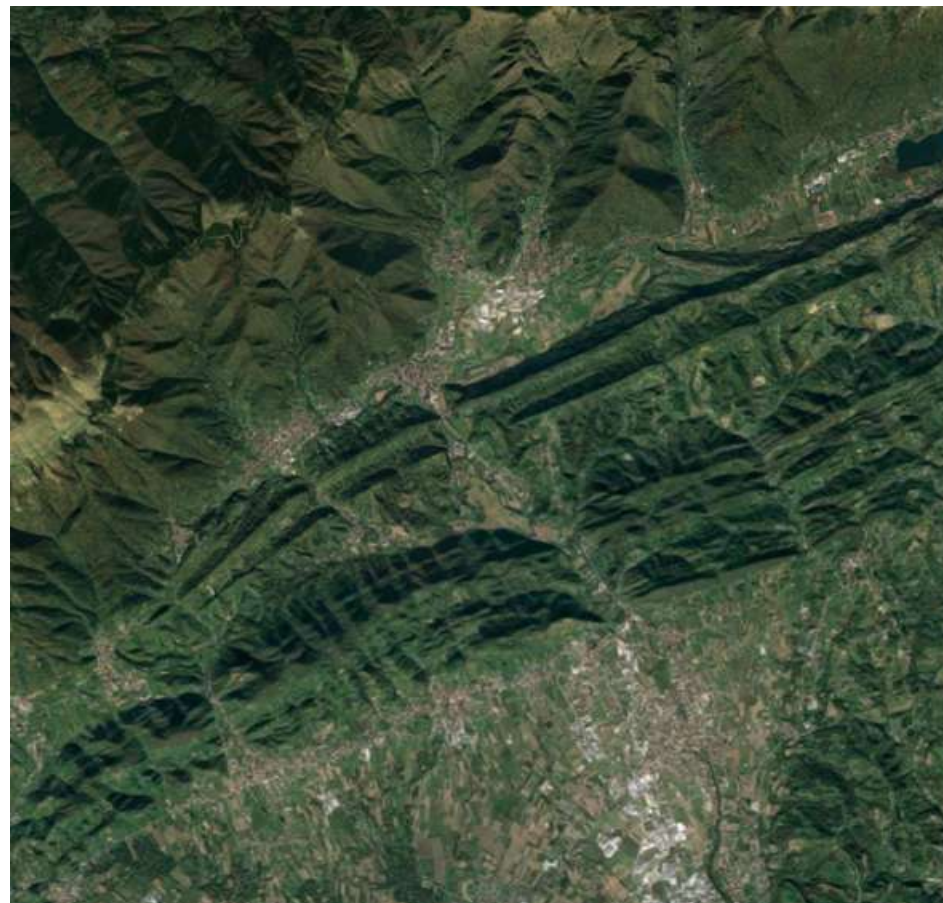
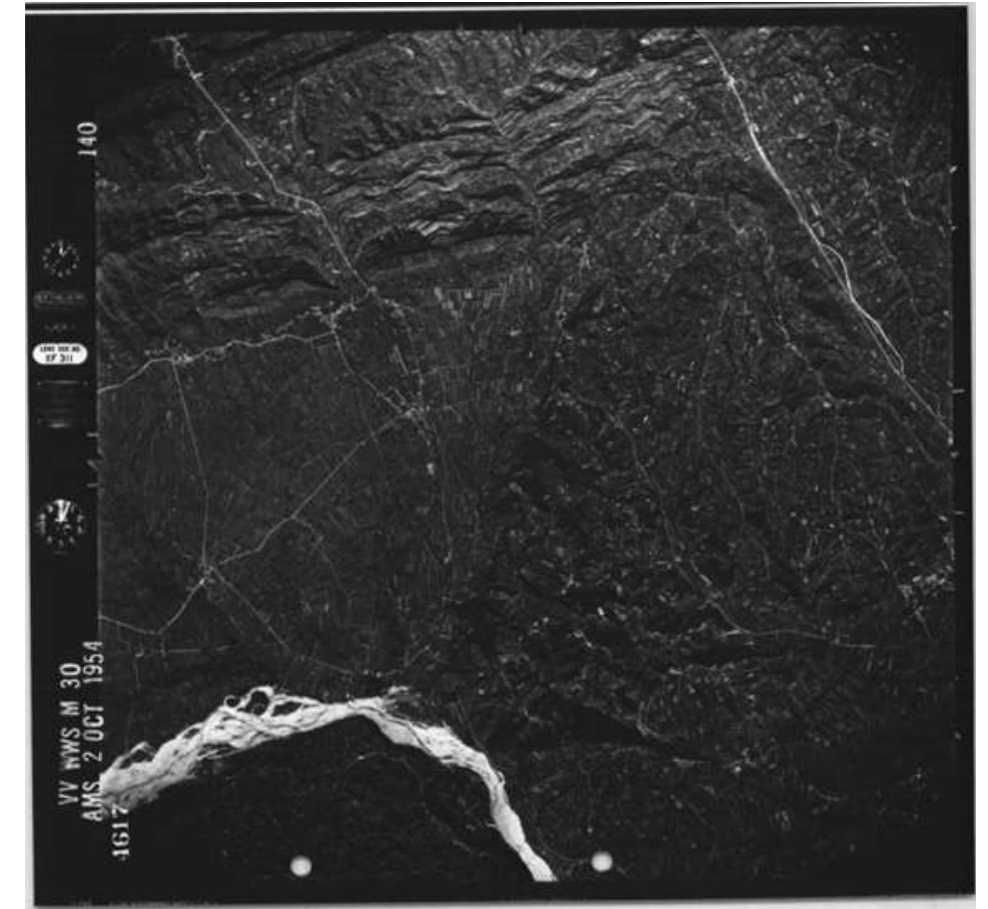
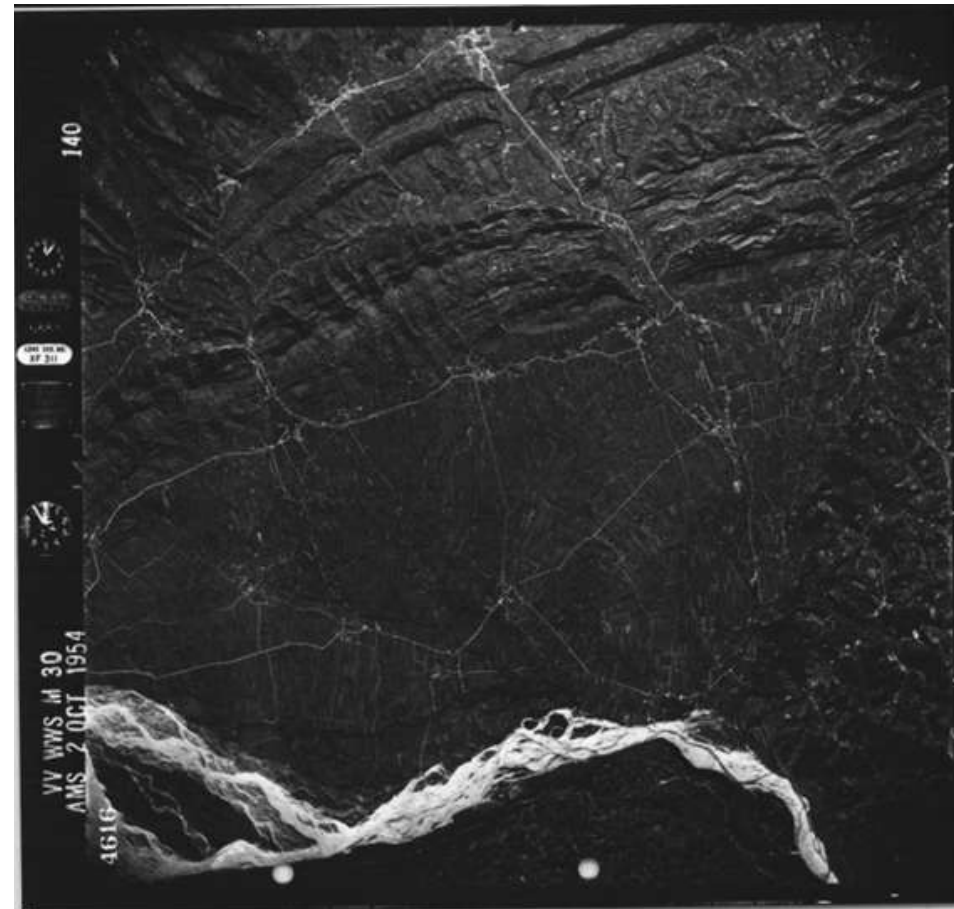
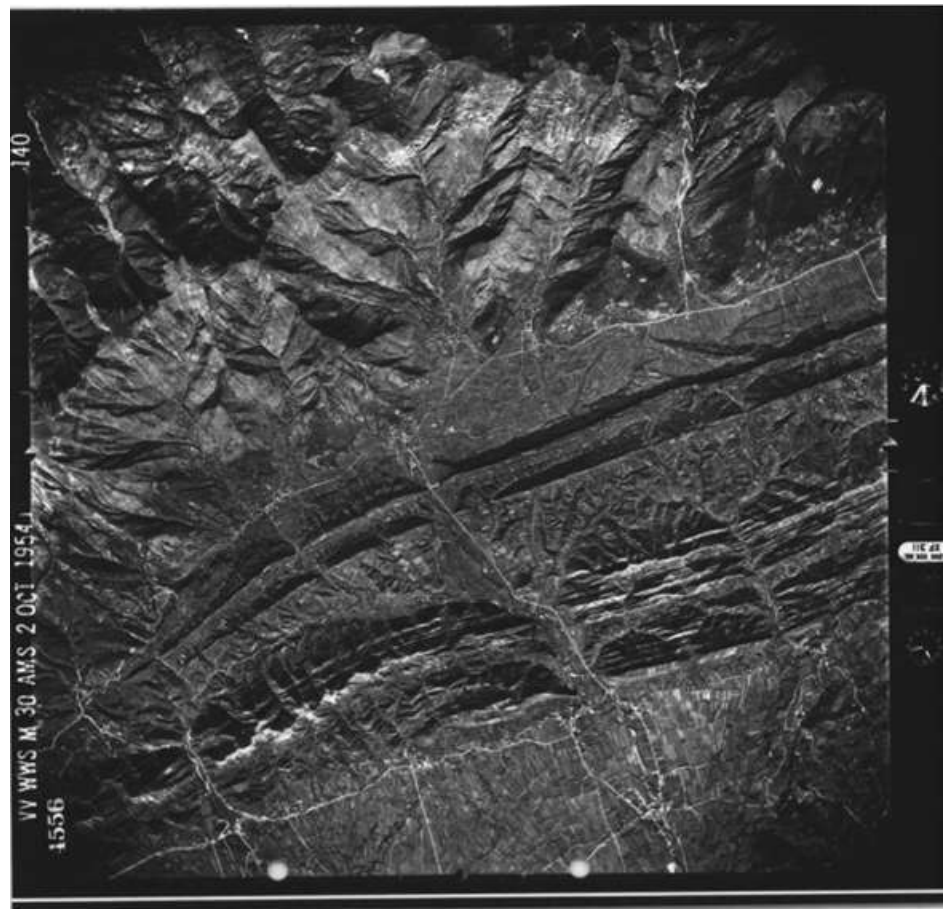
Bortolomiol - Production

- Scale of work: 28 workers
- Bottles produced in a year: about 2 million bottles
- Types of wine produced: 19
- Average price per bottle: 15 € (8-55 €)
- Historical cellar + Parco della Filandetta
- Valdobbiadene (TV), Italy



Bortolomiol - Consumption

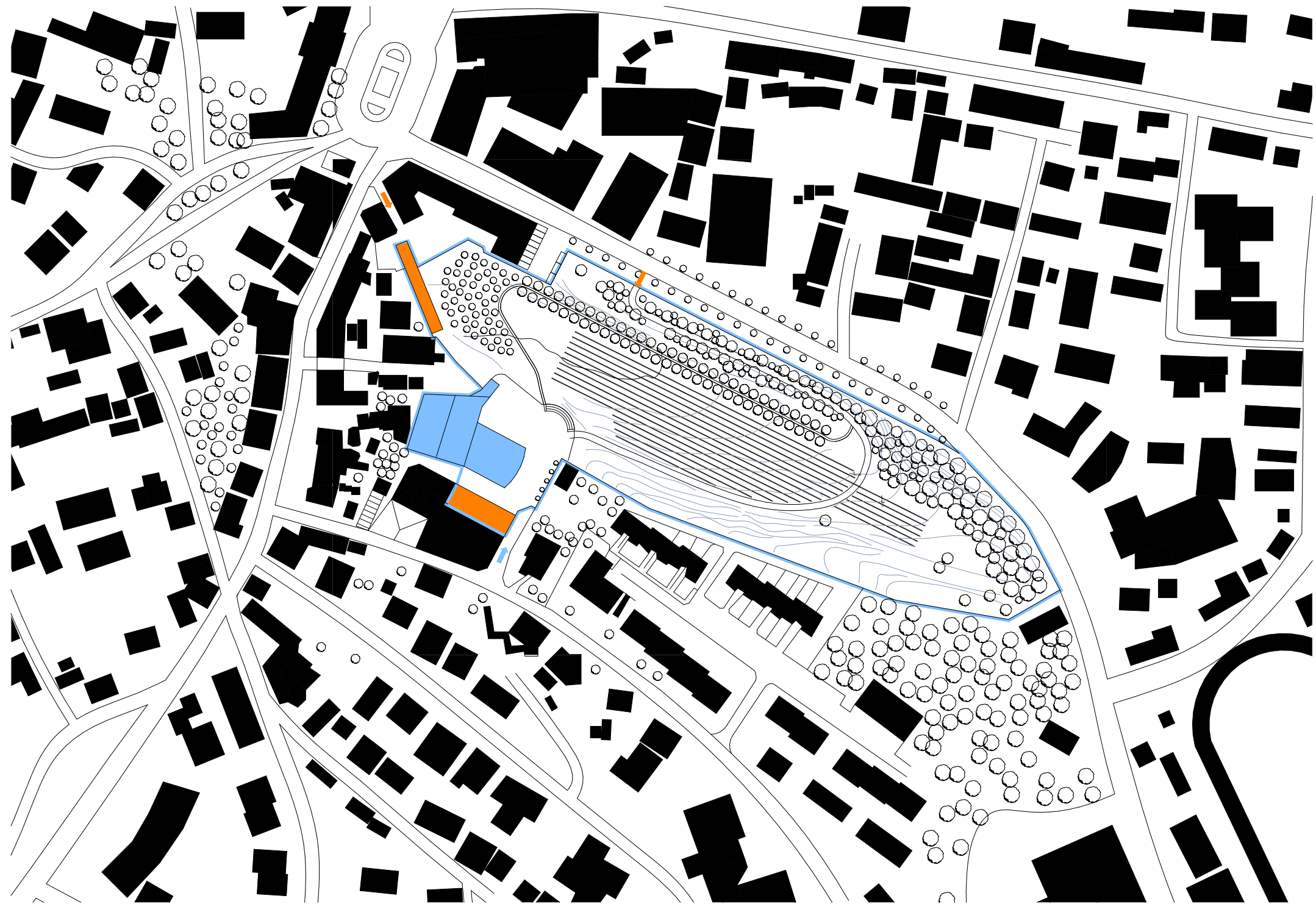
- Target of consumers → different types of consumers since Prosecco Superiore is a very versatile, convivial and cosmopolitan wine
- Sold in the supermarket or directly in the winery
- Annual turnover of the brand: about 15 million
- Exportation
- International resonance of the brand's market
- Annual number of visitors: more than 9000 (2019)
- Wine tourism





Aerial view over Valdobbadiene (TV), Italy
Source: <https://www.trevisotoday.it/cronaca/reality-sky-valdobbiadene-29-settembre-2017.html>



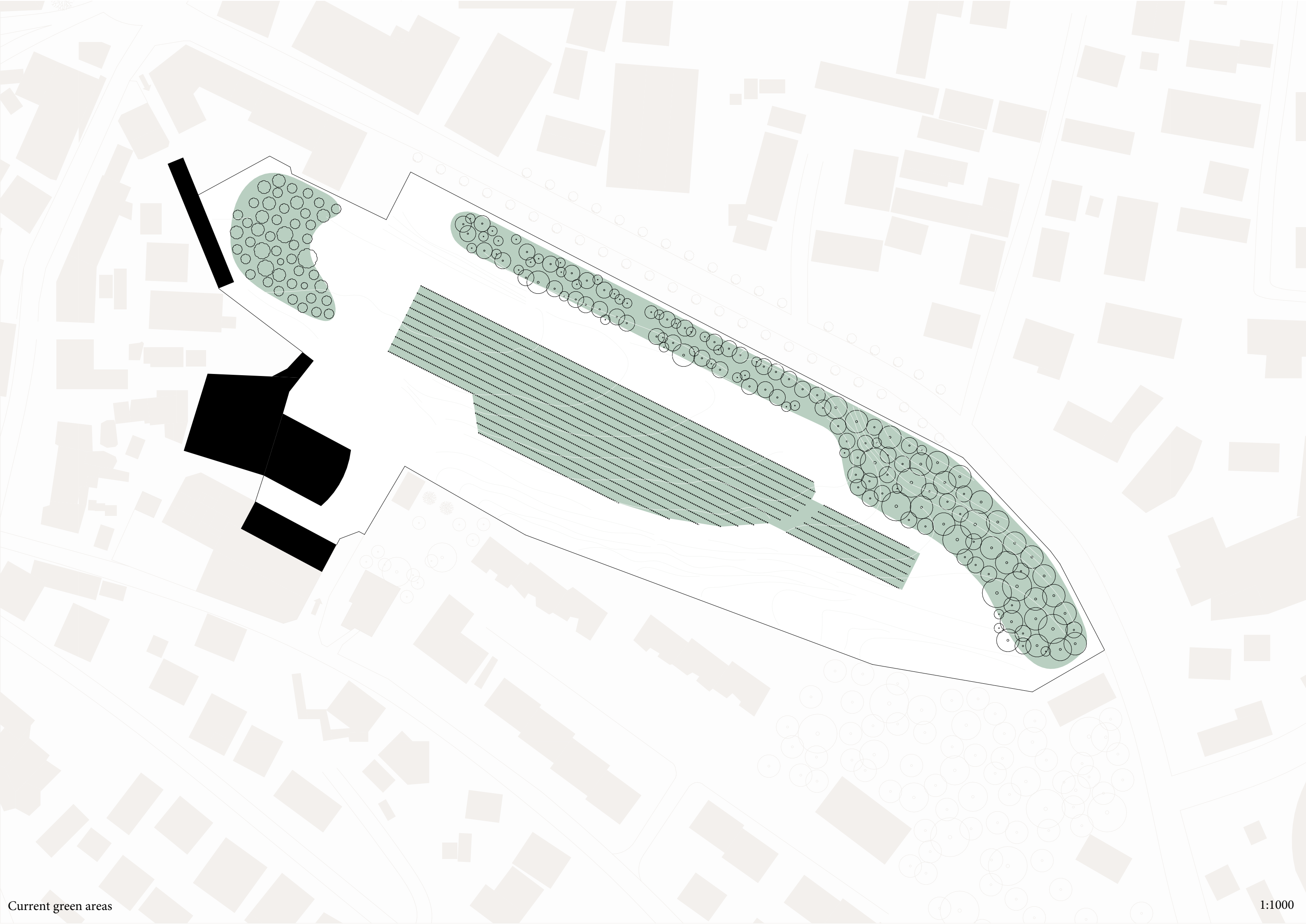


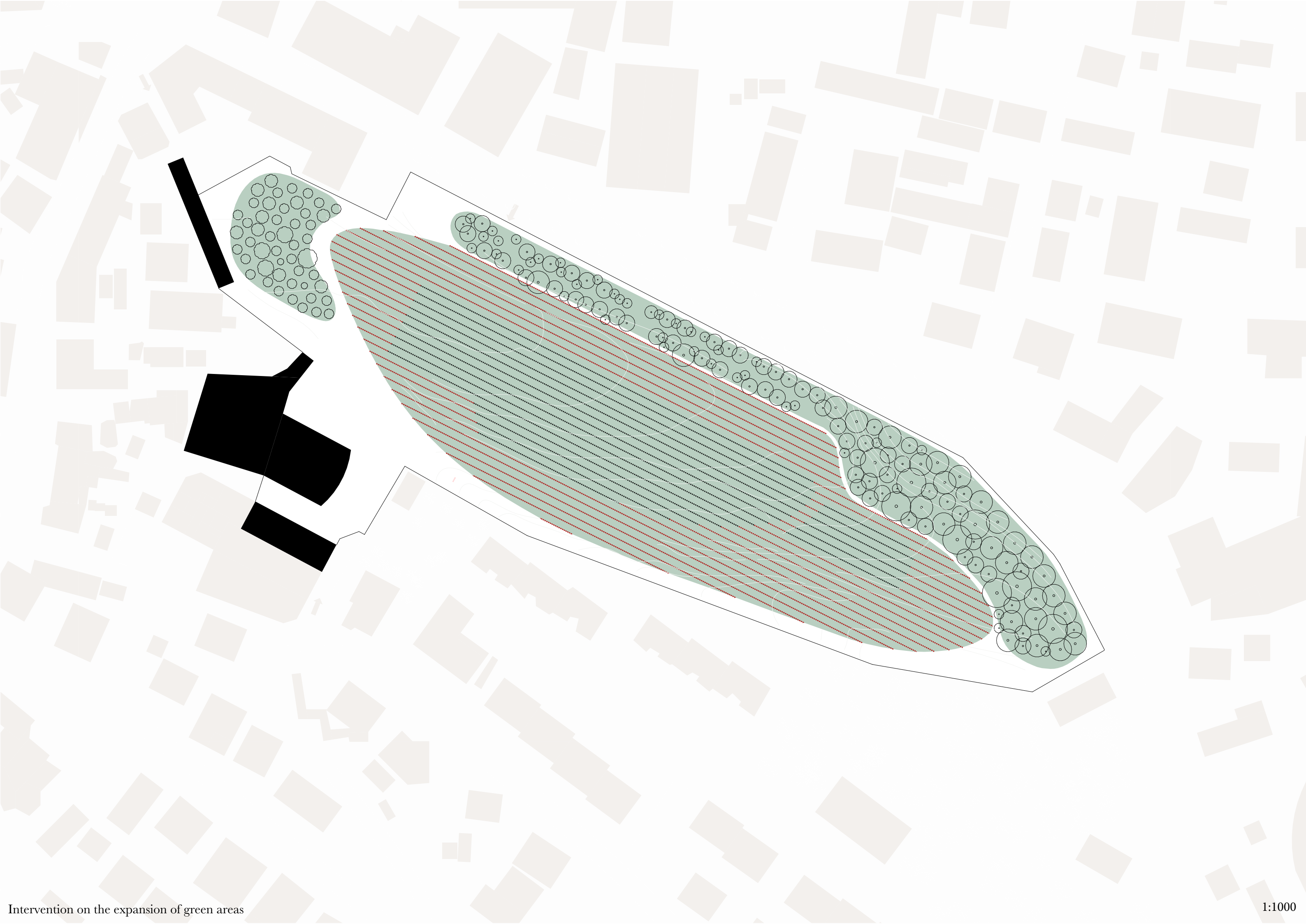
Site plan with program and access ways

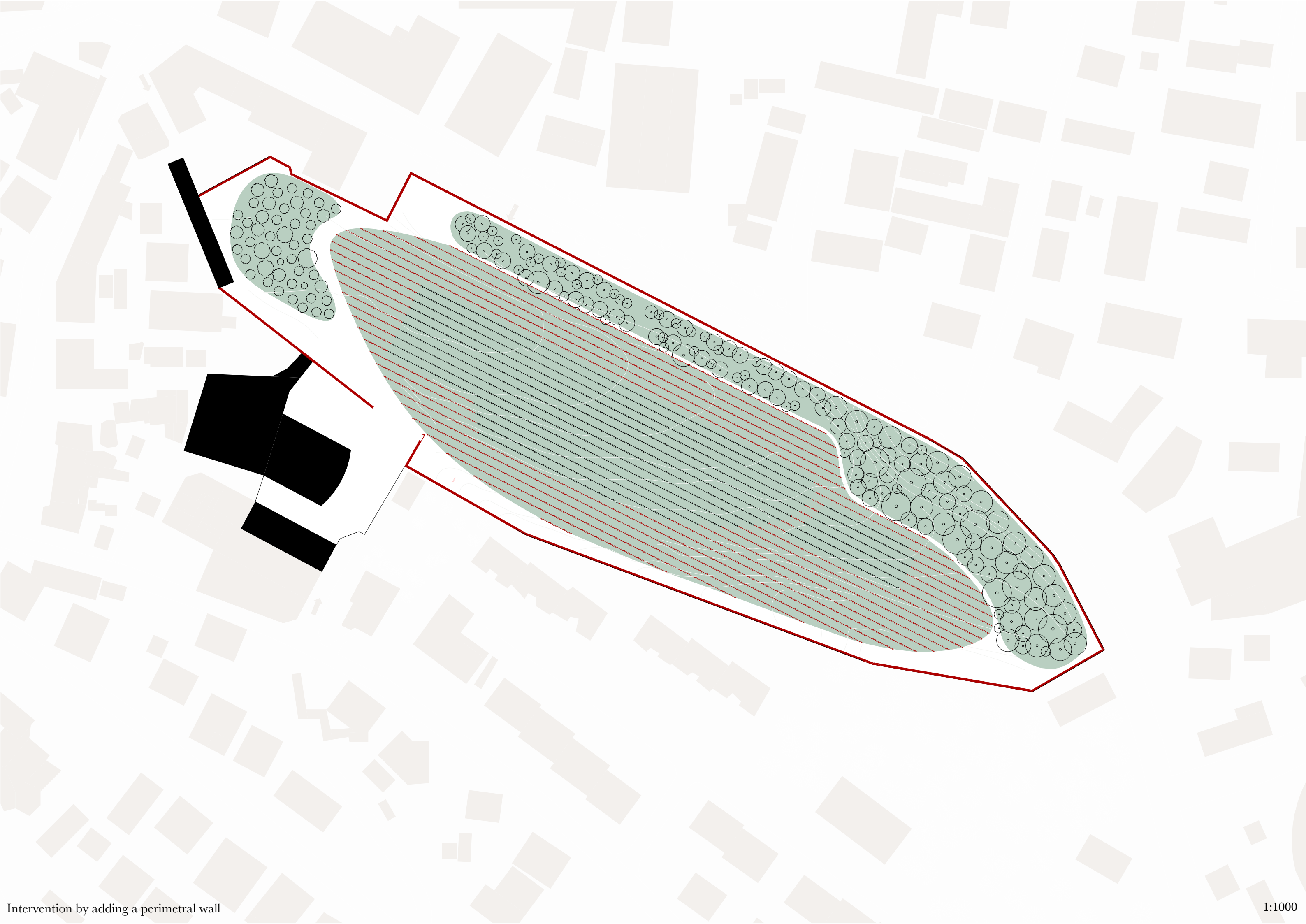
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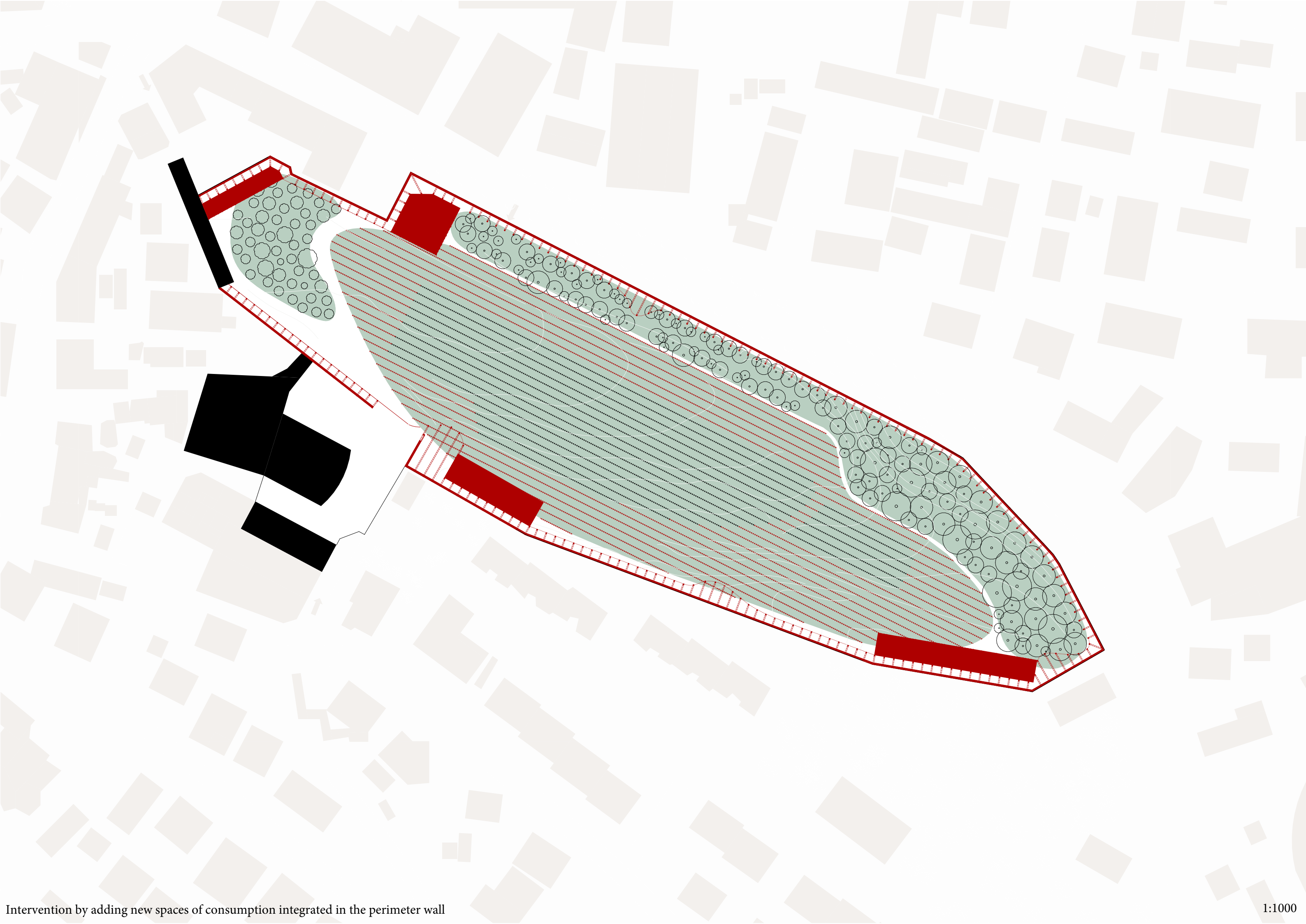
Producing spaces
Consuming spaces

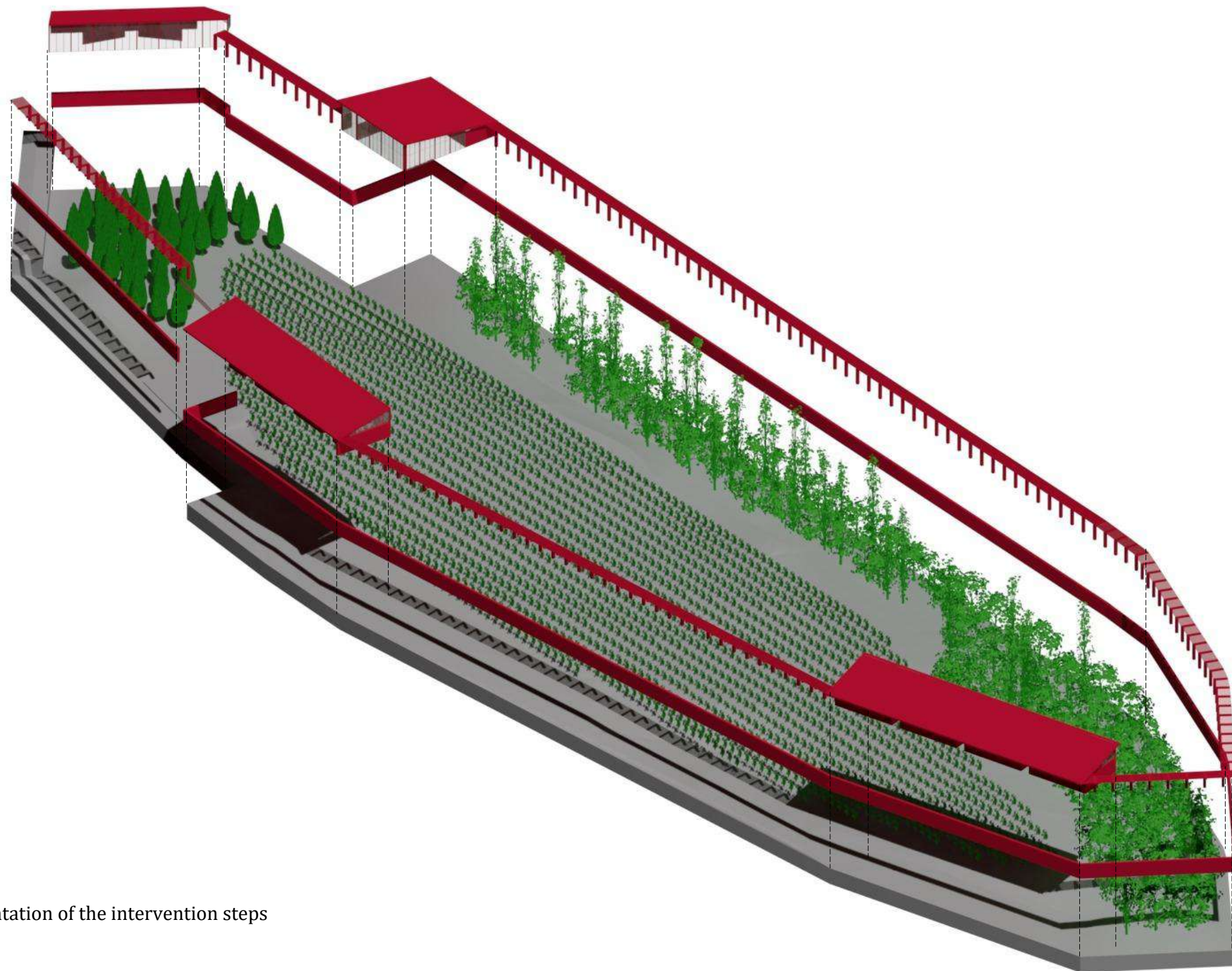












Axonometric representation of the intervention steps

- Nature
- Perimeter wall
- Buildings

1. Exhibition hall

2. Restaurant

4. Tasting room

3. Hotel

