



Italy's Prosecco Hills Recognized By UNESCO

Alexsandra Arlia (July 12, 2019)



On Sunday July 7th 2019, Veneto's Prosecco Hills Were Instated As Italy's 55th Contribution To UNESCO's World Heritage List.

[UNESCO](#) [2], the United Nations Educational, Scientific, and Cultural Organization has recently added its 10th worldly addition to its "cultural landscape" list: the Prosecco Hills of Conegliano and Valdobbiadene in Veneto, Italy.

After an announcement made in Baku, Azerbaijan by UNESCO's World Heritage Committee, north-eastern Italy's Prosecco Hills were instituted this past Sunday in what Foreign Ministry and Agricultural Minister [Gian Marco Centinaio](#) [3] referred to as a "historic day for Veneto and for Italy as a whole."

The land is most popular for its leading production of Prosecco wine, a white sparkling Italian favorite of many around the world. The site is Italy's 55th installment on UNESCO's lists, placing the country



ahead of Spain, China, and France.

And with Prosecco sales beating out the sales in Champagne, with a 21% increase in exports in 2019, it is no wonder why the interest in the area is so high. Known for its “‘hogback’ hills” and “small plots of vines on narrow grassy terraces,” the 1000-year old maintained vineyards that lay north of Venice attract tourists and wine-lovers year after year.

And after being rejected by their recognition request by just a few votes last year, the people of Veneto are delighted to officially have an eighth contribution by their region recognized by UNESCO and the world.

Now that the induction has been assigned, the region of Veneto is expecting an increase in awareness and tourism, as well as a “boost to the local economy.” According to Veneto’s consortium however, an important aspect that they will be focused on is handling their tourism, especially as it grows, in a sustainable way that will be beneficial to the area.

Source URL: <http://newsite.iitaly.org/magazine/focus/facts-stories/article/italys-prosecco-hills-recognized-unesco>

Links

[1] <http://newsite.iitaly.org/files/proseccohilljpg>

[2] <https://en.unesco.org/>

[3] https://en.wikipedia.org/wiki/Gian_Marco_Centinaio