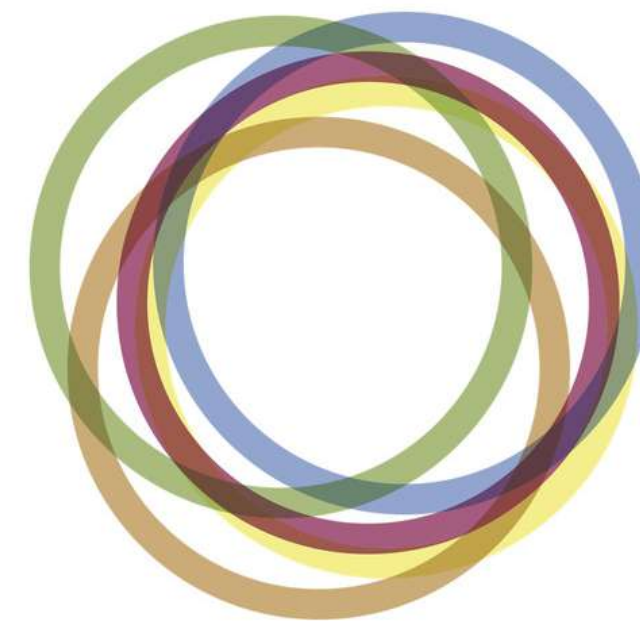




STRADA DEL VINO NOBILE
DI MONTEPULCIANO
E DEI SAPORI
DELLA VALDICHIANA SENESE



VALDICHIANALIVING
Tours & Vacation in Tuscany

ABOUT US

Since 1998, the **Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese** has been dedicated to promoting and marketing the Valdichiana Senese area.

Our members include:

agricultural and wine-producing companies, restaurants and wine bars, accommodation facilities, thermal spas, associations and local organizations, as well as municipalities.



Since 2014, **Valdichiana Living** has been part of the Strada. **It is the official incoming agency of the territory**, responsible for aggregating, promoting, and marketing the tourist offer of Valdichiana Senese.

Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese and Valdichiana Living work jointly to promote and market Valdichiana Senese as a tourist destination.



WHAT WE DO

Promotion of the destination through trade fairs, events, conferences, and workshops

Organization of **educational tours for tourism professionals and the press**

Management of the **Tourist Information Office (IAT)** for Valdichiana Senese, based in Montepulciano
Enhancement of the local offer on the regional portals Visit Tuscany and Vetrina Toscana

Daily tours and experiences available for online purchase within 48 hours on valdichianaliving.it

Creation and marketing of customized stay proposals for both end customers and agencies/tour operators, tailored to specific interests or major tourist events



OUR MAIN EVENTS



The most anticipated wine tasting and live music event of the Montepulciano summer; held every year on August 10.
www.calicidistellemontepulciano.it



An annual market showcasing the flavors of Valdichiana, as well as an area-wide project promoting local food and wine and short supply chain productions.
www.valdichianaeating.it

NEW

Each year we also organize other events throughout the Valdichiana Senese area, such as **Fermento in Torrita di Siena** (2025) and the **Olive Oil Conference** held during the olio novo festival in Trequanda.



ON LINE ACTIVITIES



Facebook

- Strada del Vino Nobile Montepulciano e Saperi Valdichiana Senese
Follower: 7790 | 750,000 views in 2025
- Valdichiana Living
Follower: 12.003 | 535,000 views in 2025



Instagram

- Strada del Vino Nobile Montepulciano e Saperi Valdichiana Senese
40,000 views in 2025
- Valdichiana Living
Follower: 10100 | 320,000 views in 2025



LinkedIn

- Valdichiana Living



YouTube

- Strada del Vino Nobile di Montepulciano e dei Saperi della Valdichiana Senese
- Valdichiana Living

website Strada Vino Nobile: 12 k active users



website Valdichiana living: 46 k active users



WHAT WE OFFER OUR MEMBER

Online Visibility and Promotion

Customized company profile with photos and information on www.stradavinonobile.it

Inclusion of accommodation facilities on the official destination portal www.valdichianaliving.it, in the section “Book Your Stay”, with commission on overnight stays sold: 10% for Strada members 30% for non-member facilities

Promotion, Sales and Events

Inclusion in stay proposals, tours, and experiences developed with Valdichiana Living

Free or discounted participation in tourism trade fairs in Italy and abroad; promotional events, seminars, and training meetings

Opportunity to take part in educational tours, fam trips with operators, and press tours

Services, Materials and Communication

Distribution at the beginning of the season of tourist information materials (maps, brochures, guides)

Support for inclusion in the regional portals Visit Tuscany and Vetrina Toscana

Monthly newsletter featuring scheduled activities, tourism data and trends, and development opportunities

Fast communications via WhatsApp (dedicated number: +39 331 1932852)



MEMBERSHIP PROCEDURE

MUNICIPALITIES, UNIONS OF MUNICIPALITIES CHAMBERS OF COMMERCE AND EQUIVALENT INSTITUTIONAL BODIES

FOR COMPANIES
Registration fee (one-time):
-€50.00 with up to 3 employees
-€100.00 with more than 3 employees

FOR FOUNDATIONS, SPORTS ASSOCIATIONS, AND NON-PROFIT ASSOCIATIONS OPERATING IN THE CULTURAL, ENVIRONMENTAL, AND TOURISM PROMOTION SECTORS:

Single annual fee as per regulation

Annual fee:
-€250.00 with up to 3 employees
-€350.00 with more than 3 employees

Single annual fee: € 0,00

Please send the completed membership application by email to amministrazione@stradavinonobile.it, by registered mail with return receipt, or via certified email (PEC) to stradavinonobile@pec.it.

Applications will be evaluated by the CdA of Strada, which will issue a favorable or unfavorable opinion.

Membership will be finalized only after payment of the membership fee and formal confirmation

Membership has a minimum duration of two calendar years, until December 31 of the year following the date of application.

Membership is automatically renewed at the end of each year.

Any **withdrawal** must be communicated via PEC to stradavinonobile@pec.it and will take effect from the following year, provided that the notice is sent within three months from the beginning of the new year.

For Companies

The company will be visited by staff of the Strada del Vino Nobile di Montepulciano e dei Sapori della Valdichiana Senese

The company must provide all necessary information for promotional purposes: high-resolution photos, descriptions in Italian and English, and prices where applicable



GRAZIE

Please do not hesitate to contact us
for other informations

TEL 0578 717484 INT 1

CEL 331 1932852

INFO@STRADAVINONOBILE.IT