

TONE 



North EAST South West
 INTERREG III C



Euroleader

Keszthely, April 26th - 28th, 2007



“Stepping into our houses means stepping into our history, our culture and our art. Not only into the peace of the surrounding nature; enjoy both and be our welcomed guests”

- Leonardo Zanier -

What is the *albergo diffuso* in *FVG* experience?



The *albergo diffuso* is a horizontal hotel, a project of hospitality integrated in the territory, its culture and its community

In english:

Spreading hotel

Scattered hotel

Diffuse hotel

What is the albergo diffuso in FVG experience? Today Normative definition



“Spread Hotels are composed by different houses located in a village, with a single reception point (eventually a common hall, a restaurant-bar), located in the village centre, deals with the arrival and departure guests”. (Art.64, comma 7, LR n.2 dd. 16/01/2002)

“In any case the number of beds do not be less than 80. The houses had to be located only in the Municipalities neighbouring, in an administrative point of view, with the Municipality in which the reception is hosted”. (Art. 65, comma 2 dd. 16/01/2002)

Normative framework in other Italian Regions

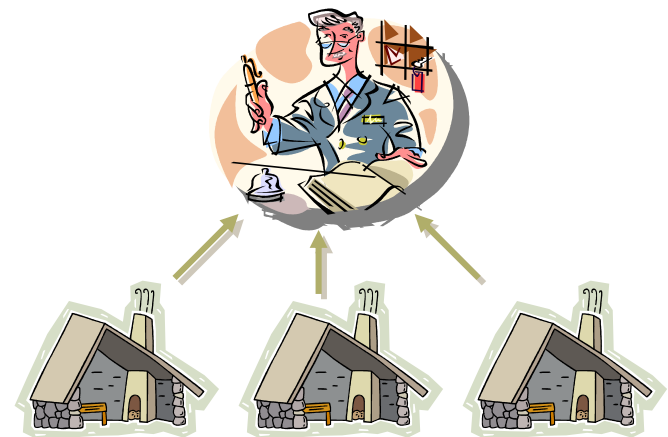
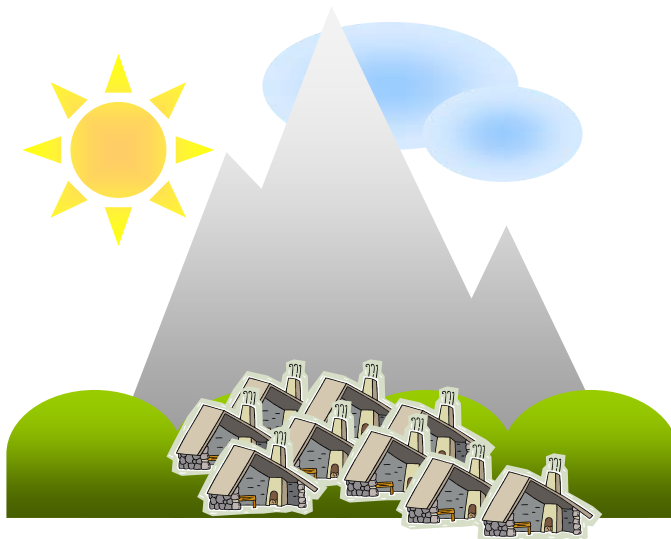


Effective normative	Proposals working progress
Sardegna (the first region in Italy, LR n. 27 dd. 12/08/1998)	Campania
Marche (LR n. 73 dd. 20/07/2006)	Piemonte
Umbria (LR n. 18 dd. 27/12/2006)	Trentino
	Veneto
	Emilia Romagna

Wath's the *albergo diffuso* in FVG experience?



Spreading hotel characteristics



Wath's the *albergo diffuso* in *FVG* experience?



The spread hotel characteristics are:

- ✓ authenticity of the location
- ✓ unitary and professional management
- ✓ common offer of hotel services
- ✓ houses renovated and furnished not for tourists but like the visitors were residents
- ✓ not excessive distance among the houses
- ✓ presence of an alive community
- ✓ local culture and traditions have to be privileged
- ✓ recognizable style

Some Data of Sector in Italy



- **1978:** start of Idea
- **1995:** born the first albergo diffuso
- **2004:** in Italy 60 structures named as “albergo diffuso”
- **2006:** 90 structures named as “albergo diffuso”
- **2007:** it is forecasted an impressive growth of sector (100 new projects only in Sardegna)

Milestones of AD in FVG Region

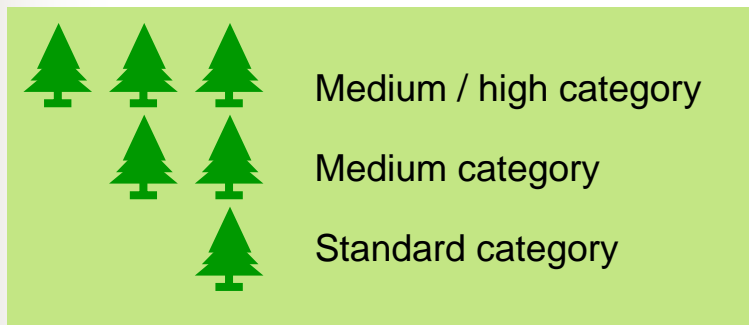


- **1978:** beginning of idea in Carnia
- **1982:** Sauris Municipality begins “The Tourism Project”,
including spread hotel
- **6/08/1994:** Borgo di San Lorenzo (“case e appartamenti per vacanze”) open
- **2003:** Spread Hotels in Forgaria and Sutrio as forecasted by L.R. 2/2002
- **2006:** **5** Spread Hotels
(Comeglians, Lauco, il Grop - Ovaro)
- **2007:** 7 new spread hotels are forecasted definitely **12 Structures**

Some examples



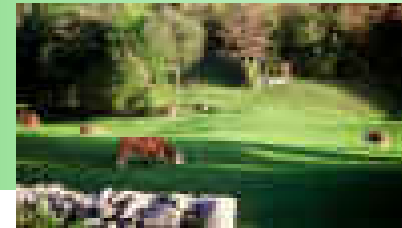
At present there are six functioning popular/widespread hotels situated between the Alpi Carniche and the Monte Prat plateau (*Comeglians, Sutrio, Ovaro, Lauco, Forgaria and Sauris*), classified on the basis of a common system of quality (something like stars for classic hotels) represented by one, two or three pine.



Albergo diffuso Forgaria - Monte Prât



*Albergo diffuso
Forgaria
Monte Prât*



Weakness and Strength



Albergo diffuso
Forgiaia
Monte Prâto

Weakness

- Distance among the houses
- Isolation

Strength

- Agreeable environment
- Offer tied to the nature

Albergo diffuso Comeglians



Weakness and Strength



Weakness

- Lack of services
- Weak territorial system

Strength

- Compact village
- Typical houses
- Agreeable environment

Albergo diffuso Borgo Soandri



BORGO SOANDRI ALBERGO DIFFUSO



Weakness and Strength



BORGO SOANDRI ALBERGO DIFFUSO

Weakness

- Interesting but not remarkable landscape

Strength

- Compact village
- Typical houses
- Integrated territorial system
- Sky activity

Albergo diffuso Il Grop

Ovaro, Raveo, Prato Carnico



Albergo Diffuso "il Grop"



Weakness and Strength



Albergo Diffuso "il Grop"

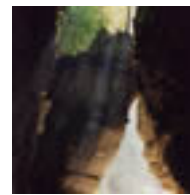
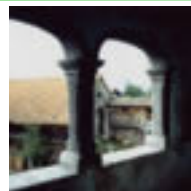
Weakness

- Distance of Houses
- Interesting but not remarkable landscape

Strength

- Some cultural and traditional Events
- Typical houses very well restructured
- Sport activities

Albergo diffuso Altopiano di Lauco



Weakness and Strength



Weakness

- Distance of Houses
- Isolated place

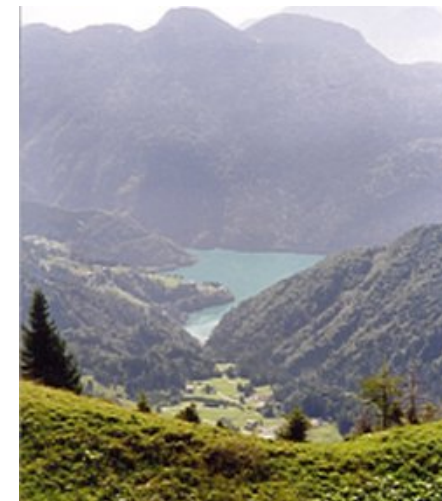
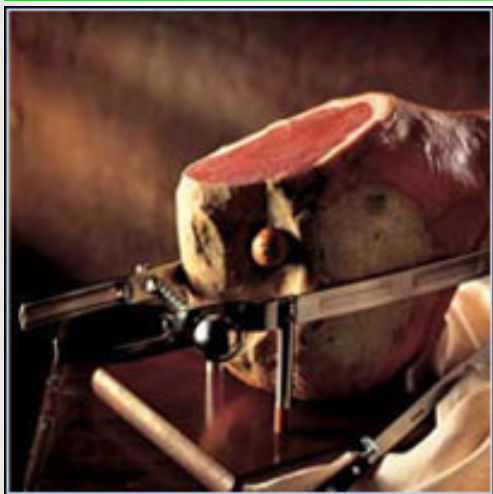
Strength

- New buildings
- Environmental excursions
- Good promotional system

Albergo diffuso Sauris



ALBERGO DIFFUSO SAURIS



Weakness and Strength



ALBERGO DIFFUSO
SAURIS

Weakness

- Management system
- Promotional system

Strength

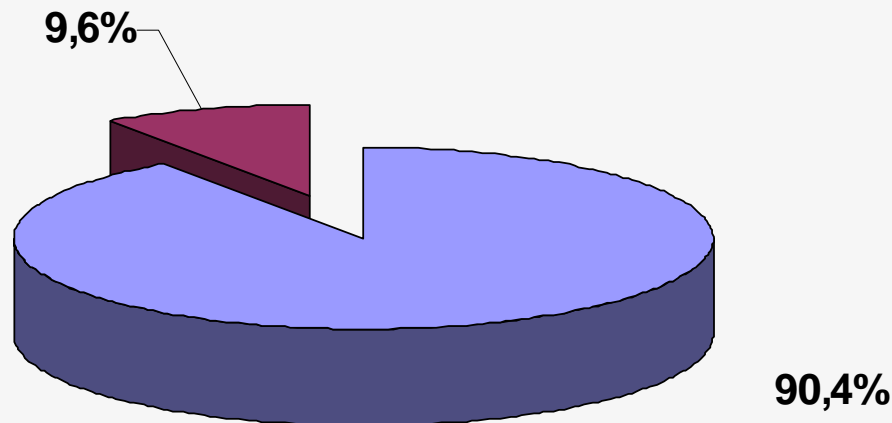
- High quality of furnishing
- High quality of services
- Alpine pearls

Global receptivity in the AD of FVG Region

	Year of beginning	houses	Number of beds
SUTRIO	2003	40	91
FORGARIA NEL FRIULI	2003	43	91
COMEGLIANS	2005	15	92
OVARO	2005	31	90
LAUCO	2006	31	84
SAURIS	2007	17	87
Tot.		177	535

Global receptivity in the AD of FVG Region

Number of beds organised on the bases of kinds of Hospitality in the areas of Tarvisiano and Carnia: impacts of albergo diffuso



Club of Product: Alberghi diffusi Rural Tourism



Philosophy of product:

- Experience and entrepreneurship
- Genuineness/Authenticity
- Newness
- Price
- Mix of 3 different kinds of Hospitality: Hotel, Residence, Apartment House

Today Challenges of Albergo Diffuso



- Market place
- One to one approach to satisfy the request of single tourist
- To maintain proper characteristics
- To enrich Tourist Offer
- To define an integrated system
- Added Value of global tourist proposal of FVG Region

Club of Product: main aims



- To promote AD as a new model of Hospitality
- To preserve and enhance local tradition
- To promote the image and the quality of AD model
- To facilitate reservations
- To create synergies among the different spread hotels
- To guarantee the Genuineness of AD hospitality experience
- To manage price strategies

AD: the differences



AD model proposes a unique and particular kind of hospitality in relation with:

- People
- Culture and local tradition
- History
- Environmental
- Life style
- Way to leave tourist experience
- Involvement in local communities
- Emotional values

Into the Club: what does it mean?



For Member

- To be part of a general Philosophy of Product
- To accept some common rules
- Common and specific promotion and logo
- Good Image
- Market Place
- Web site of Tourism and common brochures

For Tourist

- To be hosted in a well know model of hospitality
- Price guarantees
- Concrete and well structured tourist proposal

The Added value of AD Model



Overall QUALITY

- AD as synonymous of the territory
- Local development and economic growth
- High quality standard Improvement of Internal competitiveness

Marketing Strategy



- Detailed description of each structure
- To underline specific characteristics
- Photos and images
- What could be visit in the surroundings?
- Focus on main Event of each Village

Selected Markets to B2C promotion: Italy, Austria, Germany, Croatia, UK, Hungary, Czech Republic, Slovak Republic.

Communication Strategy



- Editorial on Austrian, German and Italian media
- Press Conferences at international level to present the Model
- Journalist Educational
- Direct Marketing

Training



- Seminars and training activities to
 - tour operators
 - owners
 - AD entrepreneurs

Next Steps



- To produce a normative draft useful as a point of reference to define what spread hotel is;
- To reinforce common marketing and Communication tools;
- To consolidate market Place;

“Albergo Diffuso”: the new regional tourism dimension goes Europe-wide



The AD project can be translated and adopted to other European Regions

An International Seminar on AD was held during the meeting of the Committee Economy and Regional development of the Assembly of European Regions

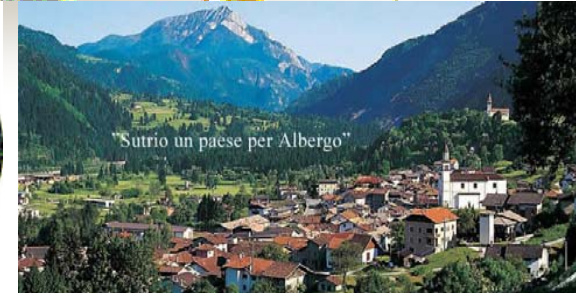


AER President Riccardo Illy attended at the presentation of the project “AD”

More infos



- http://www.turismo.fvg.it/tol_2006/Proposte/proposte_dettaglio.aspx?ID=32&LANG=ing
- www.clubalbergodiffuso.it
- <http://www.alberghidiffusi.com>
- <http://www.albergodiffusofvg.it>
- <http://www.albergodiffusoilgrop.it>
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- www.albergodiffuso.org
- www.albergodiffusosauris.com
- www.sisad.it
- <http://www.a-e-r.org/news/2007/2007032201.html>
- www.carnia.org



**Thank you very much
for your attention!**