



# **CITTA' DI VENEZIA**

## **PROPOSALS FOR YOUR COMPANY**



# CONTENTS

- [Presentation of Vela Spa and statistics](#) ..... 3
- [Events](#) ..... 7
- [Locations](#) ..... 21
- [Marketing Platform](#) ..... 26
  - [Visibility](#) ..... 28
  - [Field Marketing](#) ..... 31
  - [Hospitality](#) ..... 34
- [Contacts](#) ..... 36

## Vela SpA

Vela is the business company for mobility services and marketing of the **City of Venice**, offering a complete communication platform to its partners.

Vela manages **Venezia Unica**, the service and marketing platform for residents and tourists of Venice.

Vela organizes \ produces \ promotes  
**events \ meetings & incentives \ ticketing \ museums**



# Assets of Vela SpA

## 1) SALES NETWORK

### MULTI-CHANNEL

- Direct sales (ticket points, shops and automatic machines)
- Indirect sales (resellers)
- Call Center (info + sales)
- Web (e-commerce)

### MULTI-CLIENT

- Teatro La Fenice
- La Biennale
- Musei Civici Veneziani
- Teatro Stabile del Veneto
- Venezia FC e Reyer
- *and more*

### MULTI-SYSTEM

- Ticketone
- TMaster/Best Union
- Quercia
- Planet
- *and more*

### MULTI-TARGET

- Residents
- Commuters
- Tourists

## 2) TOURIT INFORMATION SERVICES

## 3) OTHER COMMERCIAL ACTIVITIES

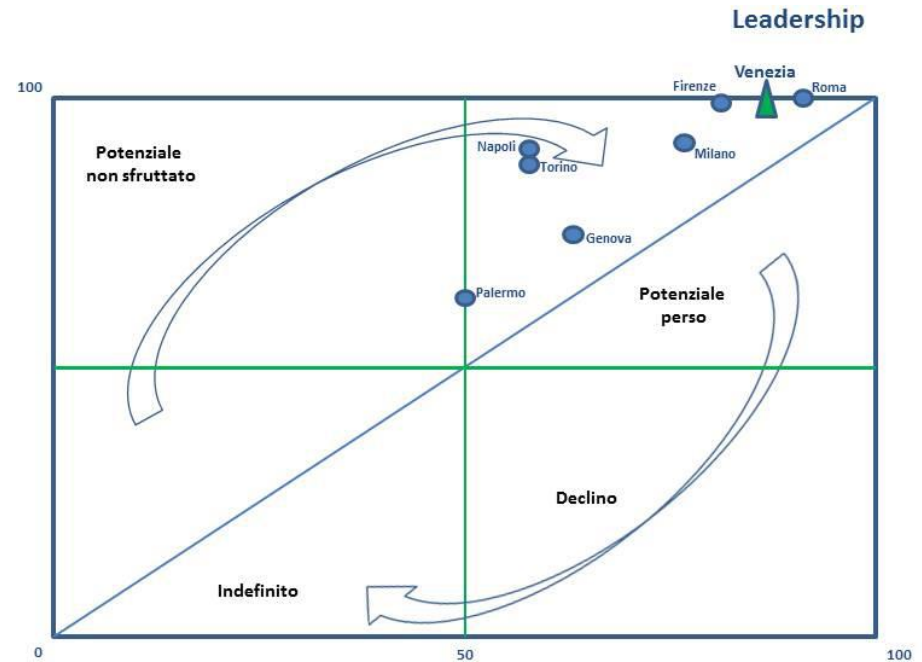
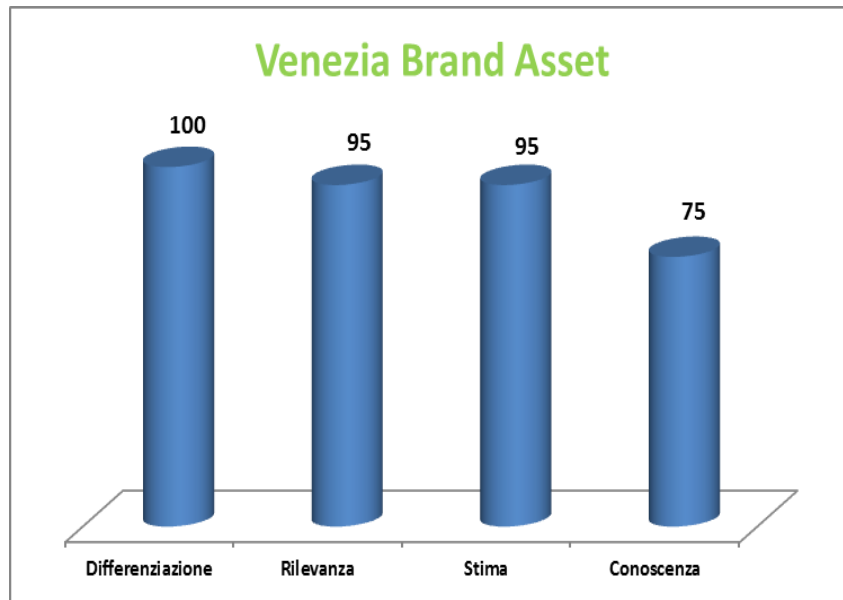
- Advertising sale
- Meetings and congresses
- Management of Arsenale and other locations
- Management of the Naval Historical Museum

## 4) EVENTS ORGANIZATION

- Carnival of Venice
- Festa del Redentore
- Regata Storica
- Festa della Sensa
- New Year's Eve
- Città in Festa

# Venezia: positioning

According to the "*BrandAsset® Valuator*", Venice is a leading Italian city 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.

# Tourism statistics

## 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

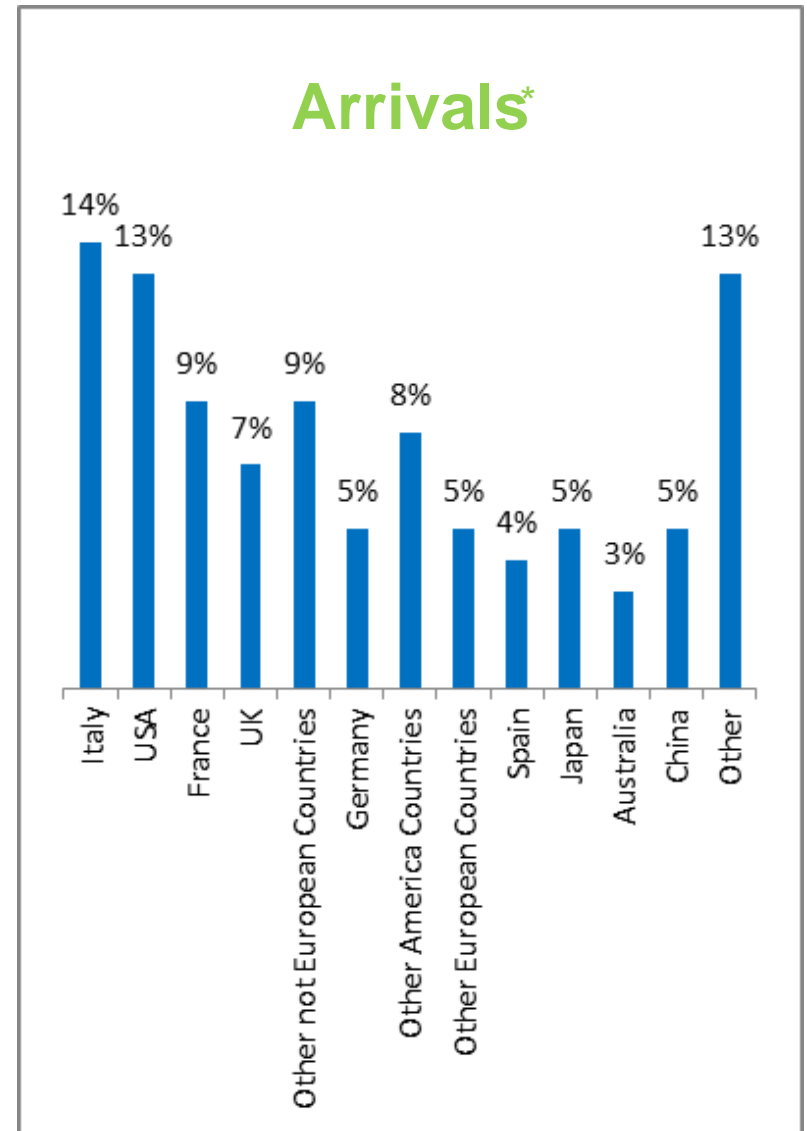
- 14% from Italy
- 86% from abroad

## 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



\* = number of single visitors registered in the hotels of Venice



# EVENTS

# Events calendar



## LE CITTÀ IN FESTA

CHRISTMAS AND NEW YEAR'S EVE – December 8 / January 6



CARNIVAL OF VENICE – 17 days (in February)



## BIENNALE

ARCHITECTURE  
ART  
VENICE FILM FESTIVAL

(Period: June-November – even years)

(Period: May-November – odd years)

(Period: August-September – annual)



FESTA DEL REDENTORE – Every third Sunday of July



REGATA STORICA – Every first Sunday of September





# Le Città in Festa, Christmas & New Year's Eve

# Città in Festa, Christmas & New Year's Eve

[www.veneziaunica.it](http://www.veneziaunica.it)



**When** December 8th - January 6th

**Where** Venezia and Mestre

**What** The city welcomes guests with activities and performances ending in a magnificent **midnight fireworks' display** In Venice and in the **concert in Piazza Ferretto (Mestre)**. 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.

## Sponsorship assets:

- ✓ Sponsor for Christmas lights and Christmas performances in Venice
- ✓ Ice-skating rinks (Campo San Polo and Piazza Ferretto)

## Official sponsorships:

- ✓ Official food & beverage of the event
- ✓ Official Car of the event
- ✓ Other Official partnerships

# Città in Festa, Christmas & New Year's Eve





# Carnival of Venice

# Carnival of Venice

[www.carnevale.venezia.it](http://www.carnevale.venezia.it)

**When** 17 days in February



**Where** St. Mark's Square, other Venetian squares, Piazza Ferretto and other areas in Mestre.

**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 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, and the Official Dinner Show and Ball, in an exclusive and refined setting.

**Influx** 1 million visitors (80% from Italy and 20% from abroad)



# Carnival of Venice

**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).

## International **media partnerships**

**Press office** activity in the months preceding the event:

- ✓ announcement of the theme and dates.
- ✓ submission of the detailed programme.
- ✓ During the period of the festival, conferences presenting individual events and artists: more than 100 press releases in the whole period, with the support of photos, videos, graphics)

**Official 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:** 77,000 fans, 405.000 daily contacts – 138.000 reactions (like) – peak of 1.862.000 contacts in one day – 12.423.000 total impressions, 9.953.000 viral impressions

**Twitter:** 6.200 followers – 1.332.000 total impressions – 100% influence and engagement

**Instagram:** 14.900 followers - 7,000 photos by visitors with official # - 38.200 likes

**YouTube:** 151.000 views – 32 videos uploaded in real time



# Carnival of Venice

## Sponsorship assets

- ✓ Flight of the Angel (Volo dell'Angelo)
- ✓ Ice skating rink (Campo San Polo)
- ✓ Cultural Events Programme
- ✓ Single locations or events

## Official sponsorships:

- ✓ Official food & beverage of the event
- ✓ Official car of the event
- ✓ Beauty / Fashion



# Carnival of Venice





# Festa del Redentore



# Festa del Redentore

[www.redentorevenezia.it](http://www.redentorevenezia.it)



**When** Third Sunday 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 office  
International media coverage with the presence of reporters, ph  
(30 accredited). Possibility of media partnerships.

## Sponsorship assets

- ✓ Official Gala Dinner at Doge's Palace
- ✓ Street / water marketing
- ✓ Sampling

## Official sponsorships:

- ✓ Official food & beverage of the event
- ✓ Beauty / Fashion
- ✓ Official car of the event



# Regata Storica



# Regata Storica

[www.regatastoricavenezia.it](http://www.regatastoricavenezia.it)



**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.

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



## Media

**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. **Media partnerships** at national level

**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, IpotV, CCTV, Global Star TV, Globo TV, NHK.

## Sponsorship assets

- ✓ Ledwall
- ✓ Sampling in «machina»  
(tribune for authorities)
- ✓ Prizes for rowers

## Official sponsorships:

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





# LOCATIONS

## Locations for private events

The opportunity to organise private events and incentive travels at prestigious venues

**Parties, dinners or after parties** in some of the most exclusive Venetian locations such as the Doge's Palace, the Arsenale, the Pescheria di Rialto, Ca' Vendramin Calergi or La Fenice Theatre. The opportunity to use indoor locations such as the Venice Convention Centre at Lido for **conferences, meetings and private events**.



*Arsenale: Tese and Nappe*

# Locations for private events

The opportunity to organise private events and incentive travels at prestigious venues



*Pescheria di Rialto*



*Ca' Vendramin Calergi*



*Sale Apollinee - La Fenice Theatre*



*Palazzo Ducale*



# Locations for meeting & congresses

## Venice Convention Centre – Lido di Venezia

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

- ✓ **Palazzo del Cinema:** this is where the prestigious Film Festival is held. The building, on four floors, can accommodate up to 1.032 people in the Sala Grande and has an additional four rooms able to accommodate 48 to 120 people. It has also several additional meeting rooms and a large exhibition space of over 1,000 square meters. A spacious tunnel joins it to the Palazzo del Casinò.
  - ✓ **Palazzo del Casinò:** a charming home directly overlooking the sea and Venice, this imposing architecture is characterized by elegant rooms in Venetian style is an ideal venue for gala dinners, exhibitions and meetings. Inside are Sala Perla seating up to 594 people, another 4 large rooms and huge exhibition spaces (over 3,000 square meters) useful also for lunches and cocktails.
  - ✓ **Sala Darsena:** it's a large indoor arena with large space and seating capacity (1400 seats), that houses some of the most famous musical and theatrical events on the island, fashion parades, temporary exhibitions, product presentations, ballet, private gala and dance evenings and cabaret.
- Services:** reception (hostesses), ticket office, VIP reception, technical services (audio video equipment), maxi screens, remote computerised voting, slide centre, simultaneous translations, catering, press room with computer and technical equipment



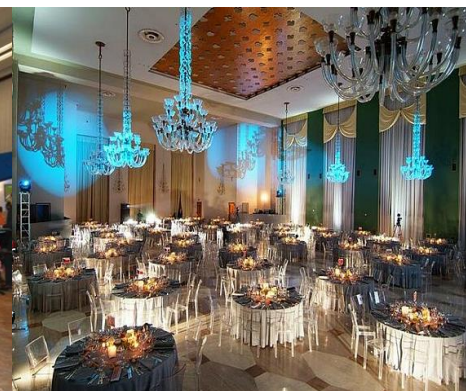
*Sala Grande*



*Sala Mosaici*



*Exhibition areas*



*Gala dinners*

# Locations for photo and video shootings

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.

**Vela Spa** is your favorite partner to receive the necessary **permissions**.

## Case histories

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



*easyJet - Piazza San Marco (carnival)*



*Aperol – Piazza San Marco*



*Louis Vitton – Piazza San Marco*



# MARKETING PLATFORM

# Marketing Platform

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

- ✓ your brand
- ✓ public relations and marketing
- ✓ B2B

Visibility	Field Marketing* and advertisement	Hospitality/PR	Licensing
Dynamics Towers / Banners Advertising panels Editorial Hand2Hand Tickets Digital platforms	Street Marketing Guerrilla Marketing Open-air set-ups Sponsored events Special events Flash mobs On-location shooting	VIP area at major events Hospitality Exclusive hospitality during events Gala dinners Relationships with media	Right to use event logo

\* = Business marketing in which the company maintains direct promotion in the territory, including advertising and obtaining licences

# Visibilità Dynamic

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



Vaporetto (waterbus)

[GO TO THE PHOTO GALLERY](#)



People Mover

# 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*



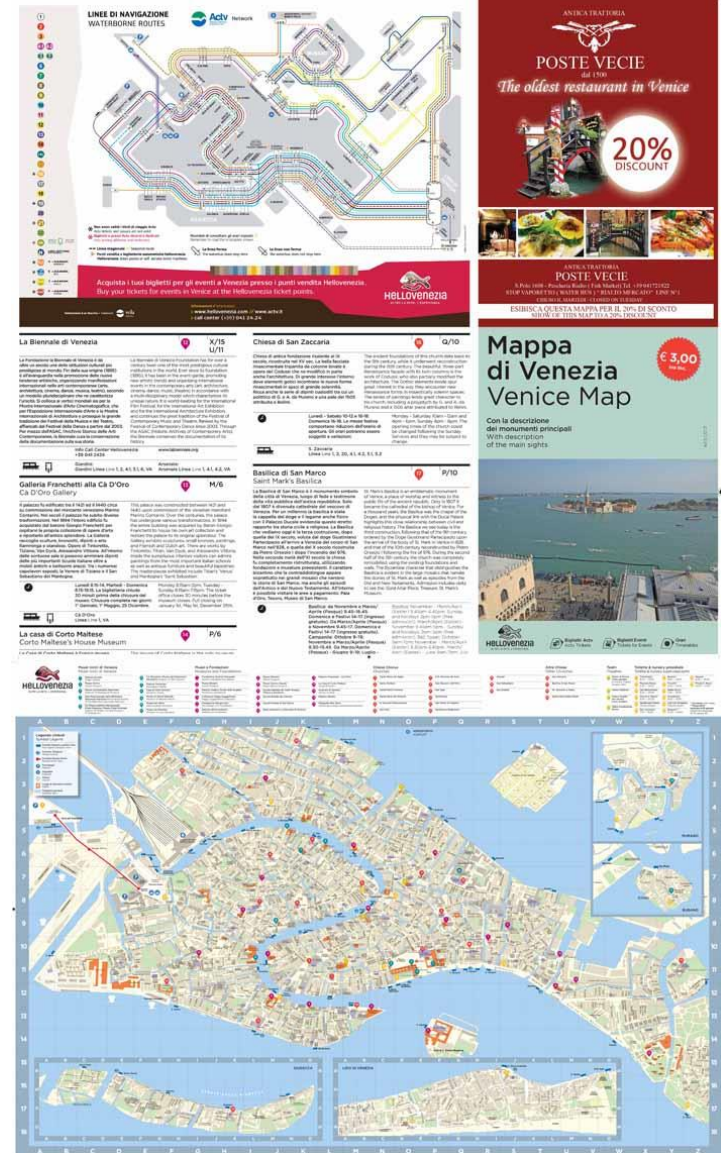
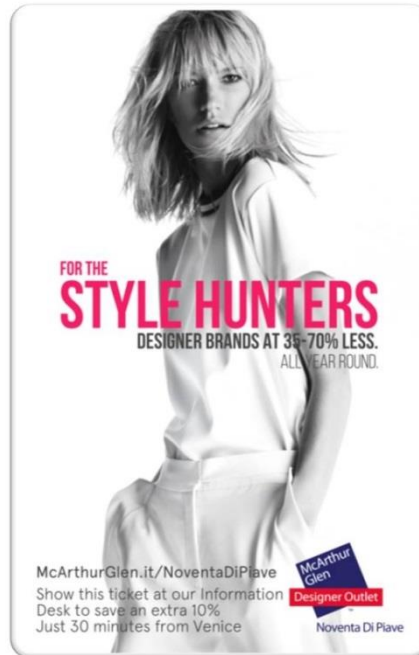
*Advertising frames inside  
the waterbus stops*

# 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.

[GO TO THE PHOTO GALLERY](#)

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



Retro dei biglietti del trasporto pubblico

Mappa della Città

# 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

## Sponsorships and partnerships during the events in Venice

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



*Bellini /Canella - Redentore*



*Orange 1 Lamborghini  
Grand Canal*



*Hard Rock Café - Regata Storica*



*Aperol Spritz – Regata Storica*

# Field Marketing

## Special events and flash mobs



*Aperol Spritz - Guinness World Records*



*Snapchat – Campo San Barnaba*



*Generali – Piazza San Marco*

# Hospitality

VIP Area and 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 Regata Storica.



*Dais for authorities - Regata Storica*



*Festa del Redentore: Gala Dinner at Palazzo Ducale*



*Carnival: official Dinner Show and Ball*

# Our Partnerships





### **Contacts:**

Tel. +39 041 272.2626 / 272.2641  
[marketing@velaspa.com](mailto:marketing@velaspa.com)



[Watch te video](#)