



# In Vino Newsletter



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*Wine tourism in Veneto:  
a growing reality*

Data dating back to 2019, before the pandemic, Veneto region showed a considerable growth in wine tourism. Even in the years of the pandemic it is the form of tourism that has registered growth trends: tastings, tastings and visits to the cellar, trekking in the vineyards, vineyards and wellness, many formats that appeal to the innovative tourist of this sector. The structures ready to host in the vineyard are also multiplying, also enhancing gastronomy, sustainable tourism, the sport of the territory.

Veneto obviously is at the forefront of the wine tourism offer: the two most known territories, Valpolicella and Valdobbiadene, join to other territories such as the Euganean Hills, Lessinia, Asolano and Valbelluna, the Piave, that are growing in last years..

An interesting specification of wine-related tourism is the combination of "wine and bicycle": admiring vineyard views, along rivers or in the hills, stopping in the cellars to taste good wine and good local food, is a proposal that has many supporters. Cellar tours are increasingly organized by cycling: the possibility of using the e-bike has further expanded the audience of enthusiasts.

Many wineries are organizing to rent bicycles, to have stopping points dedicated to cyclists with mini workshops, ad hoc menus. Some of them allow tourists to make the passages through their vineyards and stop in the vineyard for picnics or snacks.

## GIRALIVENZA PROJECT

A project that we like to tell about is "Giralivenza", which has involved in its activities numerous wineries located along Livenza river in the Lison-Pramaggiore area, particularly suited to viticulture. In the last few years it has clearly chosen sustainability with the creation of a bio-district of the wine. The Giralivenza project also enhances river tourism and during 2021, different formats of experiential tourism were tried out. Giralivenza involves six municipalities located along the Livenza river, creating itineraries that lead to the discovery of a landscape rich in history, nature, food and wine products and unique realities of their kind. The project aims to create a greenway focused on the Livenza and a system of itineraries located in the municipalities of Torre di Mosto and Caorle. In addition there's the will to reactivate and complete the landing in the historic center of Torre di Mosto called "Riva Granda" with improvement of the mooring system for the landing on the Livenza in the locality of Boccafossa, in the Municipality of Torre di Mosto. The project also includes communication and promotion actions for the "GiraLivenza" itinerary. The commitment of the project is to develop the attractiveness of an area that is characterized by a number of factors:

- the accessibility of the tourist territorial system in physical, economic and information terms to facilitate the movement of any possible visitor, both due to the proximity of airports, motorways, cycle paths and a nearby, widely organized seaside tourism system;

- the hospitality, both the one of great tradition in the nearby seaside resorts (hotels and campsites), but also the innovative one made of green hospitality structures (bed & breakfast, country house, farmhouses) is made up of all those goods and services that help to create and concretely support the tourist experience (accommodation, catering, etc.);
- the setting given by the landscape (natural or artificial) allows guests to fully involve guests in the experience thanks to a well-established, shared and homogeneous, well-established, and innovative tourism system (cycling, trekking, eco-sustainable electric navigation, etc.)
- animation supported by qualified operators who add that social value to the proposed activities that work in tourist facilities, restaurants, services and also for the local population.

During the summer of 2021, several events were held with the technical assistance of Forcoop Cora and I Love Piave in collaboration with the Municipalities of Livenza. Each appointment included structured activities, called "Green Experience". These appointments were free and always by reservation. In each one tourists were followed and accompanied by experts.

The cycle or e-bike route lasts three hours and includes a stop for the participants in some wineries in the area of the visit and the tasting of local wines and products. The route starts in the setting of the historic Belfiore Mill. From this historic place, a bike path winds along vineyards and cycle paths, with stops to discover the wines of the area.

Visit our official website: <https://www.giralivenza.it/>  
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