

BERGAMO – BRESCIA CAPITALE DELLA CULTURA 2023

WEB PRESENCE QUALITY EVALUATION based on the 7 LOCI META-MODEL



Starting from *visitbergamo.net*; *bresciatourism.it*; *inlombardia.it*

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7. *HOW?* USABILITY
8. CONCLUSIONS (SWOT ANALYSIS)



INTRODUCTION

Since there is **no official website and no logo** of the event Bergamo-Brescia capitale della cultura 2023 (at least for the time being) we have chosen to analyse the web presence of the DMOs of the territory through their official websites:

- Bergamo > www.visitBergamo.net
- Brescia > www.Bresciatourism.it
- Lombardy region > www.InLombardia.it

We have based our analysis on the **7 loci meta-model** (identity, content, services, individuation, management and usability)



WHO? IDENTITY

BERGAMO AND BRESCIA (Lombardy, Italy)



Lombardy



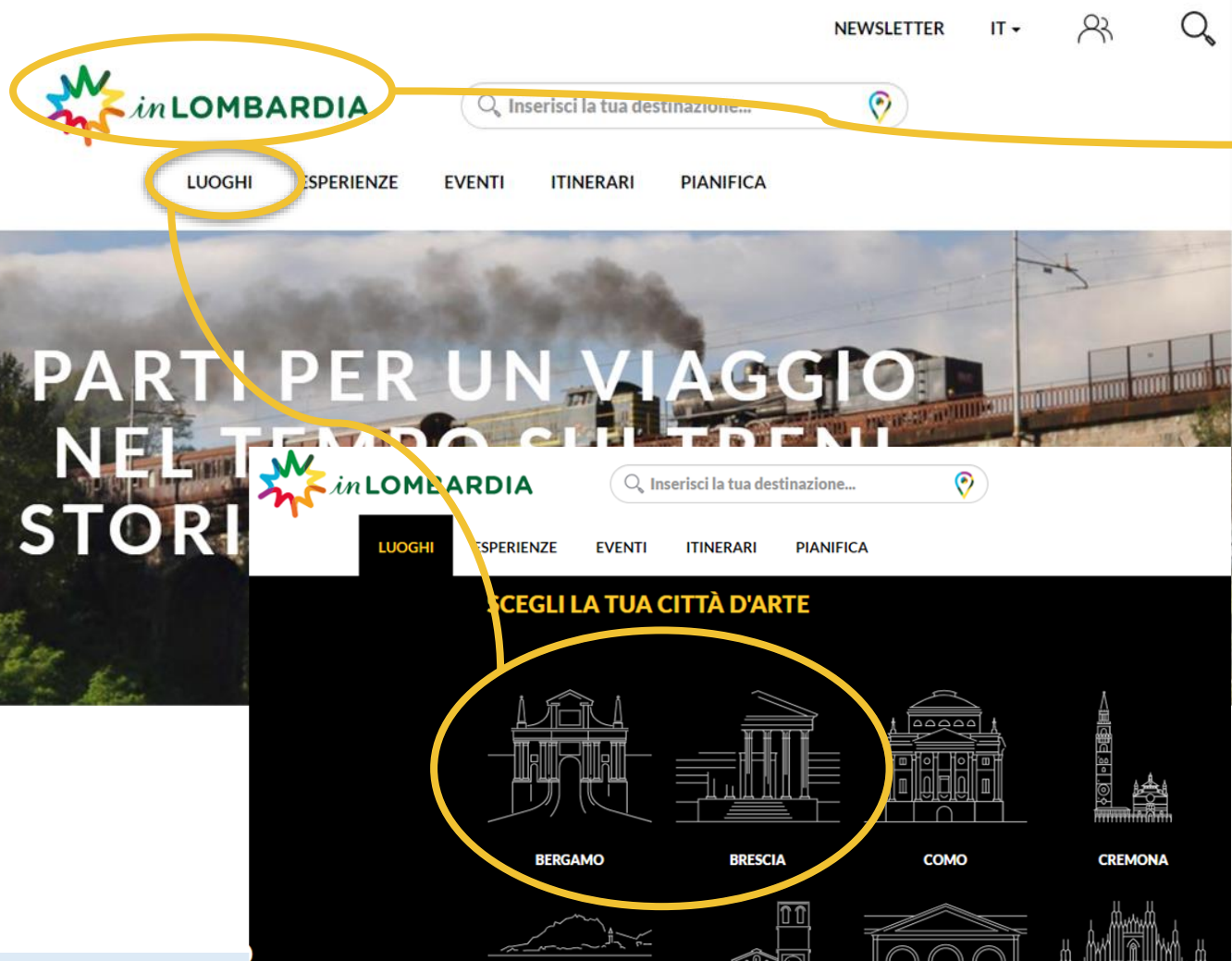
Bergamo



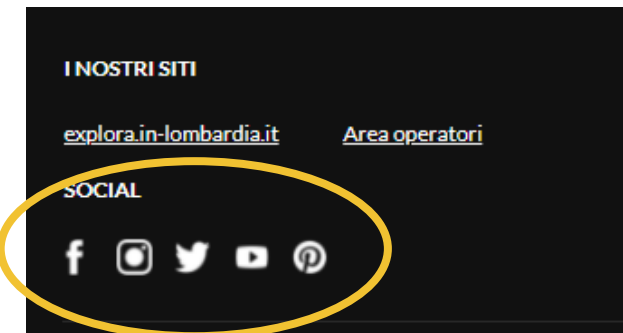
Brescia



WHO? inLOMBARDIA

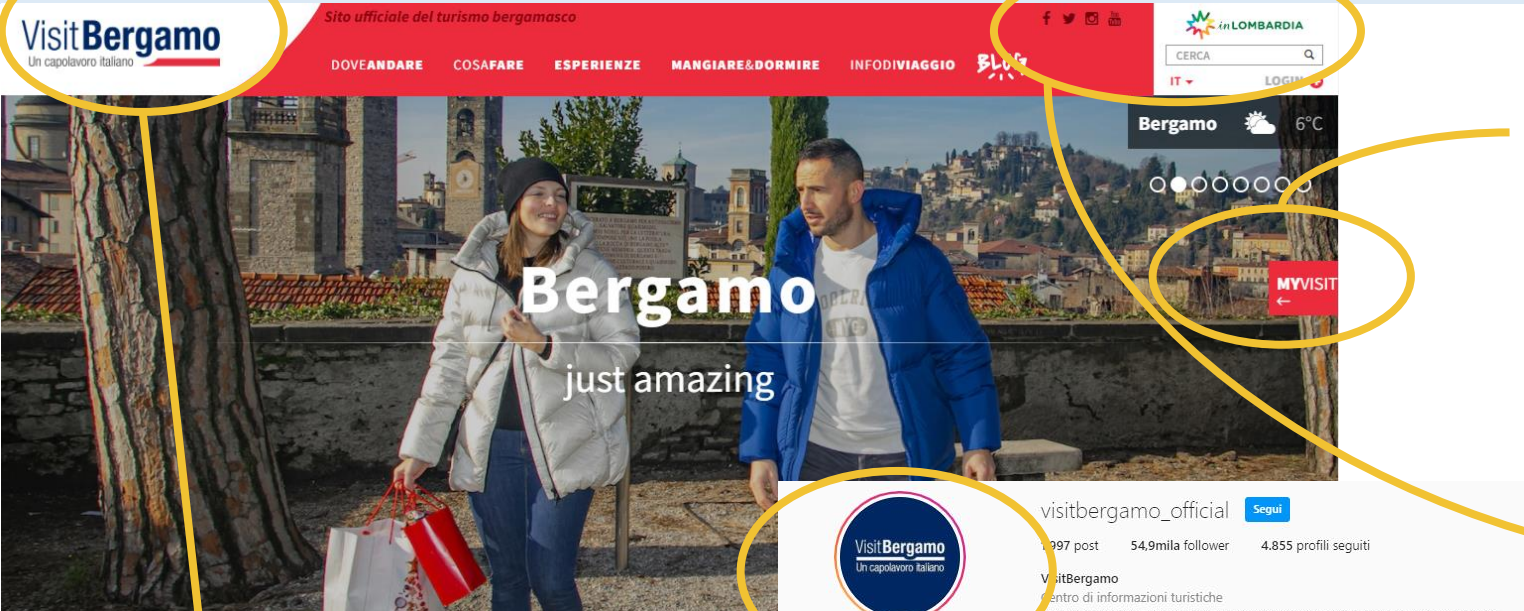


The W that make up the brand represents exactly a WOW and the W itself means VIVA, joy, strength. The sparkling colors represent the values that the Lombard territory offers: culture&art, enogastronomy, nature, sport/active, lakes and mountains, wellness, shopping/design.



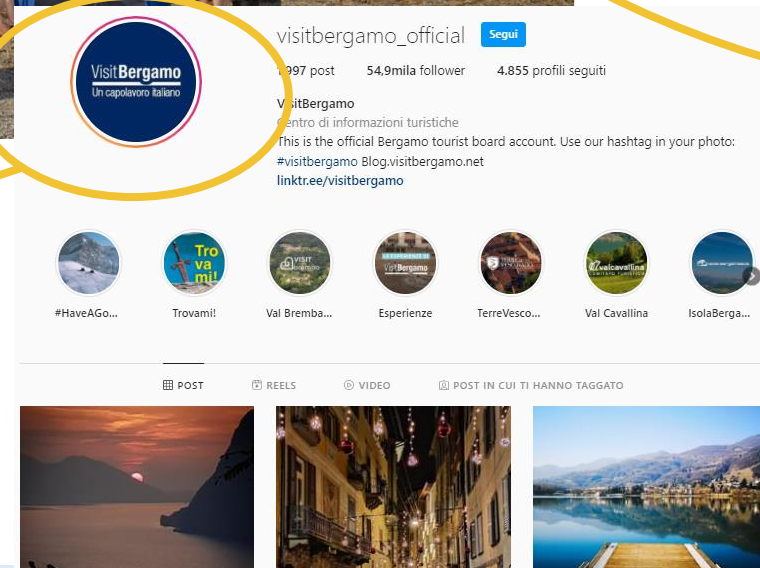
Direct link from traditional web page to social pages.

WHO? VisitBergamo



A support service for planning the visit of Bergamo: you can collect your favorite places and save the dates of the most interesting events in a customized calendar.

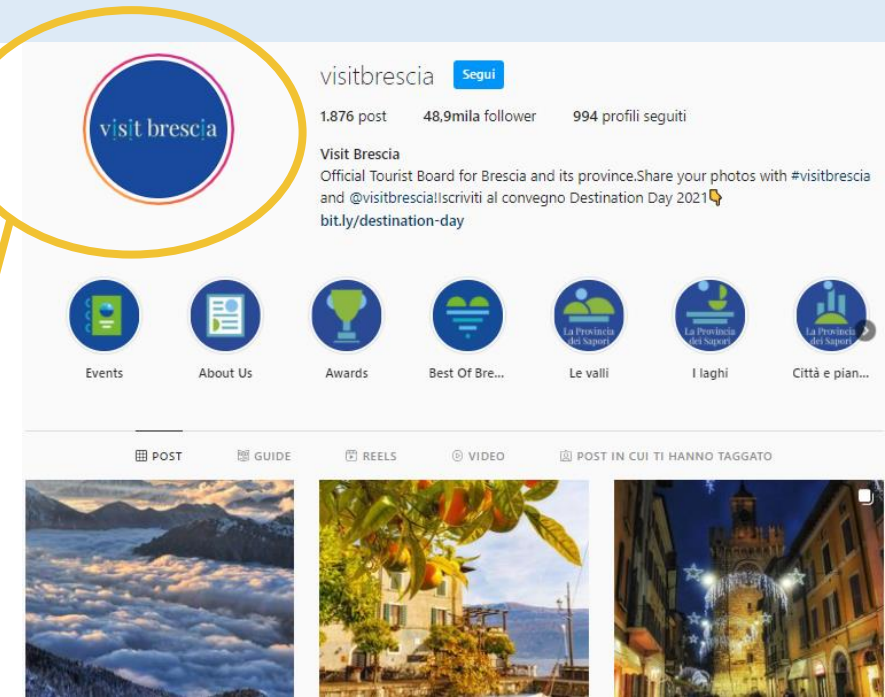
The logo that identifies the official web page is the same that is used for social pages.



Direct link from traditional web page to social pages and also to inLOMBARDIA official website.



WHO? Bresciatourism



The logo that identifies the web page is not consistent with that represented on social pages.



WHAT? CONTENT → MANAGERS' CONTENT COMPLIANCE

INLOMBARDIA

NEWSLETTER EN

Search your destination...

PLACES EXPERIENCES EVENTS ITINERARIES PLAN

ABOUT US

inLOMBARDIA is the Official Tourism Board of the Lombardy Region. You'll find information, updates, detailed information, photos and videos, and plenty of travel proposals, including accommodations and services exclusive to the region.

inLOMBARDIA is the result of the work of Explora S.p.A., a Lombardy Region company whose primary function is to promote the entire tourist offer of the Lombardy Region.

Based on an innovative and flexible model, Explora looks to develop the tourism market through a collaborative network between tourism operators, institutions, and similar entities.

- about us
- contacts (users' can contact managers by email thanks to this dedicated field of the website)
- info on the stakeholders and organizations

CONTACTS

*REQUIRED FIELDS

EMAIL *

NAME

SURNAME

MESSAGE

[PRIVACY POLICY](#)

AUTHORIZE

I'm not a robot

OUR SITES
explora.in-lombardia.it

SOCIAL

IN LOMBARDIA
About Us
Contacts
Privacy and Cookies
Terms of Service

Sole shareholder
Press

INTEGRATED WITH
 E015
digital ecosystem

SOLE SHAREHOLDER
 Regione Lombardia

Explora S.p.A. Società unipersonale soggetta a direzione e coordinamento di Regione Lombardia • Via Fabio Filzi 22, Milano 20124 Tel: +39 02 7262841 Pec: explora@legalmail.it • Cap. Sociale: 500.000 € I.v. | P.IVA 08344310969 • InLOMBARDIA • Copyright 2021 • All rights reserved



WHAT? CONTENT → MANAGERS' CONTENT COMPLIANCE

BRESCIATOURISM

Company profile

Bresciatourism is a non-profit company which promotes tourism in the city and province of Brescia. Bresciatourism seeks to increase awareness of Brescia, the surrounding area and its environmental, cultural, and tourism features through the organisation of trade fairs, workshops, educational tours and marketing drives both in Italy and abroad. Bresciatourism collaborates with public institutions and private operators to provide the media and international tour operators with the latest data and complete assistance, as well as useful information and curiosities in order to discover this beautiful province and enjoy their holidays with us.



Bresciatourism Scarl
Via Luigi Einaudi, 23
25121 - Brescia
Tel. +39 030 3725403
info@bresciatourism.it
P. IVA 02403340983

Visit Brescia

Brescia
Lake Garda
Lake Iseo & Franciacorta
Lake Idro & Valle Sabbia
Valle Camonica
Valle Trompia
Brescian Plains

Things to do

Art and Culture
Food and Wine
Active Holidays
Thermal baths & Wellness

Experiences

Events

Cultural events
Culinary events
Festival
Sports events
Business events

Useful Information

Who we are



Board of directors

Marco Poletti: President

Graziano Pennacchio: CEO

Camilla Alberti: Member of the board

Barbara Chiodi: Member of the board

Ezio Maiolini: Member of the board

Our shareholders

Camera di Commercio Industria Artigianato e Agricoltura di Brescia
Provincia di Brescia
Comune di Brescia
Associazione Commercianti della Provincia di Brescia - Confcommercio
Confesercenti Provinciale di Brescia
Abivit - Associazione Bresciana Imprese Viaggi e Turismo
Adamello ski
Ascomfidi
Assohotel provinciale di Brescia
Associazione Bresciana Albergatori - città di Brescia
Associazione Bresciana Albergatori - Federalberghi Brescia
Asvet - Associazione viaggi e turismo
Consorzio Albergatori e Ristoratori Sirmione
Consorzio Lago di Garda Lombardia
Consorzio Tourist Coop Valtinesi
Italia Confidi
Federazione Provinciale Coltivatori Diretti
Golf Region Lake Garda
Hotels Promotion di Desenzano
Navigazione Lago d'Iseo
Strada del vino Franciacorta
Unione Provinciale Agricoltori

- company profile
- shareholders
- board of directors
- contact numbers and addresses



WHAT? CONTENT → MANAGERS' CONTENT COMPLIANCE

VISIT BERGAMO

ABOUT US

Turismo Bergamo
Contacts
Transparent administration
Book
Accessibility

- about us
- contacts (users' can contact the agency thanks to this dedicated field)
- info about the agency
- info about people working in the agency are only available in Italian

Personale

• INCARICHI AMMINISTRATIVI DI VERTICE

AMMINISTRATORE DELEGATO

Atto di conferimento dell'incarico
CV
Compensi e rimborsi
Dichiarazione assunzione altre cariche
Altri eventuali incarichi con oneri a carico della finanza pubblica
Dichiarazione art. 20
Dichiarazione art. 14
Situazione reddituale e patrimoniale

• DIRIGENTI

Non sono previste in organico figure dirigenziali.

• POSIZIONI ORGANIZZATIVE

• DOTAZIONE ORGANICA

Tabella di sintesi
Costo del personale

• TASSI DI ASSENZA TRIMESTRALI

I dati contenuti nella sezione sono recenti. Il trend verrà ricostruito progressivamente.

Tassi di assenza 2017

• INCARICHI CONFERITI E AUTORIZZATI AI DIPENDENTI (nessun incarico conferito ai dipendenti)

• CONTRATTAZIONE COLLETTIVA Contrattazione collettiva applicata: CCNL COMMERCIO

• CONTRATTAZIONE INTEGRATIVA

Non sussiste la fattispecie.

Mission

Mission

What is this agency?

The Agency was established with the precise intention of developing all initiatives that contribute to promoting tourism in the Province of Bergamo and to enhance the assets within its territory and the environment. What's it for? The objectives set out by the Agency are:

- to know and study tourist trends and potentials in the Province of Bergamo, including market researches and statistics to improve relations between demand and what is being offered;
- to coordinate projects and initiatives in public and private works in the Province of Bergamo in the tourism sector, offering all the necessary support to implement the projects and initiatives;
- directly develop marketing initiatives, quality programs, promotions and advertising campaigns to enhance the image of the city and the Province of Bergamo;
- to participate in fairs, workshops, grants, shows and events in Italy and abroad;
- to promote, develop and enhance the tourist structures, also by identifying and making available the necessary resources at local, regional, national and European level. Agency for Tourism Development and Promotion in the Province of Bergamo S.c.a.r.l. Registered office Via T. Tasso, 8 24121 Bergamo.

Turismo Bergamo is the trademark of the Agency for Tourism Development and Promotion in the Province of Bergamo which was established on the 17th October 2001.

Agenzia per lo Sviluppo e la Promozione Turistica della Provincia di Bergamo S.c.a.r.l.
Sede legale Via T.Tasso, 8 24121 Bergamo
Sede Operativa V.le Papa Giovanni XXIII, 57 24121 Bergamo

Contacts

First name *

Surname *

Email *

Telephone

Object

Reason for contact

Message *

Contacts

info@visitbergamo.net
+39 035 320402
+39 035 4595751
Tourist info bureau at Bergamo -
Milan Airport
Arrival Area

Privacy Policy *

- I have read and accept the information on the Privacy Policy.
- I would like to stay updated on the latest news
- Fields marked with an asterisk (*) are to be considered mandatory.

SEND

December 14, 2021. Unibg PMTS 2021/22. IT for Tourism Services - 44141



WHAT? CONTENT → MEDIA

MEDIA: all three websites show a great number of images

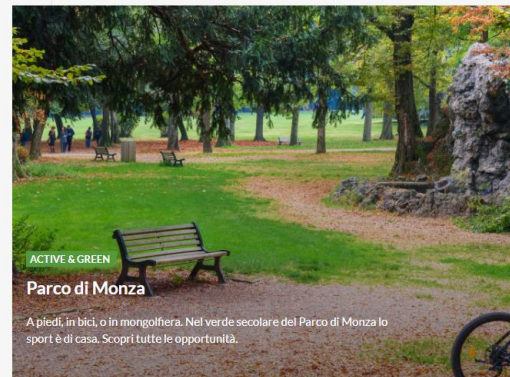


Bresciatourism



Castello Bonoris, Montichiari

InLombardia

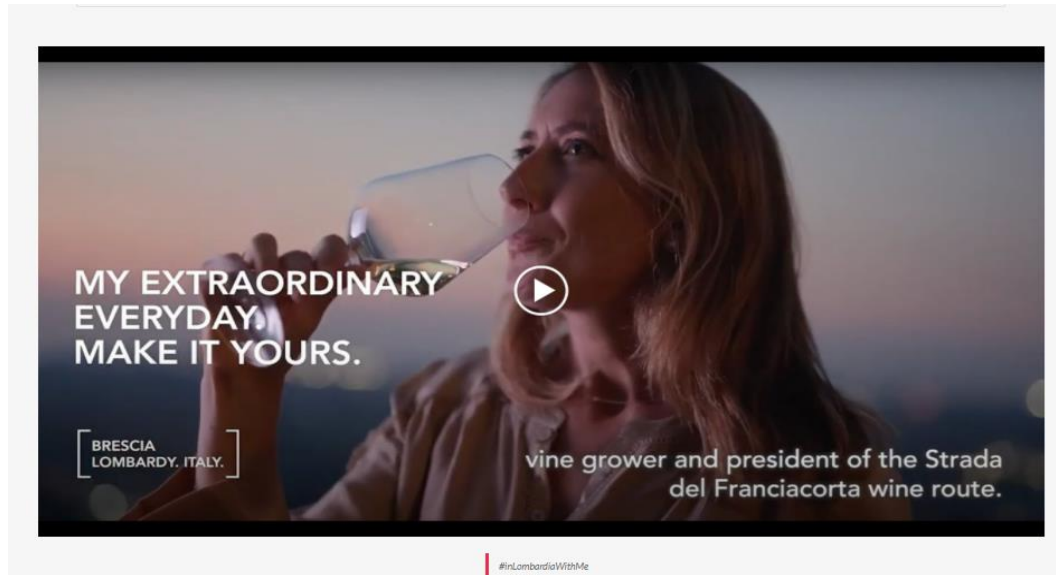


VisitBergamo



WHAT? CONTENT → MEDIA

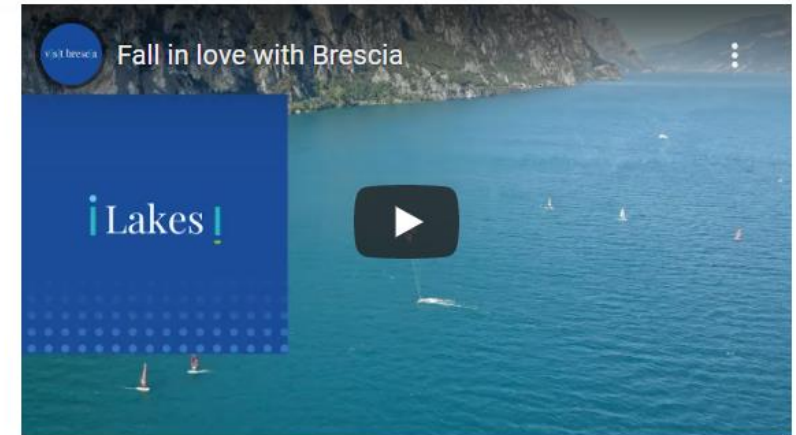
VIDEOS



InLombardia: videos are provided, but only in Italian, for other languages there are subtitles

Bresciatourism: we can find some videos. In this first case, the video is provided also in English. In the case of the video about the event of Bagolino Carnival, the video is available only in Italian (no subtitles)

VisitBergamo: no videos



Bagolino Carnival, a one-of-a-kind carnival in Italy



WHAT? CONTENT → MEDIA

DOWNLOADABLE MATERIALS

Bresciatourism cooperates with the not-for-profit cultural promotional association Slowtime to foster an **accessible, barrier-free Brescia**.

Slowtime promotes leisure activities and tourism for everyone, with special attention to the needs of individual with motor disabilities. For further information and to learn about all the accessible sites in Brescia (museums, churches, bars and restaurants, squares) visit their site www.slowtime.it.

“Slow” itineraries in Brescia

- [Itinerary 1](#)
- [Itinerary 2](#)
- [Itinerary 3](#)
- [Itinerary 4](#)
- [Itinerary 5](#)
- [Itinerary 6](#)

For more information: www.slowtime.it

Bresciatourism: in the area “Accessible Brescia”, users can download files about Slow itineraries in Brescia (both in Italian and in English)

In Lombardia: users can download podcasts and Gpx about itineraries, but these materials are only available in Italian.

[READ MORE](#)

↓ Ascolta il podcast - Cripta del Sacro Monte

Guarda il video - Sacro Monte di Varese: Borgo e Musei →

↓ Ascolta il podcast - La storia del Borducan

Guarda il video - Sacro Monte di Varese: Patrimonio dell'umanità →

📍 Gpx percorso Sacro Monte

Catalogues and Downloads



VisitBergamo: users can freely download catalogues about Bergamo and its land (available in different languages)



WHAT? CONTENT → USERS' CONTENT COMPLIANCE

INLOMBARDIA



Search your destination...

PLACES EXPERIENCES EVENTS ITINERARIES PLAN

Practical Information

Different sections so that users can easily find what they want

Go to the general info

HOW TO ARRIVE	HOW TO MOVE	INFORMATION	USEFUL NUMBERS
<p>BY PLANE Milano Malpensa 137 km, Linate 84,2 km, Orino al Serio 52,7 km</p> <p>BY TRAIN → trenord.it → italotreno.it → trenitalia.com</p> <p>BY CAR Autostrada A4, A21 e A35</p>	<p>BY BUS → brescia Mobilità.it</p> <p>SUBWAY → brescia Mobilità.it</p> <p>BIKE SHARING → brescia Mobilità.it</p>	<p>INFORMPOINT BRESCIA CENTRO Via Trieste, 1 T. +39 030 2400257 Orari Lun-Dom 9:00 - 19:00 → info@info@comune.brescia.it</p> <p>INFORMPOINT BRESCIA PIAZZA DEL FORDO Piazza del Foro, 6 T. +39 030 3749916 Fax: +39 030 3749982</p> <p>INFORMPOINT BRESCIA STAZIONE Via della Stazione, 47 T. +39 030 8378559 → info@info@comune.brescia.it</p> <p>WIFI → BresciaWiFi</p> <p>FIND OUT MORE → brescia tourism.it</p>	<p>EMERGENCY 112</p> <p>HOSPITALS Azienda Ospedaliera Spedali Civili Piazza Sordani Civili, 1 T. +39 030 39951</p> <p>Poliambulatori Pediatrici Ospedale dei bambini Via del Medolo, 2 T. +39 030 39951</p> <p>POLICE Piazza Tebaldo Brusato, 19 T. +39 030 28801</p> <p>Via S. Zeno, 107 T. +39 030 2451163</p> <p>Via Fratelli Bandiera, 28 T. +39 030 49412</p> <p>Via Monte Grappa T. +39 030 302287</p>

Tips and Suggestions

ACTIVITIES

Show all

<p>Bergamo, a hidden treasure</p> <p>from €150</p> <p>from PASSPORT DI CARIONI SIMONA</p>	<p>MTB Freeride - 2 days in the Orobie Alps, Bergamo</p> <p>from €75</p> <p>from SARASITALY - AGENZIA VIAGGIO</p>	<p>Eat like a local not like a tourist</p> <p>from €75</p> <p>from MICHELE'S KITCHEN</p>	<p>Bergamo private lower town walking tour</p> <p>from €220</p> <p>from MUSEMENT</p>
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EXPERIENCES

Show all

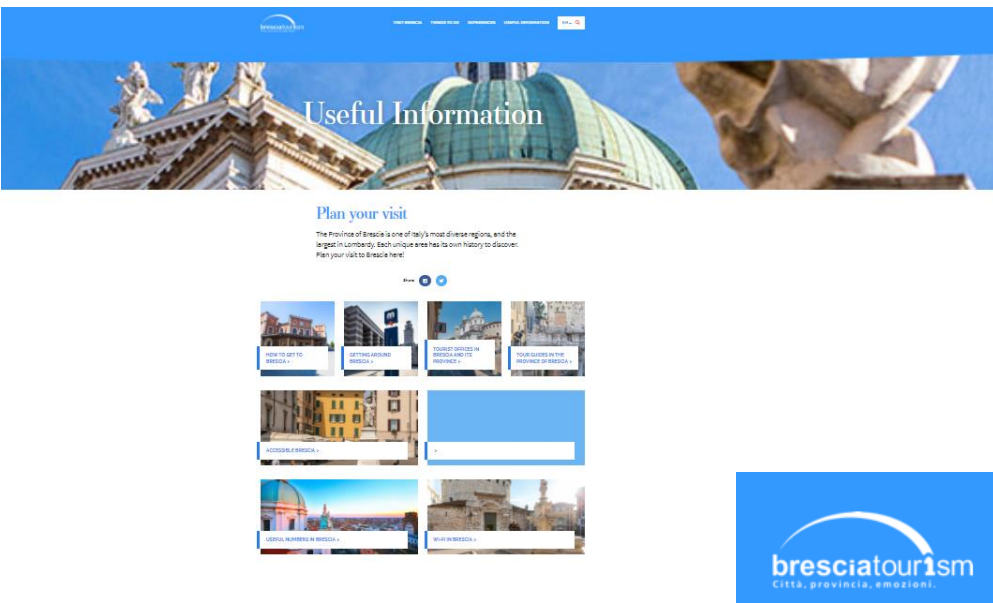
<p>Insider Orobie</p> <p>From the Valle Brembana to the Val Seriana. Discover seven tips from those who have travelled the Bergamo Orobie far and wide</p>	<p>10 good reasons to visit Bergamo</p> <p>Piazza Vecchia, the most beautiful square. The lakes and the mountains. Discover 10 good reasons to visit Bergamo</p>	<p>Winter sports near Bergamo</p> <p>Val Seriana, Val Brembana and Val di Scalve await you with their cross-country trails, snow parks, toboggan runs and ski...</p>
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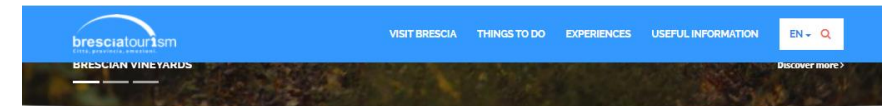
WHAT? CONTENT → USERS' CONTENT COMPLIANCE

BRESCIATOURISM

Useful practical information

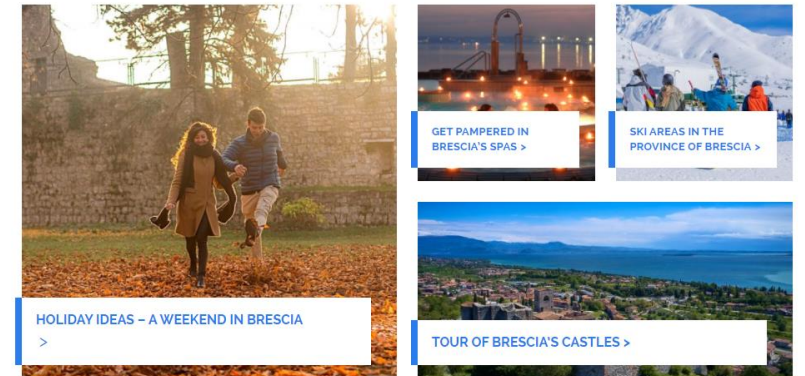


Different sections so that users can easily find what they're interested about

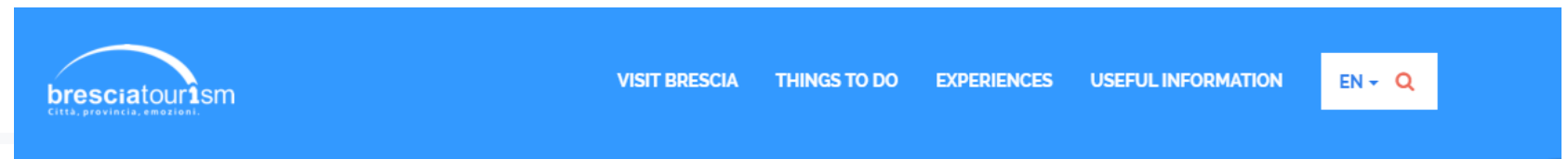


Exciting Brescia

Trails overlooking lakes and criss-crossing mountains; kilometres of bike trails and paths surrounded by nature; UNESCO World Heritage and archaeological sites; local food & wine experiences. Visiting Brescia means enjoying a true travel experience: it's a combination of emotions and adrenaline, of a wide range of outdoor activities and breathtaking landscapes. **Brescia, what a surprise!**



Tips and suggestions

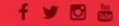


WHAT? CONTENT → USERS' CONTENT COMPLIANCE

VISITBERGAMO

VisitBergamo
An Italian masterpiece

Bergamo official tourism website

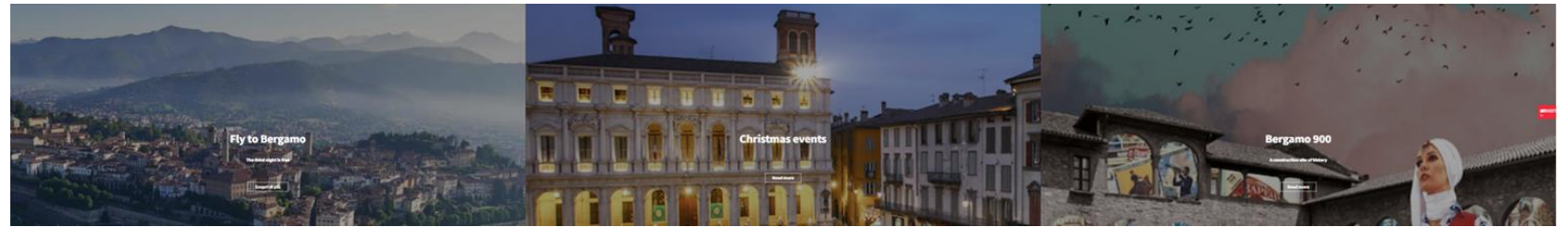


WHERE TO GO WHAT TO DO EXPERIENCES EATING & SLEEPING TRAVEL INFO BLOG

PRACTICAL INFORMATION

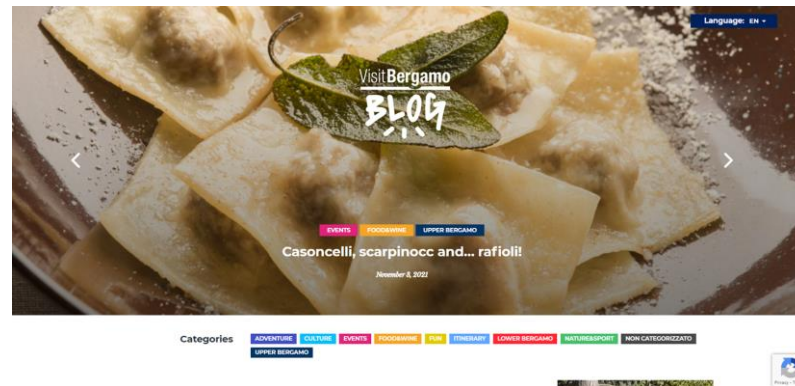
- Info points
- Guided tours
- Left luggage
- Bergamo WiFi
- Useful links
- Strutture extra alberghiere

Different sections so that users can easily find what they're looking for



Tips and suggestions

Thanks to the section “Practical Information”, people can easily access information about guided tours, info points of the city, left luggage, Bergamo WiFi, useful links and “strutture extra alberghiere”



There is also a Blog, in which people can find useful information and articles about different categories of interest (adventure, culture, events, food...)



WHAT? CONTENT → LINKS

Links to social media, but also to other useful pages related to the website and services are provided in all three websites.

share | f | t

#VISITBRESCIA AND FOLLOW US ON SOCIAL MEDIA



SOCIAL



InLombardia



HOW TO MOVE

BY BUS

→ [bresciamobilita.it](https://www.bresciamobilita.it)

SUBWAY

→ [bresciamobilita.it](https://www.bresciamobilita.it)

BIKE SHARING

→ [bresciamobilita.it](https://www.bresciamobilita.it)

Bresciatourism

At the Via Trieste (centre) and Via della Stazione offices you can:

- Obtain free **city maps** and brochures about events and initiatives;
- Receive **multi-lingual assistance** for information about transportation, museums, exhibitions, churches, events, and performances;
- **Book guided tours** (Infopoint Centro);
- Purchase **public transportation tickets and passes**, receive information about **Park City Card, Omnibus Card, Bike Sharing, Car Sharing, parking**;
- Purchase the **Brescia Card Museums & Mobility** card and admission tickets to exhibitions and events;
- Purchase **gadgets and original merchandising** of Brescia Calcio football team, Mille Miglia, Fondazione Brescia Musei, CidneOn event, guides and books about Brescia;
- Purchase events and attraction tickets through **Vivaticket**.

Moreover, **Brescia Trasporti** has an **InfoTicketPoint** in **Via San Donino 30**, where it is possible to purchase all magnetic ticket types available and **recharge your Omnibus Card** for public transportation.

VisitBergamo

Useful links

Bergamo

Comune di Bergamo
Biblioteca Angelo Mai
Fondazione Bergamo nella storia
GAMeC
Accademia Carrara
Museo Matris Domini
Museo Diocesano A. Bernareggi
Museo e tesoro della Cattedrale
Orto Botanico di Bergamo
Ospedali Riuniti di Bergamo
Università di Bergamo
Bergamo Fiera
Atalanta Fc Calcio

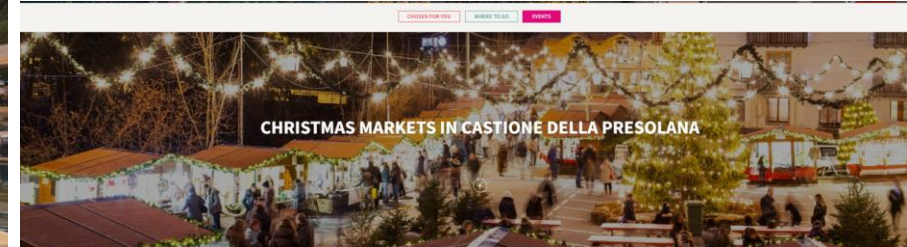
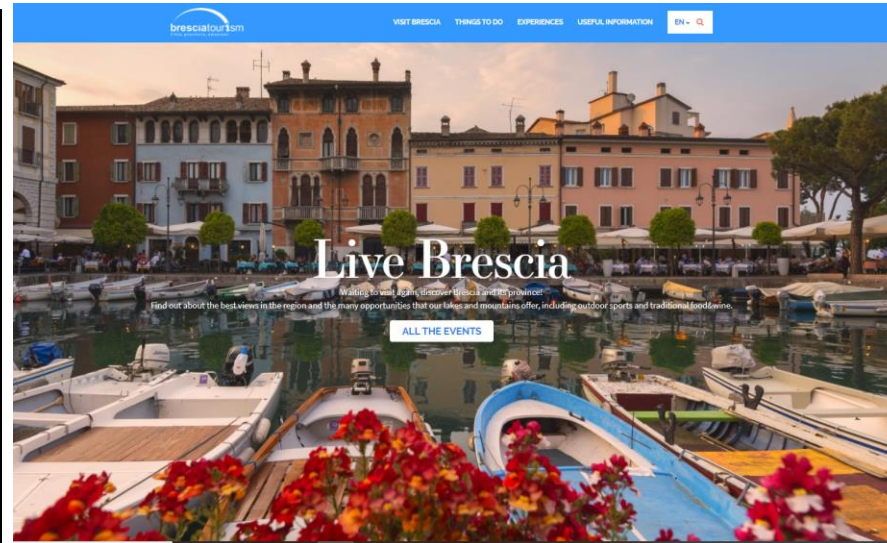
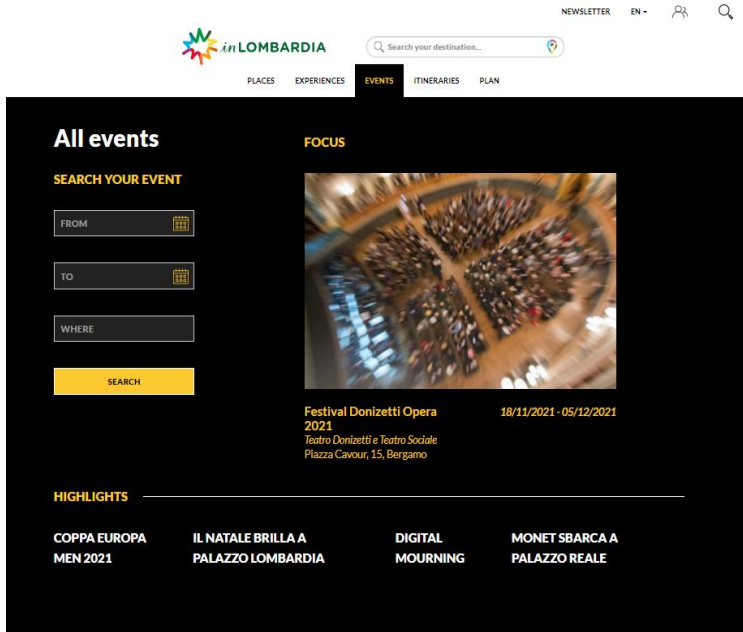
Lombardy

Turismo in Lombardia
Infomobilità Lombardia
Parchi Regione Lombardia



WHAT? CONTENT → EVENTS

All three websites present a section dedicated to events, in which descriptions and useful information about the events are provided.



In Lombardia: there's this section dedicated to events where you can search for what you're interested about or scroll down all the events suggested by the website.

Bresciatourism: there's a section dedicated to all the events in Brescia and its province.

VisitBergamo: also this website provides a section dedicated to events in Bergamo and its province.



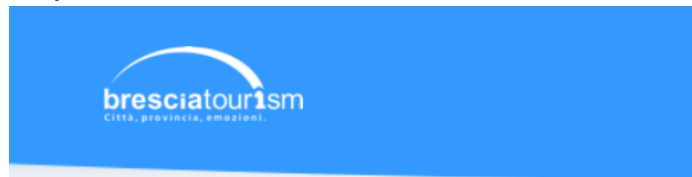
WHAT? CONTENT → EVENTS

Also, links to the events are provided, but in some cases they do not work.



InLombardia: in this case, the link provided for the event works.

Bresciatourism: in this case, the link provided for the event works.



Festa della Musica

Festa della Musica

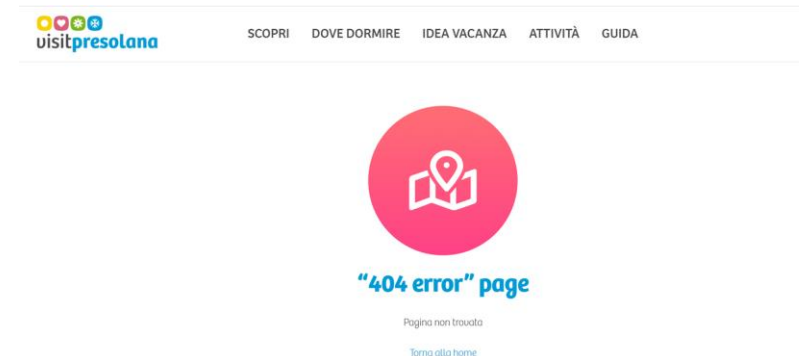
WHERE
BRESCIA'S CITY CENTRE

- Brescia
- Vittoria

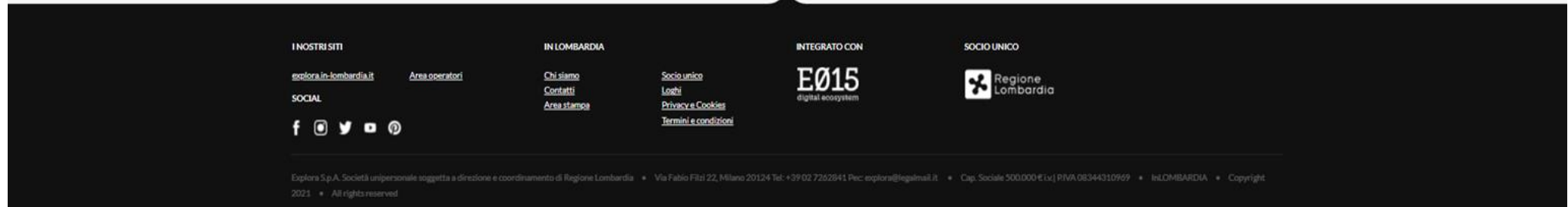
WEBSITE www.festadellamusicabrescia.it



VisitBergamo: in this case the link provided doesn't work.



WHAT? CONTENT → SOURCES COPYRIGHT



InLombardia



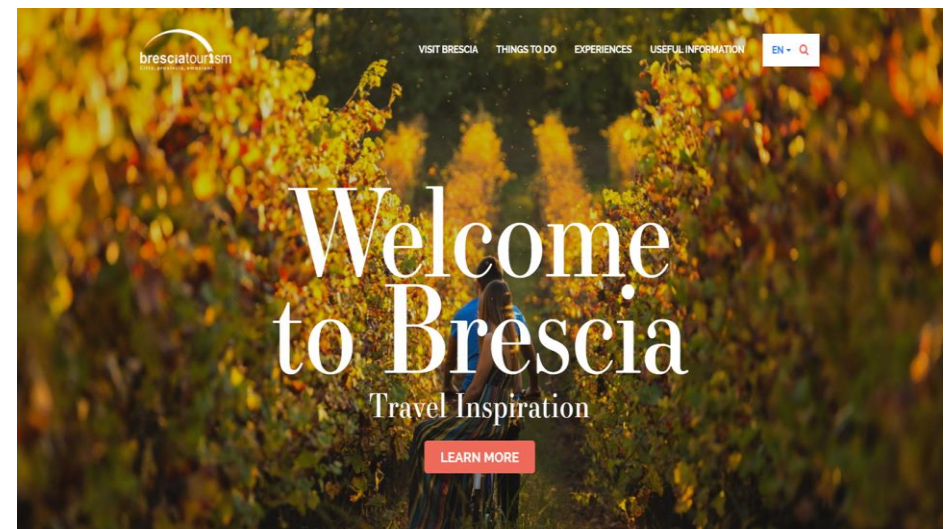
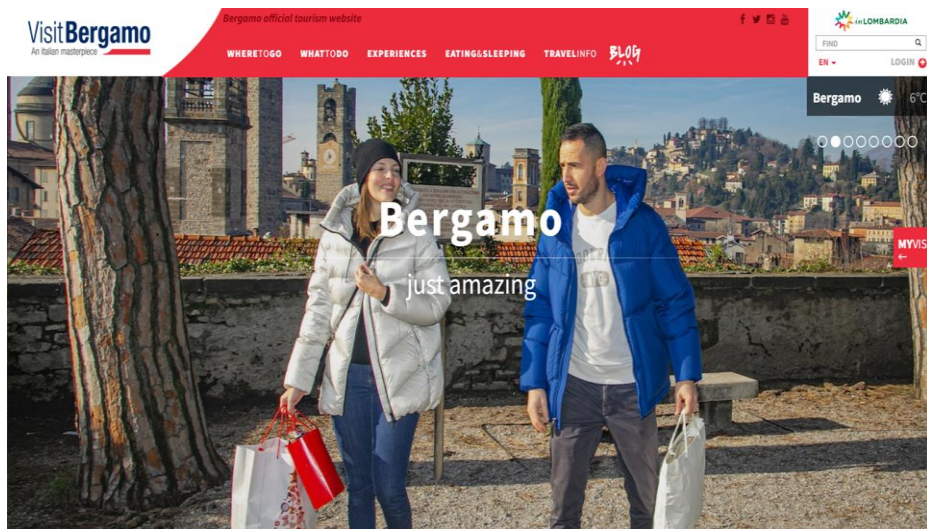
VisitBergamo

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Bresciatourism



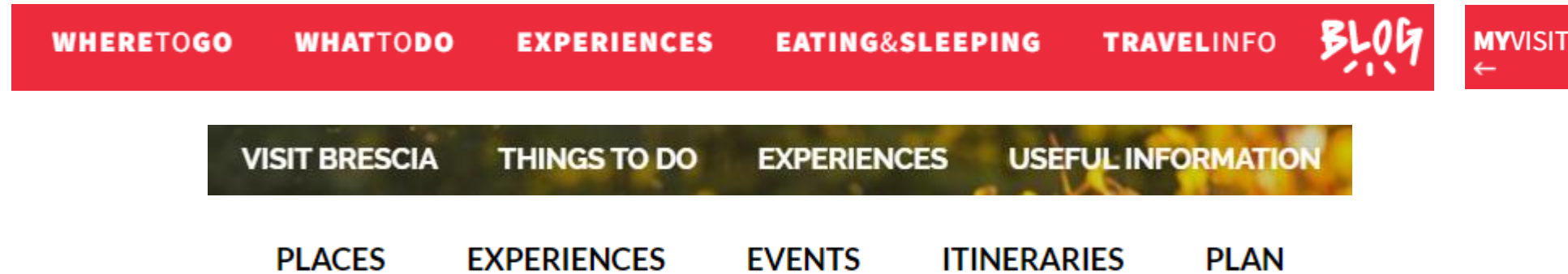
WHY? SERVICES



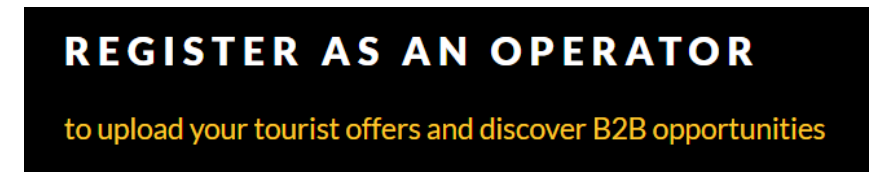
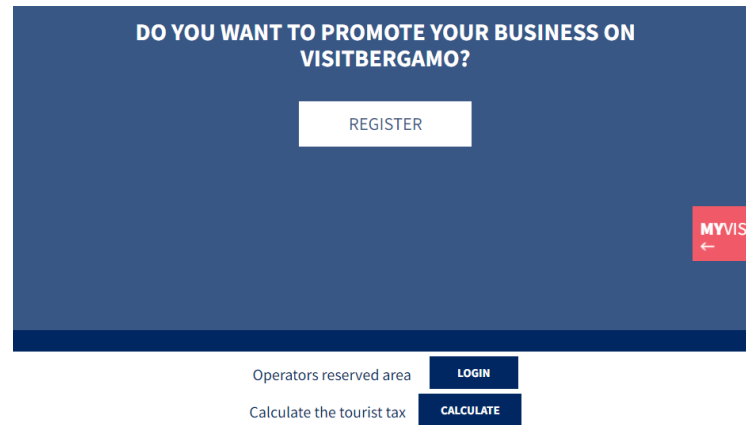
WHY? SERVICES

Users' needs are generally fulfilled.

VisitBergamo is also the only one that has a Trip Planner (MyVisit).



Managers' needs are satisfied most of the time

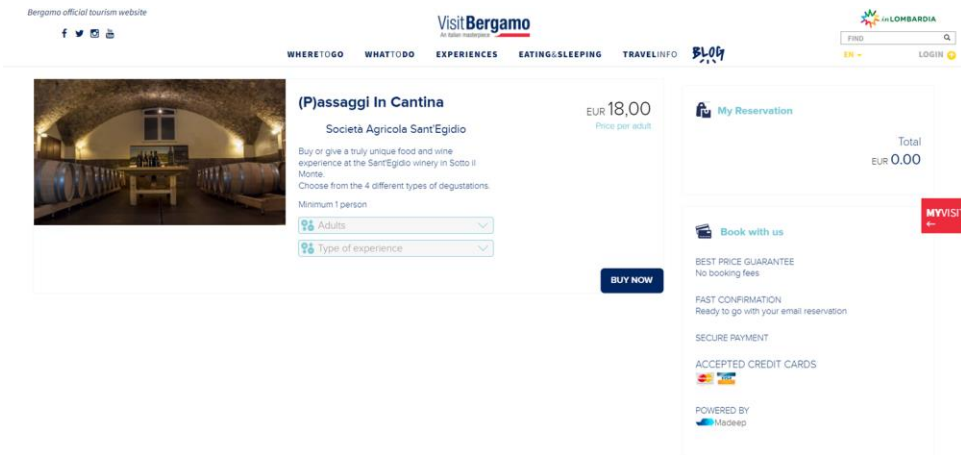


IT ▾

Bresciatourism Scarl
Via Luigi Einaudi, 23
25121 - Brescia
Tel. +39 030 3725403
info@bresciatourism.it
P. IVA 02403340983



WHY? SERVICES → EXPERIENCES



VisitBergamo allows the user to purchase directly on the website thanks to Madeep

WHO	
FABIO GANDOSSÌ - LIMONAIA LA MALORA	
WHERE	Via Libertà, 2 - Gargnano (BS)
WHEN	48 hour notice. Every day.
DURATION	1.5 hrs
PARTICIPANTS	Min 6 - Max 12
LANGUAGE	Italian, English
PRICE	€ 25 per person, children € 15
TEL	+39 339 3699401
EMAIL	limonaialamalora@libero.it
WEBSITE	www.limonaialamalora.it



The experience

La Malora lemon garden is a journey back in time, an image that evokes sounds and smells from the past. The turbulent Malora creek and the mill wheels turning in the water accompany the Franciscan monks singing psalms while they tend to their lemons. We are in 1500 and this is the reality back then: a flourishing industry on the western shore of Lake Garda. At the time, the shore of the lake was sprinkled with citrus groves that were rigorously cultivated by hand. The lemons, rich in citric acid, were mainly sold to northern Europe. Today, Giuseppe and Fabio follow the same methods and ancient wisdom to yield 20,000 lemons per year, which they sell and use to produce jams, citrus-based liquors, and lemon syrup. The ancient lemon garden will provide an exclusive experience: a narrated tour of the location and the cultivation techniques, lemon harvest, and production. We will be in charge of pressing the madernina lemons – the ancient local variety – and collect the juice that will be pasteurized at 70-75 degrees, and after adding sugar will become syrup ready for bottling. The seeds remaining after the pressing operation will be planted in small pots with soil and will produce new plants, to preserve this old tradition and the quality of this production.

Bresciatourism provides a description, contacts and a link to the organizer's website



InLOMBARDIA provides a brief description and a link to the organizer's website



WHY? SERVICES → ACCOMMODATION

8.1 Albergo Papa ★★ ★

starting from **69 €**

BOOK ONLINE

From **2021-12-0** To **2021-12-0**

Room **1 Room**

Adults **2** Children **0**

BOOK NOW

powered by **Booking.com**

Share

VisitBergamo deals with an OTA (Booking.com)

bresciatourism

VISIT BRESCIA COSA FARE EVENTI ESPERIENZE DORMIRE INFO UTILI IT - Q

- LEFAY RESORT & SPA (CENTRO BENESSERE)** ★★★★★ Lago di Garda, Gargnano • Hotel
- BELLARIVA DIMORA STORICA** ★★★★★ Lago di Garda, Gardone Riviera • Hotel
- GRAND HOTEL A VILLA FELTRINELLI** ★★★★★ Lago di Garda, Gargnano • Hotel
- GRAND HOTEL FASANO** ★★★★★ Lago di Garda, Gardone Riviera • Hotel
- GRAND HOTEL TERME** ★★★★★
- HOTEL VITTORIA** ★★★★★

Bresciatourism provides an accommodation service only on their Italian version. They link to the facility's website → focus on accessibility

inLOMBARDIA

PLACES EXPERIENCES EVENTS ITINERARIES PLAN

AVAILABILITY IMAGES FACILITY MAP

Availability

For information about the availability of rooms please contact the property at the following addresses:
Phone: +39 0286882952
E-mail: booking@italianway.house

BOOK

InLOMBARDIA deals with an OTA (italianway.house)



WHY? SERVICES → RESTAURANTS

Agri-Restaurant Podere Montizzolo

DESCRIPTION	LOCATION	CONTACT
<p>DESCRIPTION</p> <p>You'll find agri-restaurant Podere Montizzolo just 3 km from the Sanctuary of Caravaggio, 30 km from Bergamo and 45 km from Milan.</p> <p>A welcoming and modern space where to spend lunch or dinner with friends, with your partner or with your family. In fact, the restaurant is suitable for every need, offering children's menus and tasty alternatives for vegetarians.</p> <p>Caring for the customer, together with the quality of the raw materials used for the dishes, are the priorities for the Merigo f...</p> <p>CONTINUE</p>		<p>24043 Caravaggio, Bergamo</p> <p>www.poderemontizzolo.it</p> <p>agristorero@poderemontizzolo.it</p> <p>+39 036352175</p> <p>Lunch: Tuesday - Saturday: 12.00pm - 2.30pm</p> <p>Dinner: Friday and Saturday night: 7.30pm - midnight</p> <p>Sunday open for lunch: 12.00pm - 4.00pm</p> <p>Special openings are made for groups and parties</p>
		<p>BOOK</p> <p>ADD TO MYVISIT</p>

Visit Bergamo has a restaurant section. It also provides links to the restaurant's website

The screenshot shows the Bresciatourism website with a blue header and navigation menu. The main content area features several cards for food and wine experiences:

- BRESCIA, LAND OF WINES**: Brescia, Lake Garda, Lake Iseo & Franciacorta, Valle Camonica, Brescian Plains • Food and Wine
- BRESCIA'S RESTAURANTS AND PASTRY SHOPS ON FOOD GUIDES**: Brescia, Lake Garda, Lake Iseo & Franciacorta, Lake Idro & Valle Sabbia, Valle Camonica, Valle Trompia, Brescian Plains • Food and Wine
- 30 THINGS TO DO IN THE PROVINCE OF BRESCIA IN THE SPRING**: Brescia, Lake Garda, Lake Iseo & Franciacorta, Lake Idro & Valle Sabbia, Valle Camonica, Valle Trompia, Brescian Plains • Active Holidays, Art and Culture, Cycling Holidays, Food and Wine, Thermal baths & Wellness
- CAMONICA VALLEY WINE CONSORTIUM**: Valle Camonica • Food and Wine

Bresciatourism also has no restaurant section, you can book food & wine experiences. There is a list of the best restaurants in the province.



FOOD & WINE

Dinner with a fisherman

from €200

from LAKE COMO TOURISM



FOOD & WINE

Pasta, Ravioli, and Tiramisu cooking class in Milan

from €65

from MUSEMENT

In LOMBARDIA has no restaurant section, you can book food & wine experiences, which are powered by different OTAs (Musement, Promobellagio). → presence of broken links

WHY? SERVICES → TRANSPORTATION

Move in and around Bergamo

Bergamo transportation system is managed by ATB, Azienda Trasporti Bergamo. For information about timetables and routes please visit their website at www.atb.bergamo.it

Transportation around the province is managed by different companies, their timetables can be found on this website: www.bergamotrasporti.it

Bergamo transportation system

Places in the province of Bergamo are connected by several bus services. For info and details www.bergamotrasporti.it

TEB

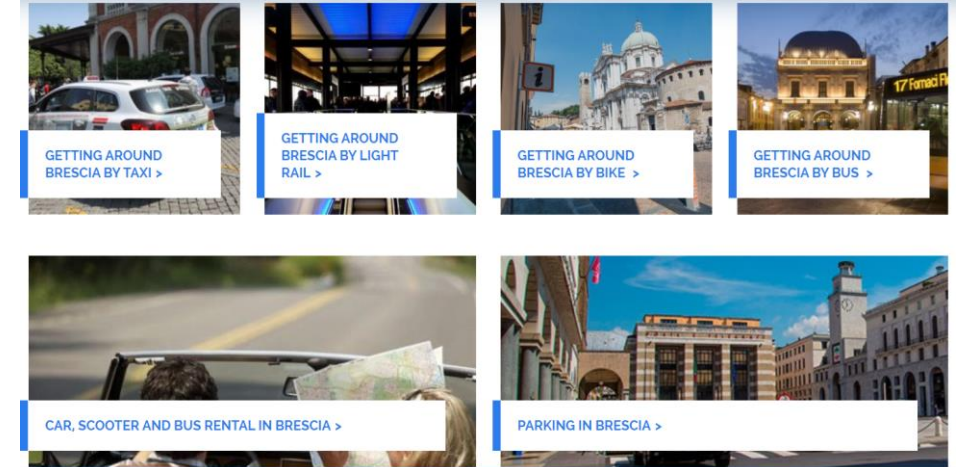
Tramvie Elettriche Bergamasche Spa, Tramway company going from Bergamo to the lower Seriana Valley. Further info at www.teb.bergamo.it

Taxi

RADIO TAXI – Via Torretta, 12 - ph. +39 035 4519090 - www.radiotaxibergamo.it
Orio al Serio Airport - ph. +39 035 4519090
City Center (Portici Sentierone) - ph. +39 035 242000
Train Station – Piazzale Marconi ph. +39 035 244505

How to get around
Getting around
Rentals
Parkings
Go back

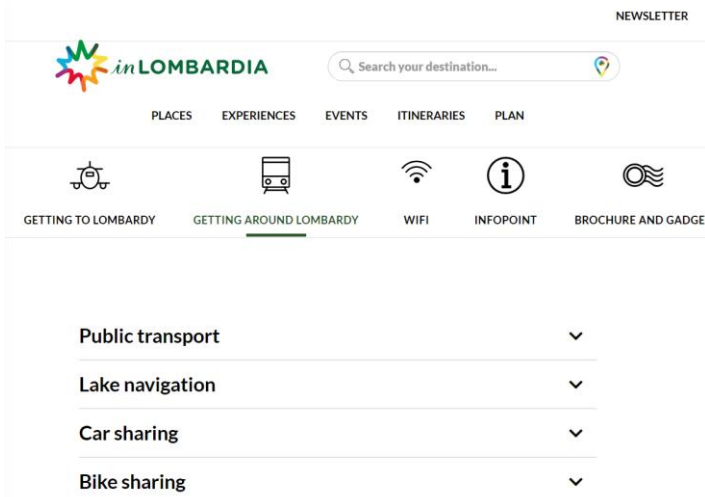
VisitBergamo provides contacts and link to the transport company's website. There are specific sections for car rentals and parking lots.



InLOMBARDIA provides links to every transport company in Lombardy. Everything is well-explained and well-subdivided

Bresciatourism explains also the timetables and provides link to the transport company

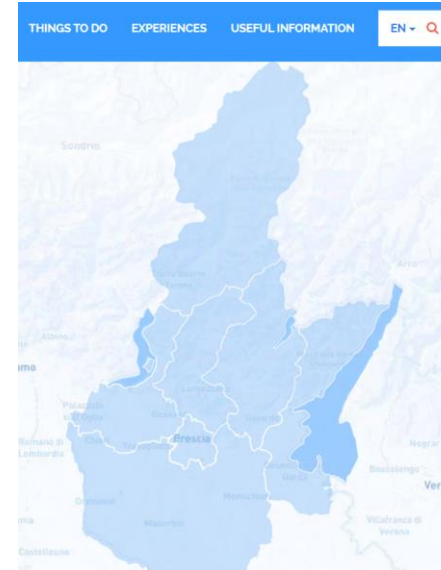
No transport maps are shown in the websites



WHY? SERVICES → WEATHER & MAPS



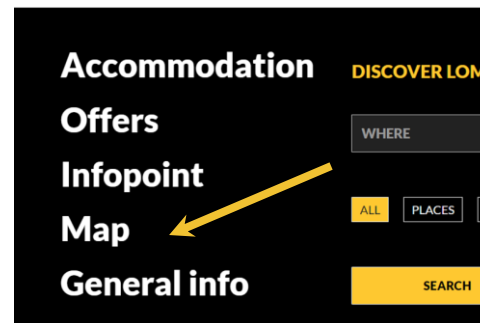
VisitBergamo is the only website that provides basic weather information. It is also the only one that has a Trip Planner (MyVisit). Maps are available on every page in which they can be useful.



InLOMBARDIA has general climate information about Lombardy, not in real time. Maps are displayed when needed and there is also a map section and “take me there” services.



PLACES EXPERIENCES



Bresciatourism has no weather service. Moreover maps are often not displayed when necessary and Google Maps does not work. There is only a map of the province in the homepage.

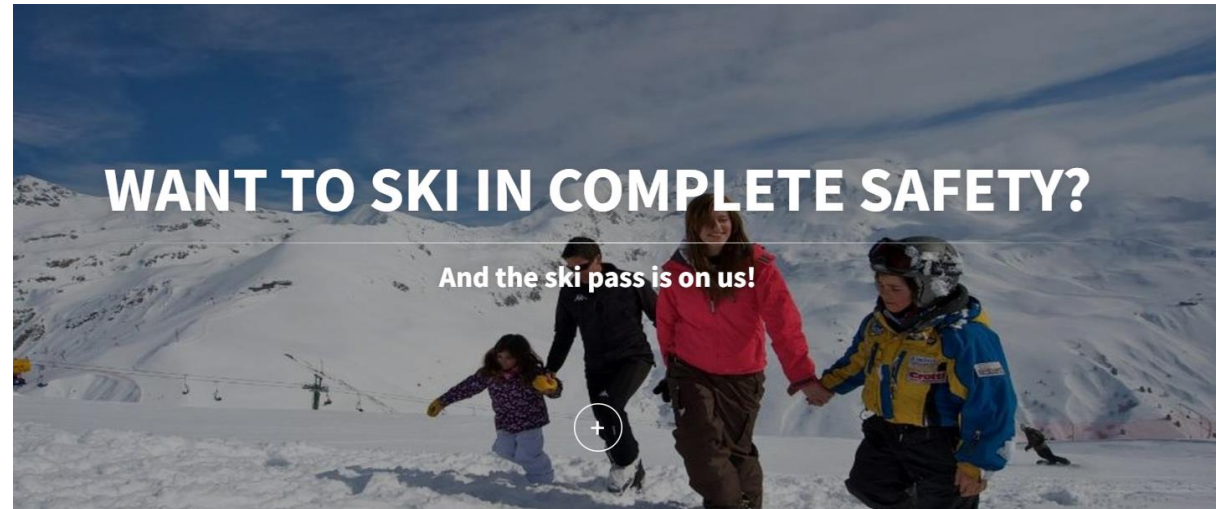


WHY? SERVICES → COVID-19

In all three websites there are no pages (nor sections or articles) dedicated to the COVID-19 pandemic, and what to do in order to go to these areas (COVID tests, vaccination...)

However, the three sites provide hospital's contacts and links to their websites.

They have a section about Travel Info/Useful Info/General Info which should be updated with the last COVID-19 rules and information



We can assume that this “complete safety” is related to COVID-19

WHY? SERVICES → SECURITY

Privacy Policy is explained also in English on **VisitBergamo**.

Bresciatourism does not display their privacy and cookie policy

Privacy Policy of www.visitbergamo.net

This Application collects some Personal Data from its Users.

Personal Data collected for the following purposes and using the following services:



Access to third-party accounts

Twitter account access

Personal Data: various types of Data as specified in the privacy policy of the service



Advertising

Facebook Lookalike Audience, ClickWall and Clickpoint

Personal Data: Cookies; Usage Data

Facebook Audience Network

Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data

JSDELIVR

Personal Data: Tracker; Usage Data



Analytics

Google Analytics, Display Advertising extension for Google Analytics, Google Analytics with anonymized IP, Facebook Ads conversion tracking (Facebook pixel), Twitter Ads conversion tracking, Mouseflow and Clicky

Personal Data: Cookies; Usage Data

Facebook Analytics for Apps

Personal Data: Usage Data; various types of Data as specified in the privacy policy of the service



Commercial affiliation

ClickBank

Personal Data: Cookies; Usage Data

InLOMBARDIA attaches their Privacy and Cookie policies



inLOMBARDIA

Search

PLACES

EXPERIENCES

EVENTS

PRIVACY AND COOKIES

[Privacy Policy](#)

[Cookie Policy](#)



WHY? SERVICES → SECURITY

Current status

✓ No unsafe content found

All the three sites respect Google's guidelines, according to Google Safe Browsing

visitbergamo.net/en/

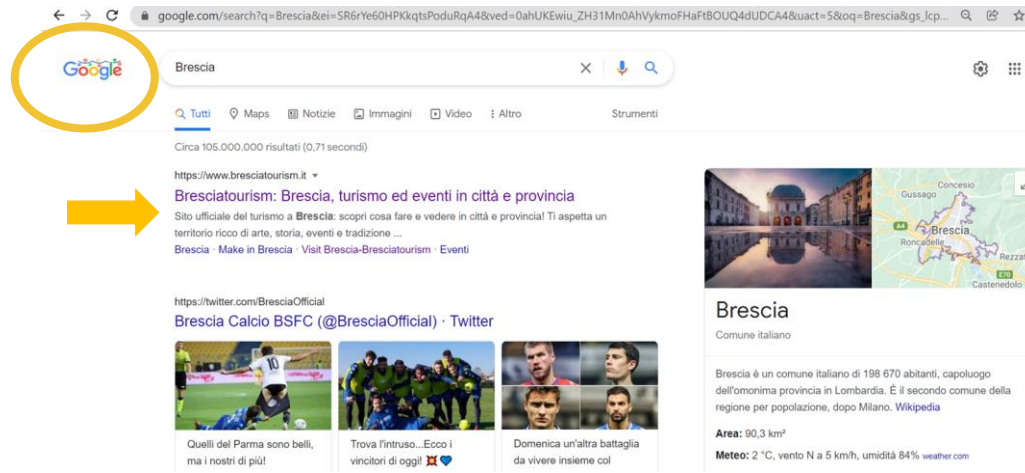
bresciatourism.it/en/

in-lombardia.it

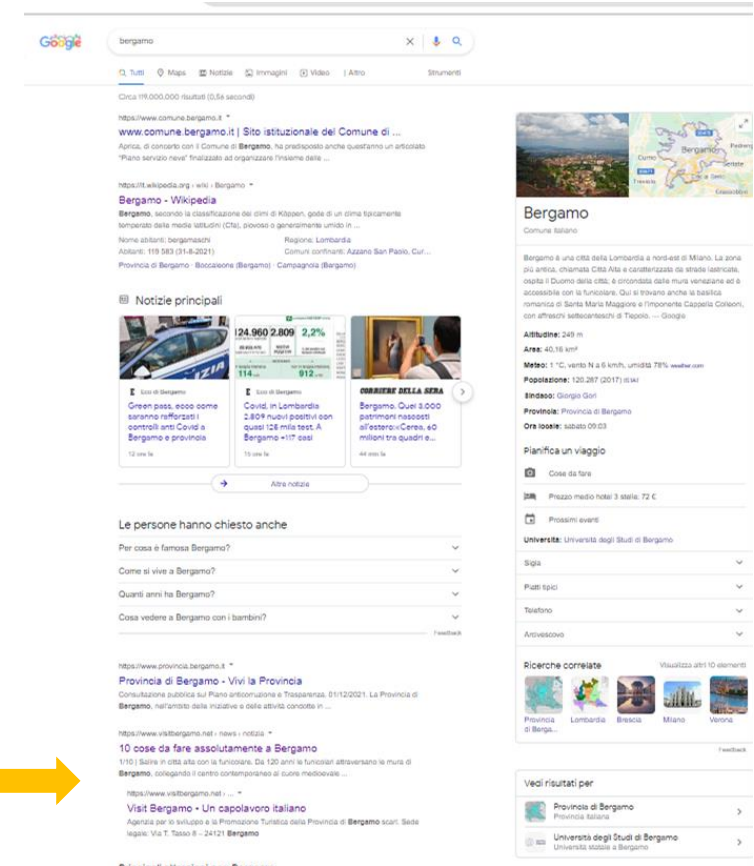
Users' data are protected through the https protocol

🔒 Connection is secure
Your information (for example, passwords or credit card numbers) is private when it is sent to this site. [Learn more](#)

WHERE? INDIVIDUATION → GOOGLE SEARCH ENGINE (1)



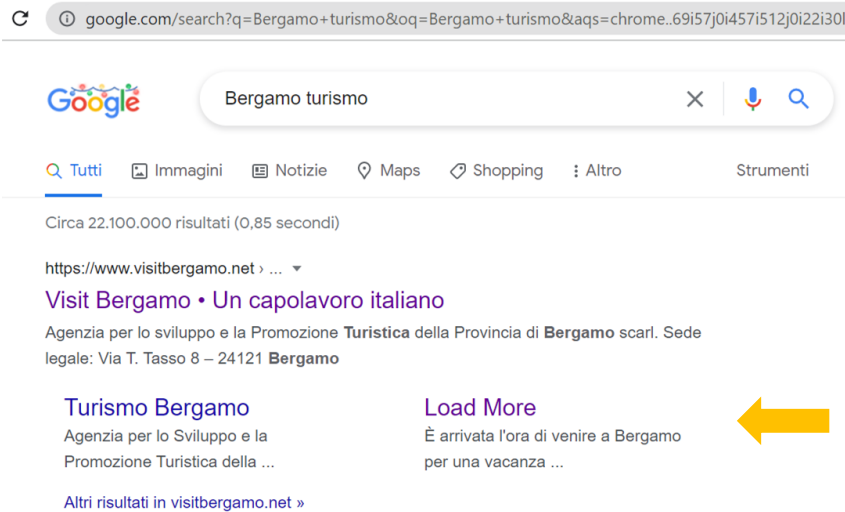
When typing “**Brescia**” on Google, the **official DMO’s webpage** appears immediately on the **1st position**.



While when typing “**Bergamo**”, the **official DMO’s webpage** is on the **4th position**.



WHERE? INDIVIDUATION → GOOGLE SEARCH ENGINE (2)



google.com/search?q=Bergamo+turismo&oq=Bergamo+turismo&aqs=chrome..69i57j0i457i512j0i22i30l

Bergamo turismo

Tutti Immagini Notizie Maps Shopping Altro Strumenti

Circa 22.100.000 risultati (0,85 secondi)

https://www.visitbergamo.net > ...

Visit Bergamo • Un capolavoro italiano

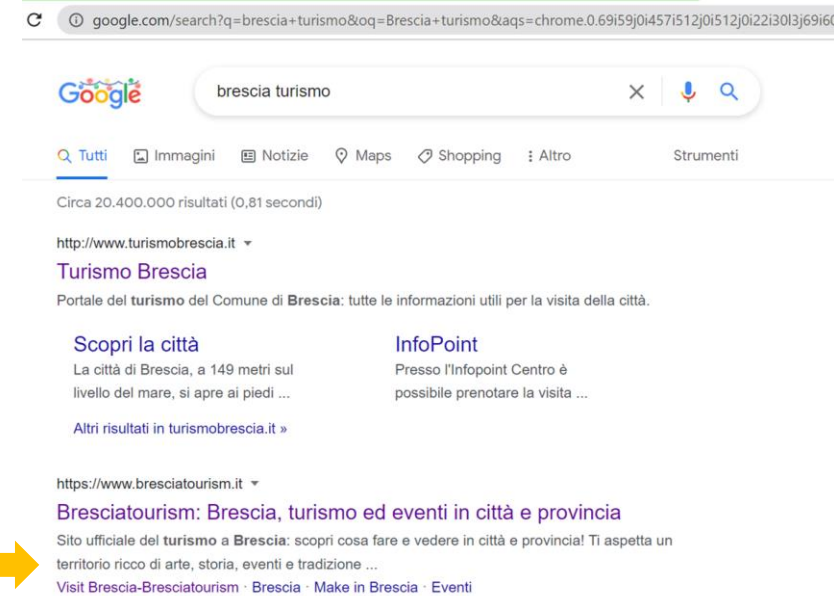
Agenzia per lo sviluppo e la Promozione Turistica della Provincia di Bergamo scarl. Sede legale: Via T. Tasso 8 – 24121 Bergamo

Turismo Bergamo
Agenzia per lo Sviluppo e la Promozione Turistica della ...

Load More
È arrivata l'ora di venire a Bergamo per una vacanza ...

Altri risultati in visitbergamo.net »

When typing “Bergamo tourism”, the official DMO’s webpage reaches the 1st position.



google.com/search?q=brescia+turismo&oq=Brescia+turismo&aqs=chrome.0.69i59j0i457i512j0i512j0i22i30l3j69i60

brescia turismo

Tutti Immagini Notizie Maps Shopping Altro Strumenti

Circa 20.400.000 risultati (0,81 secondi)

http://www.turismobrescia.it

Turismo Brescia

Portale del turismo del Comune di Brescia: tutte le informazioni utili per la visita della città.

Scopri la città
La città di Brescia, a 149 metri sul livello del mare, si apre ai piedi ...

InfoPoint
Presso l'Infopoint Centro è possibile prenotare la visita ...

Altri risultati in turismobrescia.it »

https://www.bresciatourism.it

Bresciatourism: Brescia, turismo ed eventi in città e provincia

Sito ufficiale del turismo a Brescia: scopri cosa fare e vedere in città e provincia! Ti aspetta un territorio ricco di arte, storia, eventi e tradizione ...

Visit Brescia-Bresciatourism · Brescia · Make in Brescia · Eventi

When typing “Brescia tourism” on Google, the official DMO’s webpage drops a position, i.e. we find it on the 2nd position.



In Bing Bergamo (VisitBergamo) is at the 7th position; Brescia (bresciatourism) at the 6th position.



WHERE? INDIVIDUATION → SOCIAL ENGAGEMENT

Visit Bergamo
Un capolavoro italiano

DOVE ANDARE COSA FARE ESPERIENZE MANGIARE & DORMIRE INFODIVIAGGIO BLOG

in LOMBARDIA

CERCA

IT LOGIN



54,8K followers



226,456 followers

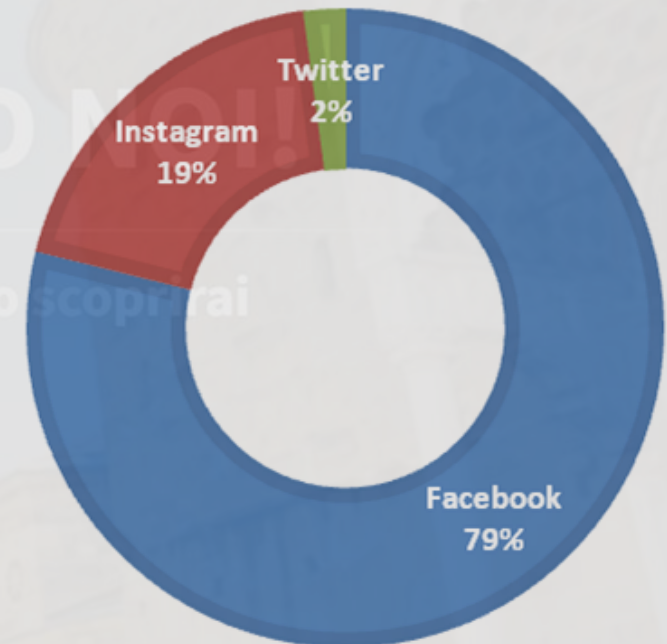


5871 followers



262 subscriptions

VISITBERGAMO



WHERE? INDIVIDUATION → SOCIAL ENGAGEMENT



VISIT BRESCIA COSA FARE EVENTI ESPERIENZE

BRESCIATOURISM



48,8K followers



114,853 followers

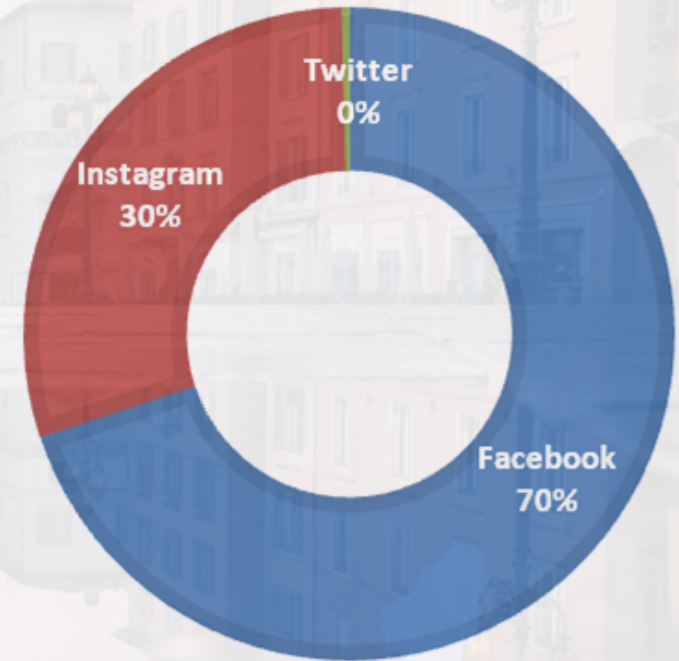


581 followers



0 subscriptions

Brescia



WHERE? INDIVIDUATION



Inserisci la tua destinazione...



LUOGHI

ESPERIENZE

EVENTI

ITINERARI

PIANIFICA

IN LOMBARDIA



54,8K followers



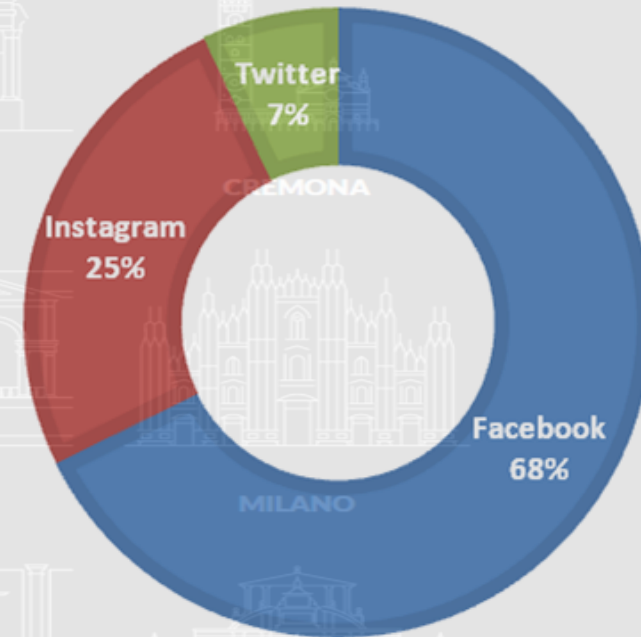
226,456 followers



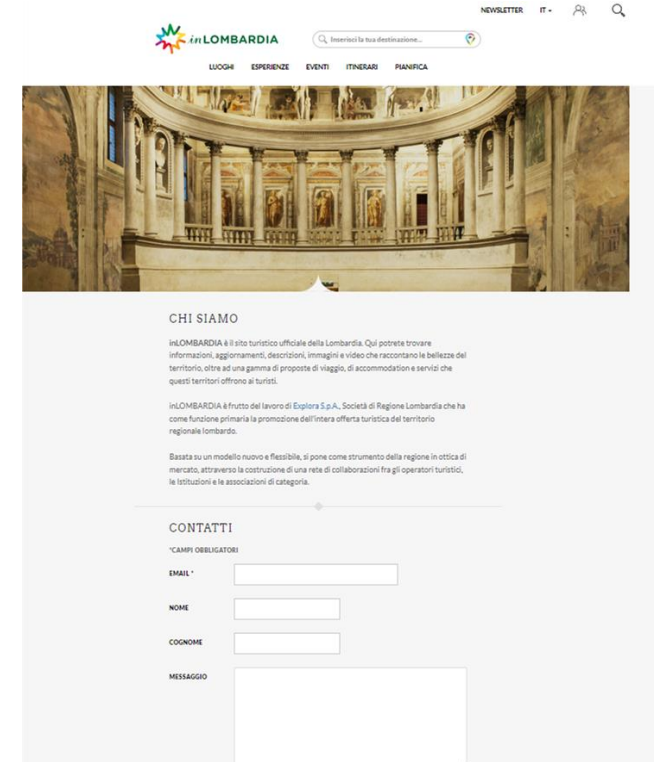
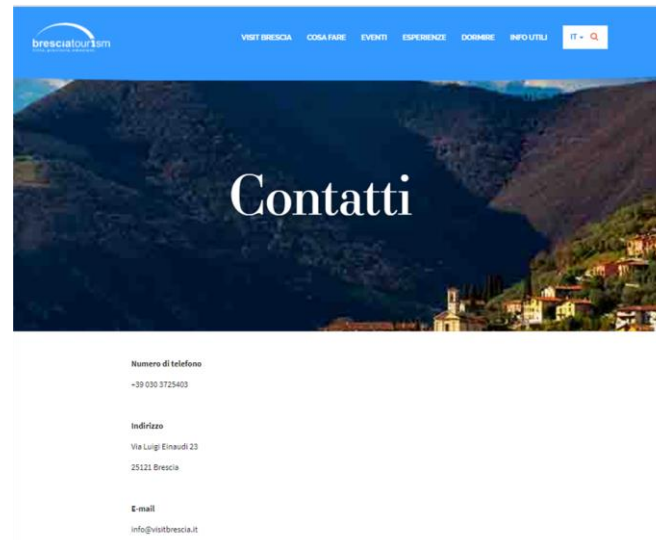
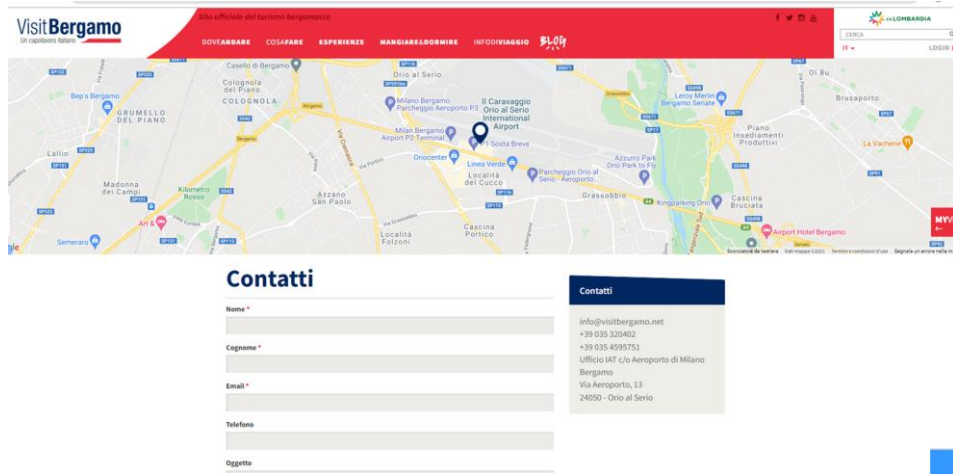
5871 followers



262 subscriptions



WHERE? INDIVIDUATION → B2C COMMUNICATION



All the three pages have a special section devoted to the relationships with the visitors, who can write a message or call.



WHERE? INDIVIDUATION → RANKING



Visit Bergamo
Un capolavoro italiano

TRAFFIC & ENGAGEMENT

Total Visits ⓘ

📅 Dec 2020 🌐 Worldwide

25,720

📉 -30.30% from last month

Device Distribution ⓘ

📅 Dec 2020 🌐 Worldwide



Top Countries ⓘ

📅 Dec 2020 🖥️ Desktop

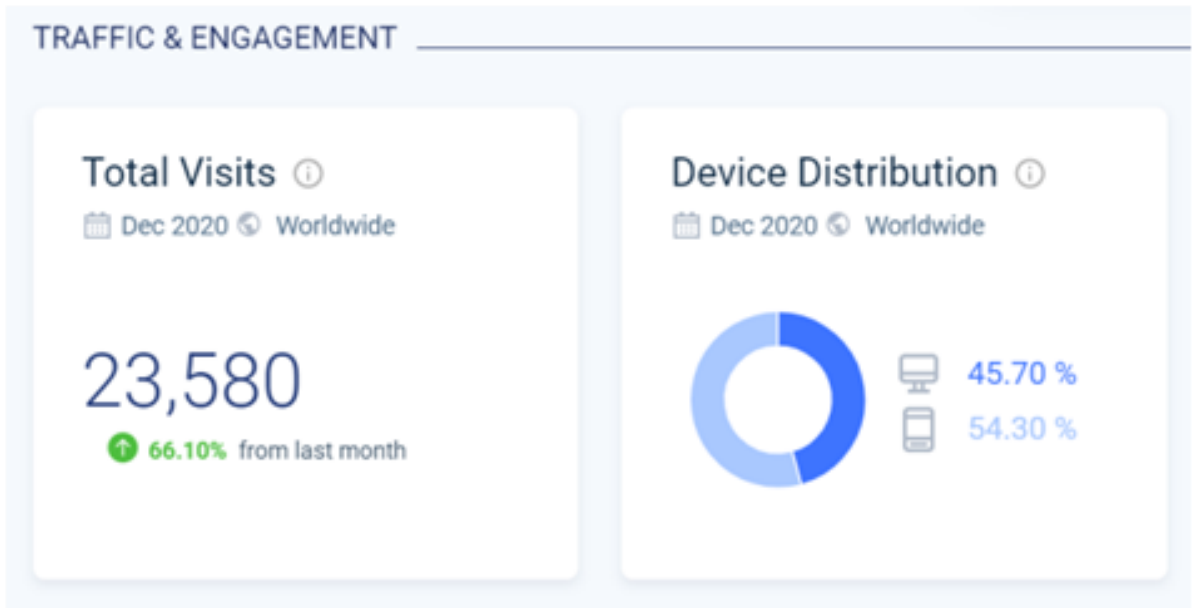


Country	Percentage
Italy	83.05%
France	4.59%
Russia	2.47%
Netherlands	1.85%
Mexico	1.69%
United States	1.62%
Germany	1.41%
Belarus	1.00%
Ukraine	0.89%

The page is visited first of all by Italian people, and then by users from France and Russia.



WHERE? INDIVIDUATION → RANKING

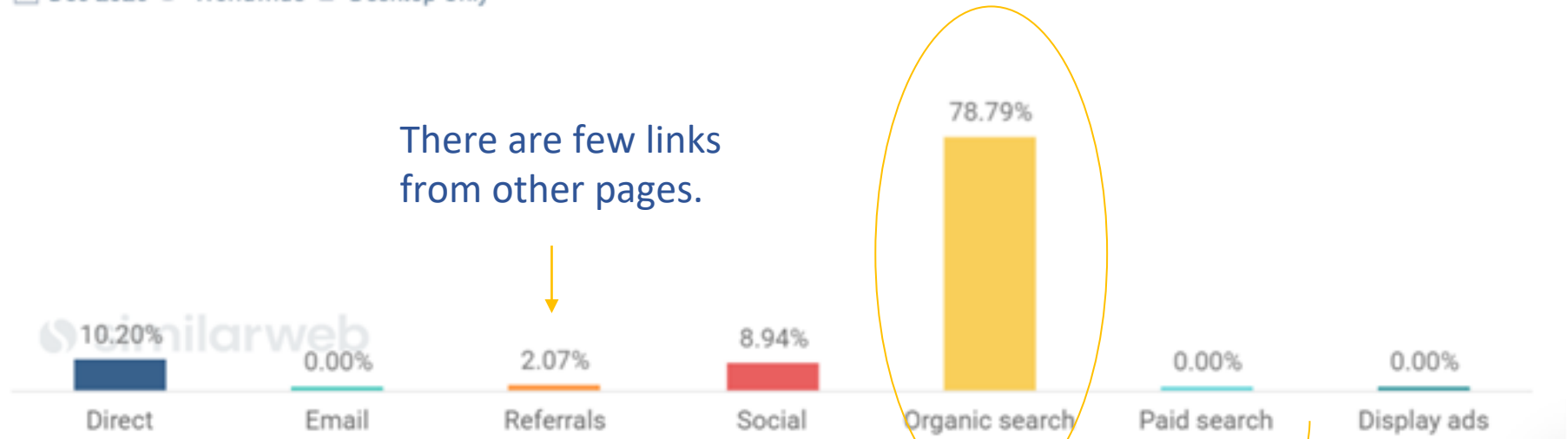


The page is visited first of all by Italian people, and then by users from the USA and Germany.

WHERE? INDIVIDUATION → RANKING



Channels Overview ⓘ
Dec 2020 Worldwide Desktop Only



There are few links from other pages.

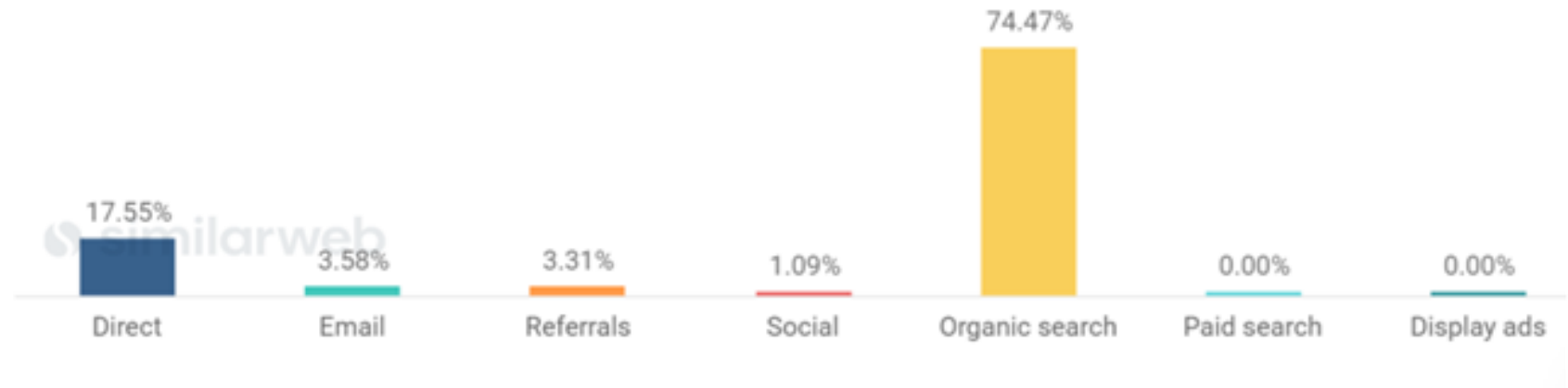
The page does not use emails or display and paid advertising as part of the marketing activity.



WHERE? INDIVIDUATION → RANKING



Channels Overview ⓘ
📅 Dec 2020 🌐 Worldwide 🖥️ Desktop Only

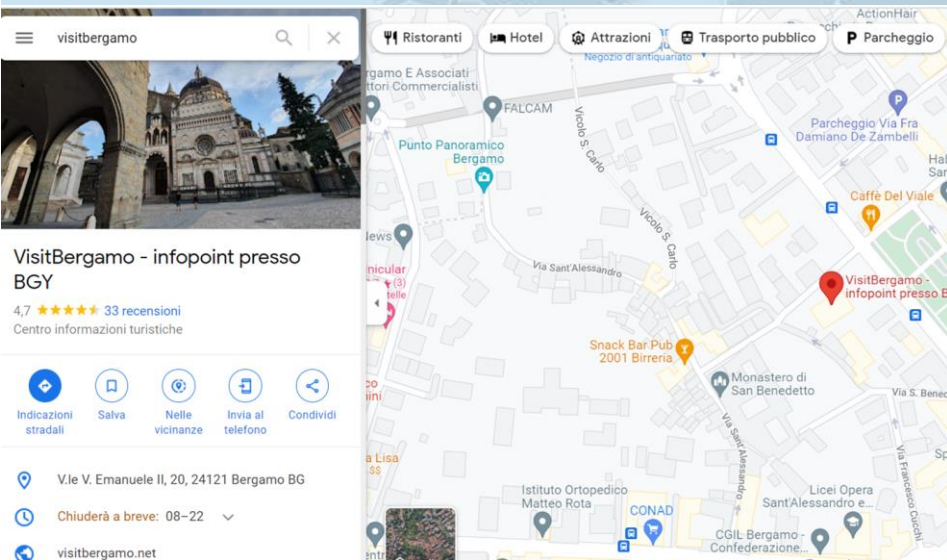


The results are similar to those related to Bresciatourism.



WHERE? INDIVIDUATION

VisitBergamo is also present on Google Maps, where the users can find information about the infopoint located in the airport.



MILAN
BERGAMO
AIRPORT | BGY



WHEN? MANAGEMENT → ANALYSIS OF BRESCIATOURISM WEBSITE

The screenshot displays the Bresciatourism website interface. At the top, a blue navigation bar contains the logo and menu items: VISIT BRESCIA, COSA FARE, EVENTI, ESPERIENZE, DORMIRE, INFO UTILI, and a search icon. The main header features the title "Emozioni Bresciane" in large blue font. Below this, a descriptive paragraph highlights the province's offerings: "Dai sentieri sospesi tra laghi e montagne ai tanti km di piste ciclabili immersi nella natura, dai siti archeologici e patrimonio UNESCO alle proposte food&wine a base di prodotti tipici locali. Visitare Brescia significa vivere un'autentica esperienza di viaggio, in un connubio di emozioni e adrenalina e con un ampio ventaglio di attività all'aria aperta circondati da panorami mozzafiato. Brescia, che sorprende!".

The content is organized into several sections:

- EVENTI:** A grid of event cards. The "BUON NATALE BRESCIA 2021" card is circled in red. Other events include "DESTINATION DAY 2021" (19 DICEMBRE 2021), "LIBRIXIA WINTER EDITION 2021" (DAL 7 DICEMBRE 2021 AL 15 GENNAIO 2022), and "LA STRADA WINTER FESTIVAL 2021" (DAL 4 AL 9 DICEMBRE 2021).
- DAL TERRITORIO:** A row of activity cards. The "13 COSE DA FARE A BRESCIA E PROVINCIA IN INVERNO" and "PASSEGGIATE D'AUTUNNO. DOVE AMMIRARE IL FOLIAGE A BRESCIA E PROVINCIA" cards are circled in red. Other activities include "TERME BRESCIANE PER UN BAGNO DI BENESSERE", "SCIARE A BRESCIA E PROVINCIA", "BRESZIA, UN TERRITORIO DI VINO", and "NIGHTLIFE A BRESCIA".

Red circles highlight specific elements: the "BUON NATALE BRESCIA 2021" event card, the "13 COSE DA FARE A BRESCIA E PROVINCIA IN INVERNO" activity card, and the "PASSEGGIATE D'AUTUNNO. DOVE AMMIRARE IL FOLIAGE A BRESCIA E PROVINCIA" activity card.

Official website of Brescia: bresciatourism

The web presence as well as the published contents are constantly updated (current period and in the near future) in line with market trends of demand, allowing the potential visitor of the website to view a wide range of proposals.



WHEN? MANAGEMENT → ANALYSIS OF BRESCIATOURISM WEBSITE

Buon Natale Brescia 2021

DOVE

CENTRO DI BRESCIA

• Brescia



Vittoria

QUANDO

DAL 27 NOVEMBRE AL 6 GENNAIO
2021

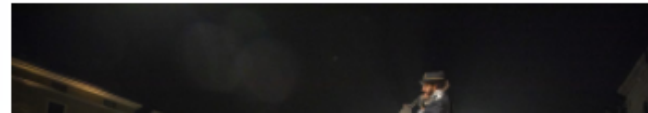
A Brescia anche quest'anno è Natale!

Il fascino delle luci, i vicoli addobbati a festa, le piazze per una passeggiata rilassante: la città torna a stupire nella **magica atmosfera di fine anno**, con meravigliosi angoli tutti da scoprire e interessanti iniziative.

Festività natalizie a Brescia: musica e spettacolo per tutti i gusti

Il Natale a Brescia è a suon di musica e spettacoli per tutta la famiglia!

Grande attesa per **La Strada Winter**, il celebre **festival del teatro di strada** ormai appuntamento fisso dell'inverno bresciano. La VII edizione si terrà il **4 e 5 dicembre** nella zona di Borgo Trento e nel centro storico, dove le migliori compagnie italiane ed europee degli artisti di strada allietano il pubblico con prove di abilità e sorprendenti show.



Per conoscere tutti i dettagli del Natale a Brescia, scopri il [programma completo di Buon Natale Brescia 2021/2022!](#)

Dove parcheggiare a Brescia

Per chi giunge da fuori Brescia suggeriamo di usufruire dei **parcheggi in corrispondenza delle fermate della metropolitana**: Prealpino (da nord - ovest), S. Eufemia / Buffalora (da est), Lamarmora o Brescia Due (da sud). Una volta parcheggiata l'auto, in pochi minuti di metro si arriva in centro a Brescia (stazione Vittoria).

In alternativa sono a disposizione numerosi **parcheggi in struttura** situati sul ring poco fuori dal centro storico: Stazione, Autosilos, Piazzale Arnaldo, Fossa Bagni e tanti altri. [Consulta l'elenco sul sito di Brescia Mobilità.](#)

Si segnala inoltre che nelle intere giornate del 5, 8, 12, 19 dicembre sarà in vigore il **biglietto unico** valido su tutta la rete di metro e bus dell'area urbana, per muoversi a Brescia in comodità e sicurezza.

ATTENZIONE

A seguito delle normative per il contenimento dell'emergenza sanitaria, l'evento potrebbe subire cambiamenti. Per essere sempre aggiornato visitare il sito www.comune.brescia.it

The presence of links to other sites connected with bresciatourism is an excellent example of how the presentation of the content published and the structure (how articles are presented) of the website are placed on the same level of importance, resulting in the immediate satisfaction of those who visit this page.

WHEN? MANAGEMENT → ANALYSIS OF BRESCIATOURISM WEBSITE

#VISITBRESCIA E SEGUICI SUI NOSTRI SOCIAL



Visitbrescia is the official page used by Brescia municipality and province to promote Brescia on social media.

visit brescia 1.876 Post 48,9 m... Follower 993 Seguiti

Visit Brescia
Official Tourist Board for Brescia and its province. Share your photos with #visitbrescia and @visitbrescia! Iscriviti al convegno Destination Day 2021 🗨️

Visualizza traduzione
bit.ly/destination-day
Via Luigi Einaudi 23, Brescia 25121

[Segui](#) [Messa...](#) [Contatti](#) [▼](#)

Events About Us Awards Best Of Brescia

Visit Brescia
★ 4,7 (114) Centro di informazioni turistiche [Mi piace](#)

[Invia messaggio](#) [☎](#) [⋮](#)

Ciao! Facci sapere in che modo...

[Home](#) [Informazioni](#) [Foto](#) [Recensioni](#) [Video](#)

Informazioni [Proponi modifiche](#)

[Via Luigi Einaudi 23, 25121 Brescia. Lombardia](#) [Indicazioni stradali](#)

[324 persone si sono registrate qui](#)

<http://www.visitbrescia.it/>

WHEN? MANAGEMENT → ANALYSIS OF VISITBERGAMO WEBSITE



Official website of Bergamo: [visitbergamo](http://visitbergamo.it)

The web presence as well as the published contents can be considered constantly updated in line with market trends of demand.



December 14, 2021. Unibg PMTS 2021/22. IT for Tourism Services - 44141

WHEN? MANAGEMENT → ANALYSIS OF VISITBERGAMO WEBSITE



Da Sabato 18 Dicembre

ESCURSIONI TREKKING E MTB OROBIE4TREKKING

Escursioni guidate per singoli e gruppi con guide abilitate e professioniste che ti condurranno alla scoperta della montagna a piedi e in MTB.



DAL 20/11/2021 AL 26/12/2021

Villaggio di Natale 2021

Piazzale degli Alpini, 24121 Bergamo, Bergamo

Mercatini

DETTAGLI

SEI ORE PER SCOPRIRE LA CITTÀ

Sei arrivato a Bergamo, hai poche ore a disposizione e sei affamato? Di cibo, ma anche di storia, cultura, arte e, perché no, di divertimento e relax?

The individual activities proposed have a clear and short description and timetable, as well as email addresses, telephone numbers and reference links to the specific event's website or page.

All one always referring to activities or events related with the present or near future.



DESCRIZIONE LOCATION

Bergamo

6 ore

Bambini, Adulti, Anziani

A piedi

AGGIUNGI A MYVISIT

DESCRIZIONE

La nostra cittadina può offrirti tutto questo in mezza giornata, ma decidere fra tutte le sue attrattive può essere complicato.

Per facilitarti la visita abbiamo quindi pensato noi a un percorso che ti possa portare in tutti i luoghi significativi, a partire dal **Città Alta**, o meglio dal suo cuore: **Piazza Vecchia**.

Ti ritroverai circondato dai suoi palazzi storici, le sue torri e le sue chiese, venendo assediato dal suo fascino storico: a te decidere se lasciarti conquistare o meno.

Scend...

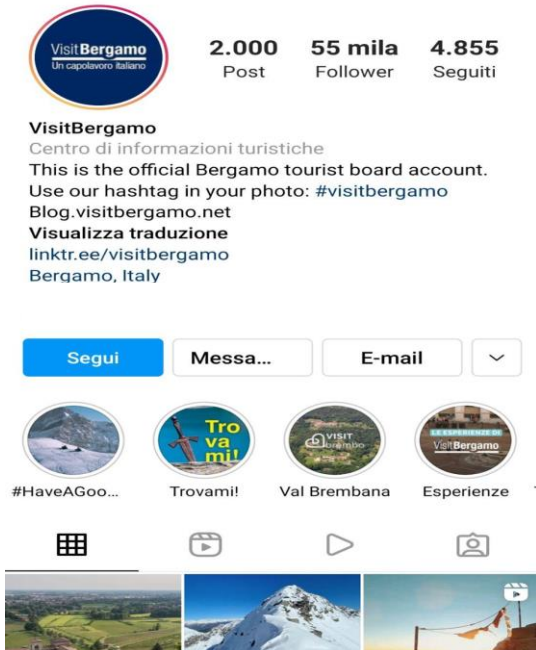
CONTINUA



WHEN? MANAGEMENT → ANALYSIS OF VISITBERGAMO WEBSITE

SOCIAL

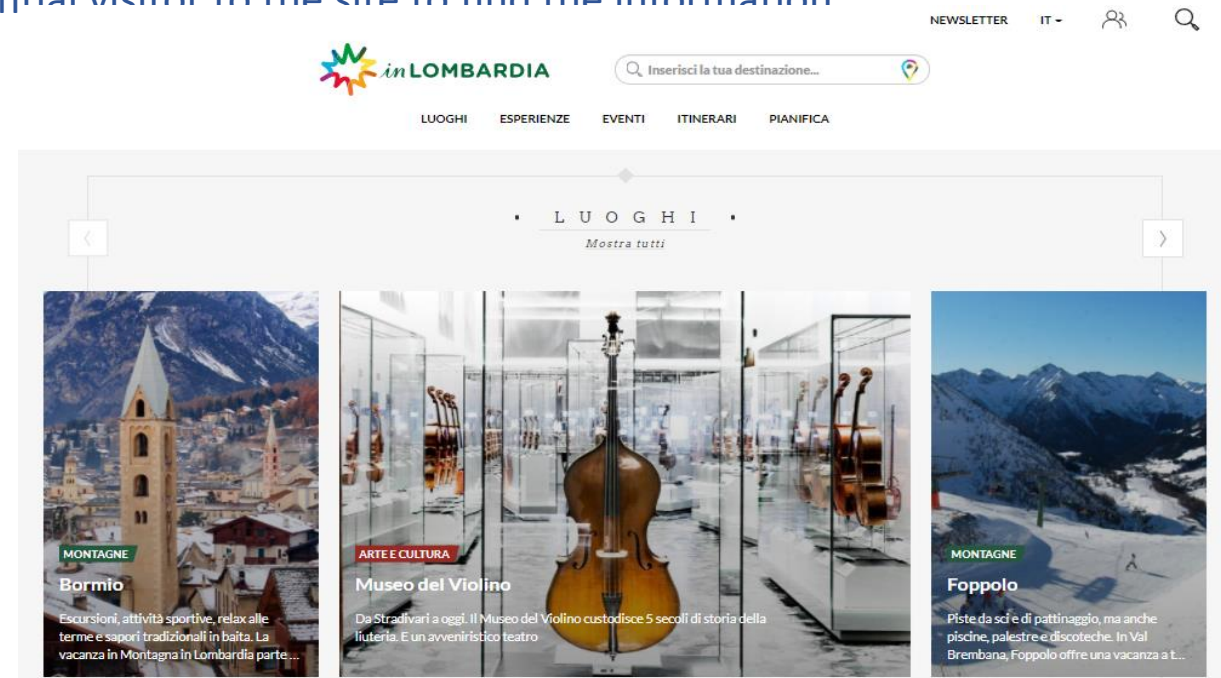
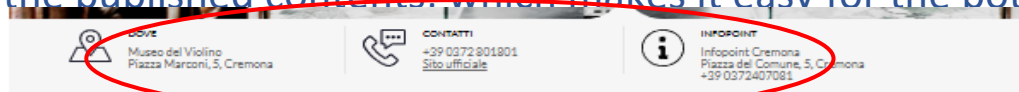
Concerning the social media presence, the municipality and province of Bergamo is promoted through the Visitbergamo page.



WHEN? MANAGEMENT → ANALYSIS OF INLOMBARDIA WEBSITE

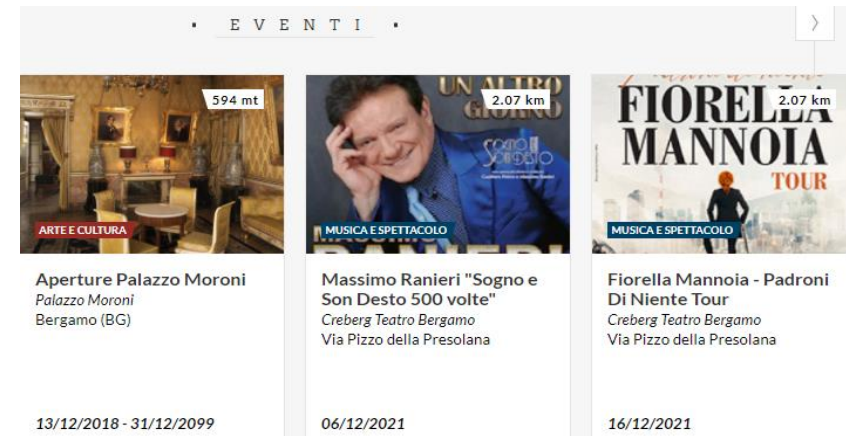
Official website of Region Lombardy: in_LOMBARDIA

The articles on the site are published with a certain constancy. They include a multitude of activities, including initiatives, events and exhibitions throughout Lombardy, relating to both the current period and the near future. There is therefore a continuous updating of the published contents, which makes it easy for the potential visitor to the site to find the information



WHEN? MANAGEMENT → ANALYSIS OF INLOMBARDIA WEBSITE

A lot of information about nearby places to visit, activities and events in the immediate vicinity and in the period in question are proposed with the previously searched content, allowing the potential visitor to the site to find a large amount of information at the same time.



WHEN? MANAGEMENT → ANALYSIS OF INLOMBARDIA WEBSITE

The Region Lombardy is promoted on social media through the inLOMBARDIA page. The contents are the same as that published on the official inLOMBARDIA website.

 **Pinterest** Oggi **Esplora**



inLOMBARDIA
in-lombardia.com · @inLOMBARDIA · Welcome to Lombardy's official tourism page where you can discover the wonders of this region in the North of Italy! Share your tips with #inLombardia
1,3mila follower · 1,1mila following





4.210 Post **91,2 m...** Follower **2.999** Seguiti

inLOMBARDIA
Welcome to the #Lombardy's Official #Tourism board // #Italy // Tag our pics with #inLombardia
Visualizza traduzione
bit.ly/inLombardiaPASS-promessi-sposi
Account seguito da caorletourism e fiammettacicogna

Segui **Messa...** **Contatti** ▾

PLACES **EXPERIENCES** **FOOD & WINE** **TRADITIONS**

Places Experiences Food & Wine Traditions



inLOMBARDIA
★ 4,9 (171) · Sito Web locale e relativo ai viaggi
Mi piace

Scopri di più  

www.in-lombardia.it

   Piace a Alice, Emanuele, Enrico e altri 239.475

[Home](#) [Recensioni](#) [Foto](#) [Video](#) [Post](#) [Comi](#)

Informazioni [Proponi modifiche](#)

★ **Valutazione · 4.9 (171 recensioni)**

☎ 02 726 2841

✉ marketing@exploratourism.it

💬 **Scopri le novità di inLOMBARDIA su Messenger**
[Inizia](#)

🌐 <http://www.in-lombardia.it/>

📍 **Benvenuti sulla pagina ufficiale di inLOMBARDIA!**

HOW? USABILITY → MENU

The image shows a screenshot of the Visit Bergamo website with several annotations. At the top left is the Visit Bergamo logo with the tagline 'Un capolavoro italiano'. The top navigation bar is red and contains the text 'Sito ufficiale del turismo bergamasco', social media icons (Facebook, Twitter, Instagram, YouTube), and a search bar with the text 'CERCA'. Below the navigation bar are menu items: DOVEANDARE, COSAFARE, ESPERIENZE, MANGIARE&DORMIRE, INFODIVIAGGIO, and BLOG. A blue arrow points from the social media icons to the text 'Direct links to the social media'. On the right side, there is a language selector 'IT' and a 'LOGIN' button with a plus sign. A blue arrow points from the 'LOGIN' button to the text 'Access to the personal area'. Below the navigation bar is a banner for 'bresciatourism' with a menu: VISIT BRESCIA, COSA FARE, EVENTI, ESPERIENZE, DORMIRE, INFO UTILI, and a search bar with 'IT' and a magnifying glass icon. A blue arrow points from the 'bresciatourism' logo to the text 'Presence of the logo'. Another blue arrow points from the search bar in the banner to the text 'Internal search engine in all the sites and the possibility to switch language. Full text research available in Brescia Tourism, In Lombardia but not in Visit Bergamo'. At the bottom, there is a browser tab bar with three tabs: 'Brescia, turismo ed...', 'Benvenuto su in-Lo...', and 'VB Visit Bergamo • Un...'. A blue arrow points from the 'in LOMBARDIA' logo in the browser tab to the text 'But the logo in Brescia here is missed!'. On the far right, a blue arrow points from the top right corner of the website to the text 'Bergamo is the only website that has a direct link to the regional website'.

Visit Bergamo
Un capolavoro italiano

Sito ufficiale del turismo bergamasco

DOVEANDARE COSAFARE ESPERIENZE MANGIARE&DORMIRE INFODIVIAGGIO BLOG

Direct links to the social media

Presence of the logo

Internal search engine in all the sites and the possibility to switch language. Full text research available in Brescia Tourism, In Lombardia but not in Visit Bergamo

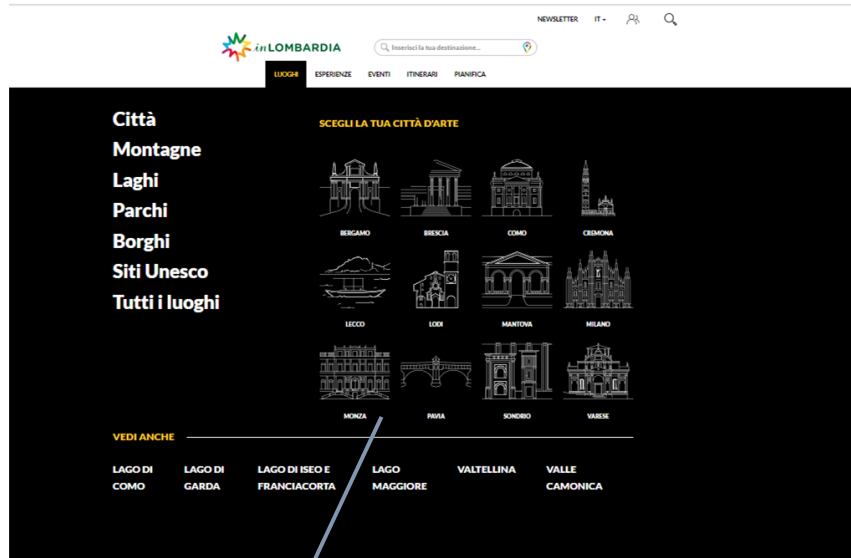
Access to the personal area

But the logo in Brescia here is missed!

Bergamo is the only website that has a direct link to the regional website



HOW? USABILITY → NAVIGATION

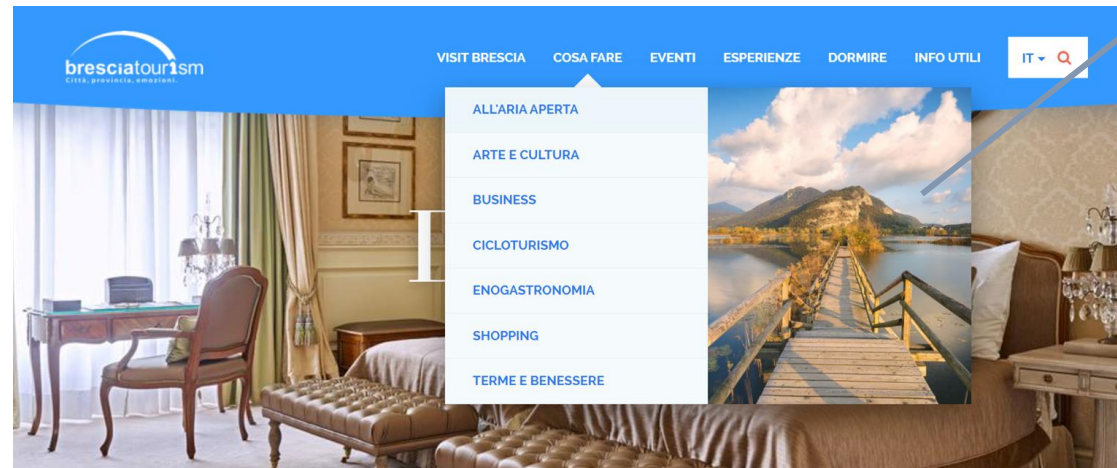


Symbols related to the cities for a better association

Breadcrumbs visible and clear in all the websites!



The menus remain always reachable and they are divided in clear subunits

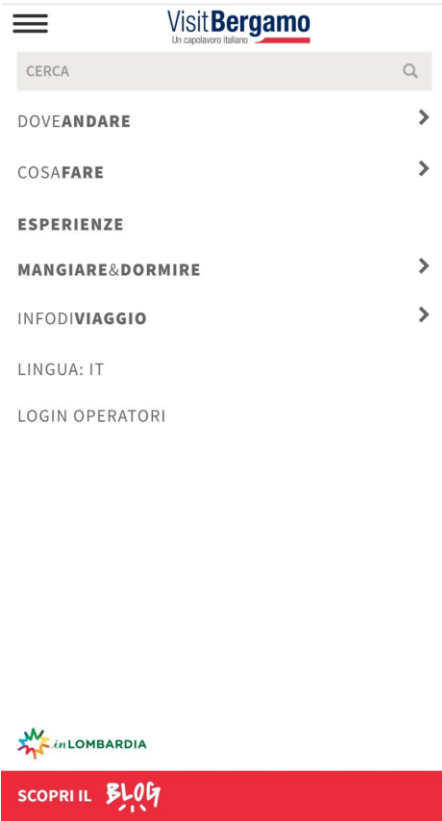


Relevant images associated with the activity



HOW? USABILITY → MOBILE FRIENDLINESS

Source:
<https://search.google.com>



La pagina è ottimizzata per i dispositivi mobili

È facile utilizzare questa pagina su un dispositivo mobile. [Scopri di più](#)

VISUALIZZA PAGINA TESTATA

The three websites are mobile friendly



Emozioni Bresciane

Dai **sentieri** sospesi tra laghi e montagne ai tanti km di **piste ciclabili** immersi nella natura, dai **siti archeologici** e **patrimonio UNESCO** alle **proposte food&wine** a base di prodotti tipici locali. Visitare Brescia significa vivere un'autentica esperienza di viaggio, in un connubio di emozioni e adrenalina e con un ampio ventaglio di attività all'aria aperta circondati da panorami mozzafiato. **Brescia, che sorpresa!**

...but none of them has an app



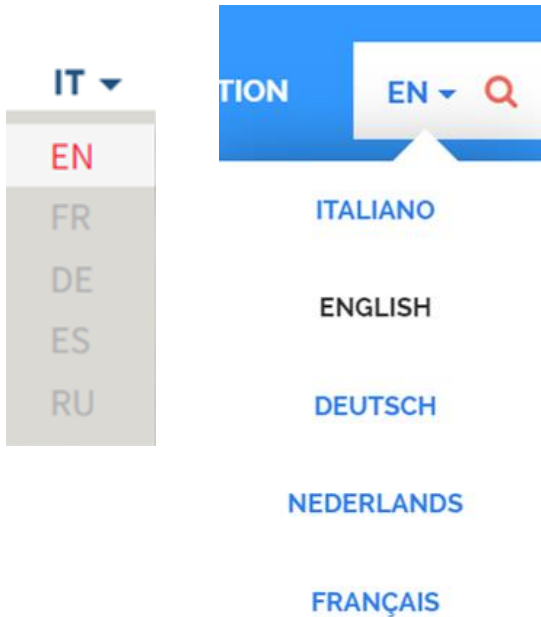
HOW? USABILITY → DOWNLOAD TIME

Source: https://tools.pingdom.com/	EUROPE	ASIA	AUSTRALIA	NORTH AMERICA				
Visit Bergamo	Performance grade D 64	Page size 22.9 MB	Performance grade D 64	Page size 19.2 MB	Performance grade D 64	Page size 21.5 MB	Performance grade D 65	Page size 19.5 MB
	Load time 1.76 s	Requests 191	Load time <u>7.12 s</u>	Requests 190	Load time <u>8.44 s</u>	Requests 191	Load time 3.52 s	Requests 189
Brescia Tourism	Performance grade D 66	Page size 11.5 MB	Performance grade D 67	Page size 11.6 MB	Performance grade D 67	Page size 11.7 MB	Performance grade D 67	Page size 11.5 MB
	Load time 1.38 s	Requests 108	Load time <u>8.15 s</u>	Requests 110	Load time <u>9.09 s</u>	Requests 110	Load time 3.24 s	Requests 107
In Lombardia	Performance grade D 68	Page size 11.0 MB	Performance grade D 68	Page size 11.0 MB	Performance grade D 68	Page size 11.0 MB	Performance grade D 68	Page size 11.0 MB
	Load time 1.81 s	Requests 127	Load time <u>12.04 s</u>	Requests 130	Load time <u>11.92 s</u>	Requests 130	Load time 4.13 s	Requests 128



HOW? USABILITY → LANGUAGES

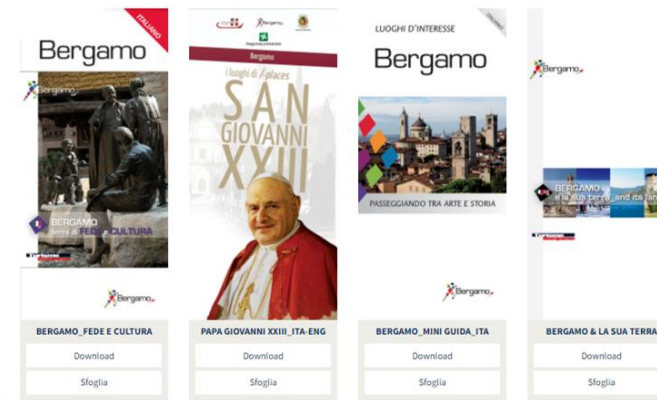
6 languages for visit Bergamo...



DE
IT
EN
FR
ES

...Site in 5 languages for in Lombardia and Brescia tourism

Cataloghi e Downloads



Informative material

Kataloge und Downloads



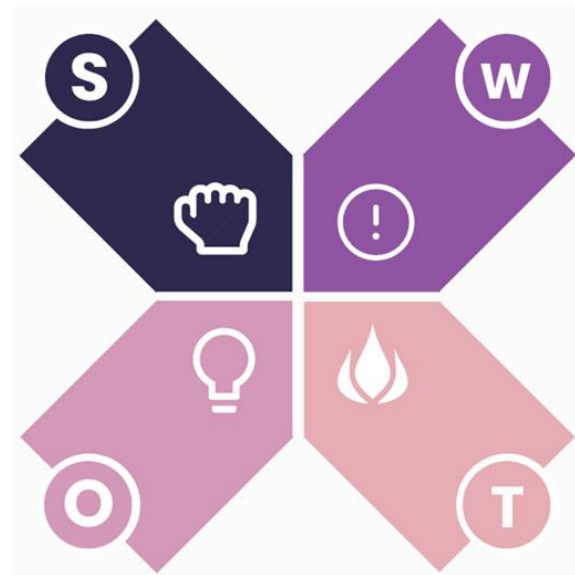
CONCLUSIONS - SWOT ANALYSIS

STRENGTHS

- Easy accessibility
- Direct link to social media (Instagram, Facebook and Twitter)
- Constant and frequent publishing of contents
- Mobile friendliness

OPPORTUNITIES

- Improve visibility > more touristic presences
- Improve the web presence on YouTube (advertising videos, videos about history and culture...)



WEAKNESSES

- Low national and international visibility
- Lack of contents in foreign languages (need of target-based contents)

THREATS

- No references to Covid-19 > how to deal with a possible new pandemic??

THANK FOR YOUR ATTENTION

Presentation by

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Eva Brasolin
Lara Fermi
Chiara Bresciani
Roberta Valsecchi**

