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# *VALLE CAMONICA AS A TOURISM DESTINATION*

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Valle Camonica is in one of the largest sub-regions of the Central Alps in eastern Lombardia Region. It measures 1.335 km<sup>2</sup> and has 118,323 inhabitants



Starting from the **Tonale Pass** to **Pisogne** (near Iseo Lake). The all area is crossed from the river Oglio. The Valley is included in the administrative territory of Brescia and Bergamo Province

The Valley can be divided and identified in 3 main sub areas : the **High, Medium and Low zone**. They have different landscapes and different tipicalities linked to the atmosferic condition and the geographical position. For these reasons it has different types of tourism.



# HIGH VALLE CAMONICA



The High Valle Camonica has an east-west orientation. It starts in Val di Corteno and continues until the village called Ponte di Legno. The climate is typical of the high region. With cold winter and moderate temperatures in summer. This area is very famous for the mountain group called Adamello. The mountain group is a very important touristic destination in winter as well in summer. The most important peak is "The Adamello" with its 3539 mt – an important goal for lots of mountaineers and passionate



# MIDDLE VALLE CAMONICA

The Middle Valle Camonica extends its territory from Breno to Cedegolo. Due to the position, the Climate is not so cold but summers are temperate. Thanks to the proximity to the high zone there are lots of touristic villages ready to meet and greet a big number of tourists with accommodation structures and cultural and traditional activities.



# LOW VALLE CAMONICA

The Low Valle Camonica starts from **Bienno to Iseo Lake**. Here the winters are not so cold but hot summer with lots of precipitation. It is a very important area from the point of view of touristic activities and sport but also cultural tourism. The area is the world of summer sports like climbing and biking so in winter too thanks to the presence and the development of important ski slope and resorts.



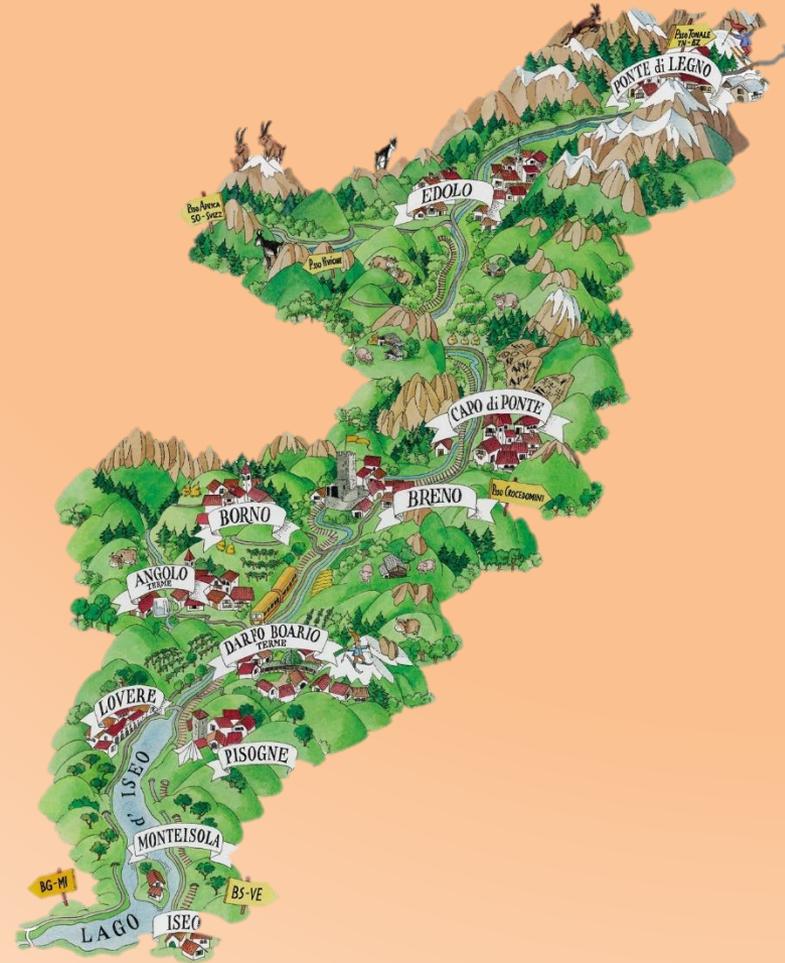
# VALLE CAMONICA HISTORY

Valle Camonica was inhabited from the last ice age, 15,000 years ago. The first inhabitants arrived in the valley in the epipalaeolithic times. In the area we can admire a big number Rock Drawings ( UNESCO heritage from 1979, the first site in Italy). The Middle Age had been characterized from numerous clashes between Guelphs and Ghibellines. The area was under the control of Visconti and later under Venice control. During the World War I battle lines stretched along the east border of Valle Camonica across the Adamello Group . We can also find structures belonging to the Roman period.



# TRANSPORT ACCESSIBILITY

- From **4 airports**: Linate (Milano), Orio al Serio (Bergamo), Catullo (Verona) e D'Annunzio (Montichiari Provincia di Brescia)
- by **motorway** A4 Milano – Venezia
- by **train** line Milano – Venezia



# THE VALLEY OF LANDMARKS (LA VALLE DEI SEGNI)



- **Worldwide** known for its outstanding wealth and variety of **engraved rock art**
- **First Italian site** to be included on UNESCO's World Heritage List (1979).
- **8 archaeological parks** along the area of the valley and they are due to increase

# IDENTITY OF THE VALLEY IS CAMONICA VALLEY'S NATIONAL MUSEUM OF PREHISTORY



Where they  
lived



Where they  
prayed



Where they  
worked



Where they  
buried their  
dead

# Historical and artistic heritage

- **Roman times** are documented by the ruins of the **amphitheater** in Cividate Camuno, and by the remains of Minerva's **shrine** near Breno.
- Numerous **castles** form the **middle** age (such as the ones of Gorzone in Darfo Boario Terme, of Breno, Lozio, Cimbergo)
- The **historical centers** of many towns of the Valley, which follow precisely the **medieval** town-planning patterns.
- Numerous are also the **religious buildings** standing out both for their architectural worth and for the works of art that they display (for example, the San Salvatore monastery and the San Siro parish church in Capo di Ponte, dating to the 11th century)

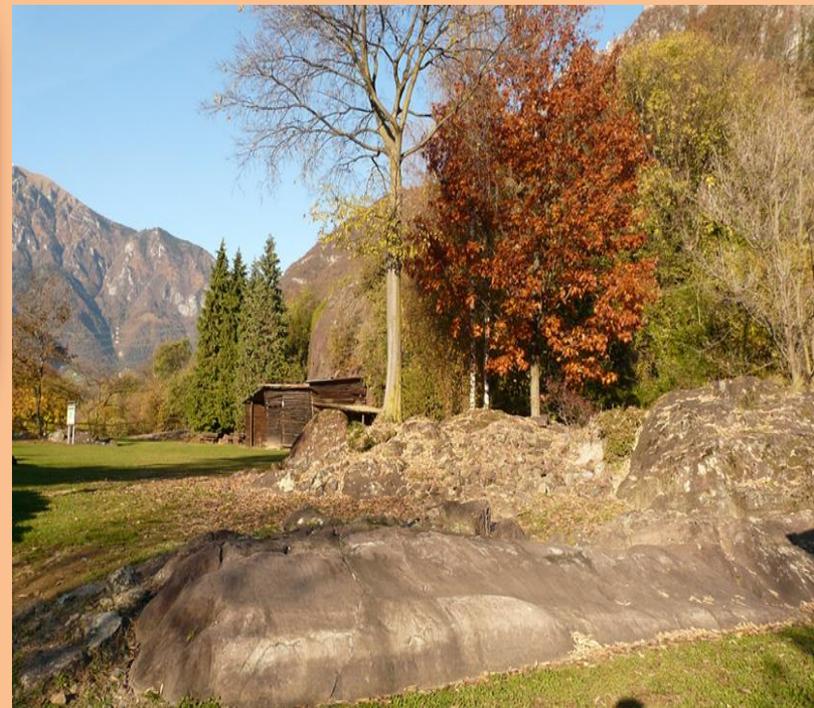
- Often tourism in the area refers to **Franciacorta**, which represents excellent features of **gastronomical** tourism
- Location of **the lakes** Iseo, Endine, alpine lakes and rivers is of a great importance for tourism attractiveness of the region



- **Mountainous** tourism is represented on the one hand by white (winter) tourism at the ski slopes, and on the other hand by active tourism in regional parks, like tracking, cycling and educative excursions
- High potential of **cultural, gastronomical and wellness tourism**

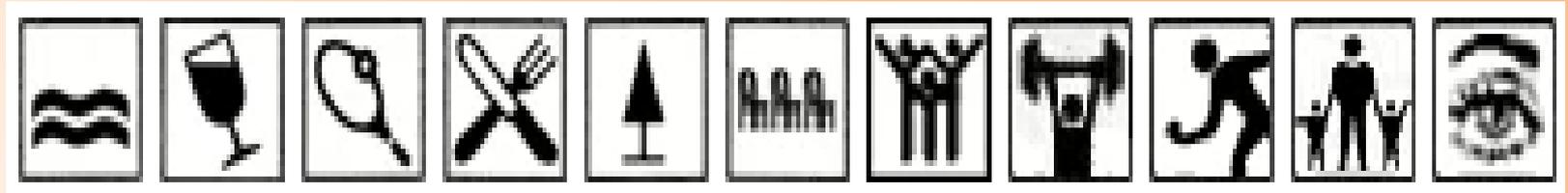
# Active tourism

- 56 foot walk itineraries of various difficulty category
- 11 cycling itineraries
- 4 locations for ski
- 4 locations for ski alpinism
- Alpinism schools
- 2 golf clubs
- Horse riding stable
- Delta plane flying club



# Wellness & Spa

Therme di Angolo  
Therme di Boario  
8 wellness centers



# Characteristics:

- ❖ Attractive area for tourists as it has **many different attractions** (stone carvings, location resorts, spas, conference centers);
- ❖ **Differentiative offer** which gives a potential to attract tourists
- ❖ Local **typical products**
- ❖ **Centrality** thanks to urban system of Bergamo and Brescia
- ❖ Good **educational facilities**
- ❖ The valley **image** needs valorization. It would be beneficial to choose **one specific product**, rather than promoting a bit of everything

# A RICH VARIETY OF TOURISM



# 18 TOURISTIC MUNICIPALITIES

SAVIORE  
DELL'ADAMELLO

CAPO DI PONTE



EDOLO



CORTENO GOLGI

PIANCOGNO

CEVO

CIMBERGO



ANGOLO  
TERME



PRESTINE



BORNO

BRENO



SELLERO



CIVIDATE CAMUNO



ARTOGNE

DARFO BOARIO TERME

ESINE



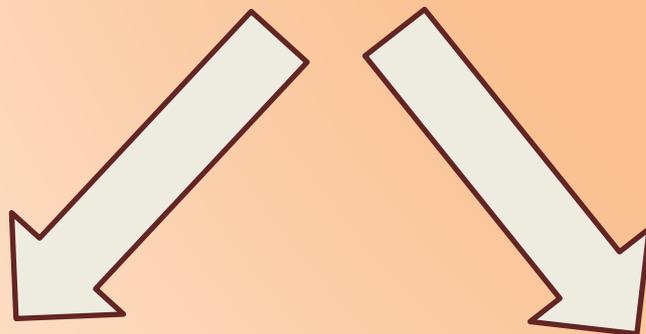
SONICO

ONO

SANPIETRO

# TOURISTIC PRESENCES DURING THE LASTS YEARS

- **-4% OF DURATION OF STAY** :711.062 people with a stay of two days (the worst situation in the last 9 years (2005: 701.000))



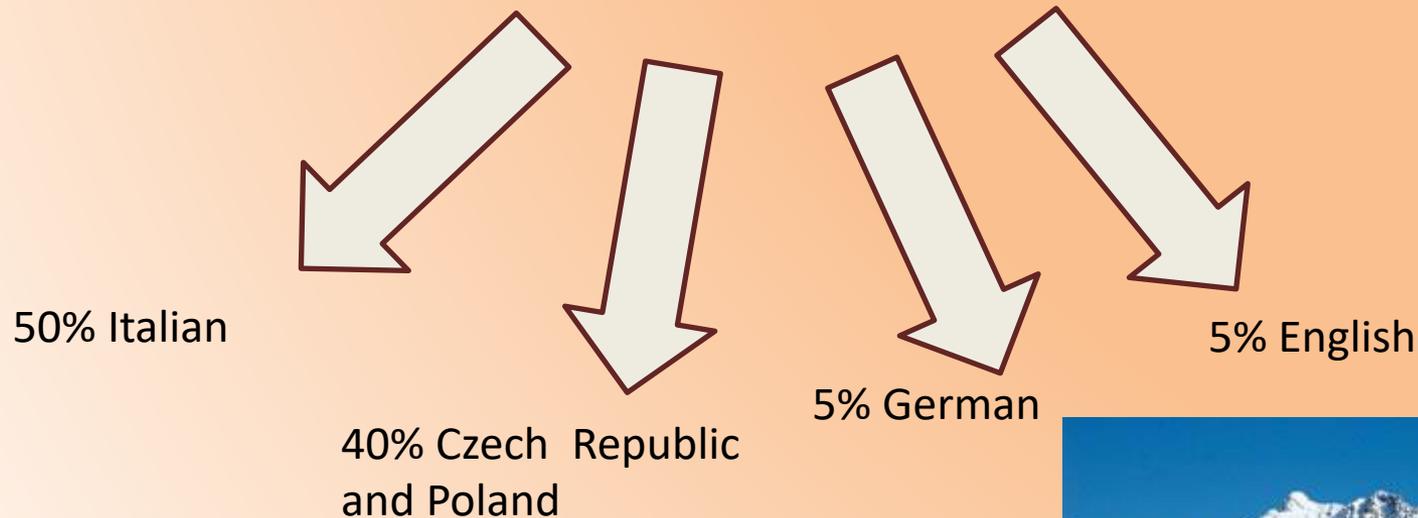
Italians – 7%;

Foreigners + 3,5%)

- **-1,8% OF ARRIVALS** : 163.988 people

# ***HIGH VALLE CAMONICA: GREEN AND WHITE TOURISM***

Adamello Ski represents the biggest part of Brescia mountain tourism: 80% of the arrivals



# ***MEDIUM VALLEY: CULTURAL AND ARCHEOLOGICAL TOURISM***

Tab. 1. Accessi complessivi ai parchi divisi per mese.

<b>2013</b>	<b>Foppe</b>	<b>Naquane</b>	<b>Massi Seradina</b>		<b>TOT</b>
<b>GEN</b>	11	292	113	19	435
<b>FEB</b>	8	158	32	1	199
<b>MAR</b>	186	4.602	312	555	5.655
<b>APR</b>	1.038	10.609	562	765	12.974
<b>MAG</b>	839	11.190	1.103	1.369	14.501
<b>GIU</b>	233	2.607	483	470	3.793
<b>LUG</b>	289	2.328	480	559	3.656
<b>AGO</b>	480	4.052	1.102	645	6.279
<b>SET</b>	550	3.716	799	383	5.448
<b>OTT</b>	214	3.601	339	315	4.469
<b>NOV</b>	162	886	116	44	1.208
<b>DIC</b>	22	205	65	41	333
<b>TOT</b>	4.032	44.246	5.506	5.166	<b>58.950</b>

# 2013: 58.950 VISITORS

## MAINLY IN MAY, APRIL AND AUGUST

75,1%  
Naquane park



8,8% Seradina  
park

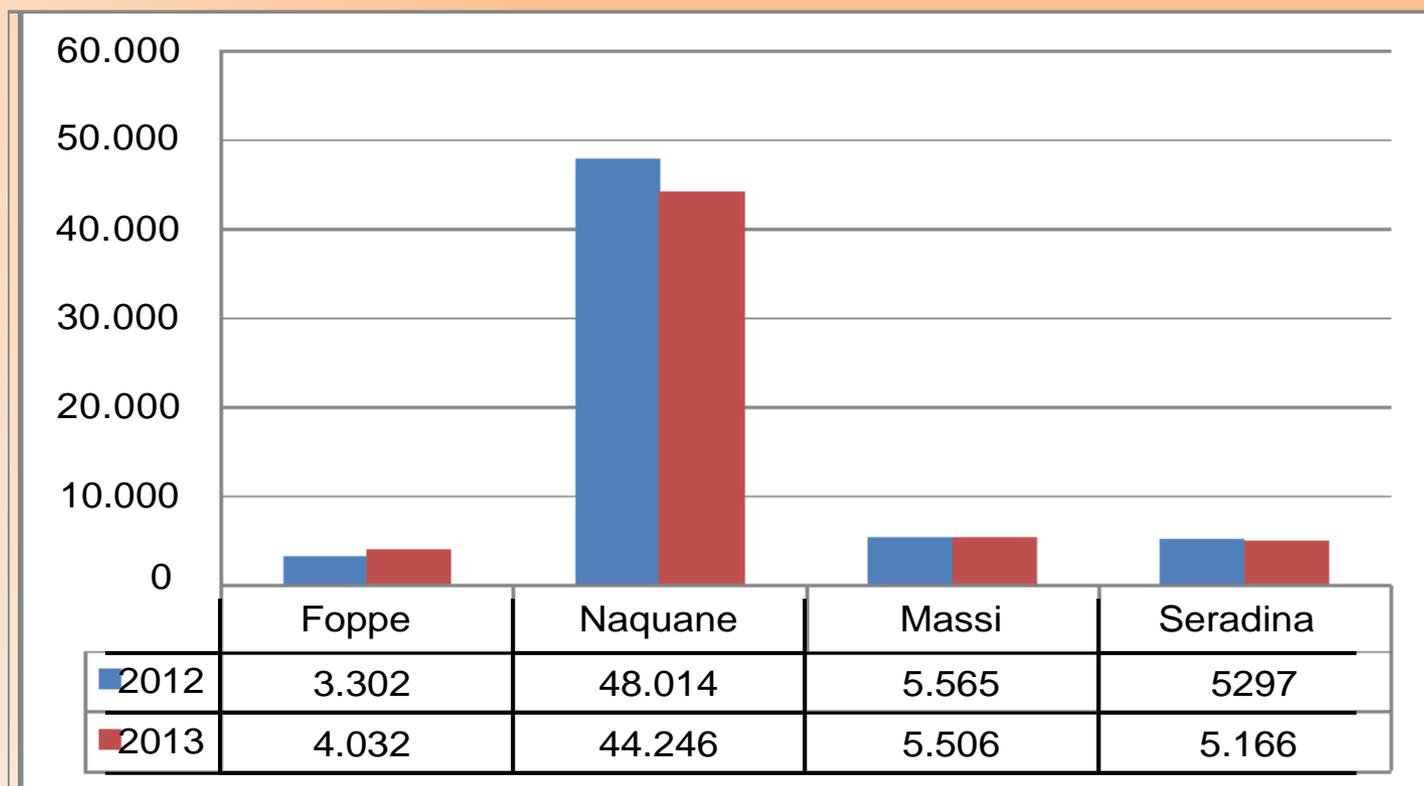


6,8% Foppe area



9,3% Massi park

Tab. 3. Confronto accessi ai parchi anni 2012-2013.



Compared with 2012, visitors have decreased :

- -7,8% Naquane park
- -1,1% Massi park
- -2,5% Seradina park
- **+22,1% FOPPE AREA**

# 3 DIFFERENT TYPES OF VISITORS: SCHOOLS, TOURIST GROUPS, FOREIGNERS

Tab. 8. Tipologia di utenti dell' Area di Foppe.

	<b>persone</b>	<b>Gruppi</b>
<b>Scuole</b>	1.735	74 (classi)
<b>Comitive</b>	592	18
<b>Stranieri</b>	572	-

Tab. 9. Tipologia di utenti del Parco di Naquane.

	<b>persone</b>	<b>gruppi</b>
<b>Scuole</b>	23.990	950 (classi)
<b>Comitive</b>	n.p.	n.p.
<b>Stranieri</b>	3.186	-

Tab. 10. Tipologia di utenti del Parco dei Massi.

	<b>persone</b>	<b>gruppi</b>
<b>Scuole</b>	n.p.	n.p.
<b>Comitive</b>	n.p.	n.p.
<b>Stranieri</b>	n.p.	-

Tab. 8. Tipologia di utenti del Parco di Seradina<sup>10</sup>.

	<b>persone</b>	<b>gruppi</b>
<b>Scuole</b>	n.p.	n.p.
<b>Comitive</b>	n.p.	n.p.
<b>Stranieri</b>	1.808	-

9,4% of the visitors are foreigners from England (30%), Germany (40%), France (15%) and Netherlands (15%)

# ***THERMAL, CONGRESSUAL LOW VALLEY***



The most important type of tourism in Darfo Boario Terme and Angolo. During the last years this type of tourism has lost a lot of tourists, the majority was and is represented mostly by elder people spending here a long journey

The Centro Congressi in Darfo is also really important because it holds lots of events, fairs and thousands of visitors every year, coming from all over Italy and Europe.



# CONCLUSIONS

The subdivision of the Valley:

- is related to the position and the climate features
- is related to the Touristic offer

Area	Val Camonica
OROGRAPHY	MOUNTAIN
TYPOLOGY OF TOURISM	- “white Tourism” - “green Tourism” - “cltural Tourism” - “congressual Tourism” - “wellness and thermal Tourism”

TOURISTIC PERFORMANCE	Val Camonica
TOURISTIC PRESENCE	Statical & decreasing – high seasonability
TOURISTIC OFFER	Low profile & high focus on receptive structures
EVOLUTION OF TOURISTC OFFER	Lacking requalification – second home
VISIBILITY AND TOURISTIC OPERATORS LEVEL OF AGGREGATION	Good visibility but no cooperation and aggregation