



CITY OF VENICE PARTNERSHIP PROJECT



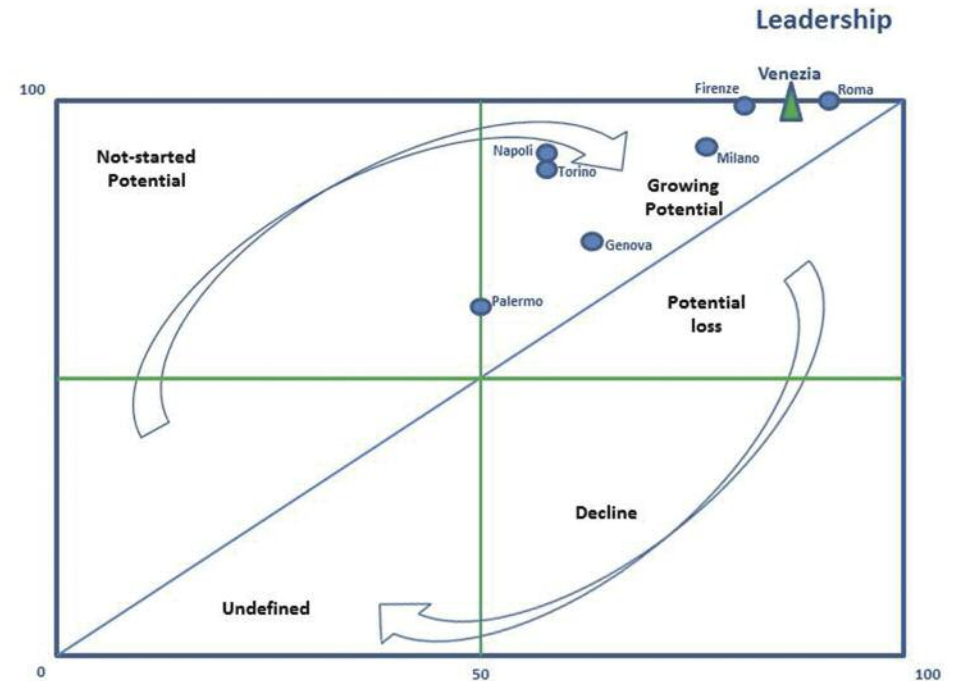
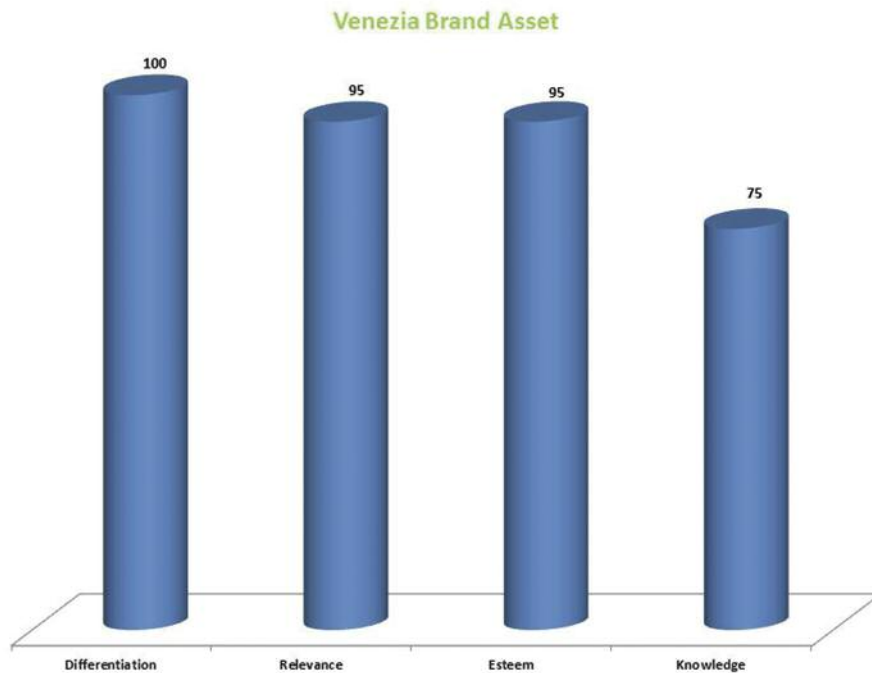
Vela SpA is a public company partially owned by the Municipality of Venice, created to offer a complete communication platform for the partners of the City of Venice.

Organising • Produceing • Promoting
Events • *Meetings & Incentives* • Ticketing • Museums.



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.

The Numbers

Over 20 million visitors per year:

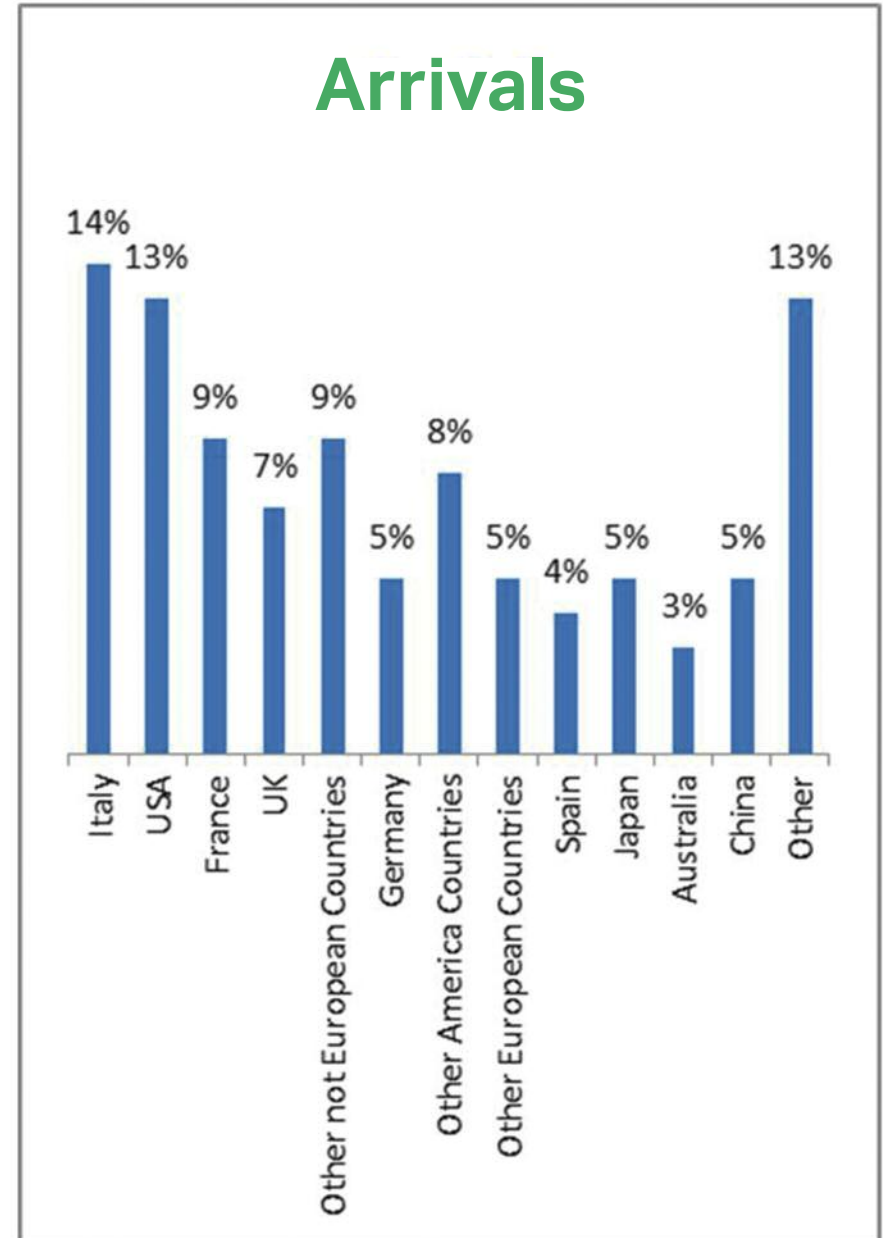
- 9 million overnight stays (on average 3/4 days)
- 11 million day-visitors
- **With on average 55,000 visits per day**
- 14% from Italy
- 86% from abroad

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 8th - January 6th



VENICE CARNIVAL - 17 days (Period: January/March)



BIENNALE

Architecture

(Period: June-November - even years)

Art

(Period: May-November - odd years)

Venice Film Festival

(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!



**Target attendance:**

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 to 8 hours per day for 12 days). Possibility of a **media partnership** at the national level (e.g. in 2010/2011 Radio Italia aired 300 commercials of 30" and Video Italia 70 videos of 30").

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:

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 8th - January 6th

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 (20% residents and 80% 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
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



Redentore



When: Third Sunday in July

Where: St. Mark's Basin

What: The Redentore Feast 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
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 Official event SparklingWine/Champagne/ beer/wine/drink
- Venice Beauty and Fashion.
- Venice official car.
- Other Official partnerships.



Regata Storica



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 races 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 , 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***
<ul style="list-style-type: none"> • Advertising panels • Tickets • Editorial • Hand2Hand • Advertising tower/banner • Dynamics • Digital platforms 	<ul style="list-style-type: none"> • Street Marketing • Guerrilla Marketing • Open-air set-ups • Sponsored events • Special events • Flash mobs 	<ul style="list-style-type: none"> • Backstage at major events • Hospitality • Congresses • Exclusive hospitality during events • Gala dinners 	<ul style="list-style-type: none"> • Right to Use Event Logo • On-location shooting 	<ul style="list-style-type: none"> • 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.



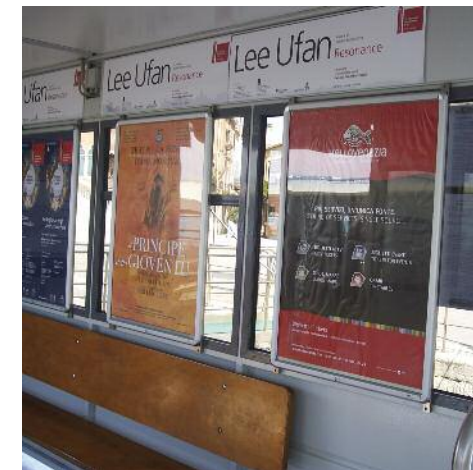
External signage towers



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.



Advertising on the reverse side of public transport tickets

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.



Field Marketing

Sponsorship and partnership during the events in Venice

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



Citroen - Carnival



Bellini/Canella - Redentore

Field Marketing

Special events and *flash mobs*



Aperol
Guinness World Records



Swatch

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: 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 organize private events in prestigious venues

Offers for customised corporate events and travel incentives.



Tese e Nappe (Arsenale)



Torre di Porta Nuova (Arsenale)

Corporate Hospitality

The opportunity to organize private events in prestigious venues

Customised corporate events and travel incentives.



Rialto Fish market



Ca' Vendramin Calergi



Sala Apollinee - La fenice Theatre



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.



Reebok - 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





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