The Province of Treviso
Between Castelfranco and Treviso, where winter flowers bloom
Wines and cheeses in the Mount Grappa, Asolo and Montello, along the front of the Great War
Conegliano and Valdobbiadene, the land of Prosecco
The land of Raboso and the Wines of the Piave

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Legend

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- Strada del Vino del Montello e Colli Asolani
  The Montello and Asolo Hills Wine Route
- Strada del Prosecco e Vini dei Colli Conegliano Valdobbiadene
  The Prosecco and Conegliano-Valdobbiadene Hills Wine Route
- Strada dei Vini del Piave
  Piave Wine Route
- Strada dei Vini DOC Lison-Pramaggiore
  Lison-Pramaggiore DOC Wine Route
- Strada del Radicchio Rossa di Treviso e Variegato di Castelfranco
  Treviso Red Radicchio and Castelfranco Spotted Radicchio Route
- Strada dell’Asparago Bianco di Cimadolmo IGP
  Cimadolmo IGP White Asparagus Route
The aim of the European project for the Development and Promotion of Cross-Border Rural Hospitality, set up by the Province of Treviso in cooperation with the Integrated Tourism Promotion Office of the Veneto Region, the Province of Udine and the Agritourism Holidays in Carinthia Association, is to enhance and improve rural tourism and to make agritourism facilities more attractive to visitors. The provincial administration strongly believes in this project, because the rural environment has a great deal to offer. Our local country folk have a natural sense of hospitality, and this is why today we ought to be taking tourism marketing in the direction of agriculture, rather than the other way round. What we have here is a new opportunity, a new tourist attraction comparable with those “alternative” destinations that attract a great deal of tourism from all over the world. Our area is in a position to offer a fully comprehensive tourism package, composed above all of the emotions awakened by our history and traditions. The marketing proposals we need to come up with should be based on a 360° experience able to engage all five senses and to make visitors feel an integral part of the area they have chosen for their holiday. This can be achieved by offering them the chance to savour all aspects of rural life, from accommodation to cooking. Our region ranks third in Italy in terms of the number of agritourism farms, with the Province of Treviso coming second overall, and topping the list for the number of agritourism restaurants. The area has over 300 agritourism facilities just waiting to welcome visitors into their attractive rooms and to offer a menu featuring outstanding “zero miles” food and wine. It is this tradition that lies behind our commitment to take part in, and indeed lead, this European project. This guide therefore has an important role to play in helping visitors decide which of the cross-border tourist packages suits them best, safe in the knowledge that unique, unforgettable experiences await them, light years away from the usual idea of a holiday.

Leonardo Muraro
President of the Province of Treviso