



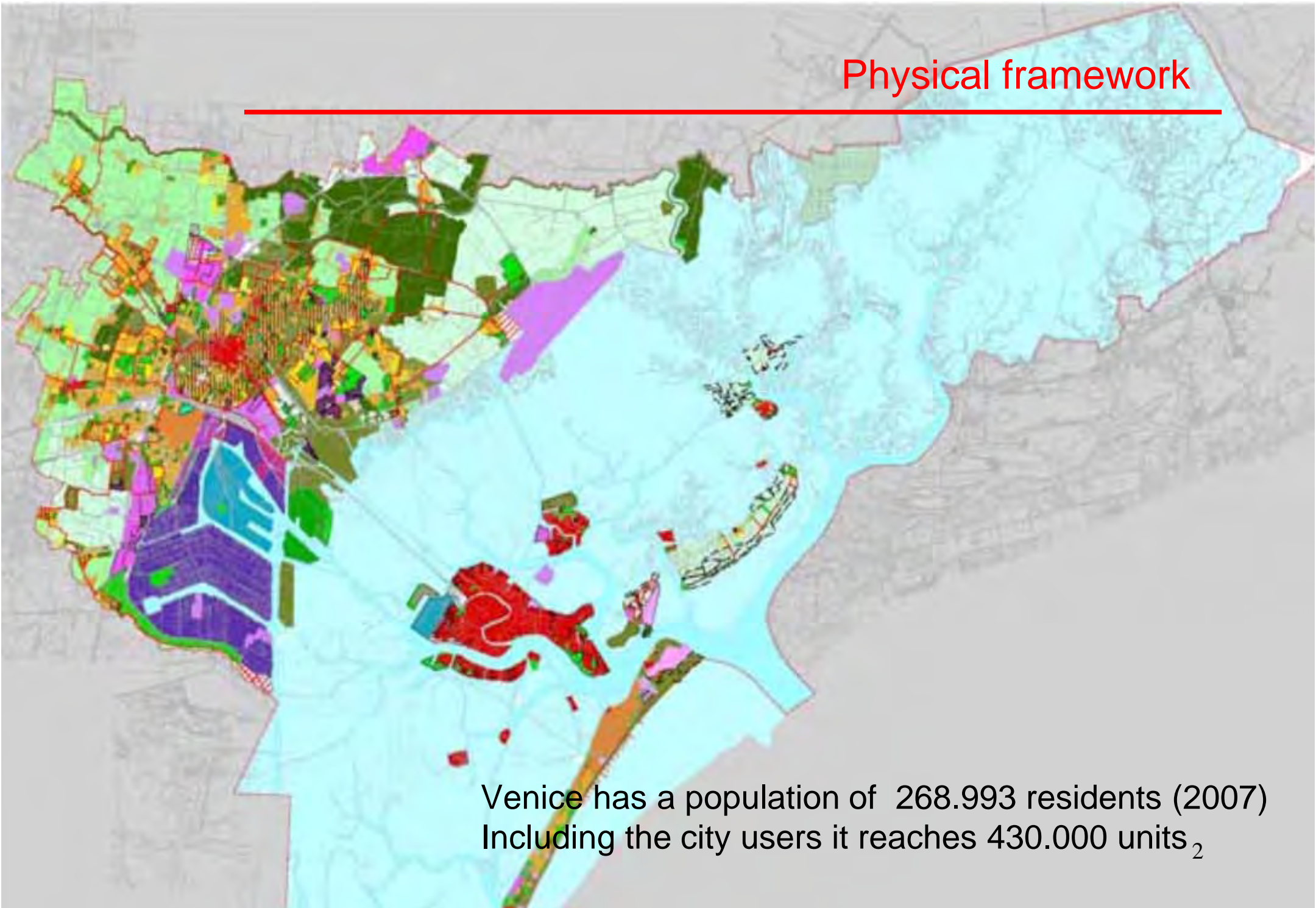
Archimedes
fourth transnational meeting

MUNICIPALITY OF VENICE MARKETING INITIATIVES

Oran, July 1st, 2008

www.comune.venezia.it/pianostrategico

Physical framework



Physical framework



Altogether, the city and its belt form an urban area of about 700,000 (25 Municipality).

- **VENICE METROPOLITAN TOWN**
 - central part of the Province of Venice
 - southern part of the Province of Venice
 - the whole lagoon

Economical data

In the Province, per capita *Gdp* is 26.812 euro (2005), that is more 11% Italian average (24.152 euro).

In the Province, in 2004 the family income has been 17.064 euro, that is more of the Italian average (16.080 euro) and regional average(16.930 euro).

Services constitutes the 76% of the *Gdp of the province* (22.277 milion euro in 2005)

Infrastructures

Venice is in the European corridor 5 and the Adriatic corridor, and very close to the corridor 1



Venice is a 3rd class port in relation to the ports in the north of Italy, and a 5th class port in the national classification. Every year 30 Millions tons, of which 40% goods, travel in the port (329.512 teu's).

1,5 million passengers used the cruise terminal.

The airports network constituted by the airports of Venice and Treviso is in 3rd class considering the number of passengers: 8.624.33 in 2007. The connection is supplied to 66 national and international destinations.

THE INFRASTRUCTURAL SYSTEM

Venezia is in a **strategic position** in relation to Italy and Europe, at the centre of railway and road networks.

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VENICE IS A TOWN WITH A DIVERSIFIED ECONOMY

There are no doubts about the tourist specialization, but it is not dominant thanks to the diversified economic activities

INTERNATIONAL TOWN

It has numerous relations with foreigners thanks to the easy accessibility, cultural heritage, , the existing activities and the effort of the public administration to mantain and develop international activities.

UNIVERSITY TOWN

In Venice there are **7 faculties and 16 masters with facultés et 16 masters avec nearly 30.000 students**; there are also several higher education institutes, about twenty research centres specialized in sea technologies and sustainable development.

Conditions for marketing initiative to attract investments and propose the town as ideal location for high level urban functions:

- A marketable product
- A development strategy: urban marketing as part of strategic planning process
- A network of active and proposal actors
- A network with surrounding cities

City marketing: three fields of initiatives

The initiatives undertaken in the last two years in the field of Urban Marketing can be classified in three families:



1. Promotion of the town and its well-known values



2. Creation and promotion of the Venice Trademark



3. Promotion of the competitiveness of the local system to attract investments in the field of urban regeneration, to attract new innovative activities and to place in the local area excellence urban functions



Promotion of the town and its well-known values

1) The **first part** belongs to the tasks of the Deputy mayor of culture and Tourism.

The reason is that every year in Venice arrive 20 Million tourists.



Tourism in Venice (2007)

More 20.000.000	people
3.626.853	overnights
8.842.874	nights
84%	% foreigners
39.986	hotel beds

tourism: 8,6% of the enterprises in the municipality.



Promotion of the town and its well-known values

There is a production of traditional depliants and gadgets that usually are spent in public manifestations of various type (BIT in Milan, Fair of the Cultural Heritage etc.), produced to stress the historic, architectonic, cultural, urban environment and social qualities on the historical centre of Venice, of Mestre (the land town) and of the lagoon to promote national and international level events that are traditionally celebrated in Venice (Carnival, Exhibitions, Redentore Fireworks, Historical Regatta). It has to be stressed that each of the actors of the local system – both public than private – produce promotion materials and develop marketing actions in an autonomous way.



Venice Trademark





Venice Trademark: mission

2) The **second part** deals with the idea of the Municipality of Venice to create a TRADEMARK OF VENICE that express the uniqueness of Venice as Cultural Heritage, to which safeguard can participate friend firms by adopting the TRADEMARK OF VENICE. With this initiative the Municipality of Venice wants involve other subjects, both private than public, as partners, in the preservation of the socio-economic vitality of the town.

According to this idea the TRADEMARK OF VENICE is an identification symbol which use is allowed to selected partners in change of a financial contribution intended to a partial contribution to the initiatives undertaken by the Municipality of Venice to improve the quality of life of the citizens of Venice and to the safeguard of the Historical-Architectonic heritage of the town.

The TRADEMARK OF VENICE has been designed under the control of the world-famous designer Philippe Starck and several companies are still in the “club” of the TRADEMARK users.



Venice Trademark



Venezia





Venice Trademark: companies

The field of application of the trademark extends to any type of product or service, provided that they are in line with the distinctive features of the project and up to a proven ethical and qualitative standard of the partner companies.



Canello



GUTEE



ME
Emoci sas

GIORGIO FEDON
1919



mazda



RICOH
Image Communication



CHRYSOS



NALONI

GRACE JEWELS
srl



edibas



BOT LIGHTING

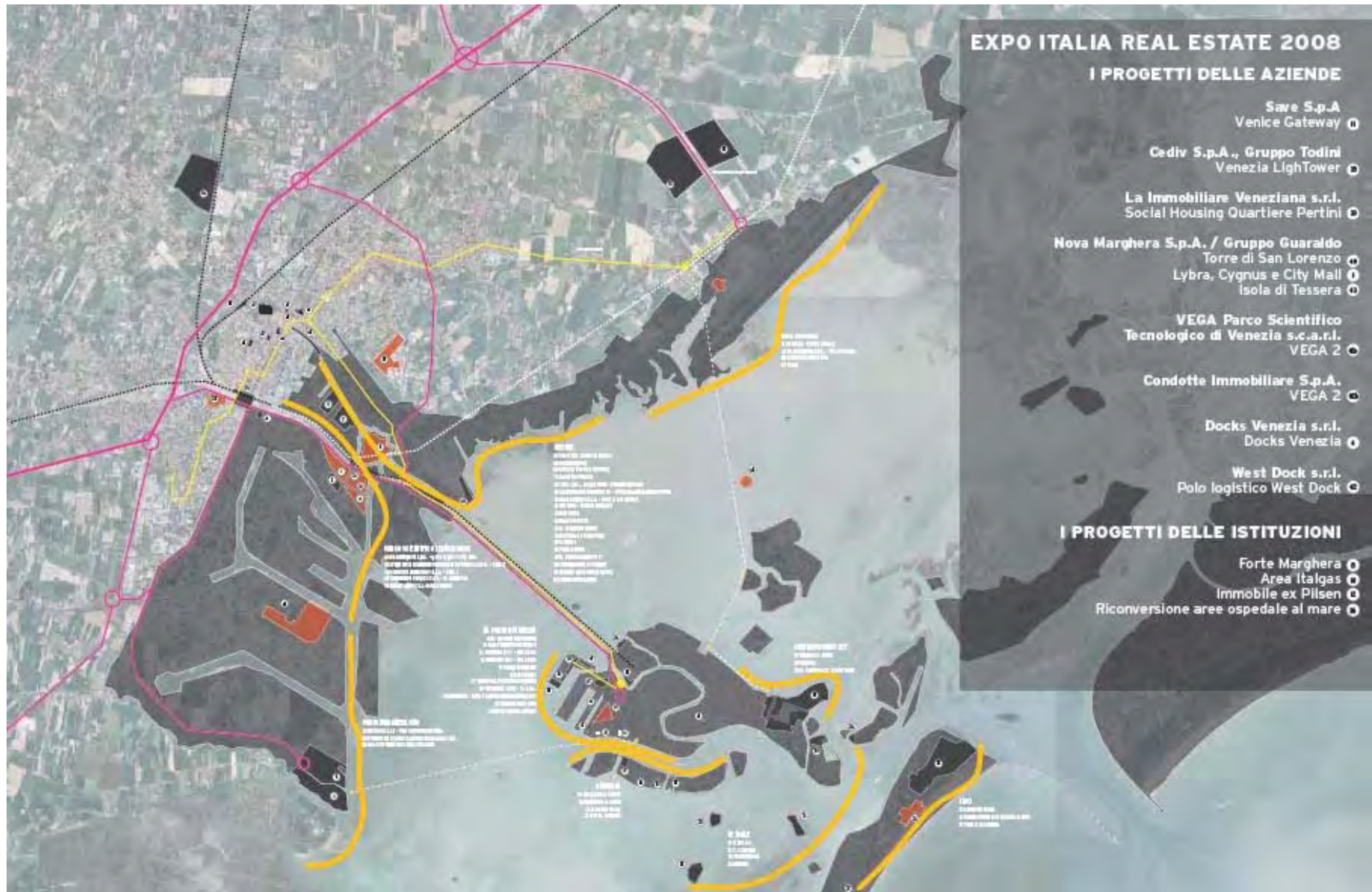



Cunehoppa





Third part: promotion of the economical value of the local system





Third part: promotion of the economical value of the local system



Venezia promuove
governa il proprio sviluppo urbano
Sistema Venezia

Slogan:

VENICE PROMOTES/GOVERNS ITS
URBAN DEVELOPMENT

The policies that underneath the actions are inside the Strategic Plan of Venice
Promotion of the town and its local system as systematic policy along the time.

Marketing to secure a better dynamism of the area.

Optimisation of the opportunities of the area

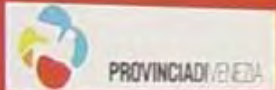
Third part: promotion of the economical value of the local system



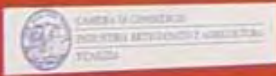
Città di Venezia



Regione Veneto



Provincia di Venezia



CCIAA



Nova Marghera S.p.A.-Gruppo Guaraldo
VEGA Parco Scientifico Tecnologico di Venezia s.c.a.r.l.
Condotte Immobiliare S.p.A.
Docks Venezia s.r.l.
La Immobiliare Veneziana s.r.l.
West Dock s.r.l.
Cediv S.p.A.-Gruppo Todini
Save S.p.A.

Partnership as condition for success.

Venice and its local system as a whole.

The Municipality understands the importance to cooperate with other partners:

- Public Bodies
- Companies



Third part: promotion of the economical value of the local system

The most relevant marketing actions promoted by the administration are:

Participation of Venice, since 2002, involving the private sector, to the MIPIM the European main Real Estate Fair that takes place every year in Cannes (F).

Participation to Urbanpromo, since 2004

Participation to Expo Italia Real Estate, since 2006

Monitoring and benchmarking; Studies and comparative analysis, Congresses, presentation of the town to selected dealers.

Qualified participation to international manifestations about innovative practise to develop complex urban regenerations (Forum P.A. in Rome).

Production of promotion materials.



Participants 29,318 (+ 12 % compared to 2007)

Investors 6,800

End-users & Hotel Groups 825

Exhibiting companies 2,687

Exhibiting surface 26,842 m²

MIPIM is the world's leading real estate event. It brings together key decision-makers from around the world.





EXPO ITALIA REAL ESTATE



388 exhibiting companies
surface 37.000 sqm
20.000 visitors



Who goes to a fair?



Real estate owners

Developers of regeneration/building plans

Investors

End-users



What to do?: meetings with selected dealers





What to do: Press conference







What to present?: the Municipality



Città di Venezia



Regione Veneto



Provincia di Venezia



CCIAA

sistema Venezia

Venezia **promuove** **governa** il proprio sviluppo urbano

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Marca Dolo System gate
Sviluppo e gestione immobiliare

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ex stigas - venezia

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**ricostruzione area
sopralto di mare**

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What to present?: the companies



Venice LightTower
Cediv S.p.A., Gruppo Todini

Venice LightTower
Cediv S.p.A., Gruppo Todini

VENICE LIGHTTOWER

Venezia - 100.000 m²
44.000 m²
2008 - 2011

VENICE LIGHTTOWER

Il progetto, a parte dell'isola Lido del Sole, prevede la realizzazione di un complesso residenziale di 100.000 m², con un'area di 44.000 m² di superficie di cantiere e un'altra di 56.000 m² di superficie di cantiere. Il complesso è composto da 100 appartamenti, 10 negozi, 100 posti auto e 100 posti per i disabili. Il progetto è stato realizzato da Cediv S.p.A., Gruppo Todini, in collaborazione con il Comune di Venezia e il Comune di Lido del Sole.

TODINI





What to present?: the companies



Torre Loggia West Deck

- 111
- 111
- 111

Torre - Marina

- 111
- 111
- 111

Torre - Middle

- 111
- 111
- 111





Rent of a space 96 sq. m. wide: 40.000 Euro (including VAT)

Stand 45.000 Euro (including VAT)

Architect/Graphic designer 5-6.000 Euro

Brochure

Postcard

Cocktail

Hotel

Video

Added value

Venice, as all the cities, promotes its historical, cultural and artistic specificity, but this is not what Venice means as Urban Marketing policies.

Venice considers important to stress its specificity also as diversified economy town, where all the elements of the economic base find the way to develop and generate new resources.

The Strategic Plan of Venice wants to promote the town and its local system proposing:

- Venice as a spot to attract external investments
- Venice as ideal place for excellence urban functions.

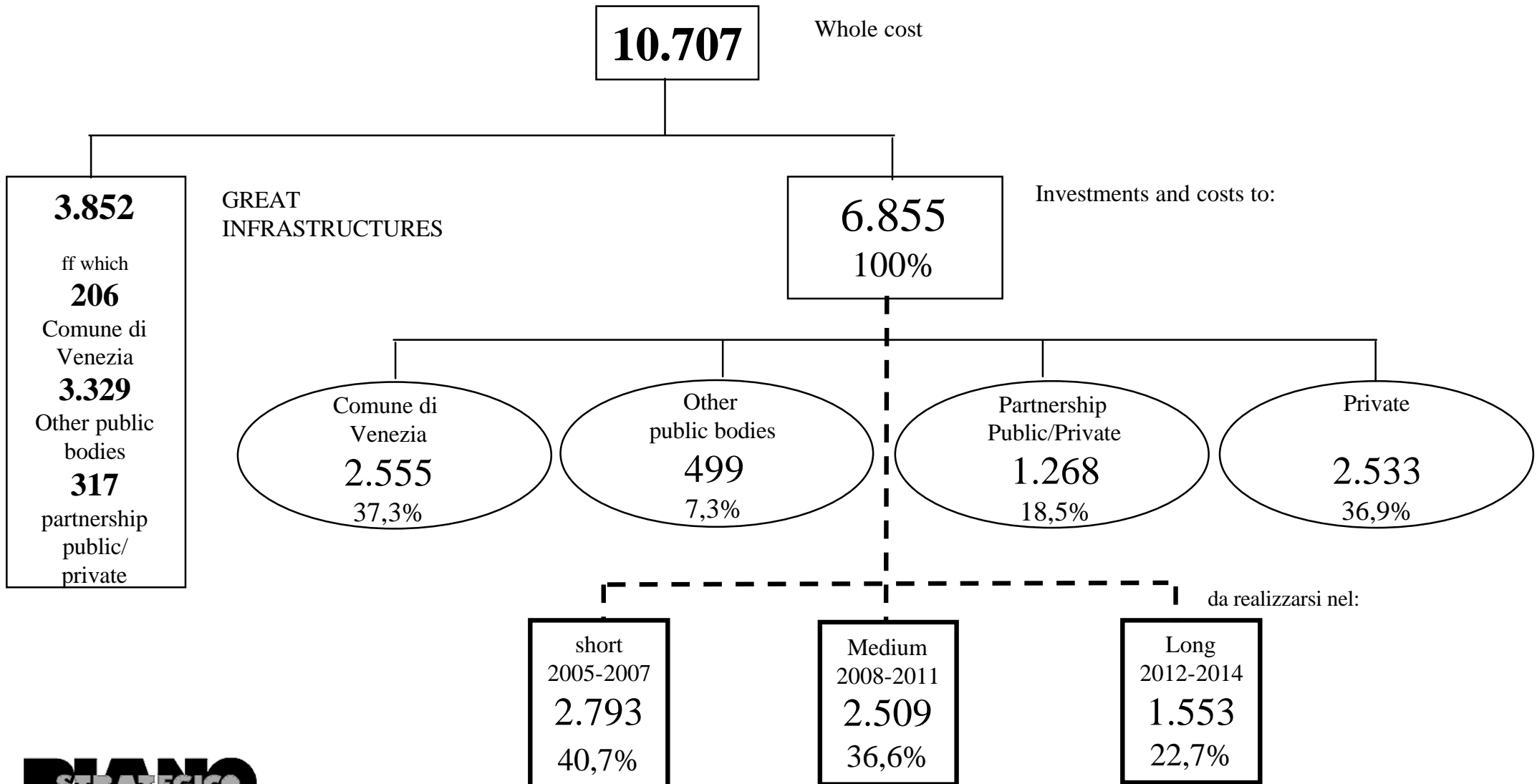
To reach this objective the City Administration look for the cooperation of public institutions and private stakeholders that – because of their necessity - are involved in Urban Marketing initiatives.

The added value is that the City administration by means of

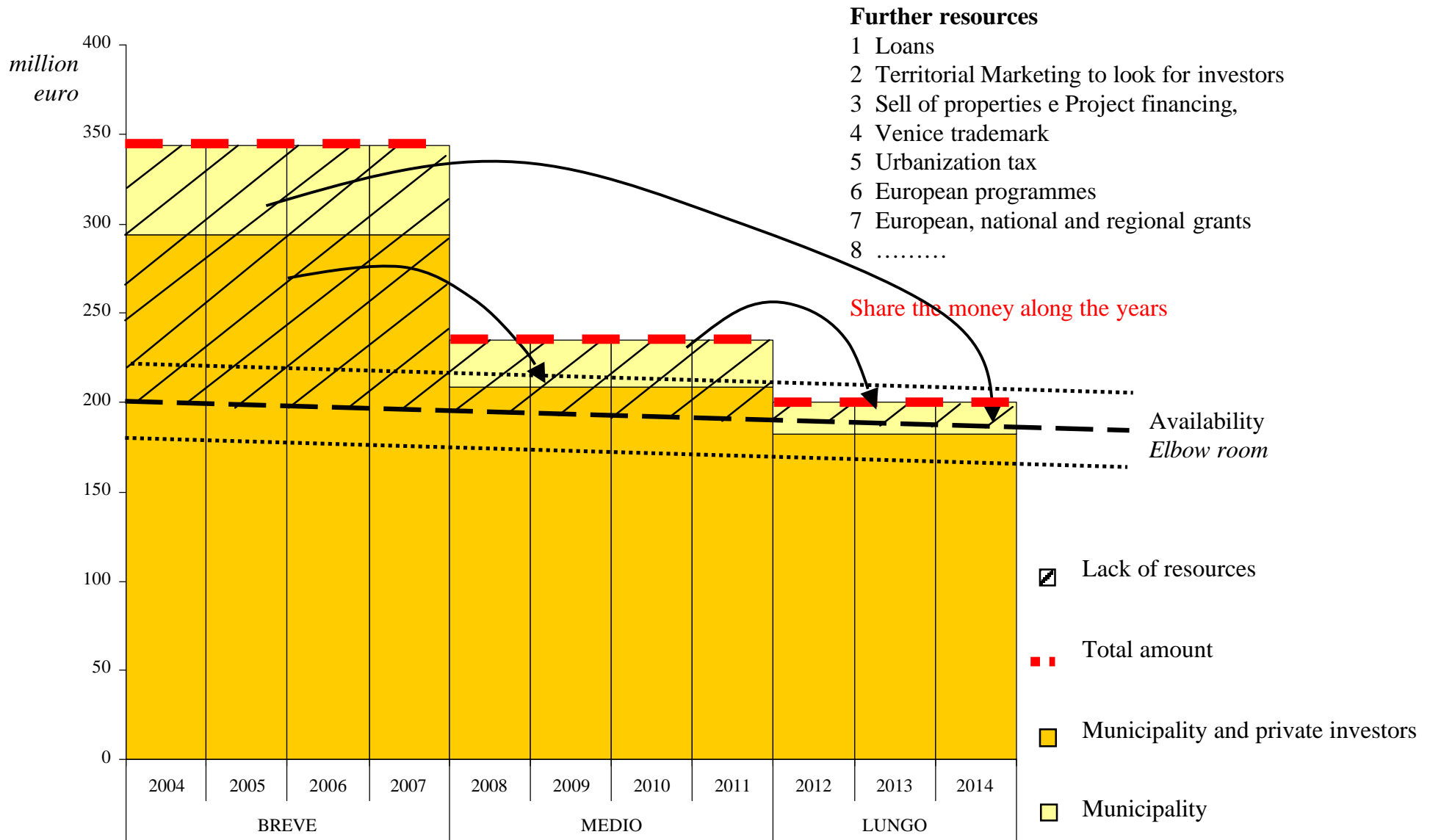
- the Participation of Venice, involving the private sector, to the MIPIM (the European main Real Estate Fair)
- the promotion of meetings between real estate investors and developers to focalise their attention on the opportunity offered by the Venetian area
- and other initiatives

has created permanent and formalised co-operations tools in the field of Urban Marketing coordinating the actions of various stakeholders strengthening the image of Venice.

Cost to implement the strategic plan



Resources to implement the Strategic Plan of Venezia



Further information

www.comune.venezia.it/pianostrategico

www.comune.venezia.it/marchio

www.comune.venezia.it/trasformazioni