



# CITY OF VENICE

## PARTNERSHIP PROJECT



**Ve.La. S.p.A.**

is

a public company partially owned by the Municipality of Venice

created

to offer a complete communication platform for the partners of the City of Venice

Organising - Producing - Promoting  
Events - Meetings & Incentives – Ticketing - Museums

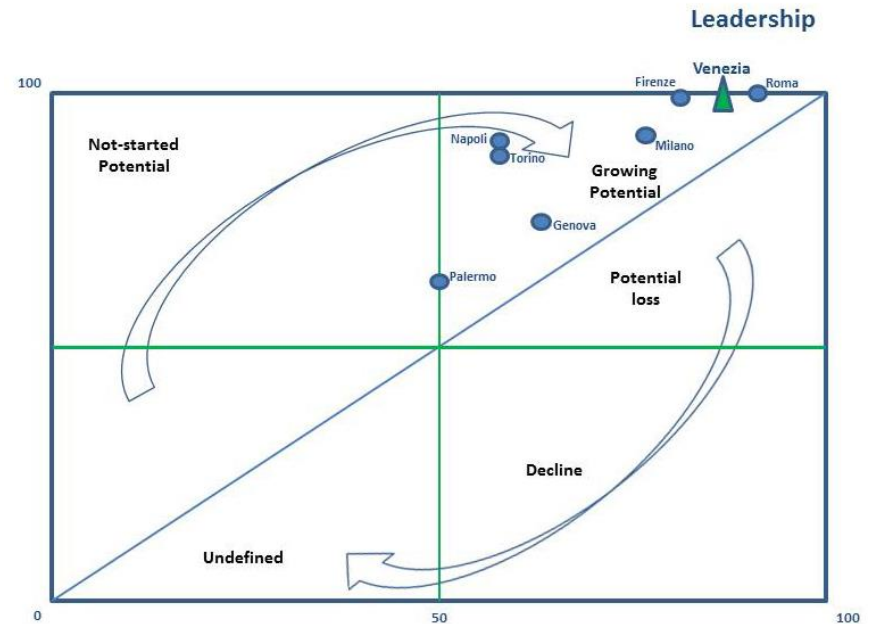
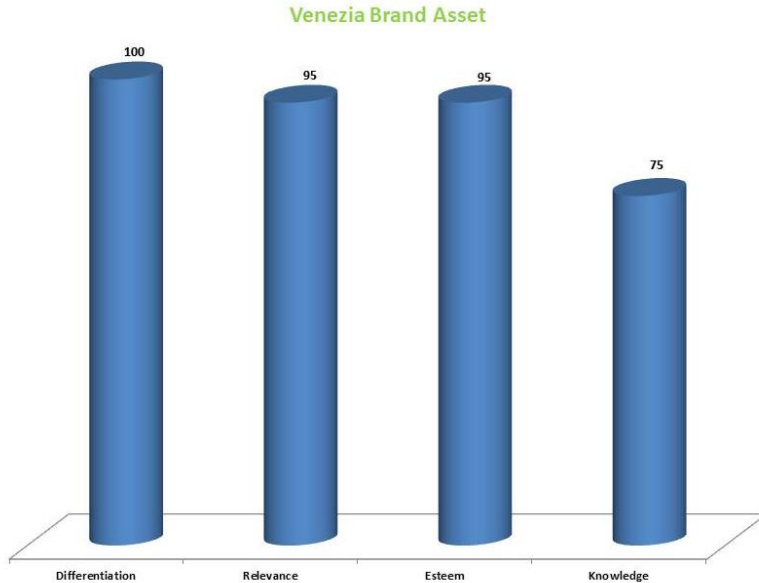


CITTÀ DI  
VENEZIA



# Venice: positioning

According to the "*BrandAsset® Valuator*", Venice is an Italian city of the first level in terms of "brand strength and leadership."



Venice is a leader in all four assets (together with Rome) aiming to significantly improve the level of "familiarity and loyalty" with its public.

## Brand Stature (qualitative level of the brand)

BAV evaluates international brands, measuring their four fundamental structures: DIFFERENTIATION, RELEVANCE, ESTEEM and KNOWLEDGE in order to define the degrees of their growth cycle. Their research encompasses all of the principal Italian cities.

# Numbers

## Over 20 million visitors per year:

- 9 million overnight stays (average 3/4 days)

- 11 million day-visitors

## with on average 55,000 visits per day

- 14% from Italy

- 86% from abroad

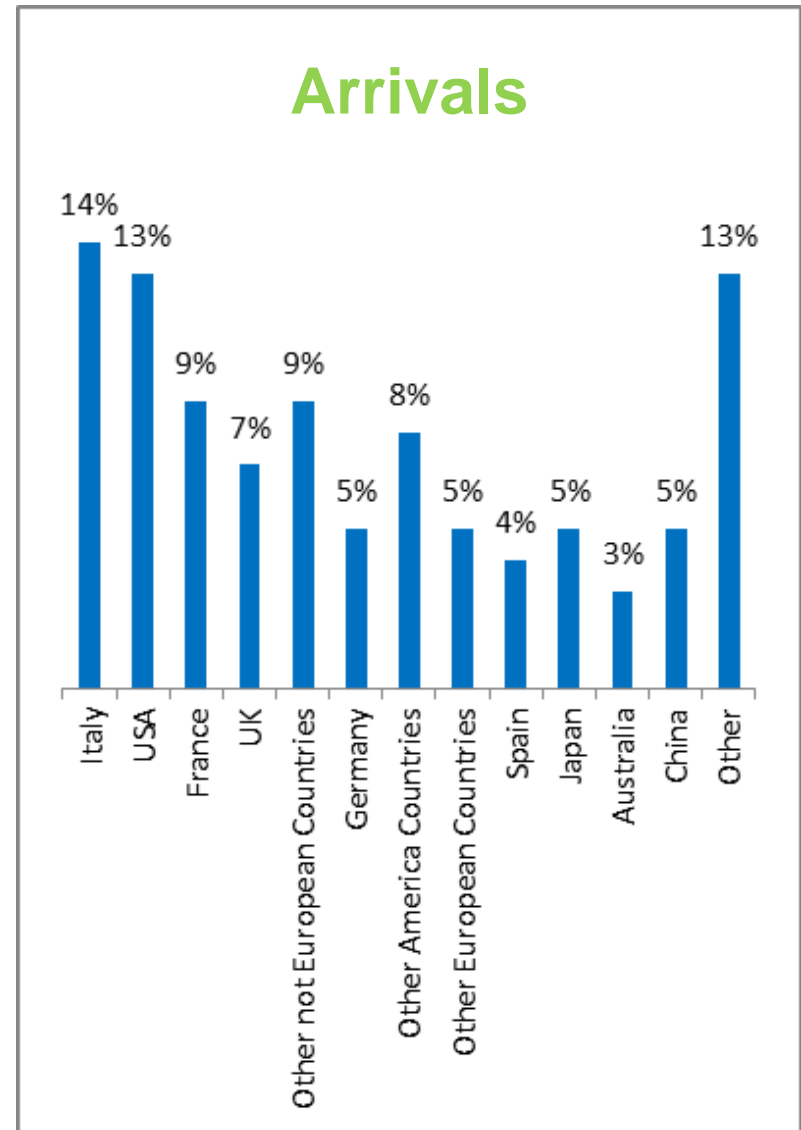
## Average age of visitors: 38 - 39 years

- > 65 years 3%
- 51-65 years 17%
- 36-50 years 27%
- 26-35 years 30%
- 18-25 years 23%
- < 16 years 7%

## Estimated spending power:

- Daily € 140/170 per tourist

- Permanent/residential € 25/40 per commuter



# Events calendar



**CITTÀ IN FESTA \ CHRISTMAS & NEW YEAR'S EVE**  
December 8 - January 6



**VENICE CARNIVAL – 17 days (Period: January/March)**



**BIENNALE**

ARCHITECTURE  
ART  
VENICE FILM FESTIVAL

(Period: June-November – even years)  
(Period: May-November – odd years)  
(Period: August-September – annual)



**REDENTORE – Every third weekend of July**



**REGATA STORICA – Every first Sunday of September**

# Venice Carnival



# Venice Carnival



**When:** 17 days between January and March

**Where:** St. Mark's Square, Arsenale and other locations.

**What:** The most important festival in Venice: every year an explosion of joy and fun that involves populating the city streets and flooding St. Mark's Square, the pavilions of the Arsenale and dozens of other places and squares. Improvisations, costume parades, concerts, historic pageants, aquatic shows at the Arsenale and along the canals, entertainment for children. Wild nights of dancing, food and drink to be consumed and the senses unrestrained!



- Influx:** 1 million visitors (80% from Italy and 20% from abroad)
- Media:** Between 300/350 **journalists, photographers and videographers** (30% Italian, 70% international). Media interest especially from countries such as France, Japan, USA. Interest across different areas of communication, both by type of audience (travel and tourism news section, culture, economy) and by type of media (newspapers, magazines, television networks, websites, blogs and social networks, radio).
- Live TV** with local network TV7 (duration of 7/8 hours per day for 12 days). Possibility of a media partnership at the national level (e.g. *Radio Italia* aired 300 commercials of 30 seconds each and Video Italia 70 videos of 30 seconds each).
- Press conferences:** Nine months prior to the event: announcement of the theme and dates.  
Four months prior: submission of the draft programme.  
One week before: final submission of all scheduled performances.  
During the period of the festival: conferences presenting individual events and artists, with a daily press office and issue of press releases (more than 100 in the whole period), with the support of photos, videos, graphics).
- Dedicated website :** [www.carnevale.venezia.it](http://www.carnevale.venezia.it):  
900,000 unique visitors per year, with peaks of 27,000 hits per day.
- Social networks:** Facebook, Twitter, Instagram, Pinterest, Foursquare, dedicated YouTube channel with 20 - 30 video clips per edition, some with more than 30,000 views.





**Città in festa  
Christmas & New Year's Eve**

# Città in festa

## Christmas & New Year's Eve



**When:** December 8 - January 6

**Where:** Venice and Mestre

**What:** The city welcomes guests with activities and performances ending in a magnificent **midnight fireworks' display**. Venice's already uniquely magical, yearly atmosphere becomes illuminated with projections on monument façades and Christmas lights.

**Influx:** 100,000 (residents and tourists)

**Media:** coverage by the major national and international television broadcasters with reports and appearances on the news. Dedicated press conferences

Websites: <http://events.veneziaunica.it>  
[www.capodannovenezia.it](http://www.capodannovenezia.it)  
Venezia Unica Facebook

### Roles of partners

- ✓ Sponsor for Christmas lights and performances in Venice
- ✓ Official event Sparkling Wine / Champagne
- ✓ Ice-skating rinks (Campo San Polo and Piazza Ferretto)
- ✓ Official Car of the event
- ✓ Other Official partnerships



# Festa del Redentore (Feast of the Redeemer)



# Redentore



**When:** Third weekend in July

**Where:** St. Mark's Basin

**What:** Redentore is one of the most heartfelt holiday for Venetians and tourists alike, thanks to the magical fireworks display. In the unique stage of St. Mark's Basin, from the shore of Giudecca island to the Zattere waterfront, the play of lights and reflections produces a kaleidoscope of colours and sensations. The official dinner is held in the Doge's Palace.

**Influx:** 100,000 (residents 50%, tourists 50%).

**Media:** Dedicated press conference  
Dedicated website [www.redentorevenezia.it](http://www.redentorevenezia.it)  
International media coverage with the presence of reporters, photographers and videographers (30 accredited). Possibility of media partnerships at national level (e.g. Radio Italia aired 50 commercials of 30 seconds and Video Italia 30 videos of 30 seconds). Venezia Unica Facebook

## Roles of partners

- ✓ Official event sparkling wine/Champagne/beer/wine/drink
- ✓ Venice Beauty and Fashion
- ✓ Venice official car
- ✓ Other official partnerships



# Regata Storica (Historic Regatta)



# Regata Storica



**When:** first Sunday of September

**Where:** along the Grand Canal

**What:** The most important event of "Voga alla Veneta" in the regatta racing calendar. The sparkling costume parade in the typical clothing of the 16th century, with the gondoliers transporting the Doge, Venetian nobles and the Queen of Cyprus, Caterina Cornaro, along the **Grand Canal**. This procession closes with an exciting series of **aces** between typical Venetian lagoon rowing boats.

**Target:** residents 40%, tourists 60%



**Media:** Dedicated press conference

**Live TV on RAI2** (duration: 2 hours - 10% share, audience 2 million). 4 hours of **live radio on Radio Venezia** and 20 commercials of 30 seconds each day in the twelve days prior to the event. Possibility of **media partnerships** at national level (e.g. Radio Italia aired 60 commercials of 30 seconds and Video Italia 40 videos of 30 seconds).

**Dedicated website** ([www.regatastoricavenezia.it](http://www.regatastoricavenezia.it) , featuring with a Virtual Museum of the “Voga alla Veneta”). Official Facebook and Venezia Unica page.

The **international coverage of the event**, 50 to 60 accredited journalists, including the press, photographers and videographers. Documentaries and films such as "Pianeta Mare" (Rete 4), "Atlante", "Feste storiche italiane" by Pupi Avati (TV2000) have been made, involving broadcasters such as: Arte TV, France 5, Orf, TBS, RentV, IpoptV, CCTV, Global Star TV, Globo TV, NHK.

### Roles of partners

- ✓ Art and fashion
- ✓ Sport garments
- ✓ Nutrition
- ✓ Energy
- ✓ Transport and travel



# Marketing Platform

Partnership with Venice and its events is a practical tool for promotion:

- ✓ Brand
- ✓ Public relations and marketing
- ✓ B2B

Visibility	Field Marketing*	Hospitality/PR	Advertisement Licensing **	CRM***
Advertising panels Tickets Editorial Hand2Hand Advertising tower/banner Dynamics Digital platforms	Street Marketing Guerrilla Marketing Open-air set-ups Sponsored events Special events Flash mobs	Backstage at major events Hospitality Congresses Exclusive hospitality during events Gala dinners	Right to use event logo On-location shooting	Special programmes on sale Ticket Counter

\*

Business marketing in which the company maintains sales / direct promotion in the territory

\*\*

Promotional activities (advertising spaces) and obtaining licences to conduct business in the territory

\*\*\*

*Customer Relationship Management*: business structure which is engaged in the analysis and management of customer relationships



# Dynamic Visibility

Branding of waterbuses, advertising during TV filming of events, parties and sports competitions.



Waterbuses



People Mover



Tram

# Visibility at waterbus stops and sales points

It is possible to place signage towers noted for their strong visual impact, at the main tourist landing points.

It is possible to purchase space at the 'Venezia Unica Agency' in Piazzale Roma. Apart from being a ticket point for events, it is also fundamental access centre for navigation and road transport services. With 15 million tourists passing by each year, visibility is guaranteed.

Boat passengers pass through landing areas (waterbus stops) and wait inside. Inside the waterbus stops situated all over the city, (islands included), there are frames placed for advertising.



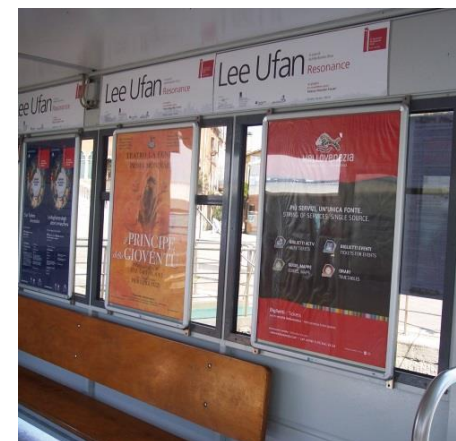
*External signage towers*



*Advertising at sales points*



*Advertising at Lido waterbus stops*



*Advertising frames inside the waterbus stops*

# Editorial visibility and 'hand to hand'

'Chip on paper' is a travel document support, and can be customized on one side. This promotional tool is distributed by ticket points and authorized resellers, is advisable for campaigns needing a very strong medium/short-term impact.

'Maps of Venice', available at each of our sales point; are proposed to all tourists.



**FREE ENTRY TICKET**  
**INGRESSO GRATUITO**

INGRESSO GRATUITO  
AL CASINO DI VENEZIA PER 1 PERSONA  
RISERVATO A MAGGIORENNI  
CON DOCUMENTO D'IDENTITÀ.

FREE ENTRY TICKET FOR 1 PERSON  
ONLY ADULTS WITH ID CARD.

威尼斯赌场一人一次免费入场券

**CASINO DI VENEZIA**

VALIDITÀ TICKET SINO AL 30 GIUGNO 2014  
CON ESCLUSIONE DEL 31 DICEMBRE 2013



WIG519--2S11127

18+ DIVIETO DI GIOCO PER I MINORI DI ANNI 18.  
IL GIOCO PUÒ CREARE DIPENDENZA PATOLOGICA.  
PROBABILITÀ DI VINCITA E ALTRE INFO SU  
WWW.CASINOVENEZIA.IT

Advertising on the reverse side of public transport tickets

The Encyclopedic Palace  
Biennale Arte 2013  
Venezia 1.6-24.11  
www.labiennale.org

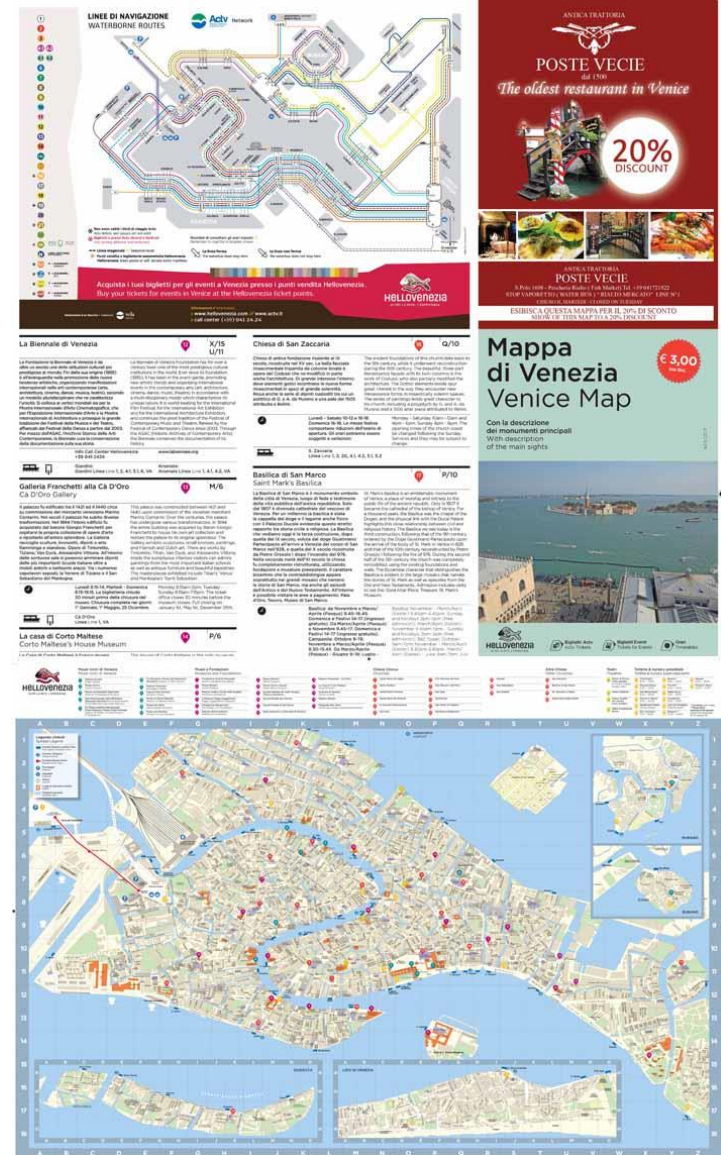
la Biennale di Venezia

55. Esposizione Internazionale d'Arte



**Il Palazzo Enciclopedico**

swatch



LINEE DI NAVIGAZIONE WATERBORNE ROUTES

ANICA TRATTORIA  
**POSTE VECIE**  
dal 1700  
*The oldest restaurant in Venice*

20% DISCOUNT

**Mappa di Venezia Venice Map** € 3,00

Con la descrizione dei monumenti principali  
With description of the main sights

Map of the City

# Field Marketing

*Flash-mob, hand2hand or guerrilla marketing activities in areas with high turnouts. Customised set-ups in the main outdoor locations. Special offers related to the sale of tickets for public transport. Sponsored events. Special events.*



*Festa del Redentore (Feast of the Redeemer)*

# Field Marketing

## Sponsorships and partnerships during the events in Venice

The opportunity to become a partner of our events (also with tailor-made projects).



*Citroen - Carnival*



*Hard Rock Cafè - Regata Storica*



*Bellini / Canella - Redentore*

# Field Marketing

## Special events and flash mobs



*Aperol*  
*Guinness World Records*



*Swatch*  
*Live performances by*  
*Andrea Bocelli*  
*Simple Minds*  
*Leonard Cohen*

# Corporate Hospitality

Backstage at the major events such as Carnival, the Historic Regatta, and *Redentore*.

The opportunity to organise **parties / dinners / after parties** in some of the most exclusive Venetian locations such as the Doge's Palace and the Clock Tower in St. Mark's Square.

The opportunity to use indoor locations such as the Venice Lido Convention Centre, the Rialto Fish Market, the Arsenale and other outdoor locations for **conferences, meetings and private events**.

Exclusive accommodation for seeing the events of Venice on the path of the race and the historical parade.

## Hospitality

Reserved and exclusive seats for the main events in the city: at the Gran Teatro in St. Mark's Square during the Carnival; for the Carnival and *Redentore* Gala dinners; in the "Machina" (official stage) at the Historic Regatta.



*Dais for authorities - Regata Storica*



*Official dinner – Carnival (Arsenale di Venezia)*

# Corporate Hospitality

The opportunity to organise private events at prestigious venues

Offers for customised corporate events and travel incentives.



*Tese e Nappe (Arsenale)*



*Torre di Porta Nuova (Arsenale)*



# Corporate Hospitality

The opportunity to organise private events at prestigious venues

Customised corporate events and travel incentives.



*Rialto Fish Market*



*Ca' Vendramin Calergi*



*Sale Apollinee  
La Fenice Opera House*



*Doge's Palace*

# Corporate Hospitality

## Venice Convention Centre

Two historic palaces and a 4,000-seat indoor arena:

- ✓ **Palazzo del Cinema**
- ✓ **Palazzo del Casinò**
- ✓ **Sala Darsena**

Modern and flexible services together with tradition, elegance and the prestige of one of the most beautiful cities in the world.



*Sala Grande*



*Sala Laguna*



*Exhibition area*



*Gala dinners*

# Advertising

Known and appreciated all over the world, Venice is a perfect setting for photo shoots or making commercial films and advertisements.

Advertising campaigns can be created in unique locations such as St. Mark's Square, the Grand Canal, the Rialto Bridge, the Doge's Palace, to attract the attention of audiences around the world. Participating companies may use, with exclusivity, the Official Brand of the City of Venice and its events.

## Case histories

LOUIS VUITTON, GTbyCITROËN, APEROL SPRITZ, SKY, CARLSBERG, SONY, AGCO, REEBOK.



*Citroen - Carnival*



*Aperol – St. Mark's Square*



*Louis Vitton– St. Mark's Square*

# CRM (Customer Relationship Management)

Opportunity to launch promotions related to public transportation.

Use of the public transport customer database for CRM activities

63 points-of-sale and front-offices at the main points of access and transit in the city.

**200 sales staff.**

Contacts with more than 2,000 travel trade operators.

Over 7.5 million tourist tickets + 550,000 aerobus tickets sold in 2013.



# Our Partnerships





**Contacts:**

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marketing@velaspa.com