

Authors: Azam Satayesh, Caputo Ilaria, Curreli Federico, Dipu Nashef Ud Doula, Nicoli Valeria, Savoldelli Mattia

VENEZIA UNICA

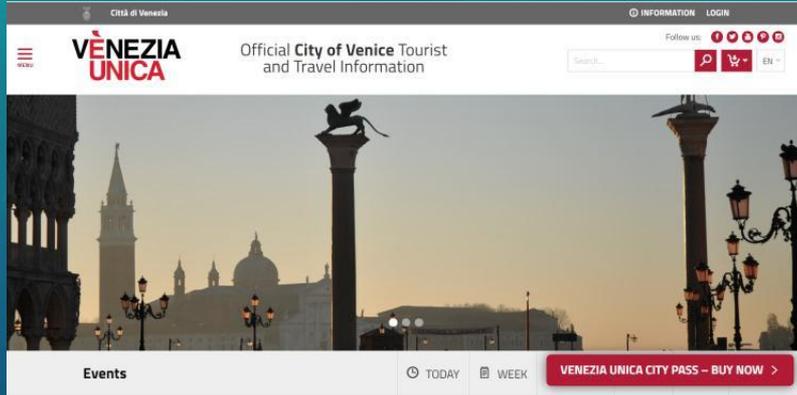
*Website quality
evaluation,
7loci meta-model*



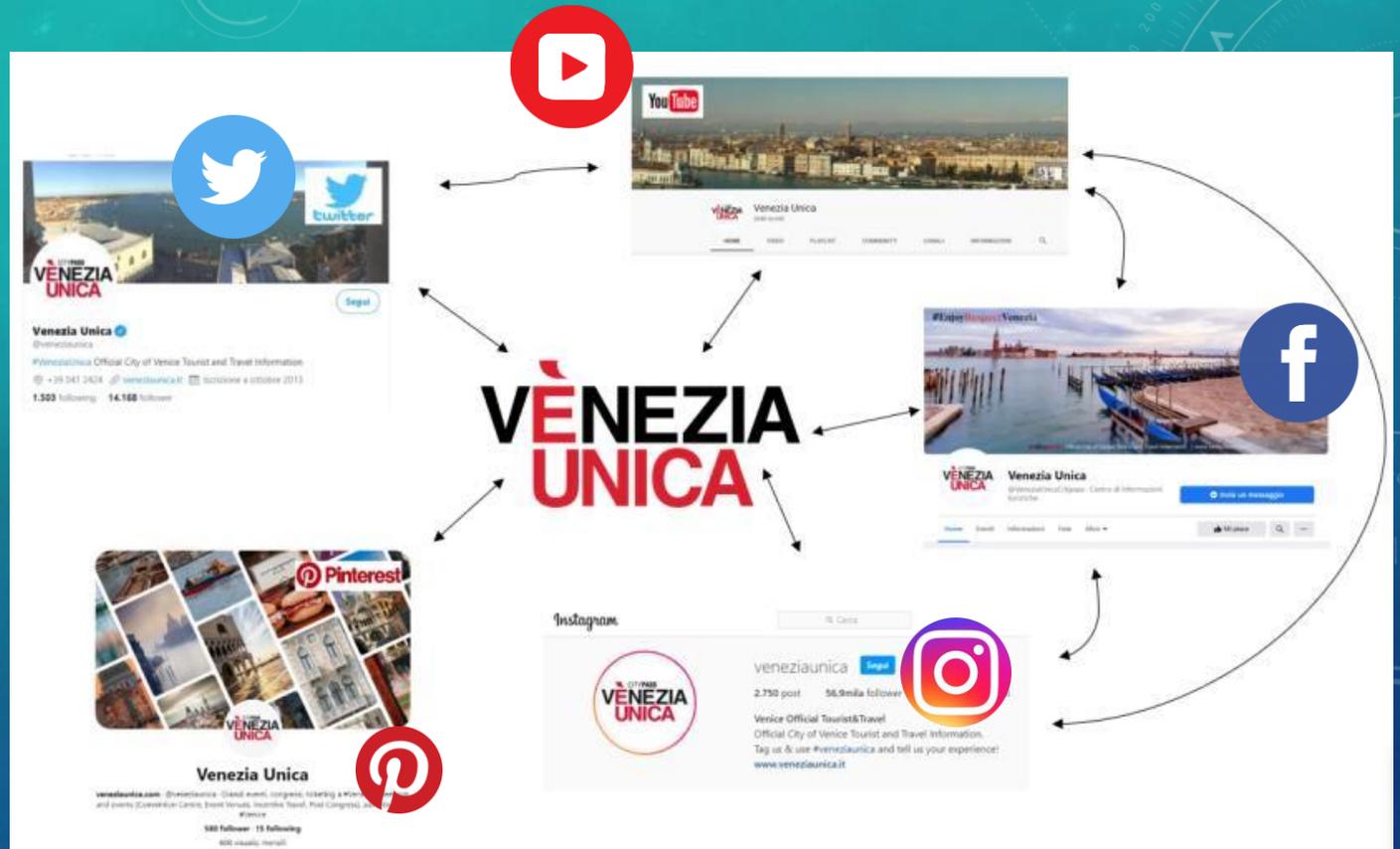
VENICE TEAM - Web presence quality evaluation
IT for Tourism Services - University of Bergamo
2020/2021



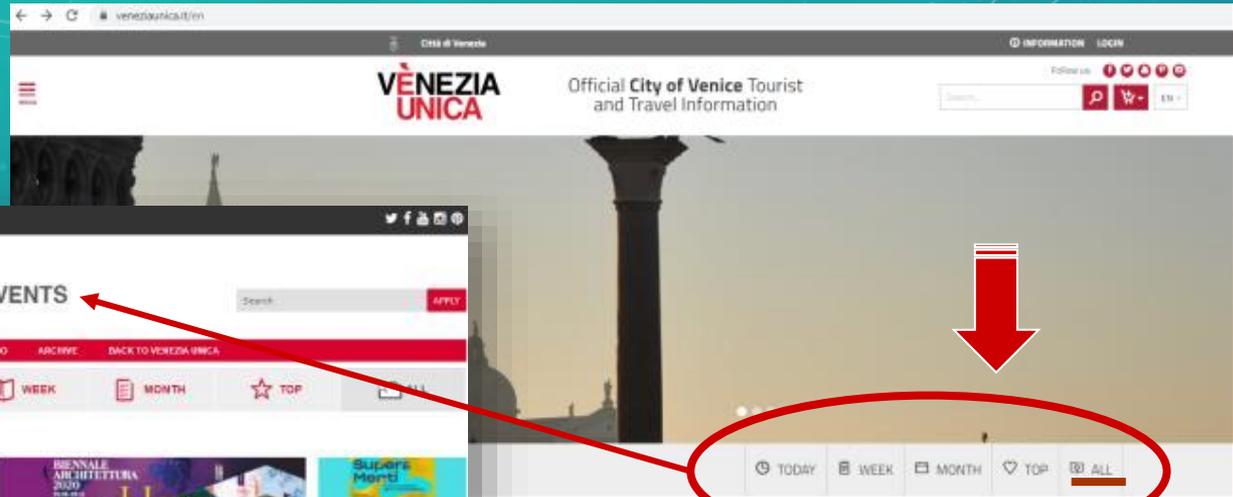
WHO? IDENTITY



WHO? IDENTITY



WHO? IDENTITY



FILTER BY TOPICS:

- EXHIBITIONS (13)
- MOSTRE (8)
- MUSICA (5)
- Performance (5)
- MANIFESTAZIONI (4)
- CHILDREN (3)
- EVENTS (3)
- OTHER(S) (3)
- SPETTACOLO (3)
- TRADIZIONI VENEZIANE (3)
- CONFERENCES AND CONVENTIONS (2)
- TEATRO (1)

FILTER BY PRICE:

- PAID ADMISSION (16)
- FREE (10)

This screenshot shows the 'EVENTS' page on the Venice Unica website. A sidebar on the left contains the filter categories from the previous block, with a red circle highlighting the 'FILTER BY TOPICS' section. The main content area features a grid of event cards. The top card is for the '17. MOSTRA INTERNAZIONALE DI ARCHITETTURA' (May 21-27, 2020) with the headline 'How will we live together?'. Other cards include 'OVERCOMING - EXPLORE THE DISTANCE' and 'HAPPY FRIDAY - 11 DICEMBRE 2020'. A red arrow points from the 'EVENTS' header to the filter sidebar, and another red arrow points from the filter sidebar to the 'EVENTS' header.

A close-up view of the event filter buttons: 'TODAY', 'WEEK', 'MONTH', 'TOP', and 'ALL'. A red circle highlights these buttons, and a red arrow points from the top of the page down to this area.

A grid of various event cards from the Venice Unica website. The cards feature different event titles, dates, and images. Examples include 'VENEZIA NATALE DI LUCE 2020', 'LA FENICE VIAGGIA', 'GUIDED TOURS AT LA FENICE THEATRE', 'ARTEFATTI ATTEMORIALI', 'PIRELLA GÖTTSCHEWITZ COLLECTION', 'GALLERIA CONTINENTE DEL DOLO', 'DOBUS GERMANI 1941 - 2019', 'CA' PRISARÒ', and 'UMBERTO BOSCHOLI'. Each card includes a 'VIEW MORE' button.

WHAT? CONTENT

- HOW IT WORKS
- BUY NOW
- VISIT VENICE**
- EVENTS
- CONTACTS

HOME » VISIT VENICE » INTRODUCTION TO VENICE

Introduction to Venice



Welcome to the real Venice.

Here you will find everything you need to know to explore Venice and the islands of the lagoon, how to discover the true soul of the city and to experience Venice as the Venetians do, wandering away from the well-trodden tourist routes to see the city

Detour
Turismo Sostenibile

and tours conceived especially for c
Click on the links below for more info

- » MUSEUMS AND MONUMENTS
- » PRACTICAL INFORMATION
- » VENETIAN LIFESTYLE
- » MARKETS
- » BEACHES
- » CHILDREN IN VENICE

HOME » VISIT VENICE » SUSTAINABLE VENICE

Sustainable Venice

#EnjoyRespectVenezia

Venice is the only city of its type in the world and a UNESCO World Heritage Site, representing a cultural and natural jewel of exceptional value, deserving its preservation and transmission to future generations.

A sustainable tourism - not a residents - is necessary to protect Venice and its landscape, artistic beauties and sustainable development.

Detourism: travel Venice like a local

Venice is one of the most visited cities on earth. Even those who have never set foot in Venice know the places that make the city famous all around the world: Saint Mark's Square, Rialto Bridge and the Grand Canal. However, there is far more to see in Venice. Far from the crowds and the usual cliché, Venice still holds hidden treasures for those who know how to wander off the beaten track:

The DETOURISM campaign run by the City of Venice promotes slow and sustainable tourism, encouraging travellers to go beyond the usual tourist sights, stumble upon unique experiences and see Venice with new eyes. The best way to discover the true soul of the city and to experience Venice as the Venetians do is getting off the main path and wandering away from the well-trodden tourist routes.

DETOURISM offers travel tips for a Sustainable Venice and suggests what to see and where to go in Venice to get a more local look at the city. The DETOURISM campaign gets its messages across different media such as a monthly web magazine, a weekly newsletter, Facebook, Twitter, Pinterest, Instagram.

WHY 'DETOURISM'?

Because Venice is the perfect city in which to lose oneself. To experience Venice as the Venetians do, To discover another Venice. Become a detourist, discover what the guidebooks don't tell you, leave the beaten track and experience unexpected encounters.

The idea of DETOURISM is to invite guests to the lagoon to put themselves in the shoes of the local people; not to be a tourist but to travel the city slowly and get lost looking for a more authentic and lesser-known Venice. Be inspired by our travel tips, and discover the Venice you weren't expecting with us:

- Detourism web magazine, to download and browse online.
- Detourism newsletter: new ideas and advice every week for visiting an art exhibition or participating in an unusual event. Subscribe to the newsletter
- Follow us also on Facebook, Twitter, Pinterest, Instagram.



ENJOY YOUR DETOUR!

The Office of Sustainable Tourism of the City of Venice

WHAT? CONTENT

EVENT **LUCE, LA RINASCITA DI VENEZIA**

Date: from 10 Oct 20 to 13 Dec 20
 Location: Arsenale di Venezia
 Price: Free

L'artista internazionale lagunare con il progetto "Venezia" curato da M...

EVENT **LOCKDOWN MEASURES COVID-19**

Emergenza Covid 19

From 08 Mar 20 to 03 Dec 20
 Location: Ca' Farselli
 Price: Free

In light of the ongoing outbreak and spread of Coronavirus (COVID-19) we recommend checking the information in force on the following sites.

Sito del ...

READ MORE

TOPICS: Other(s)

EVENTS MAP

- HOW IT WORKS
- BUY NOW
- VISIT VENICE
- EVENTS**
- CONTACTS



In light of the ongoing outbreak and spread of Coronavirus (COVID-19) we recommend checking the information in force on the following sites:

- Sito del Ministero della Salute sul Coronavirus (Ministry of Health on the Coronavirus)
- Sito del Servizio Nazionale di Protezione Civile (the National Civil Protection Service)
- Sito della Regione Veneto (Veneto Region)
- Sito della Città di Venezia (City of Venice)
- Sito del trasporto pubblico AVMIAtv (Public transport)

All museums, exhibitions, places of art and theatres will remain temporarily closed until Dicembre 3rd.

Many museums are implementing activities on their social media channels so that you can virtually visit and explore their collections even behind closed doors. Visit the official pages to find out more about the initiatives.

This site will provide a constantly updated calendar of the upcoming events scheduled in Venice.

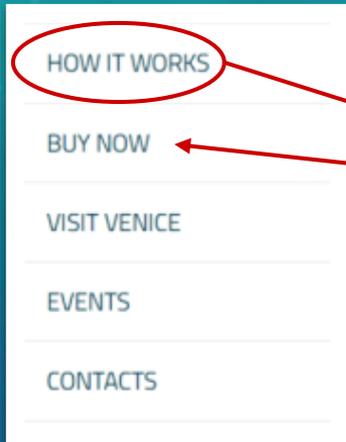
WHAT? CONTENT



Audio/video-guides



We recommend...



- FOR VISITORS
- FOR REGULAR USERS
- POINTS OF SALE AND COLLECTION

**AUDIO GUIDED TOUR
TEATRO LA FENICE**

Teatro La Fenice is definitely a must for making your stay in Venice unique.

[READ MORE](#)

**FONDAZIONE CINI
DUVA VIDEOGUIDE**

Explore the incomparable architecture of Cini Foundation with DUVA videoguides

[READ MORE](#)

**PEGGY GUGGENHEIM
COLLECTION**

PEGGY GUGGENHEIM

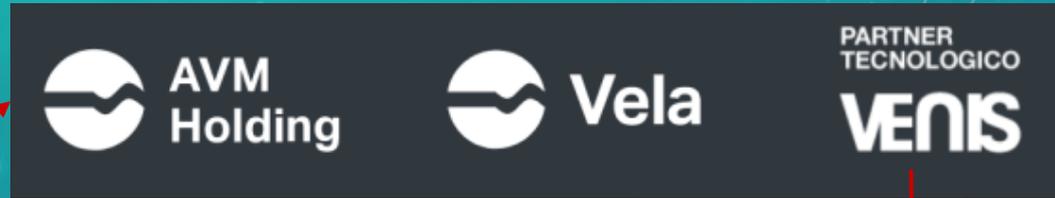
The Collection is one of the most important museums in Italy for 20th-century European and American art

[READ MORE](#)



Website contents fulfill users' needs

WHAT? CONTENT



A screenshot of the footer of the Venezia Unica website. At the top left is the 'VENEZIA UNICA' logo. To its right is the 'CITTA' DI VENEZIA' logo. Below these are the logos for AVM Holding, Vela, and VENIS (Partner Tecnologico), which are enclosed in a red rectangular box. To the right of these logos is a 'Follow us' section with icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. At the bottom left, there is copyright information: '© 2014 Ve.La. S.p.A. Tutti i diritti riservati - Ve.La. S.p.A. all rights reserved'. In the center, there are links for 'Privacy Policy' and 'Cookies Policy'. On the right, there is a red button that says 'VENEZIA UNICA CITY PASS - BUY NOW >'. A red arrow points from the top banner to the red box around the logos in the footer.



WHAT? CONTENT

Texts are
clear,
informative,
in order and
easy to
understand



Piazza San Marco: DIGITAL CHRISTMAS by Fabrizio Plessi

Starting December 4, 2020.

The creative intervention that Fabrizio Plessi, an internationally renowned artist, wanted to create for Christmas 2020 in Piazza San Marco is a **tribute to light and a message of rebirth** .

The installation is placed between the two columns of the Piazzetta until 6 January 2021. A **luminous sculpture** which, taking the shape of a **tree of life** that symbolically unites the earth to the sky, interprets the deepest meaning of Christmas. It is imagined as a **gigantic golden mosaic** that recalls the gold of the Basilica and in which each piece has a life of its own. The **luminous flux** of each element, going in **different directions** , creates **aintertwining of contaminations** that represents the **dynamics of interpersonal relationships** but also enhances the **historical memory of the city** , a place of meeting and exchange between different cultures par excellence.

An **evocative sculpture** that launches a message of **hope** from Venice and demonstrates how, once again, the light of art illuminates the **future** .

The lighting project for Christmas 2020 in the Marciana area also includes a lighting intervention at **the Old and New Procuratie** and along **Calle XXII Marzo to Campo Santa Maria del Giglio** and the extension of the work by Fabrizio Plessi *The Golden Age* on the facade of the Napoleonic Wing of the Correr Museum until 6 January.

Powered by: *Generali* .

We thank the **Superintendence of Archeology, Fine Arts and Landscape for the Municipality of Venice and the Lagoon** , the **Piazza San Marco Association** , the **Venice Civic Museums Foundation** and the **Venice and Rovigo Chamber of Commerce** for their collaboration .

WHAT? CONTENT

The website provides information on the planned programs with details and specific locations



Pictures are amazing and appealing but the website lacks videos



WHAT? CONTENT

The website offers external links to other social media sites, websites and pages

HOME > VISIT VENICE > ACCESSIBLE VENICE > WHEELCHAIR RENTAL

Wheelchair rental

Some medical and orthopaedic retailers in Mestre and Venice offer a **wheelchair rental service** (for a fee). This service is particularly useful for tourists with physical disabilities who would like to visit Venice using a light wheelchair.

The wheelchairs are foldable and manual.

It is advisable to book the service about 10 days in advance.

To find out the addresses and telephone numbers of the retailers offering this service, please **visit the "Wheelchair rental" page** in the "Disability" section of the Municipality of Venice's official website.

Città di Venezia

INFORMATION LOGIN

Follow us:     

MENU **VENEZIA UNICA** Official City of Venice
Tourist and Travel Information

Search...   EN

WHAT? CONTENT

The website provides useful downloadable materials in the 'Itineraries' section



Typical dishes of Venetian cuisine

Getting to know Venice also means tasting the flavors and recognizing the smells of its table and experiencing the typical dishes of the lagoon tradition. For example, cod, which in Venice is not salted cod but stockfish, which has fully become part of traditional Venetian cuisine; the *castrauve*, or the first very tender violet artichokes grown on the island of Sant'Erasmo, available only for 15 days a year; the *selvadego*, the migratory game that stops among the lagoon's sandbanks on its autumn journey towards the warm lands; ducks, *wigeons* (wigeons), *salsogno* (leeks), coots and many others. In Rialto, the oldest part of the city, which has been home to the market for almost a thousand years, the Venetians find products from the gardens, lagoon and sea every day. Here they love to stock up on fish and crustaceans from the lagoon and the nearby Adriatic: cuttlefish between March and May, go (gobies) between late winter and early spring, *biast* (eels) between September and December or the exquisite *moeche*, tender crabs of the lagoon, which are found only for a few weeks in spring and autumn. Among the best agri-food and wine production in the Venetian territory, the vegetables and fruit grown on the islands of Sant'Erasmo and Vignole stand out, such as violet artichoke from Sant'Erasmo, Slow Food presidium. Also worth tasting is the ancient white wine of Venice loved by the Doges, fruit of the *Dorona* grape, an indigenous variety cultivated on the islands of the lagoon since the 15th century, as well as unique products such as *sand barena* honey, whose particular taste is due to the flowers, of a herbaceous plant that grows on the banks of the lagoon, subject to the tides, the salt marshes.

Read the Itineraries in PDF format, suggested by Veneziani a Tavola (alias Pierangelo Federici):

- Ombre and cicchetti: a tour of bacari with Pierangelo Federici
- A brief history of the cuisine of the Venice Ghetto
- Why Venetians love Polenta
- A brief history of rice in Venice
- Semi-serious history of Spritz, the famous Venetian aperitif

Collestrina, mon amour!

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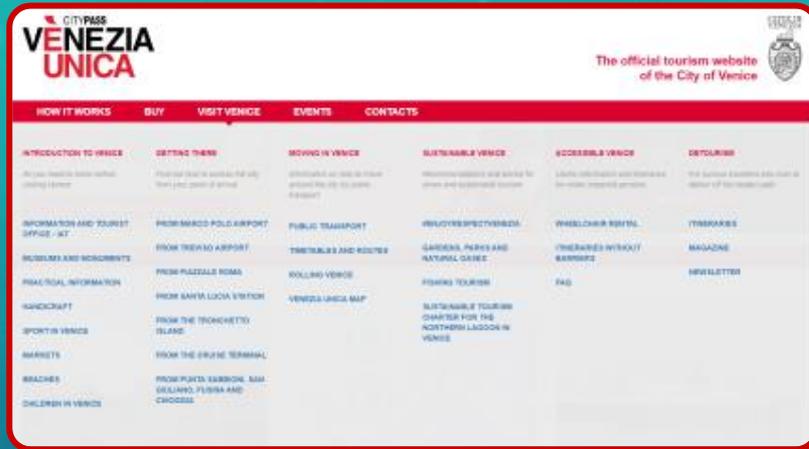
Tutti i diritti riservati - Ve.La. S.p.A. all rights reserved

Società del gruppo Avm per la commercializzazione dei servizi di trasporto e dei pr

041272.2663 Registro delle Imprese di Venezia n. 03069670275 - REA VE 27880

VENEZIA UNICA declares copyright but no information regarding legal protection of the content is found

WHY? SERVICES



Users' needs are satisfied
Managers' needs are not satisfied

Pros.

- Various sections (getting there, moving in Venice, Restaurants & bars list, Events etc...)
- Itineraries (with downloadable content and focus on sustainability and accessibility)
- Venezia Unica City Pass and Rolling Venice Pass
- Many tips for journey planning

Useful Information

Telephone	Internet	Post office	Banks
Health Assistance	High Water	Luggage Storage	Discover the Venetian dialect
Discover the cooking	Murano Glass Trademark	The Gondola	By bike

WHY? SERVICES

ON THE OTHER HAND...

- No **accommodations** are listed
- No **weather forecast** service
- No **interactive** map besides the one for events
- No **services** are offered for **managers** besides the possibility of becoming an official reseller of their products.

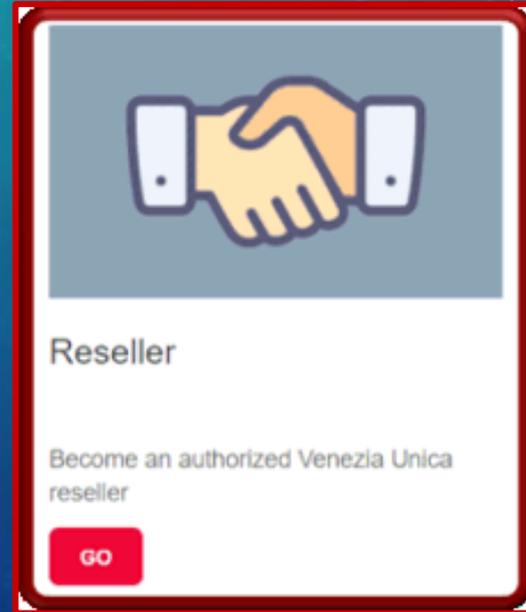
There is only a brief section regarding weather in Venice on the “what to pack?” section

What to pack?

What to bring with you

To visit Venice and fully enjoy the beauty you need to do it on foot.

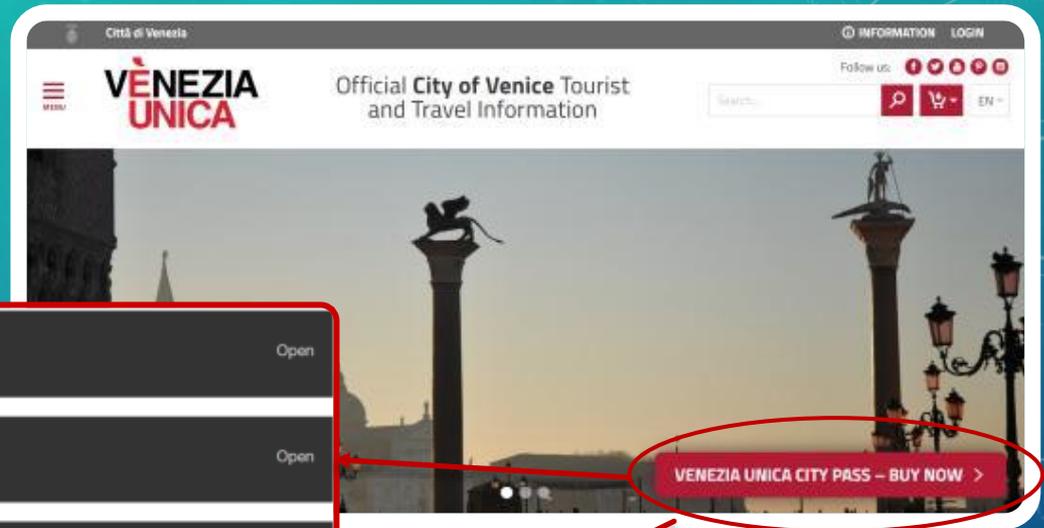
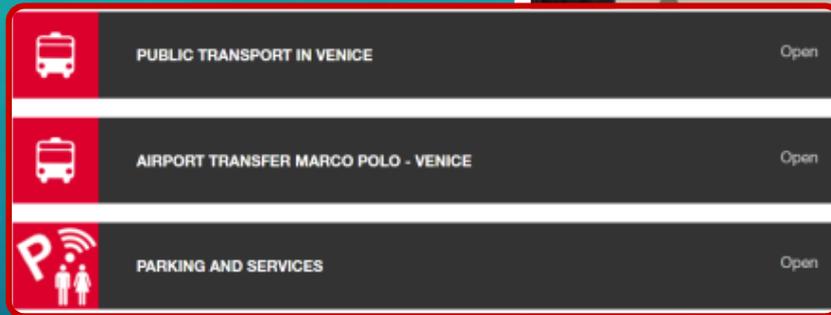
In autumn and winter, the city can be shrouded in fog and in the summer there may be some sultry days (check [here](#) for today's weather), but the climate is pleasant for most of the year.



WHY? SERVICES

E-COMMERCE

VENEZIA UNICA CITY PASS AND ROLLING VENICE CARD



Including:

- Public transport
- Admission to museums, churches and other attractions
- Parking and services like wi-fi and public toilette
- Various discounts in some galleries, stores and libraries
- Map of the city with highlighted attractions



WHY? SERVICES



https protocol:

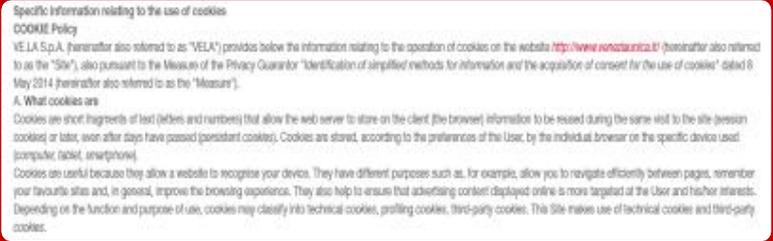
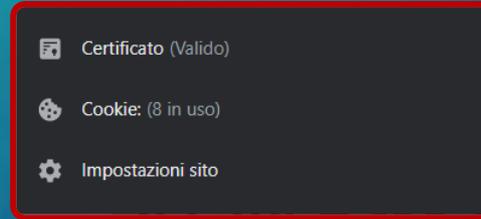


Cookie policy is available in 6 different European languages

Cookies:

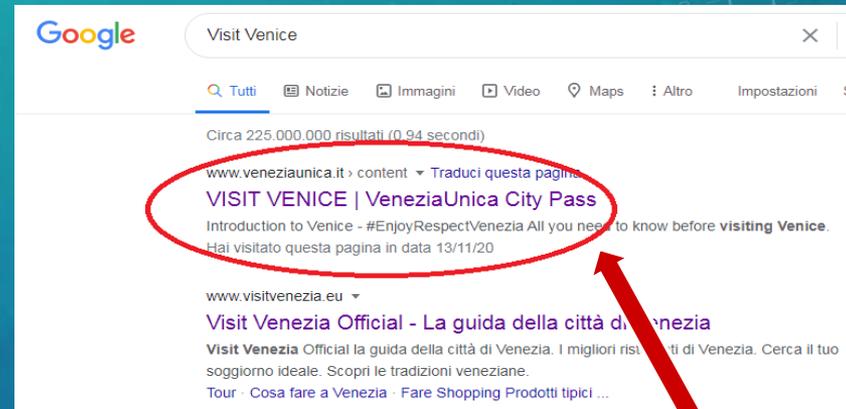
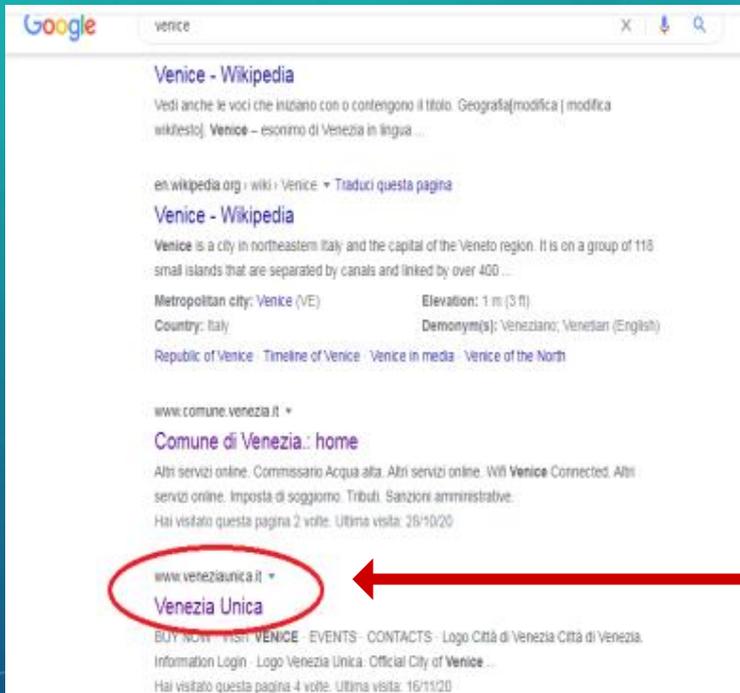


PRIVACY AND SECURITY



WHERE? INDIVIDUATION

GOOGLE SEARCH ENGINE



- When typing «venice» on Google, VENEZIAUNICA achieves the the 4° position

When writing «Visit Venice» the position achieved is the 1°

WHERE? INDIVIDUATION

4° place achieved when typing “visit Venice” on Bing

◆ **5° place** on Yahoo

Top 10 Coolest Luxe Hotels Venice - in 2020 (#1 Best Hotel Venice)
<http://www.luxuryhotelsguides.com/venice/coolest-hotels> ▾
Ann. Top 10 Best Luxe Hotels Venice. Boutique, Luxury, Hotels & Resorts.

Friendly Venice, Venezia
<http://www.booking.com/friendly-venice> ▾
Ann. Miglior Prezzo Garantito! Prenota Friendly Venice, Venezia.

Venice Tours - Venice Tours da 9€ - Sconto del 66% -groupon.it
<https://www.groupon.it> ▾
Ann. Sconto del 66%. Offerta Limitata. Risparmia e Rilassati con i Nostri Sconti!

VISIT VENICE | VeneziaUnica City Pass Traduci questa pagina
<https://www.veneziaunica.it/en/content/visit-venice-0> ▾
28/06/2016 - VISIT VENICE Introduction to Venice - #EnjoyRespectVenezia . All you need to know before visiting Venice READ MORE . INFORMATION AND TOURIST OFFICE - IAT. #EnjoyRespectVenezia...
How It Works · Buy Now · Partner Companies · Visitare Venezia · Museums and Monuments

POSITIONING IN BING AND YAHOO

- ◆ The website position itself at the **4° page** when typing “Venice” on Yahoo
- ◆ When typing it on Bing positions itself at the **5° page**

Guided Tours Venice - Cerca Guided Tours Venice - zapmeta
www.zapmeta.it/Trova_Nel_Web
Trova più Guided Tours Venice. Visita Adesso ZapMeta e Trova Info dal Web!
Tipi: pdf, doc, ppt, xls, txt

Risultati di Qualità Ricerca Efficiente
Ricerca Intelligente Trova Subito Risultati

Venice su Amazon.it - Scopri tutte le offerte
www.amazon.it/Venice
Esplora la nostra selezione di libri, elettronica, abbigliamento e altro ancora.

10 Small Luxury Hotels Venice - Hand-picked Guide 2020 - hand-picked-hotels.com/venice
Our manually curated list of the best small luxury hotels in Venice 2020. We've spent hours researching blogs and glossy magazines – so you don't have to. Featured hotels: Joseph Apartments, Splendid Venice, Palazzina Grassi, The Gritti Palace

VISIT VENICE | VeneziaUnica City Pass
www.veneziaunica.it/en/content/visit-venice-0 ▾
Introduction to Venice - #EnjoyRespectVenezia All you need to know before visiting Venice

Ricerche correlate

venice airport	venice weather forecast
venice beach	venice weather
venice italy	venezia
venice marathon	good

< Precedente 2 3 **4** 5 6 Successiva >

WHERE? INDIVIDUATION VISITS AND VISITORS' NATIONALITIES

- ◆ 520.000 visits in the last 6 months from PCs and portable devices

◆ 61.140 visits in October

- ◆ 60% of users switch to another page after 30 seconds of navigation

- ◆ Italians form the largest group with 57.94 %



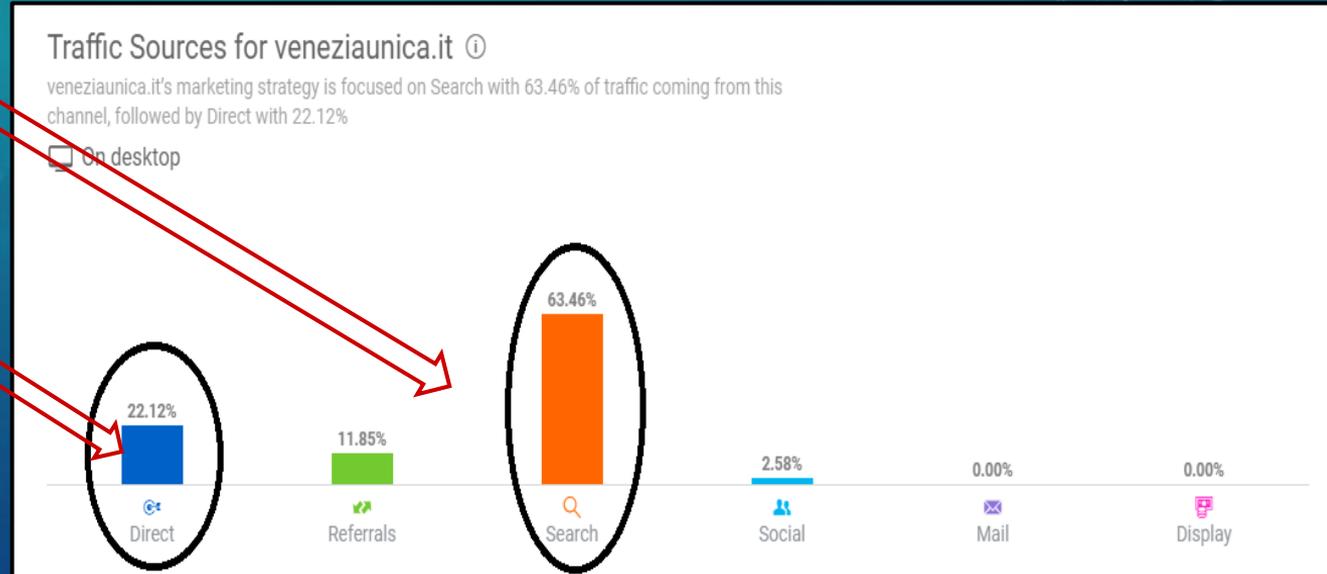
Italy	57.94%	▼ 43.70%
Germany	17.73%	▲ 25.26%
United States	3.36%	▲ 139.0%
Austria	2.91%	▼ 55.73%
Poland	2.55%	▲ 82.23%

WHERE? INDIVIDUATION

VENEZIAUNICA'S WEBSITE TRAFFIC SOURCES

The two major sources of traffic are:

- ◆ Searching through search engines
- ◆ Direct researches to the site

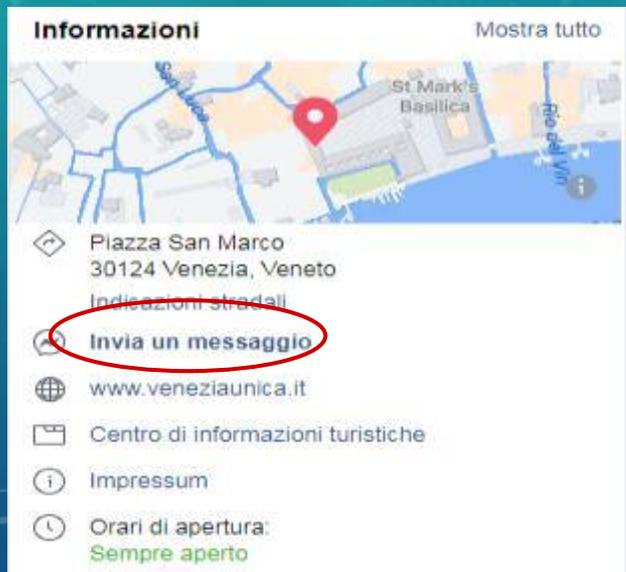


WHERE? INDIVIDUATION SOCIAL NETWORKS

FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE
37.932 likes			7.997 views
39.927 followers	<u>57.300 followers</u>	14.243 followers	2.650 subscribers
<u>Low engagement</u>	<u>Medium-high engagement</u>	Low engagement	Low engagement
<u>Only Italian is used</u>	<u>Only Italian is used apart from the main page</u>	<u>Only Italian is used</u>	<u>Only Italian is used</u>

WHERE? INDIVIDUATION COMMUNICATION WITH USERS

Instagram chat and Facebook chat are the most used channels



Twitter



Instagram

Twitter is the only social media that shows VeneziaUnica telephone number

Neither Twitter nor Instagram show the official mail of VeneziaUnica

WHEN?

MANAGEMENT

CODE AND LINK COMPLIANCE

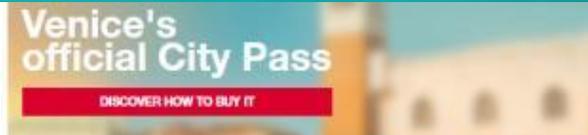


According to
www.brokenlinkcheck.com
 333 broken links of the site
 responded to errors such as
 404, bad host, timeout.

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
308	http://www.osteriaalbacareto.it/	IMAGE	uri src	timeout
307	http://информации%20http://www.veneziaunica.it/ru/content/%D0%BF%D1%80%D0%B0%D0%B2%D0%B8%D0%BB%D0...	Перейти к информации	uri src	bad host
308	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
309	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
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320	http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16992	vedi qui la mappa	uri src	404
321	http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16992	vedi qui la mappa	uri src	404
322	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
323	http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16992	vedi qui la mappa	uri src	404
324	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
325	http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16992	vedi qui la mappa	uri src	404
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327	http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16992	vedi qui la mappa	uri src	404
328	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
329	http://www.disegniveneziani.it/	www.disegnivenezianiNGA.it	uri src	bad host
330	http://информации%20http://www.veneziaunica.it/ru/content/%D0%BF%D1%80%D0%B0%D0%B2%D0%B8%D0%BB%D0...	Перейти к информации	uri src	bad host
331	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
332	https://www.veneziaunica.it/?q=node/58	La gondola	uri src	404
333	http://www.disegniveneziani.it/	www.disegnivenezianiNGA.it	uri src	bad host

Status
COMPLETED!
 Processed 1782 web pages, found 333 broken links

WHEN? MANAGEMENT



HOME | HOW IT WORKS | FAQ

Frequently asked questions FAQ's

Carefully read all the answers listed herewith.
If you do not find answers to your problems here, fill in one of the "Help" forms in the CONTACT

METHOD OF PURCHASE ON THE VENICE UNICA WEBSITE
PNR CODE AND VOUCHER RETRIEVAL
METHODS OF PAYMENT
RECEIPT OF PAYMENT/VOUCHER
HOW TO COLLECT/PICK UP SERVICES/PRODUCTS THAT YOU PURCHASED ON VENEZIA UNICA

METHOD OF PURCHASE ON THE VENICE UNICA WEBSITE

- How can I purchase products/services through Venezia Unica?

You can do online purchases at the **PURCHASE** section of our website.

- How can I do an online purchase on Venezia Unica?

Please follow the instructions:
- Access the website's general catalogue, by clicking on **PURCHASE** in the menu;

RESPONSIVE

Contacts

 Tourist information Request information for organizing your visit to Venice INFO	 Info about products and services Receive info about the products and services offered by Venezia Unica INFO	 Call center You can contact us directly through our call center service +39 041 544
 Complaints and reports Use this section to make a complaint or report a problem. INFO	 Refunds To send refund requests for the lack of or partial use of products purchased. INFO	 Suggestions and technical difficulties Use this space to report any technical problems and/or send us any suggestions. INFO

Sections for Direct help

HOME | CONTACTS | TOURIST INFORMATION

TOURIST INFORMATION

Request information to help you organize your visit to Venice and attend the city's major events.

COVID-19 emergency
Vela Spa informs you that considering the situation of sanitary emergency and the restriction measures designed to contain the COVID-19 infection, office activities of Public Relations Office are suspended or strongly reduced. It will be our appointment to answer to you as soon as possible.

Name *
Satayesh Azam

Surname *
Azam

Email address *
satayeshazam@yahoo.com

Message *
Hi , Its satayesh here . I am a new student of tourism in University of Bergamo, and I am planning to visit Venice as a tourist in the month of December, I would like to have some recent information about the closure of the city because of COVID situation . kindly let me know if it is safe to visit the city during next month and also information about the famous places about there. thanks

Information on data protection *
 I confirm to have read the information processing of personal data pursuant to European Regulation 679/16.
[Go to privacy policy](#)

Math question *
6 + 10 =
16
Solve this simple math problem and enter the result. E.g. for 1+3, enter 4.
[SUBMIT](#)

WHEN? MANAGEMENT

Most recent and
well organised
events

CONTENT UPDATE

VENICE - CHRISTMAS OF LIGHT 2020
The Festive Cities Christmas, December 2020 - January 2021

VENEZIA NATALE DI LUCE 2020

LE CITTA' IN FESTA NATALE

TOPICS: Demonstrations

Venice welcomes Christmas by dressing in light, leading for the most heartfelt party of the year, with the intent of sending a message of hope and an invitation to live moments of serenity in an intimate and collected dimension.

Piazza San Marco: DIGITAL CHRISTMAS by Fabrizio Plessi

Starting December 4, 2020.

The internationally renowned artist, Fabrizio Plessi, an internationally renowned artist, wanted to create for Christmas 2020 in Piazza San Marco a tribute to light and a message of rebirth. The installation is located between the two columns of the Piazzetta until 9 January 2021. A luminous sculpture which, taking the shape of a tree of life that symbolically unites the earth to the sky, interprets the deepest meaning of Christmas. It is imagined as a gigantic golden mosaic that recalls the gold of the Basilica and in which each piece has a life of its own. The luminous flux of each element, going in different directions, creates a intertwining of contaminations that represents the dynamics of interpersonal relationships but also enhances the historical memory of the city, a place of meeting and exchange between different cultures par excellence. An evocative sculpture that launches a message of hope from Venice and demonstrates how, once again, the

At your place: Saturday, November 21, 2020 to Wednesday, January 6, 2021

CITYPASS VENEZIA UNICA EVENTS

HIGHLIGHTS THINGS TO DO ARCHIVE BACK TO VENEZIA UNICA

TODAY WEEK MONTH TOP ALL

VENEZIA NATALE DI LUCE 2020

VENEZIA - NATALE DI LUCE 2020

From 21 Nov 20 to 09 Jan 21
Location: Piazza San Marco Piazza Ferretti Museo Correr
Price: Free

Venezia accoglie il Natale con un'installazione di luce, in attesa della festa più bella dell'anno, con l'intento di lanciare un messaggio di speranza e un invito a...

READ MORE

TOPICS: Manifestazioni

FABRIZIO PLESSI THE GOLDEN AGE

From 01 Sep 20 to 06 Jan 21
Location: Correr Museum
Price: Paid admission

The work of contemporary master Fabrizio Plessi is celebrated with a spectacular installation in the windows of Museo Correr in Piazza San Marco. L'età dell'oro (The Golden Age) ...

READ MORE

TOPICS: Exhibitions

LOCKDOWN MEASURES COVID-19

From 06 Mar 20 to 03 Dec 20
Location: Ca' Foscari
Price: Free

In light of the ongoing outbreak and spread of Coronavirus (COVID-19) we recommend checking this information in force on the following sites:

Sito del ...

READ MORE

TOPICS: COVID-19

Detailed updated
information of the event

WHEN? MANAGEMENT



Updation of events
on every social media page

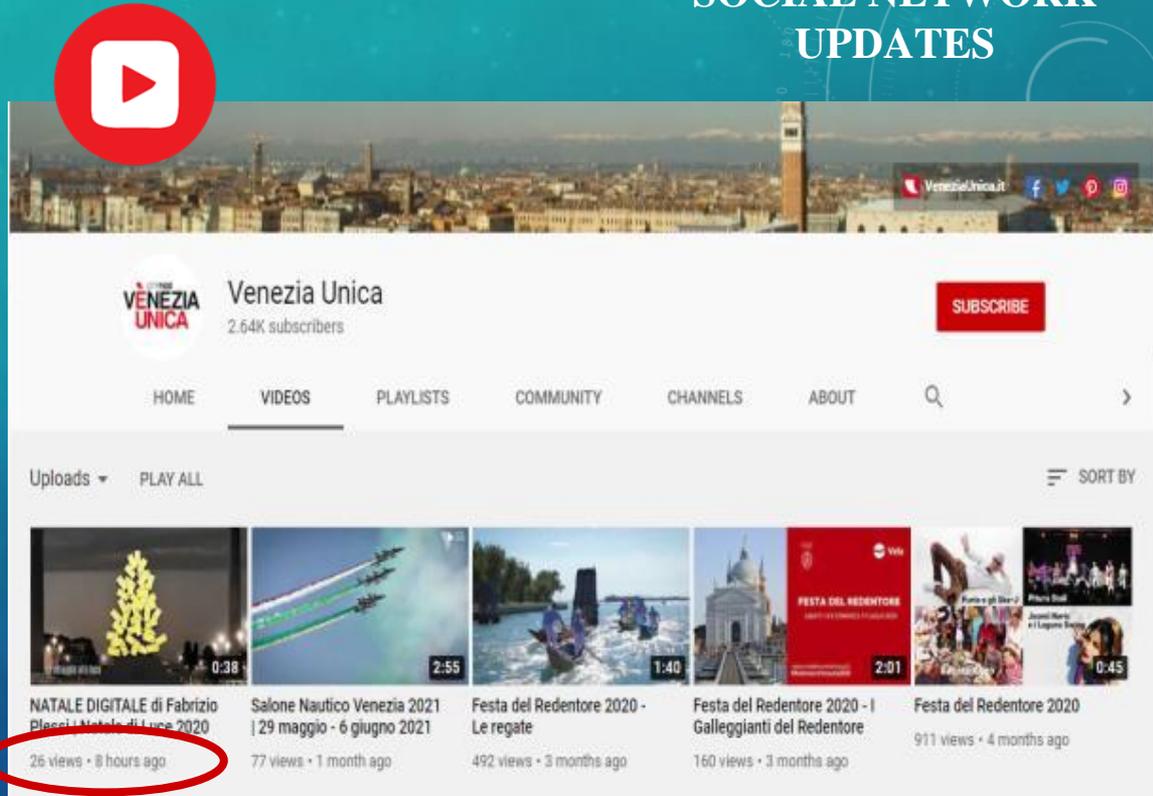
SOCIAL NETWORK UPDATES



WHEN? MANAGEMENT



SOCIAL NETWORK UPDATES

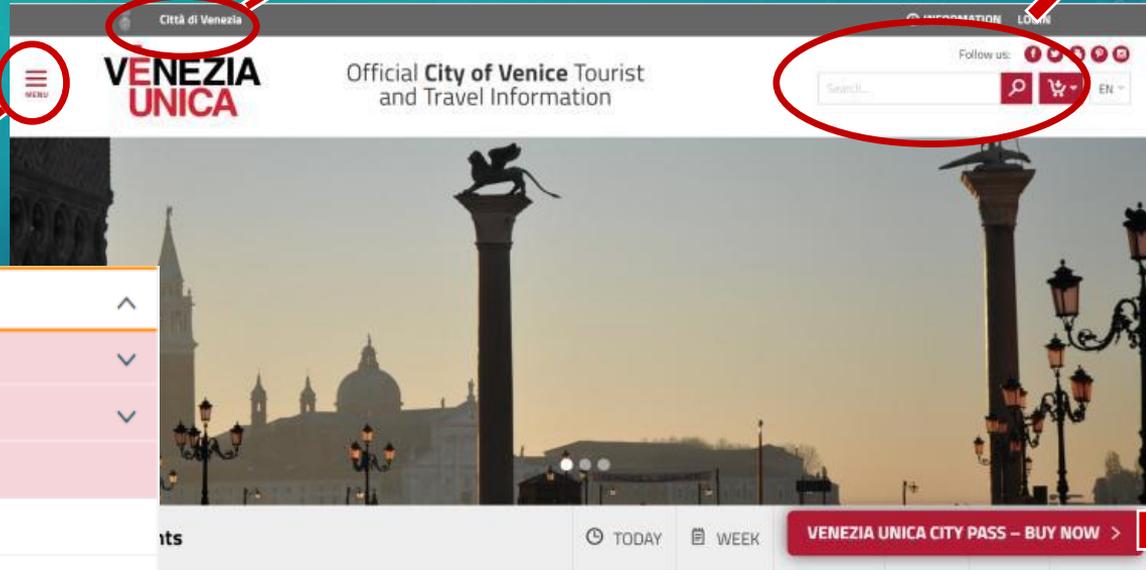


HOW? USABILITY

Link to the MUNICIPALITY OF VENICE's website

Internal SEARCH ENGINE

Left side MENU tab option is available



This option is stuck to the home page even during scroll

HOW? USABILITY

TOP RIGHT of the webpage

The image shows a screenshot of the Venezia Unica website. At the top left is the 'VENEZIA UNICA' logo and a 'MENU' button. The main header reads 'Official City of Venice Tourist and Travel Information'. On the top right, there are social media icons and a search bar. A language selection dropdown menu is open, showing options for English, Italiano, Français, Deutsch, Español, and Русский. A red circle highlights the 'EN' option. Below the header, there are three news articles. The first article is titled 'Luce, la Rinascita di Venezia'. The second article is titled 'Emergenza Covid-19' and 'Lockdown measures Covid-19'. The third article is titled 'Musei Civici di Venice: opening hours'. A red circle highlights the 'FR' option in the language menu, with red arrows pointing to the 'Emergenza Covid-19' and 'Musei Civici di Venice: opening hours' articles. A red arrow also points from the 'EN' option to the 'Luce, la Rinascita di Venezia' article. A red arrow points from the language menu to a 'SIX LANGUAGES' label. A red arrow points from the 'FR' option to a 'News and events' description label. A red arrow points from the 'News and events' description label to an 'ITALIAN or ENGLISH' label.

Follow us: [Facebook] [Twitter] [YouTube] [Instagram]

Search...

EN

English
Italiano
Français
Deutsch
Español
Русский

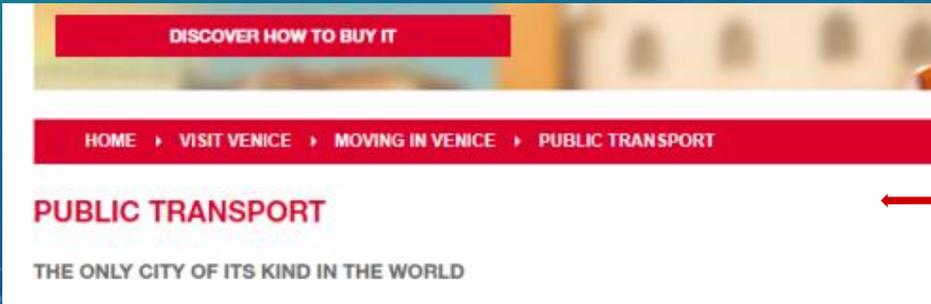
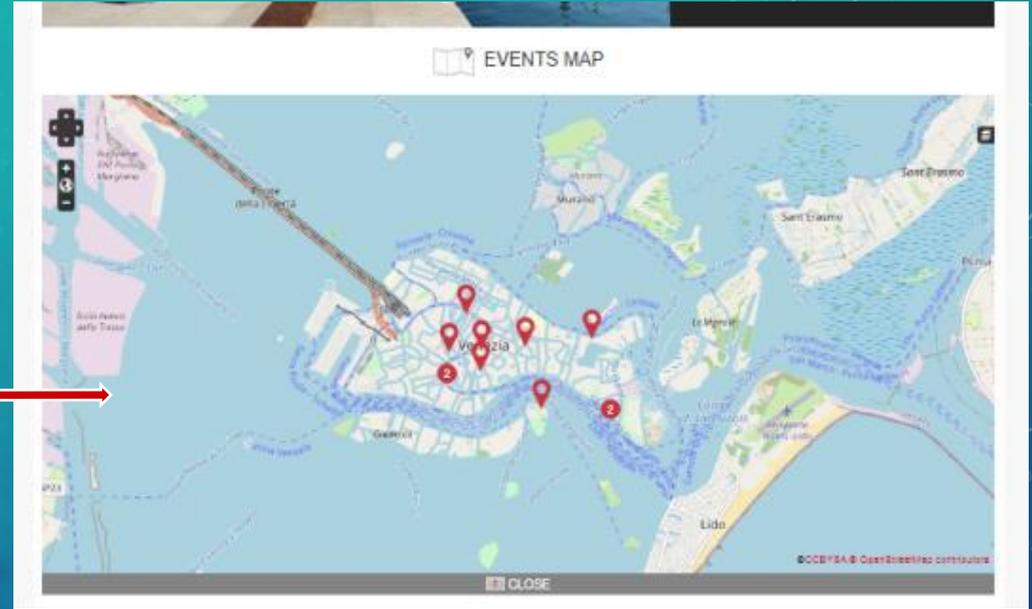
SIX LANGUAGES

News and events' description

ITALIAN or ENGLISH

HOW? USABILITY

Map of Venice on
“City pass **VÈNEZIAUNICA**
Events” web page.

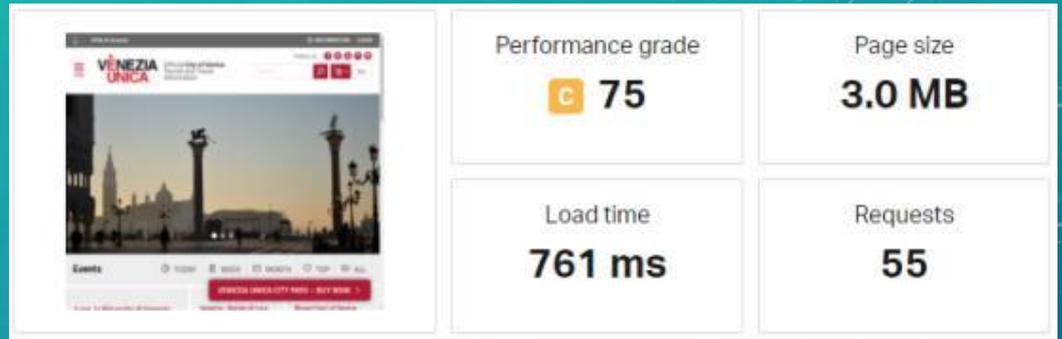


Users can easily navigate thanks
to a breadcrumbs system,
which is available on most
pages.

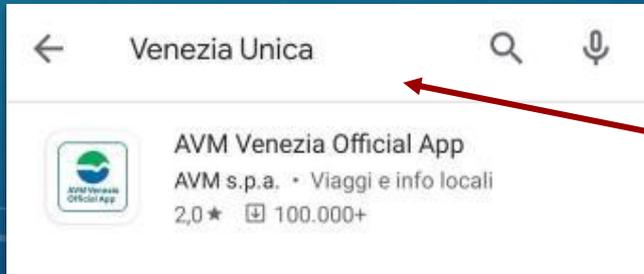
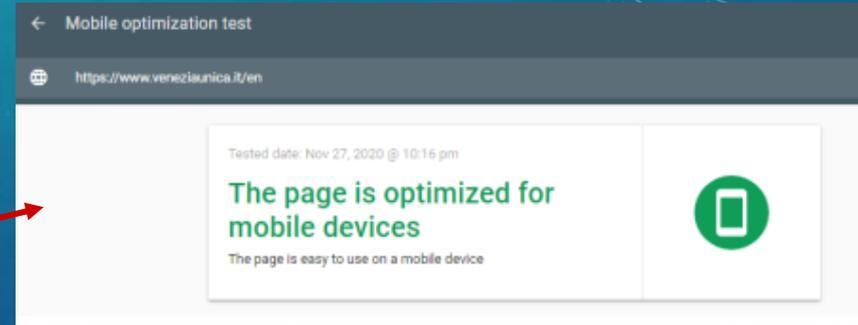
HOW? USABILITY

According to PINGDOM

- Europe 0,761 seconds - 761 ms
- USA West Coast 1,77 seconds
- USA East Coast 2.76 seconds
- South America 3.67 seconds
- Asia 4.26 seconds
- Australia 7.99 seconds



According to Google Mobile-Friendly Test



It is not possible to download an official application for **VENEZIA UNICA**'s website.



STRENGTHS	WEAKNESSES
Easily recognizable logo	Not a Destination Management website
Twitter, Instagram and Facebook updated on a daily basis	No maps of the city No interactive maps
Connection with the municipality of Venice, declared by a link available in the homepage	Content focused almost only about events and on selling city cards No services for B2Bs, apart from those which accept to become sellers
Website available in six different languages	Poor positioning on Bing and Yahoo
Information on public transport, timetables and prices easy to find	Lack of videos

