

History & art of Venice. All in your hands!

Venice city pass. All the services you may need in only one pass.



CITYPASS VENEZIA UNICA



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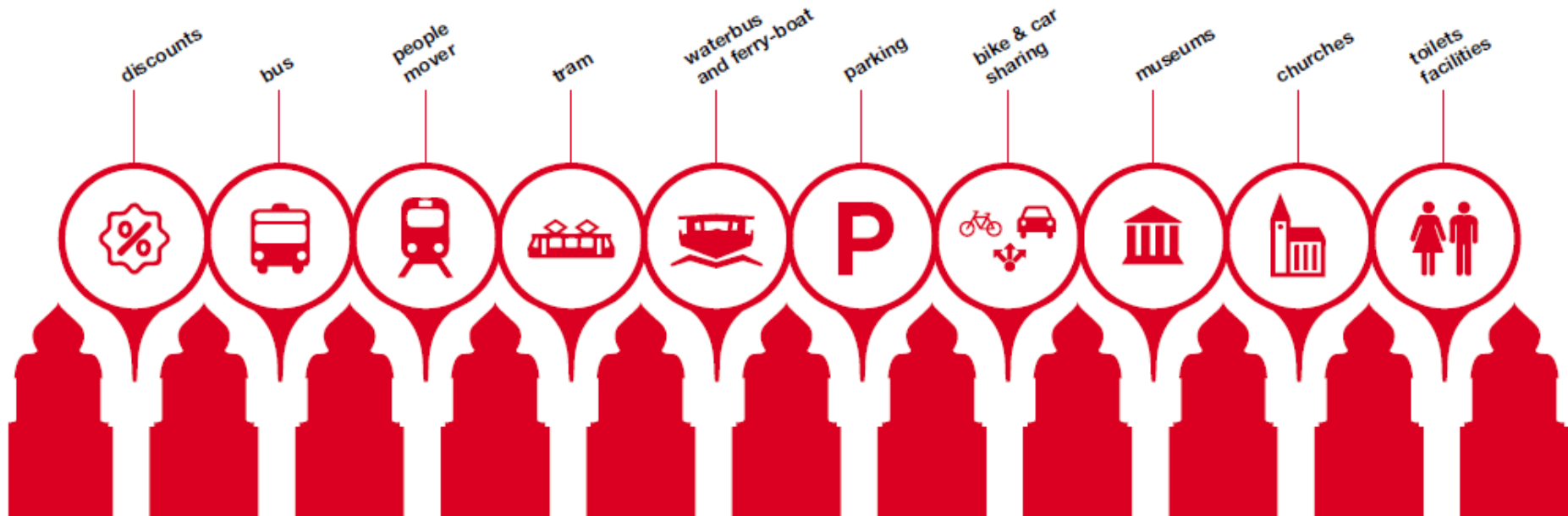
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VENEZIA UNICA is the **city pass** developed by the City of Venice with the intention to create a **single macro-system: Public and Private Services** gathered in one **platform** which shares the e-commerce system and integrates access to facilities.

Today Venezia Unica makes Venice unique.

Supplied services:



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VENEZIA UNICA: THE ADDED VALUE

- Provider of different services: **Mobility, Museum tickets, City Services**. The strength of Venezia Unica's offer and the necessary services to discover Venice, all available in **one card**.
- Real-time buys**: what you buy with Venezia Unica can be immediately collected/used.
- B2B revolution: Tourist Operators** can buy Venezia Unica tickets in real time, receiving a **voucher** that they can in turn give to groups or individual tourists.
- A technological infrastructure **available to private parties** for business synergies to drive new business.
- «**All inclusive**» or «**à la carte**» solutions: you can choose between an all-inclusive **package** or a customized package which you can freely build to your own discretion to visit Venice.



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ADVERTISING TO TWO WORLDS, RESIDENTS AND TOURISTS

The users target is divided between:

➤ **Veneto and Venetian citizens**

➤ **Visitors and tourists**

The advertising campaign of Venezia Unica aims at marketing the different **advantages** offered to each target.

Venezia nelle tue mani!

Tutti i servizi che vuoi, da oggi, nel nuovo city pass di Venezia.

Autobus / Tram / Vaporetti e altri mezzi acquei / People Mover
Bike & Car Sharing / Chiese / Musei / Servizi igienici e molto altro ancora!

È arrivato Venezia Unica, che raggruppa tanti servizi in un unico, nuovo, city pass.

Venezia Unica ti farà accedere con facilità ai servizi di trasporto pubblico, ai parcheggi, ai musei, ai servizi igienici e a molto altro ancora, a Venezia ed in provincia.

È un pass che richiedi con un click e lo porti sempre con te. Puoi ancora mantenere la tua tessera imboscata fino alla scadenza o richiederla da subito il nuovo city pass. Scopri di più su www.veneziaunica.it

Logos: AVM Holding, HELLOWENEZIA, VENIS, Actv, VERITAS, MUVE

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Public transport / Museums and Churches
Car parks / Toilet facilities

For more information www.veneziaunica.it

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ONLINE AND ONSITE ADVERTISING

The target diversification is mainly reflected on the online and onsite advertising campaigns:

ONLINE

- Guided tours through animated **banners** and dedicated **menus** to take users to user-dedicated content.
- Residents can log in a **reserved area** to check the status of their Venezia Unica service contracts (Public Transport, Bike Sharing, Car Sharing).
- Tourists can use a guided **package building tool** to make their customized visit.

ONSITE

- **Billboards, posters, decals, totems, maxi-posters** are placed throughout the city, especially on means of transport.
- Circulation of informative **advertising materials**, also on local dailies.
- **Media ads.**

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VENEZIA UNICA è un progetto ideato da:

CITTA' DI
VENEZIA



Comune di Venezia

Partners principali:



Team Leader;
fornitore servizi mobilità



Musei Civici



Vela Spa: comunicazione,
commercializzazione, vendita



Trasporto Pubblico



Realizzazione e
integrazione sistemi IT



Servizi igienici pubblici