



UNIVERSITY OF
BERGAMO

MASTER COURSE IN
PLANNING AND
MANAGEMENT OF
TOURISM SYSTEMS

IT FOR TOURISM
SERVICES

INHA TSERAKHOVICH 1083941

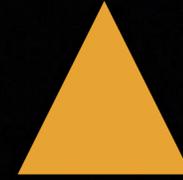
EICMA

QUALITY EVALUATION OF THE WEB PRESENCE

INTERNATIONAL
MOTORCYCLE AND
ACCESSORIES
EXHIBITION



STRUCTURE



- INTRODUCTION
- Who - IDENTITY
- What - CONTENT
- Why - SERVICES
- Where - INDIVIDUATION
- When - MAINTENANCE
- How - USABILITY
- CONCLUSIONS



INTRODUCTION *



- **Type of activity - Exhibition**
- **Location - Milano, Italy**
- **Founded -1914**
- **Visitors - over half a million a year (event lasts 6 days)**
- **Exhibited - more than 1,200 brands (2021)**



FACTS AND NUMBERS



December 2021

- *EICMA*, since its first edition of **1914**, takes place in **Milan** and is confirmed as the most visited event in the field by number of Exhibitors, Visitors, Operators and Press Internationally
- **Total surface** area occupied 280,000 square metres of which 85,000 **MotoLive**
- 1,278 **Brands** from more than 44 countries (64% from abroad)
- **Journalists** 4,053
- **Influencer and Media Operators** 4,065
- **Trade Professionals** 43,623 (55% from abroad)

Source https://www.eicma.it/en/about_us/

Who - IDENTITY



WEB IDENTITY

LOGO graphic minimalism depicting a motorcycle wheel, indicating the theme of the event.

TAGLINE on the main page invites to visit the event and welcomes visitors.

GRAPHIC DESIGN Futurist style.

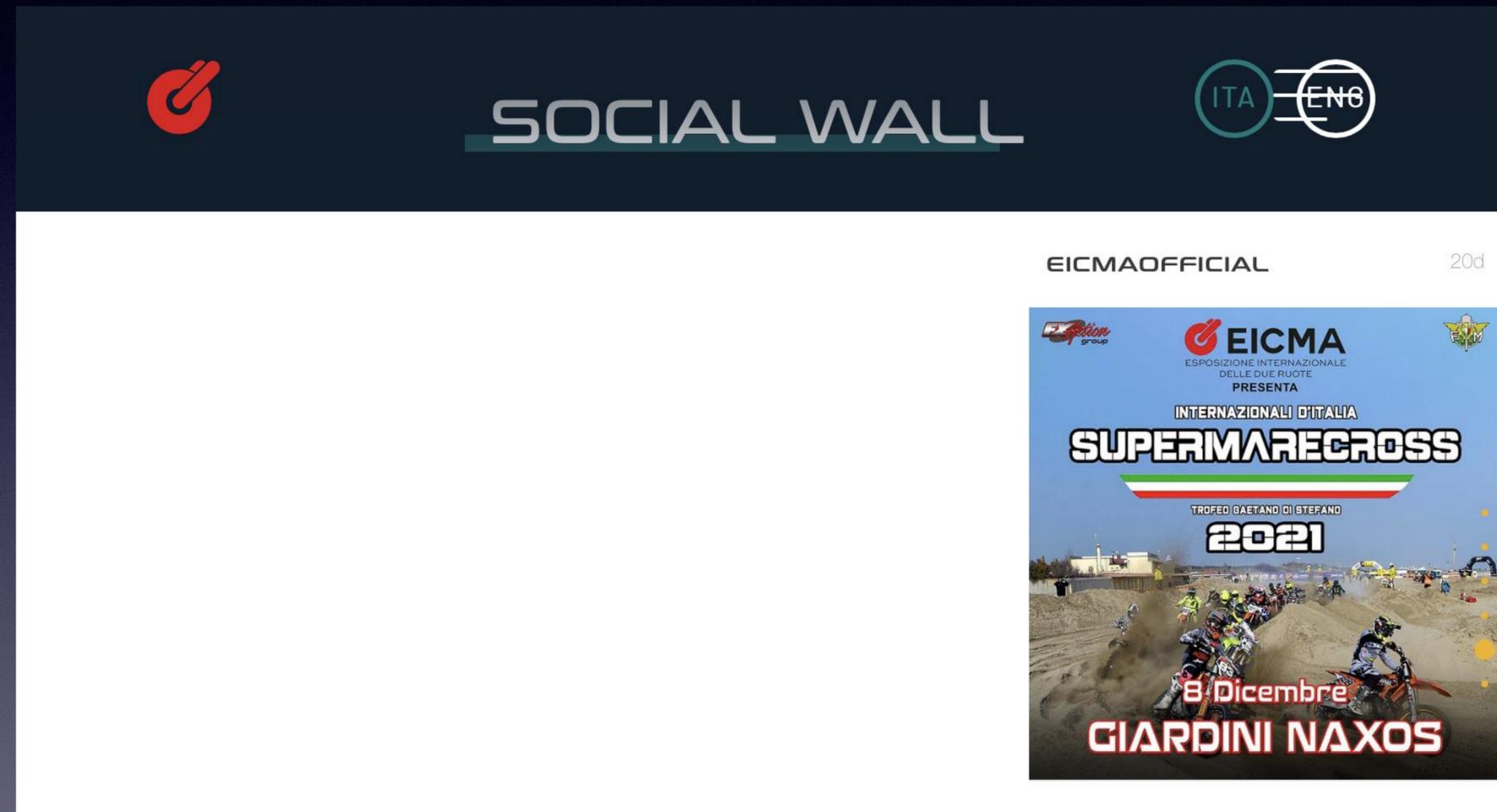
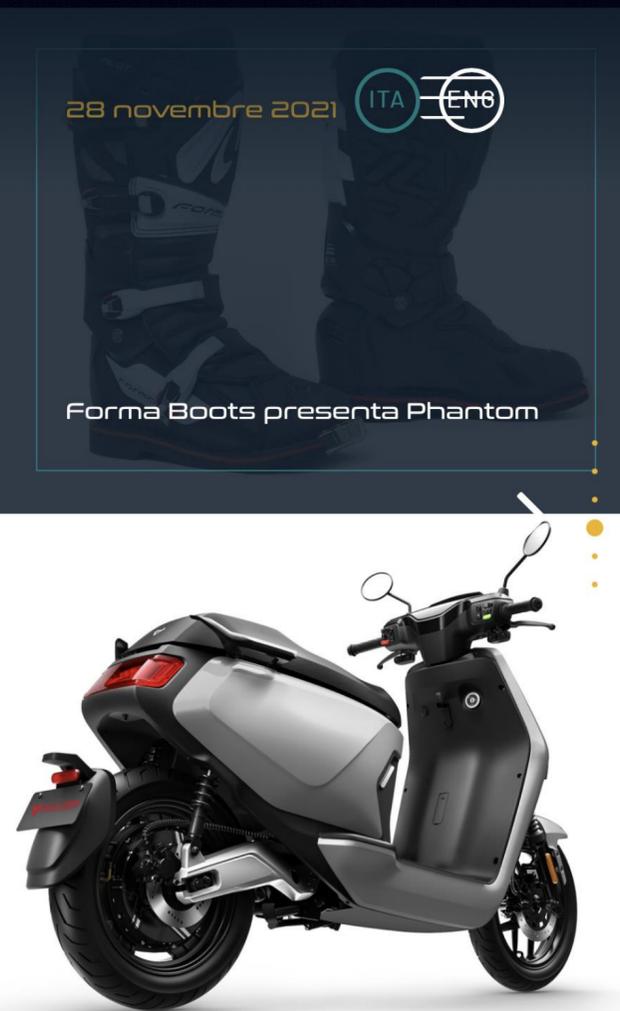
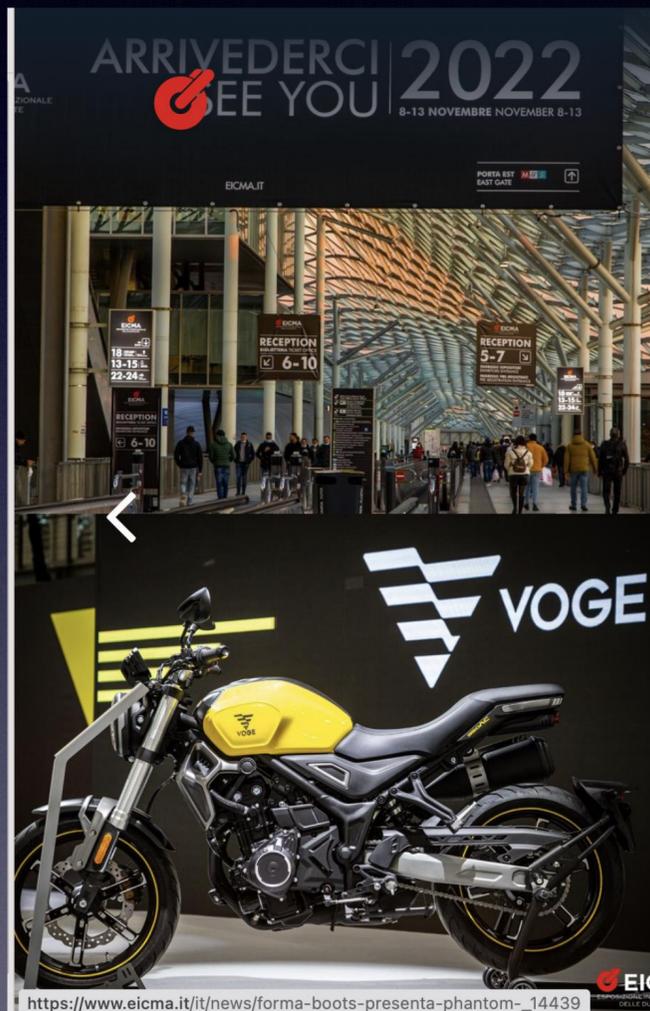


Graphic Design

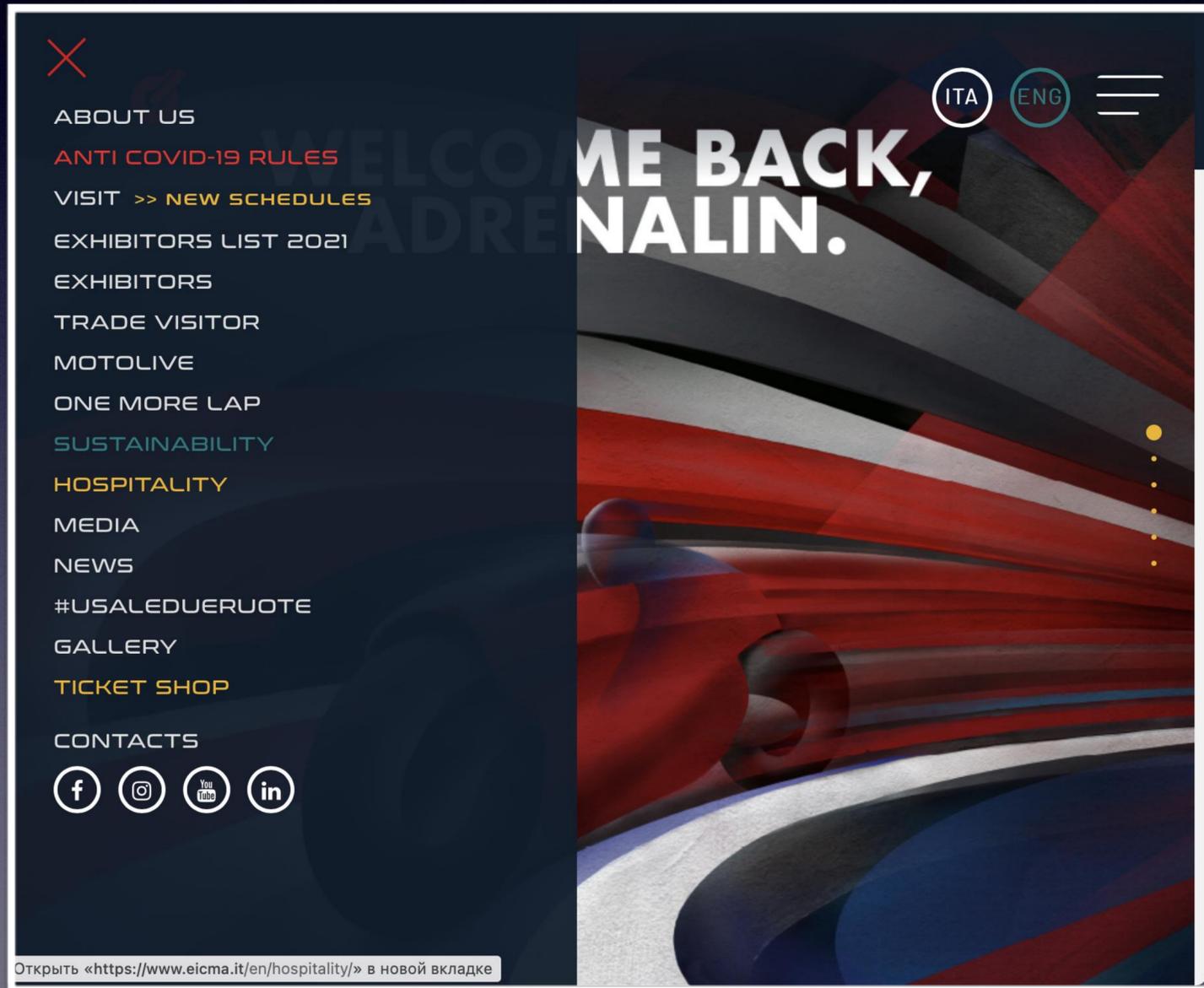
- Date, time and place of the event are highlighted in color.
- Advertising integration presents a visual countdown to the start of the event.

The image shows a dark blue event poster for EICMA 2021. At the top left is the EICMA logo (a red stylized 'E' in a circle). At the top right are the logos for ITA and EN6. The main text, highlighted in yellow, reads '25 / 28 NOVEMBRE 2021. MILANO RHO-FIERA'. Below this, in white, it says '23 NOVEMBRE . RISERVATO A STAMPA' and '24 NOVEMBRE . RISERVATO A STAMPA E OPERATORI'. In the center is the TISSOT logo, which includes a red cross in a white square, followed by the word 'TISSOT' in bold white letters and 'SWISS WATCHES SINCE 1853' in smaller white letters below it. At the bottom, a white oval highlights a digital countdown timer showing '0 : 00 : 00 : 00' with labels 'GIORNI', 'ORE', 'MIN', and 'SEC' underneath. On the right side of the poster, there is a vertical column of four yellow dots.

Destination image



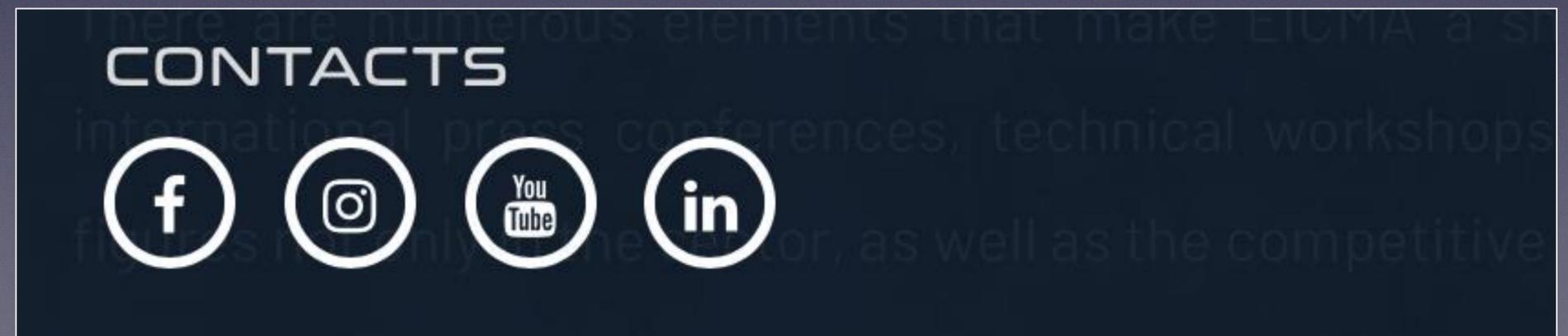
Destination image



Social presence

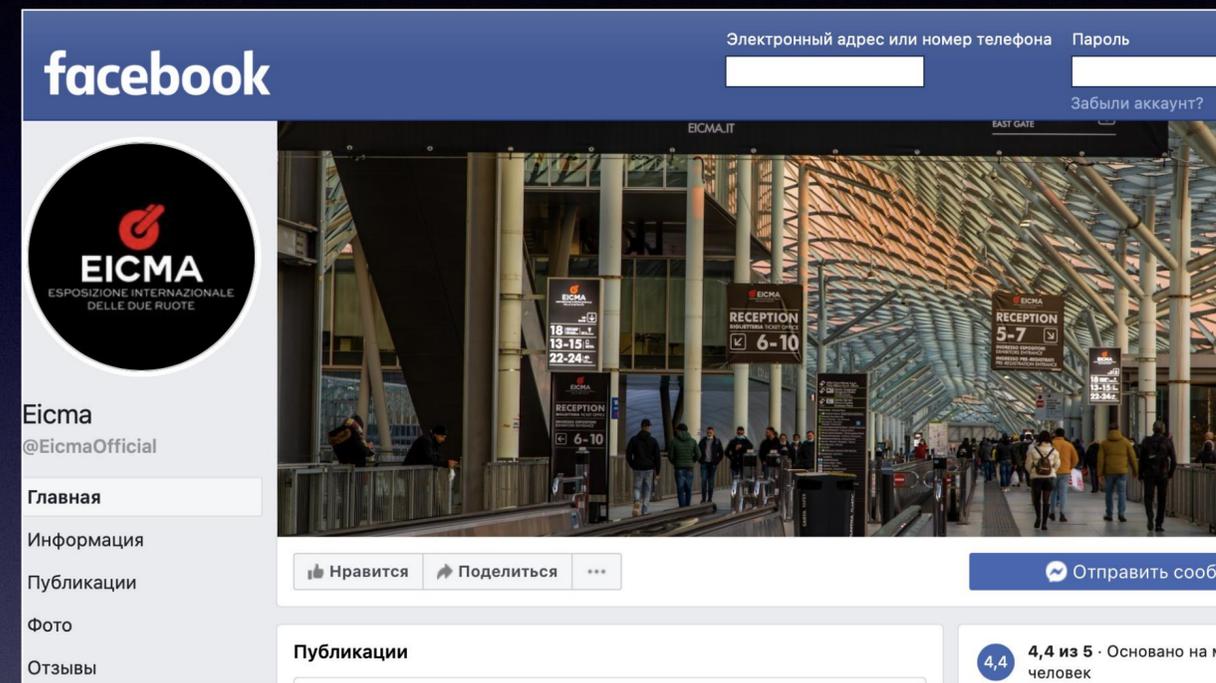
You can find out about the project and contact the organizers in all popular social networks. Links to them are not indicated on the main page; to find them, you need to go to the site menu section.

There is no Twitter link in the menu, but the event is also presented on this platform.

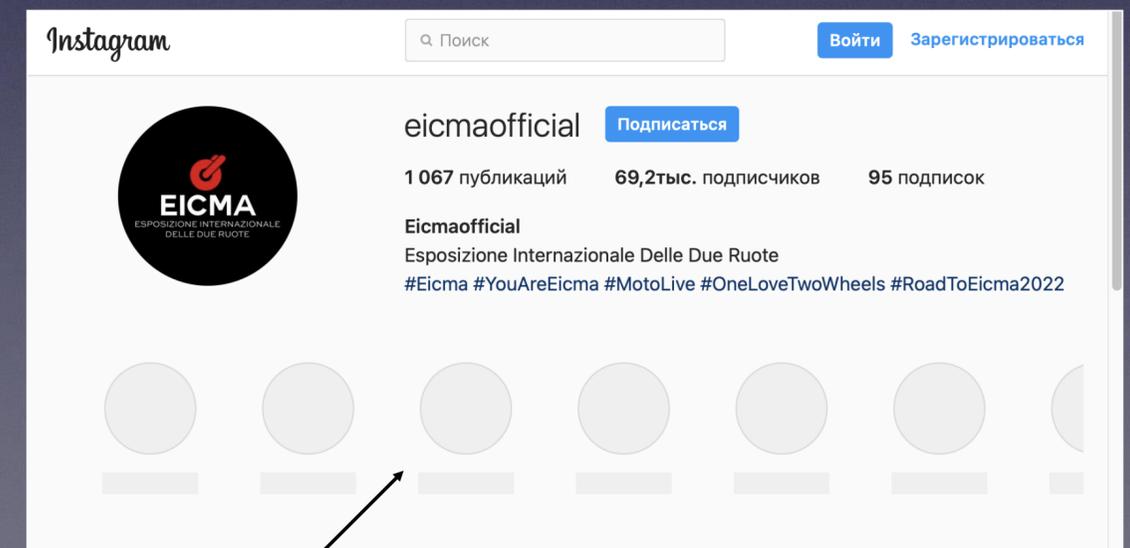


Social presence

On the **Facebook** page, posts are published in English and Italian



The version of the **Instagram** application for the smartphones is more convenient, stories are not loaded from the computer, a login is required to view.

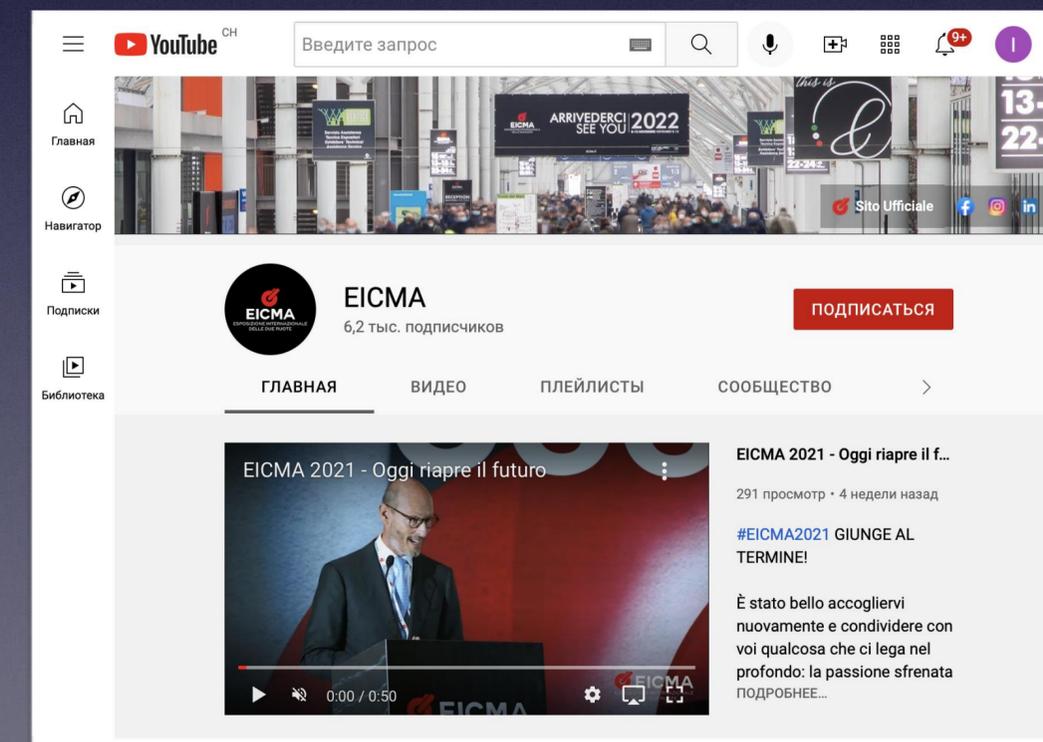
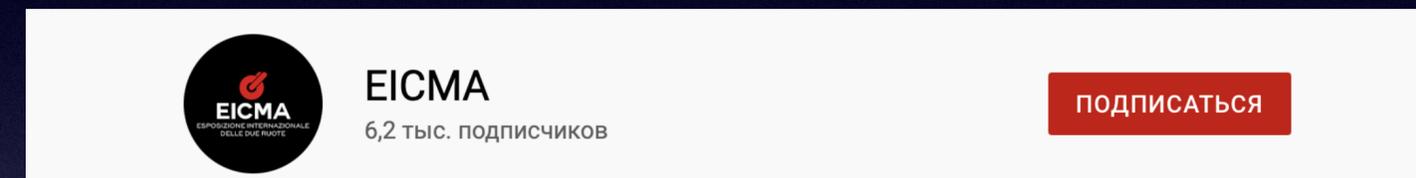


Social presence

Presence on YouTube



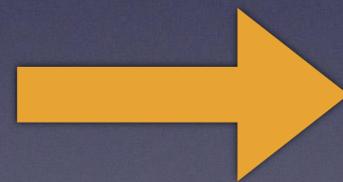
<https://www.youtube.com/watch?v=sah16cPF19E>



Social presence

Business page on **LinkedIn** only in Italian, the convenience is that there are links to the people responsible for the event

EICMA **Twitter** hasn't been updated since 2016, but we can see the old logo there.



Web Reputation

It is difficult to say what kind of feedback the visitors have, there is no way to write your thoughts on the official website, the activity on social networks is not very high.



The screenshot displays a Facebook post with the following details:

- Interaction icons: Like, Comment, and Share.
- Text: "Piace a 348 persone"
- Additional icons: Heart, Comment, and Share.
- Text: "Комментарии: 5 Поделились: 3"
- Buttons: "Нравится", "Комментировать", "Поделиться"
- Sort: "От старых к новым"
- Comments:
 - Gregorio Faro**: 17 ч. (1 like)
 - Sabrina Battistini**: Sono contenta che questa iniziativa continua ancora. 12 ч. (1 like)
 - Eicma** (Автор): 8 ч. (1 like)
 - Raffy Raffone**: SOLO I RICCHI POSSONO AIUTARE E PENSO CHE GIÀ SONO RICCHI DI SUOI PILOTI. 6 ч.
 - Jean Marcello Dos Santos**: Complimenti... 5 ч.

What - CONTENT



Manager's needs & Info

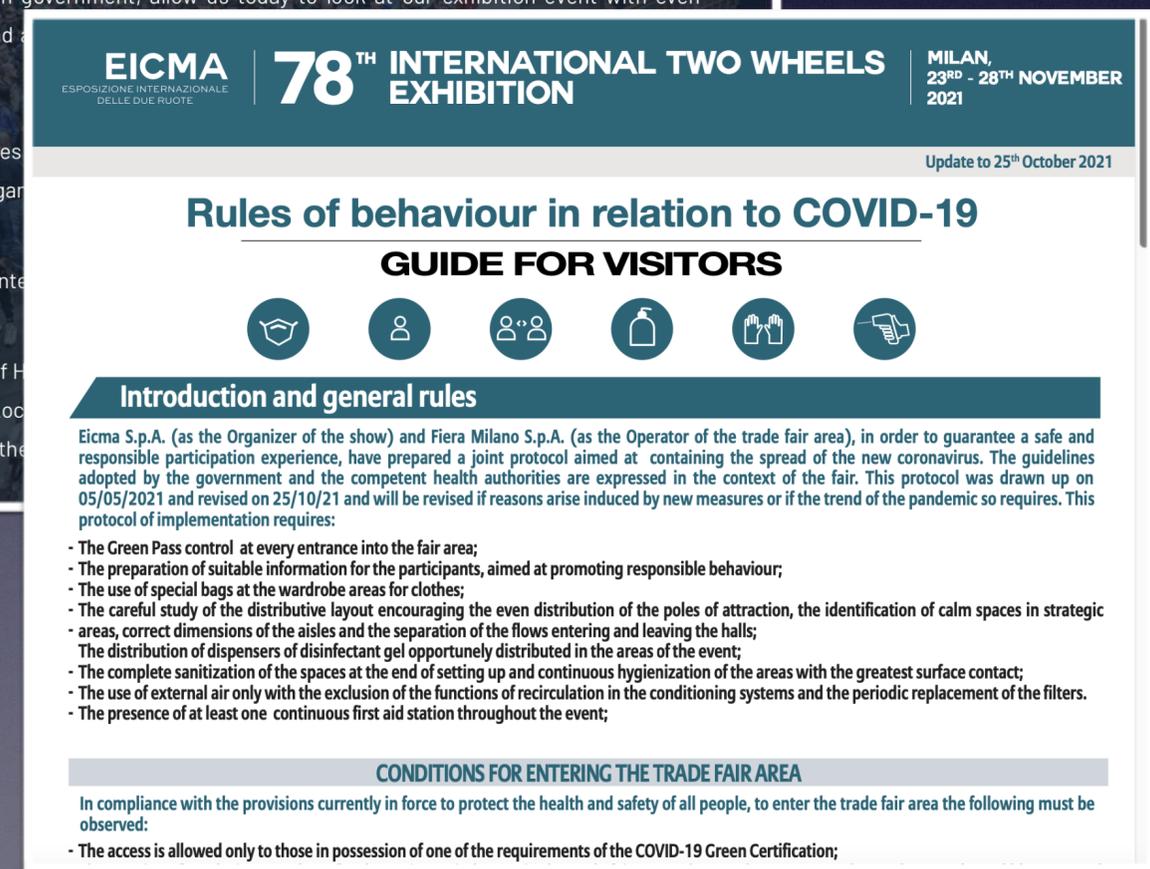
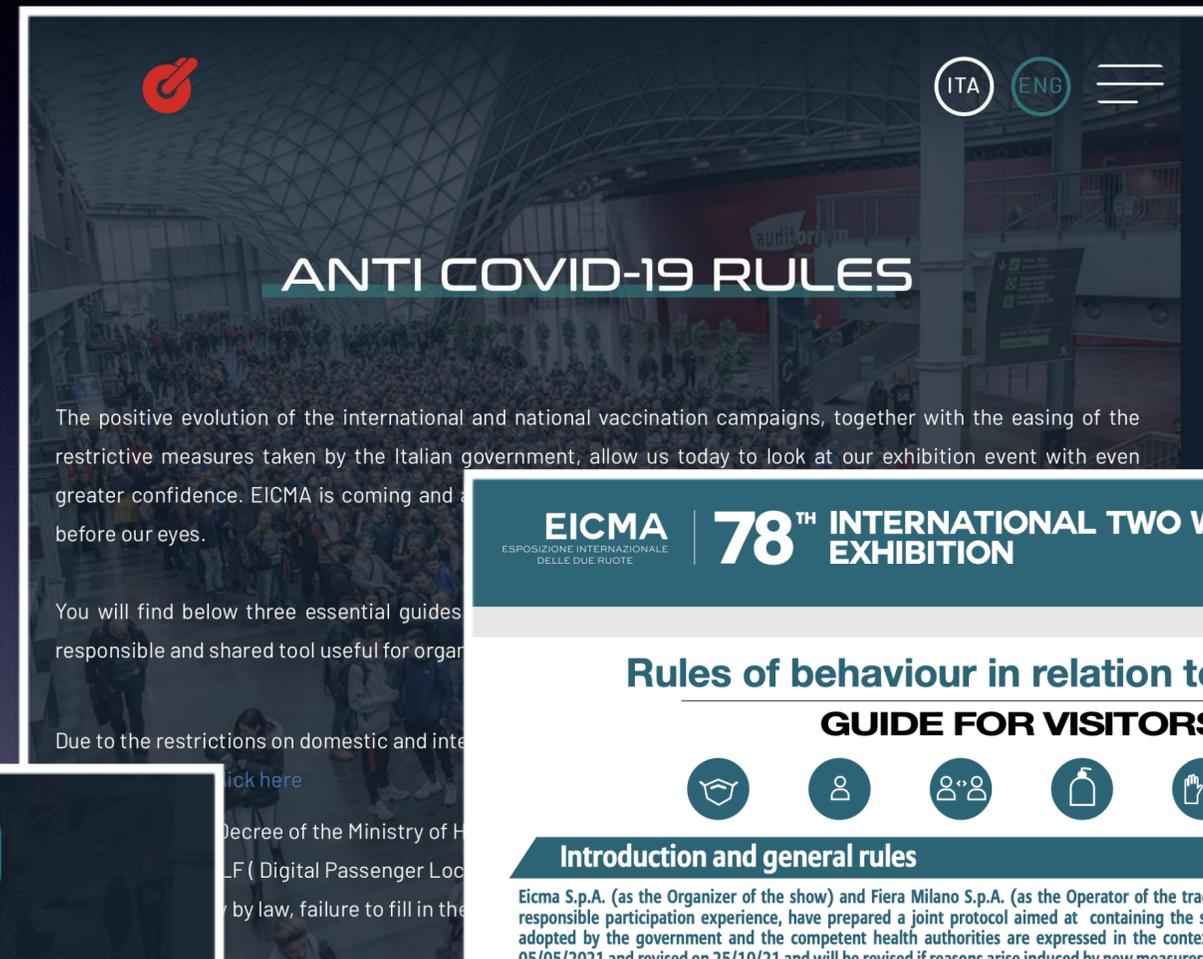
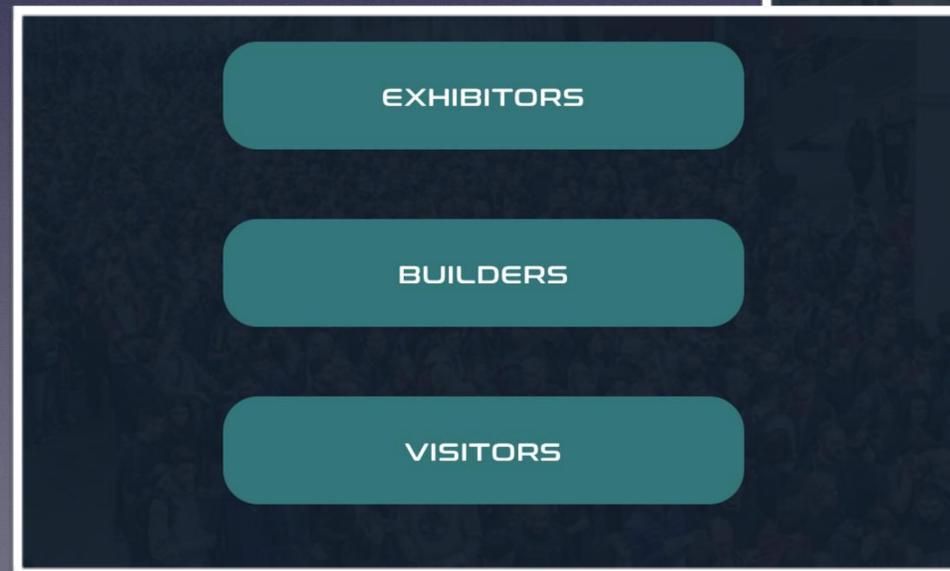
In the «about us» section responsible officials are presented, but no contacts are indicated (phone, number, e-mail, etc).

The screenshot displays a dark-themed website page titled "GOVERNANCE". At the top left is a red logo, and at the top right are language selection buttons for "ITA" and "ENG", along with a hamburger menu icon. The page content is organized into three sections:

- Board of Directors:**
 - Pietro Meda - Presidente
 - Paolo Magri - Amministratore Delegato
 - Donatella Suardi - Consigliere
 - Fabrizio Corsi - Consigliere
 - Stefano Gianotti - Consigliere
 - Marco Taschini - Consigliere
- Executive Director:**
 - Giacomo Casartelli
- Audit Committee:**
 - Luigi Borrè - Presidente Collegio Sindacale
 - Gabriele Gualeni - Sindaco
 - Giovanni Revetta - Sindaco

Users Content Compliance & Info

Useful information about COVID - 19 for different categories of participants

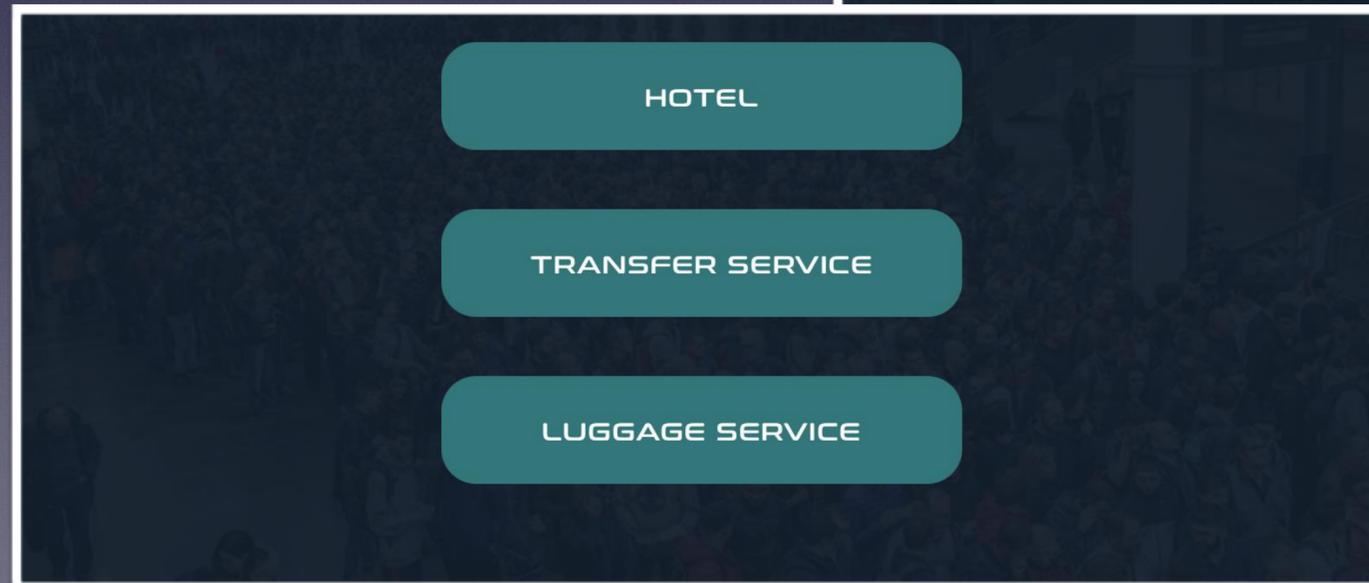


User's Content Compliance & Info

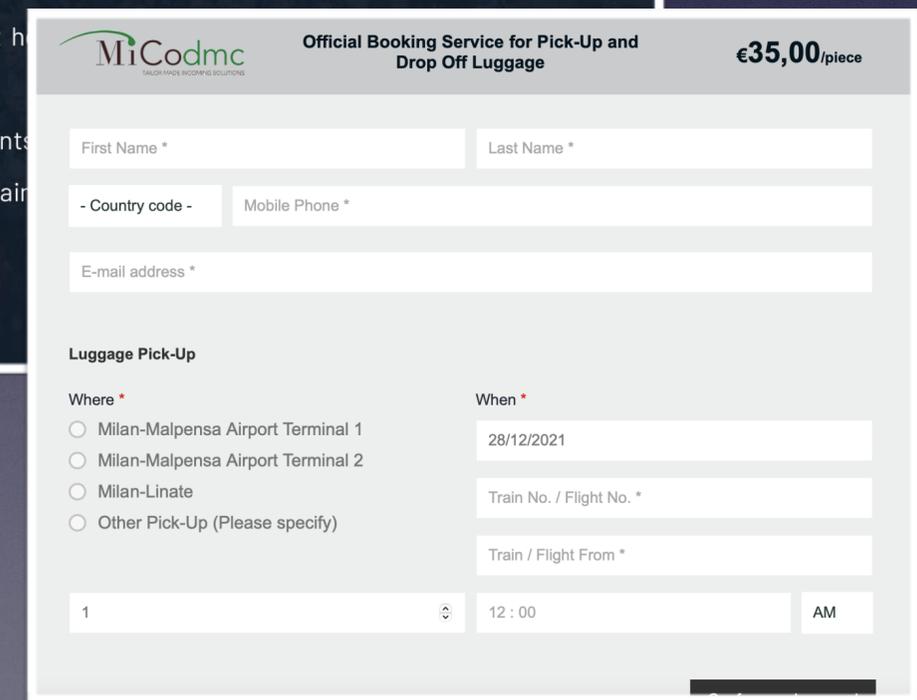
Important information about accommodation, transfer, and luggage services. Here you can book in advance any of these options.



The screenshot shows the top navigation bar with the MiCodmc logo, language options for 'ITA' and 'ENG', and a menu icon. The main heading is 'HOSPITALITY'. Below it, there is a paragraph of text: 'We are delighted to inform you that MiCodmc, the official agency of EICMA, will not only help you in booking hotels but also make your stay in the city more enjoyable and give you support in organizing your corporate events. MiCodmc offers an infinite variety of solutions designed ad hoc and characterized by flexibility in booking and by the assistance provided by highly qualified personnel. The offer for stays includes luxury, standard and low cost hotels according to your request.'



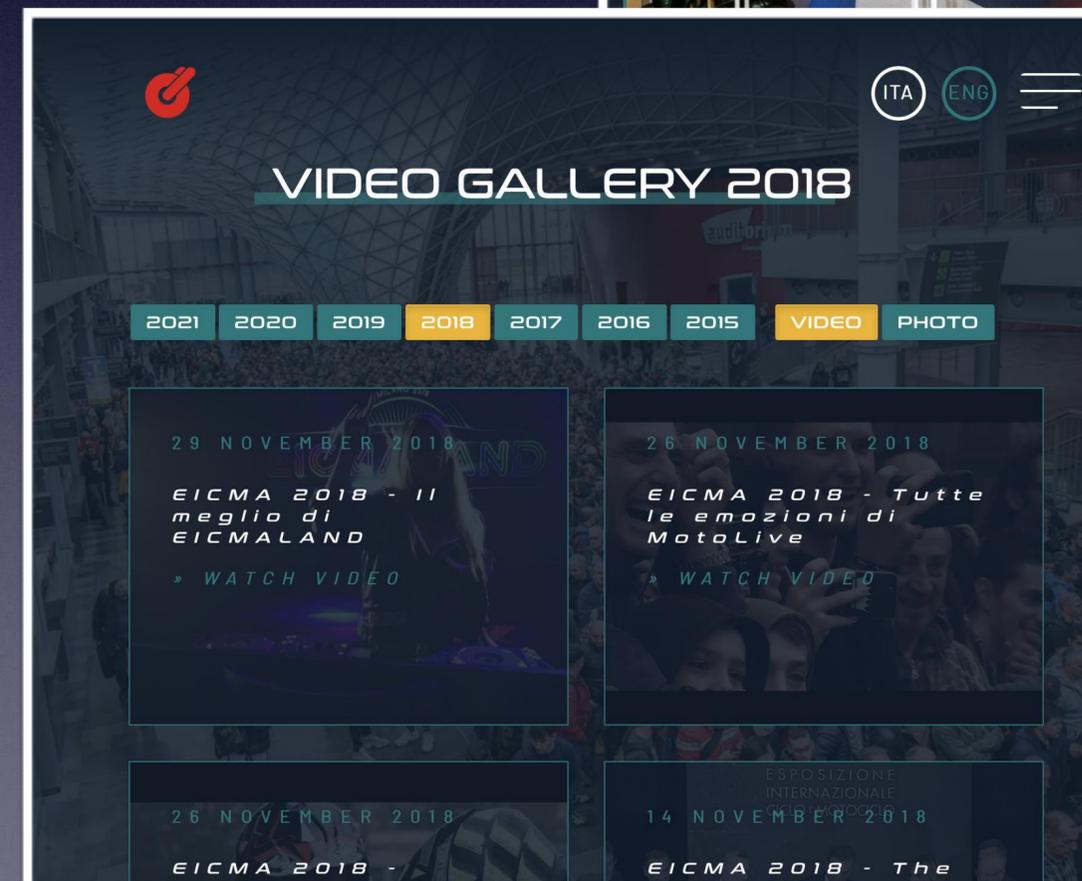
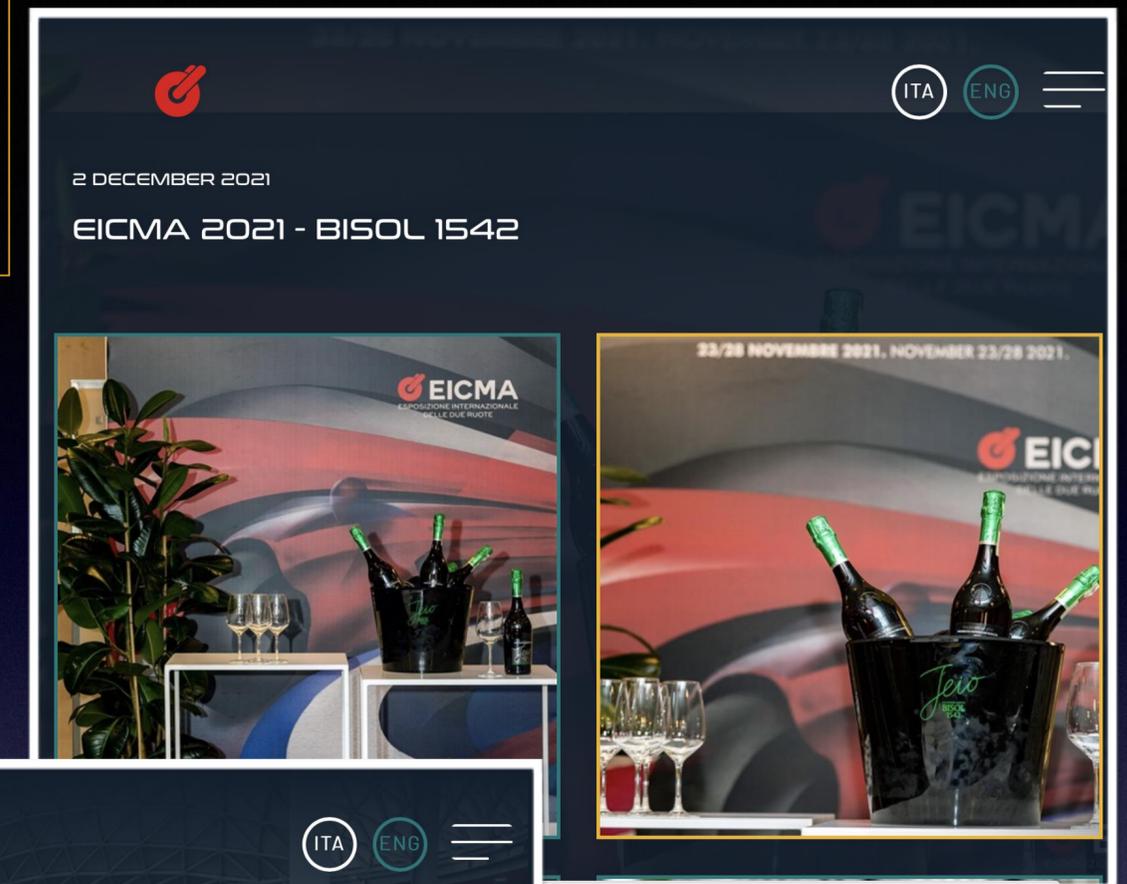
This screenshot shows a dark-themed menu with three teal-colored buttons stacked vertically. The buttons are labeled 'HOTEL', 'TRANSFER SERVICE', and 'LUGGAGE SERVICE' from top to bottom.



The screenshot shows a booking form for luggage services. At the top right, it says 'Official Booking Service for Pick-Up and Drop Off Luggage' and '€35,00/piece'. The form includes fields for 'First Name *', 'Last Name *', '- Country code -', 'Mobile Phone *', and 'E-mail address *'. Below these is a section for 'Luggage Pick-Up' with 'Where *' and 'When *' sub-sections. The 'Where *' section has radio buttons for 'Milan-Malpensa Airport Terminal 1', 'Milan-Malpensa Airport Terminal 2', 'Milan-Linate', and 'Other Pick-Up (Please specify)'. The 'When *' section has a date field with '28/12/2021', a 'Train No. / Flight No. *' field, and a 'Train / Flight From *' field. At the bottom, there is a quantity field with '1', a time field with '12 : 00', and an 'AM' indicator.

Media

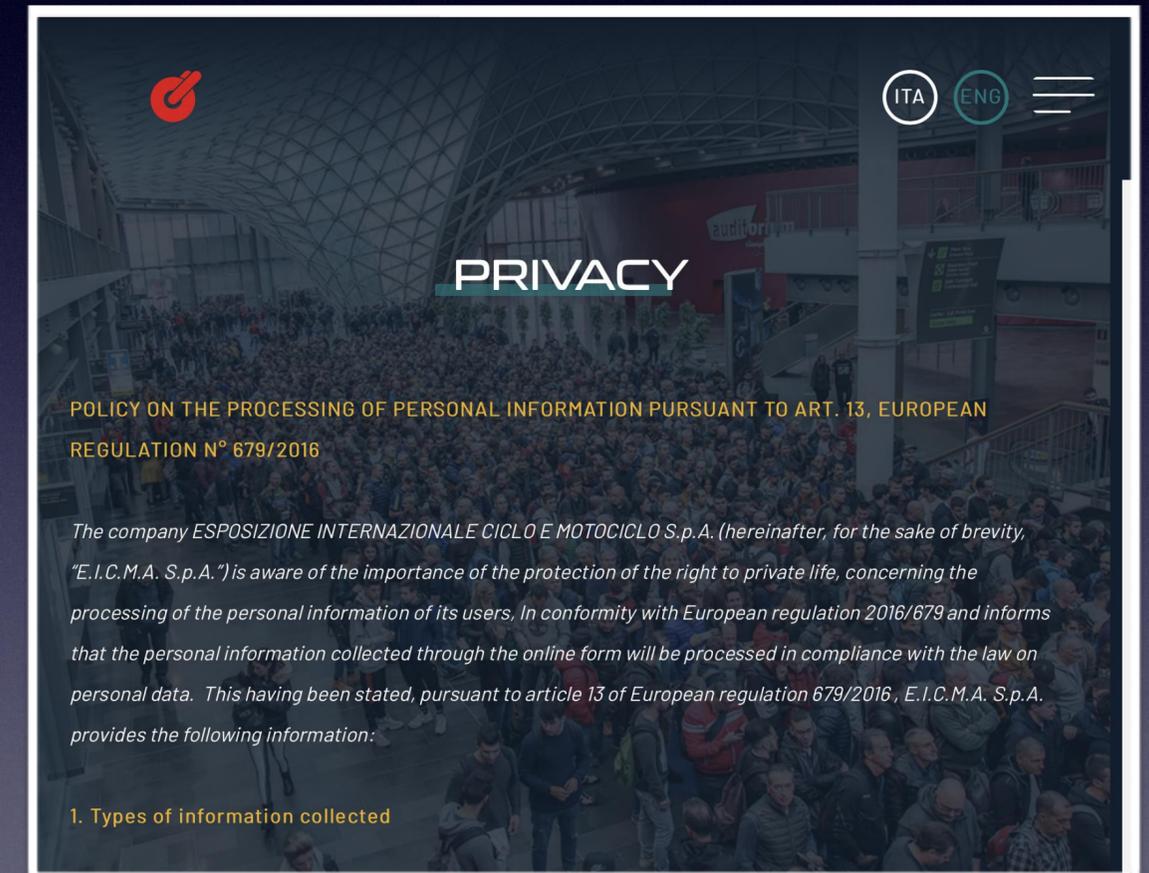
There is an opportunity to see albums for the past 7 years, if you separately click the year and the photo. In the same way you can view the video gallery.



Links, Events & Copyrights

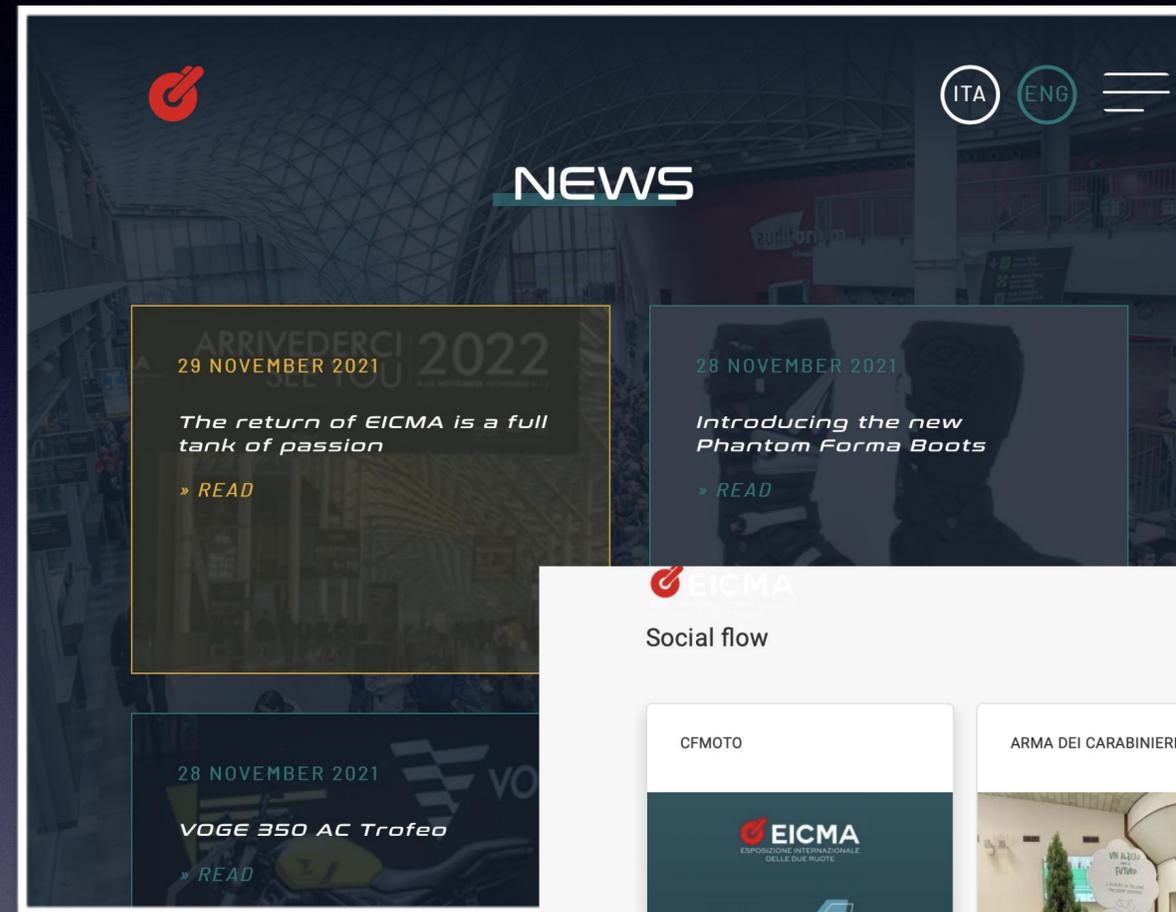
Details of the privacy policy is presented on the main page of the site and includes 6 points

- Types of information collected
- Purposes and methods of processing
- Subject to whom the personal information may be communicated
- Rights of the interested party
- Data Controller and Manager

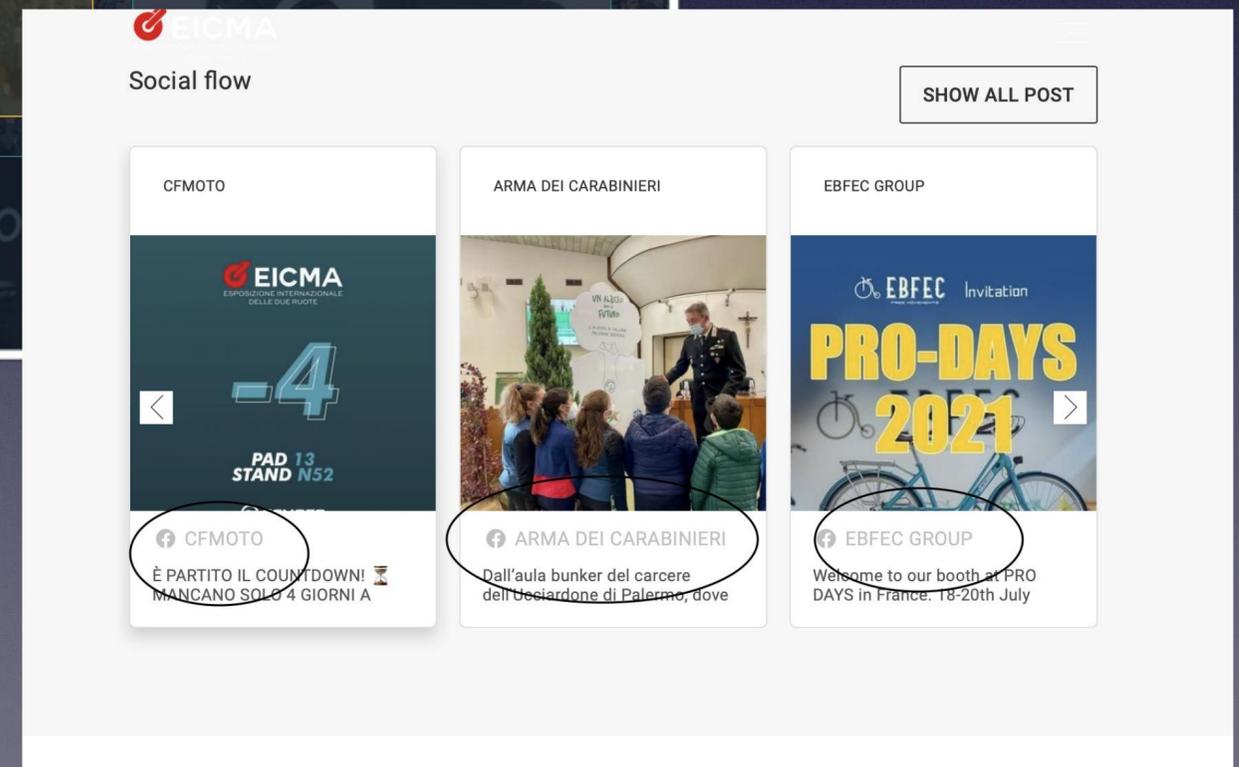
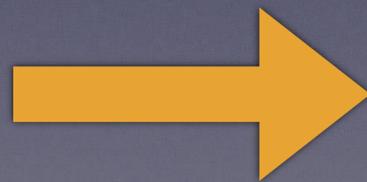


Links, events & copyrights

All links to news and events work like albums.



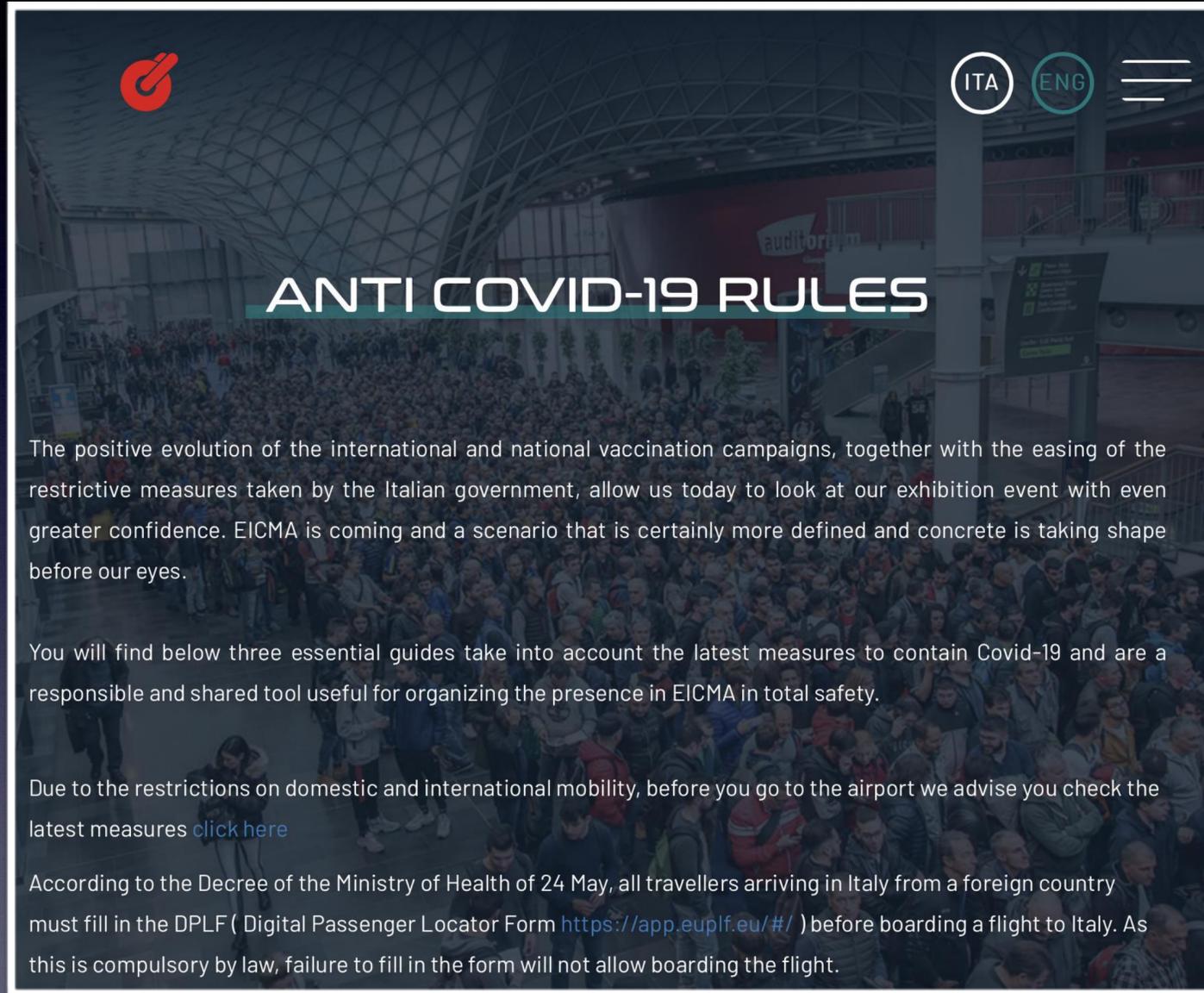
The site has working links to articles on social networks.



Why - SERVICES



Info center



The screenshot shows the EICMA website with a dark background and a large crowd of people. The title 'ANTI COVID-19 RULES' is prominently displayed. The navigation bar includes the EICMA logo, language options for 'ITA' and 'ENG', and a menu icon. The main text discusses the easing of restrictive measures and provides information on safety protocols for the exhibition.

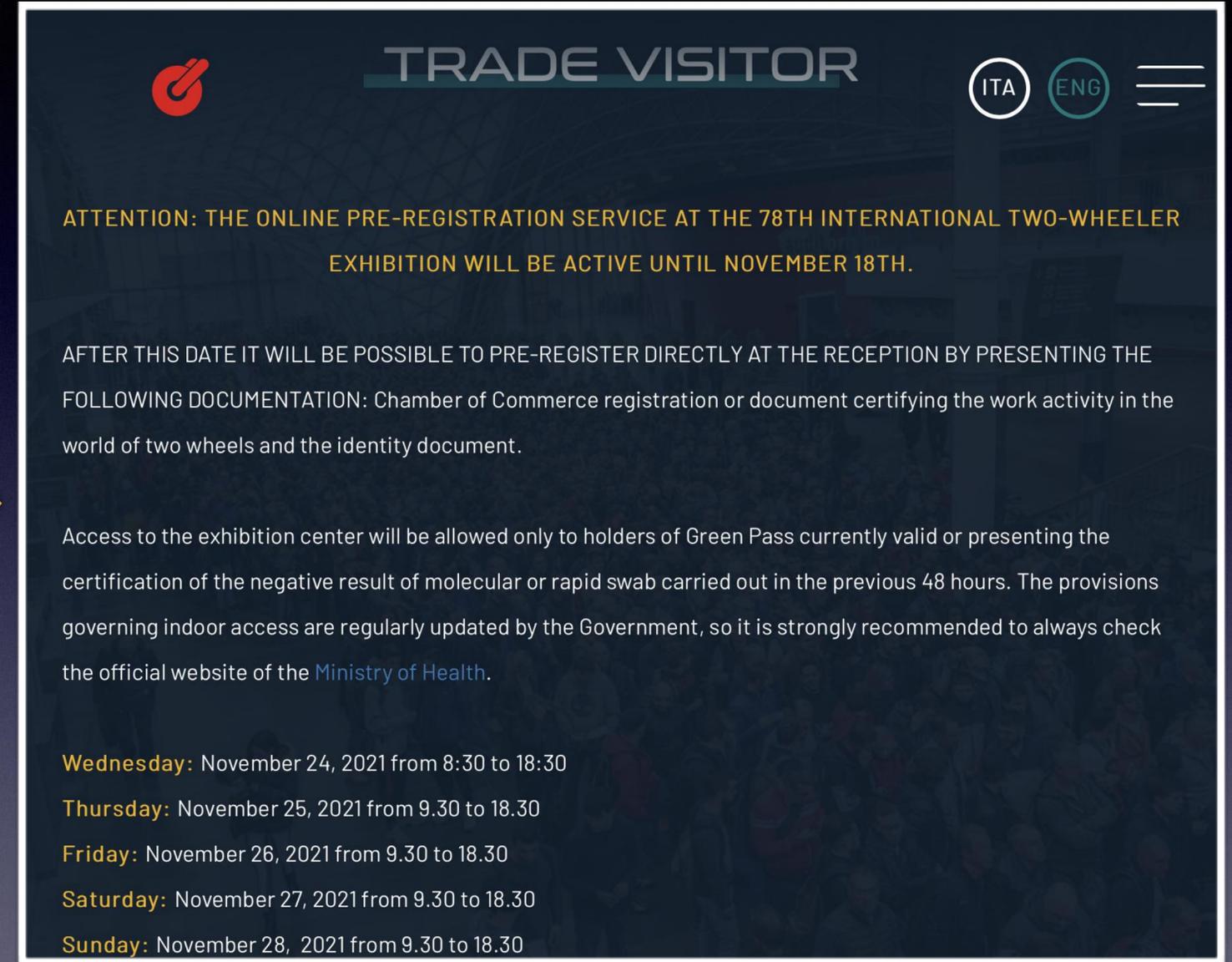
ANTI COVID-19 RULES

The positive evolution of the international and national vaccination campaigns, together with the easing of the restrictive measures taken by the Italian government, allow us today to look at our exhibition event with even greater confidence. EICMA is coming and a scenario that is certainly more defined and concrete is taking shape before our eyes.

You will find below three essential guides take into account the latest measures to contain Covid-19 and are a responsible and shared tool useful for organizing the presence in EICMA in total safety.

Due to the restrictions on domestic and international mobility, before you go to the airport we advise you check the latest measures [click here](#)

According to the Decree of the Ministry of Health of 24 May, all travellers arriving in Italy from a foreign country must fill in the DPLF (Digital Passenger Locator Form <https://app.euplf.eu/#/>) before boarding a flight to Italy. As this is compulsory by law, failure to fill in the form will not allow boarding the flight.



The screenshot shows the EICMA website with a dark background and a large crowd of people. The title 'TRADE VISITOR' is prominently displayed. The navigation bar includes the EICMA logo, language options for 'ITA' and 'ENG', and a menu icon. The main text provides information about the online pre-registration service and the dates and times of the exhibition.

TRADE VISITOR

ATTENTION: THE ONLINE PRE-REGISTRATION SERVICE AT THE 78TH INTERNATIONAL TWO-WHEELER EXHIBITION WILL BE ACTIVE UNTIL NOVEMBER 18TH.

AFTER THIS DATE IT WILL BE POSSIBLE TO PRE-REGISTER DIRECTLY AT THE RECEPTION BY PRESENTING THE FOLLOWING DOCUMENTATION: Chamber of Commerce registration or document certifying the work activity in the world of two wheels and the identity document.

Access to the exhibition center will be allowed only to holders of Green Pass currently valid or presenting the certification of the negative result of molecular or rapid swab carried out in the previous 48 hours. The provisions governing indoor access are regularly updated by the Government, so it is strongly recommended to always check the official website of the [Ministry of Health](#).

Wednesday: November 24, 2021 from 8:30 to 18:30
Thursday: November 25, 2021 from 9.30 to 18.30
Friday: November 26, 2021 from 9.30 to 18.30
Saturday: November 27, 2021 from 9.30 to 18.30
Sunday: November 28, 2021 from 9.30 to 18.30

Information for different categories of visitors

Hospitality & Accommodation

Online service for booking hotel with a bot that can answer questions, baggage collection and transfer

EICMA
ESPOSIZIONE INTERNAZIONALE
DELLE DUE RUOTE

NEED HELP?

Sorry, the deadline for hotel booking (December 1, 2021) has expired.
For any request please contact us at eicma@micodmc.it.

MiCodmc
TAILOR-MADE INCOMING SOLUTIONS

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MiCodmc
TAILOR-MADE INCOMING SOLUTIONS

Official Booking Service for Pick-Up and Drop Off Luggage €35,00/piece

First Name * Last Name *

- Country code - Mobile Phone *

E-mail address *

Luggage Pick-Up

Where *

- Milan-Malpensa Airport Terminal 1
- Milan-Malpensa Airport Terminal 2
- Milan-Linate
- Other Pick-Up (Please specify)

When *

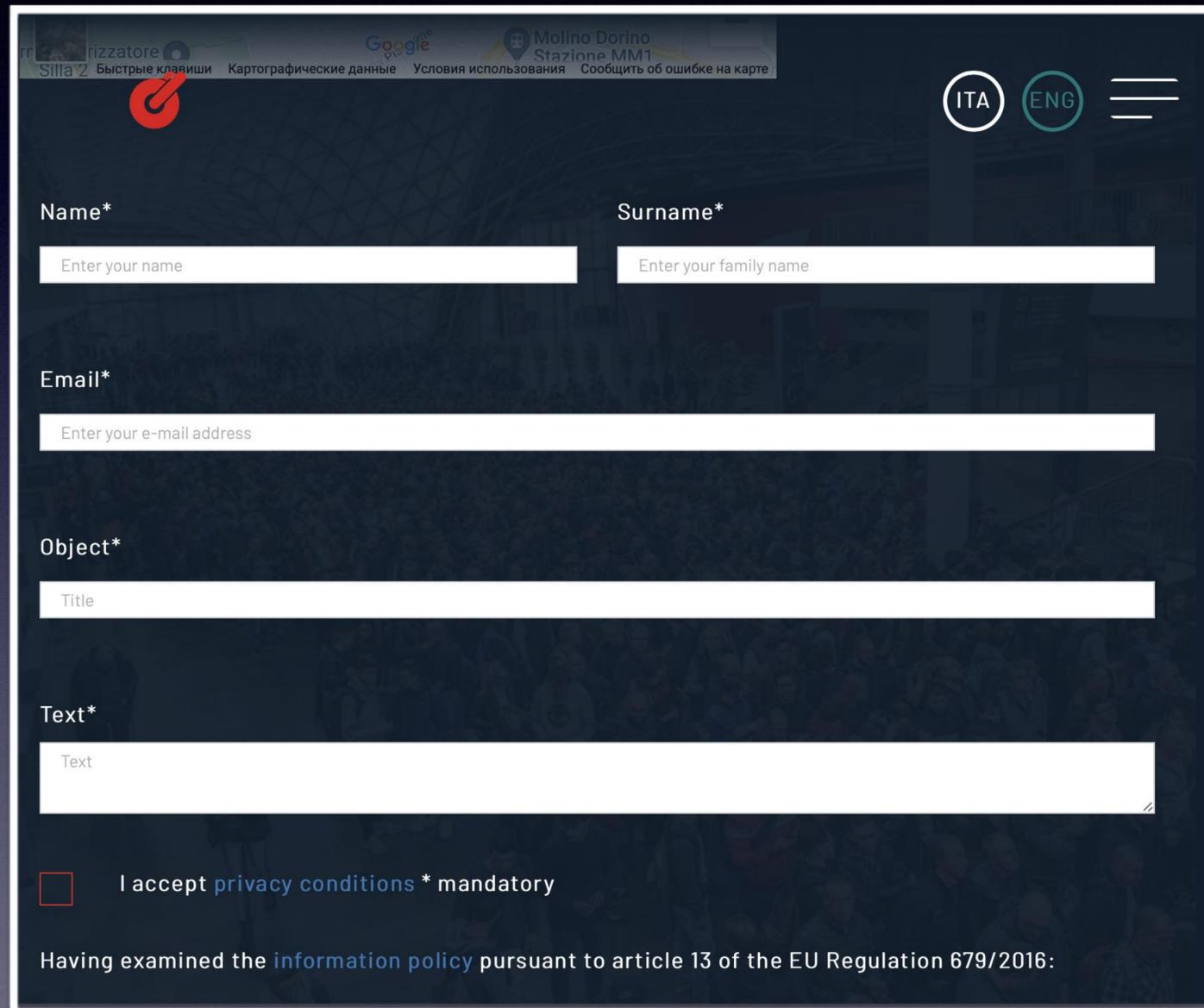
29/12/2021

Train No. / Flight No. *

Train / Flight From *

1 12 : 00 AM

Contacts & location



Navigation: Silla 2, Быстрые клавиши, Картографические данные, Условия использования, Сообщить об ошибке на карте

Language: ITA ENG

Name* Surname*

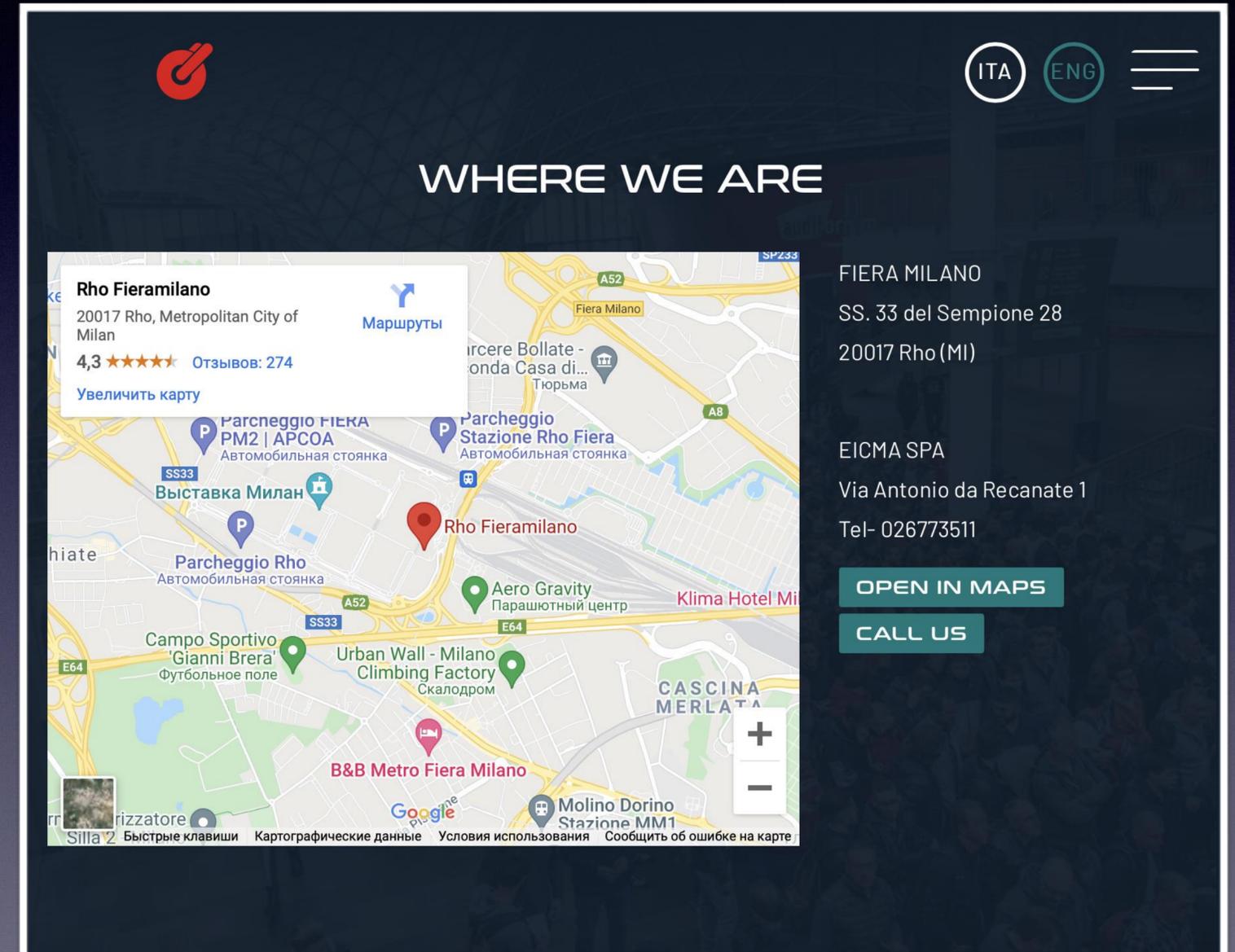
Email*

Object*

Text*

I accept [privacy conditions](#) * mandatory

Having examined the [information policy](#) pursuant to article 13 of the EU Regulation 679/2016:



Navigation: ITA ENG

WHERE WE ARE

Rho Fieramilano
20017 Rho, Metropolitan City of Milan
4,3 ★★★★★ Отзывов: 274
Увеличить карту

Map showing location of Rho Fieramilano with various landmarks like Parco Sportivo 'Gianni Brera', Urban Wall - Milano Climbing Factory, and B&B Metro Fiera Milano.

FIERA MILANO
SS. 33 del Sempione 28
20017 Rho (MI)

EICMA SPA
Via Antonio da Recanate 1
Tel- 026773511

[OPEN IN MAPS](#)

[CALL US](#)

Request for feedback

Security & privacy

Privacy policy available in English and Italian

I accept [privacy conditions](#) * mandatory

Having examined the [information policy](#) pursuant to article 13 of the EU Regulation 679/2016:

A) Gives full consent so that the data provided may be used by the Data Controller for the purposes as per point 2 c) of the privacy policy (marketing, sending advertising material).

Yes No

B) Gives full consent so that the data provided may be used by the Data Controller for the purposes as per point 2 d) (data analysis, events and services related to the visitor for the identification, including through electronic processing, of their preferences and possible services and products of their interest)

Yes No

SUBMIT

Where - INDIVIDUATION



Keywords

Motorshow Milan

Moto Exhibition

Commercial

Motocycle event Italy

The screenshot shows a Google search for "motorcycle exhibition". The search bar contains the text "motorcycle exhibition". Below the search bar, there are navigation options: "Все", "Картинки", "Карты", "Видео", "Новости", "Ещё", and "Инструменты". The search results show approximately 159,000,000 results in 0.78 seconds. The first result is an advertisement for "Warsaw Motorcycle Show 2022 - Motorcycle Exhibition" with a URL "https://www.motorcycleshow.pl/". The second result is "Motor Bike Expo 2022 - The Motorcycle Show in Verona" with a URL "https://www.motorbikeexpo.it". The third result is "EICMA" with a URL "https://www.eicma.it", which is circled in red. Below the search results, there is a section for "Похожие запросы" (Similar queries) with two queries: "Is there a motorbike show at the NEC this year?" and "Is Ducati a eicma 2021?".

Common Data

<https://be1.ru/stat/eicma.it>

Download speed	1,91sec.
Site cost	3,862 US\$
Page size	80,12 kB
IP address	5.196.6.20 7

 Возраст домена -	 Размер страницы 80.12 КБ
 Скорость загрузки 1.91 сек	 IP адрес 5.196.6.207
 Стоимость сайта 286 200 руб.	

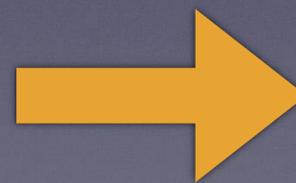
Site indexing

	Yandex	Google
Pages in search	2383	1600

Индексация сайта

Яндекс	Google	MEGAINDEX
Страниц в поиске 2383	Страниц в поиске 1600	Megaindex Trust Rank 34
Яндекс ИКС 89		Megaindex Domain Rank 36
Фильтр за вирусы Нет	Скорость загрузки n/a / n/a	

Google search results



Google eicma

Все Картинки Карты Новости Видео Ещё Инструменты

Результатов: примерно 6 290 000 (0,79 сек.)

Attendance dynamics

November 2021-
305,056 people
visited the site

77,4% - through
search

16,4% - Direct



Geography and social links

География

 Italy	69.81%
 France	3.84%
 Switzerland	2.68%
 United States	1.99%
 Germany	1.93%
Другие	19.75%



<https://www.youtube.com/user/infoeicma>



<https://www.instagram.com/eicmaofficial/>



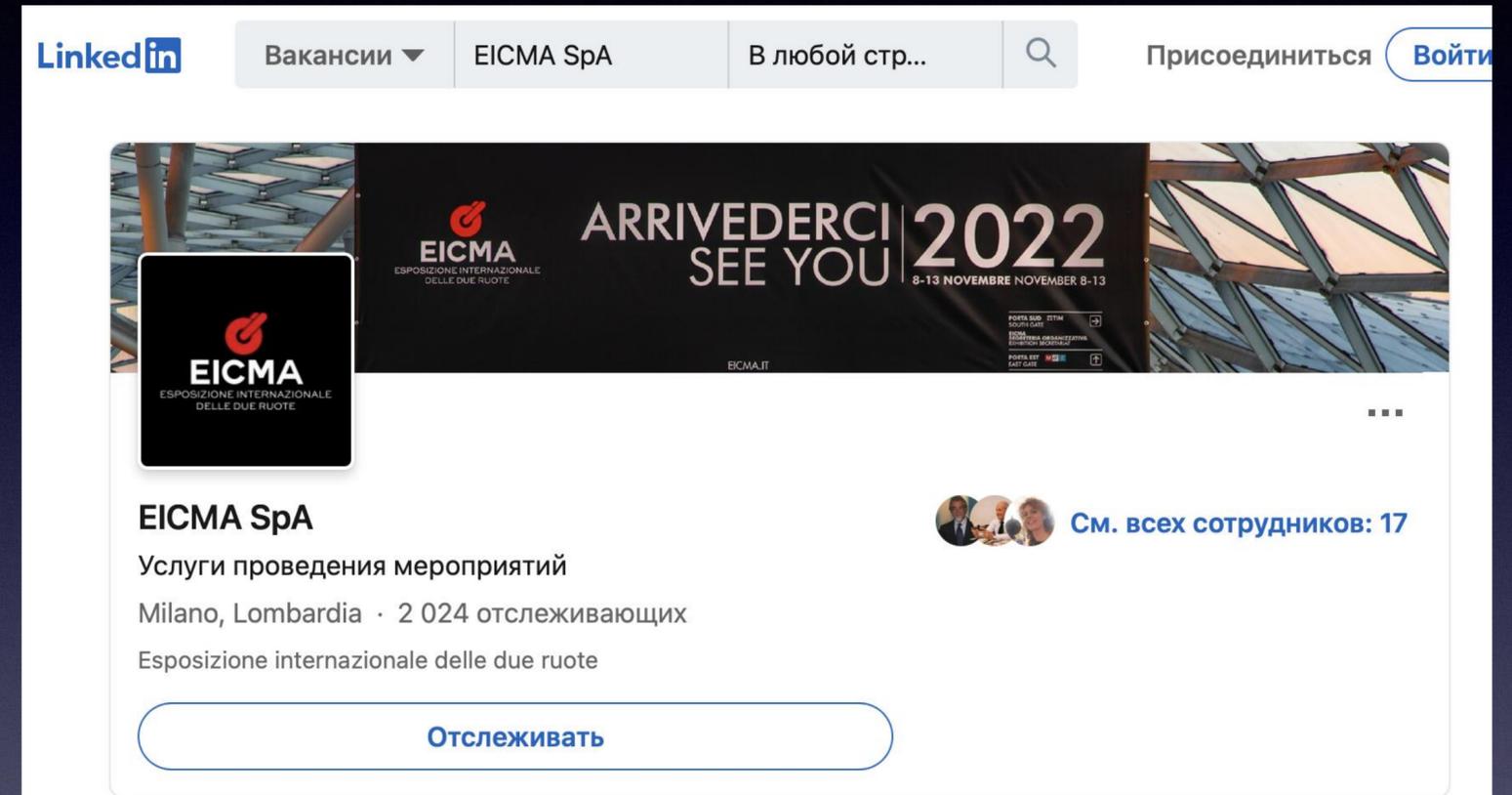
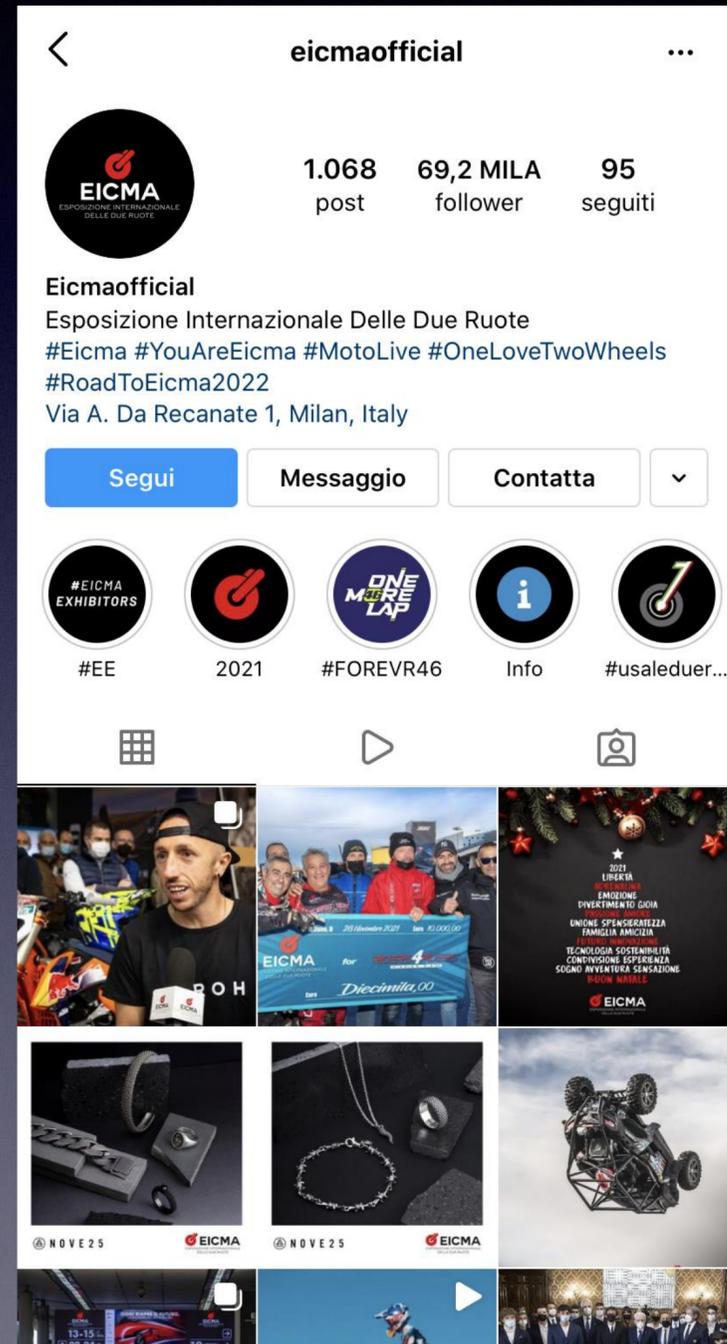
<https://www.facebook.com/EicmaOfficial/>

Data from June to
November 2021

Links to representation in
social networks

Social media : quality and quantity

Instagram
69,200 followers



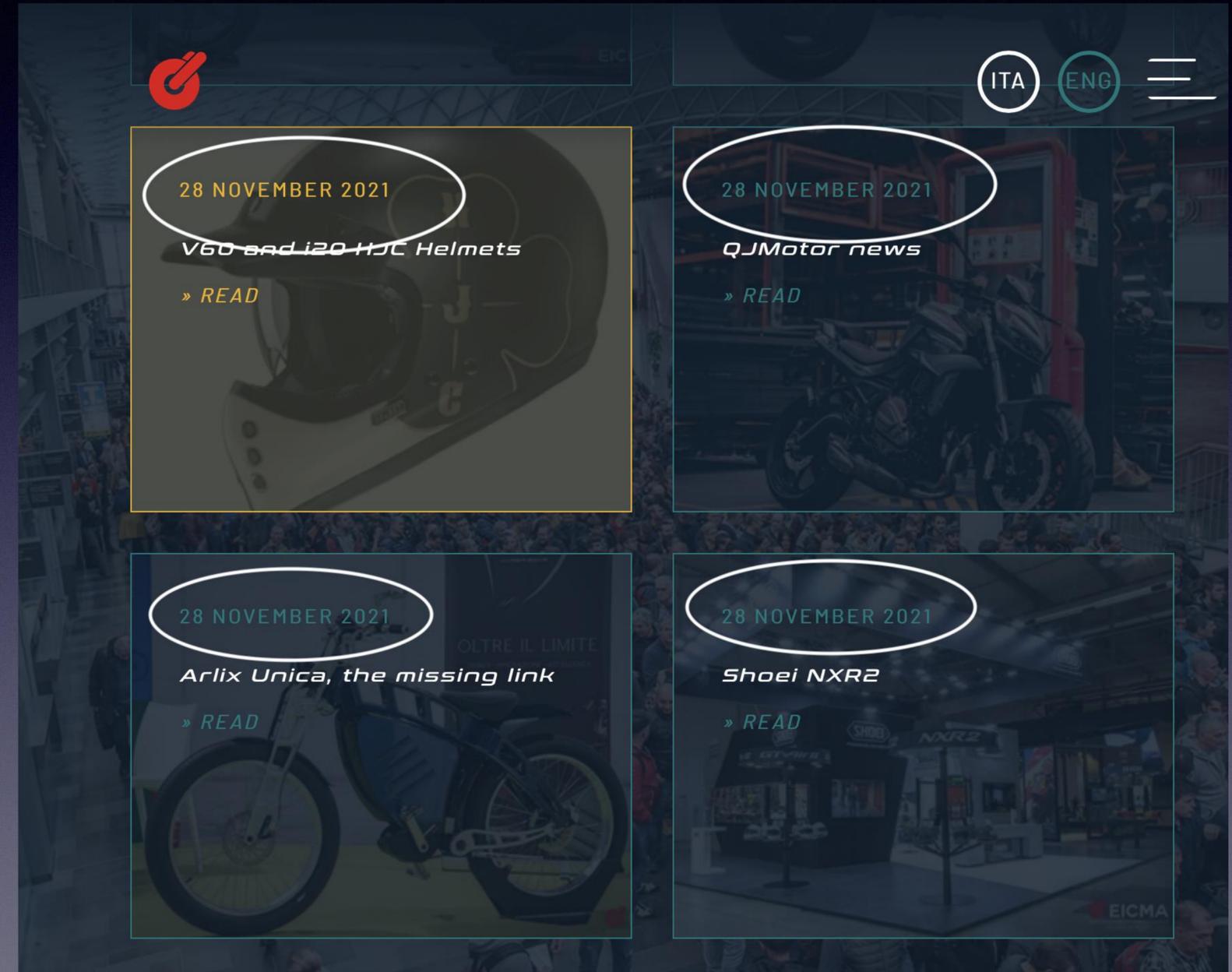
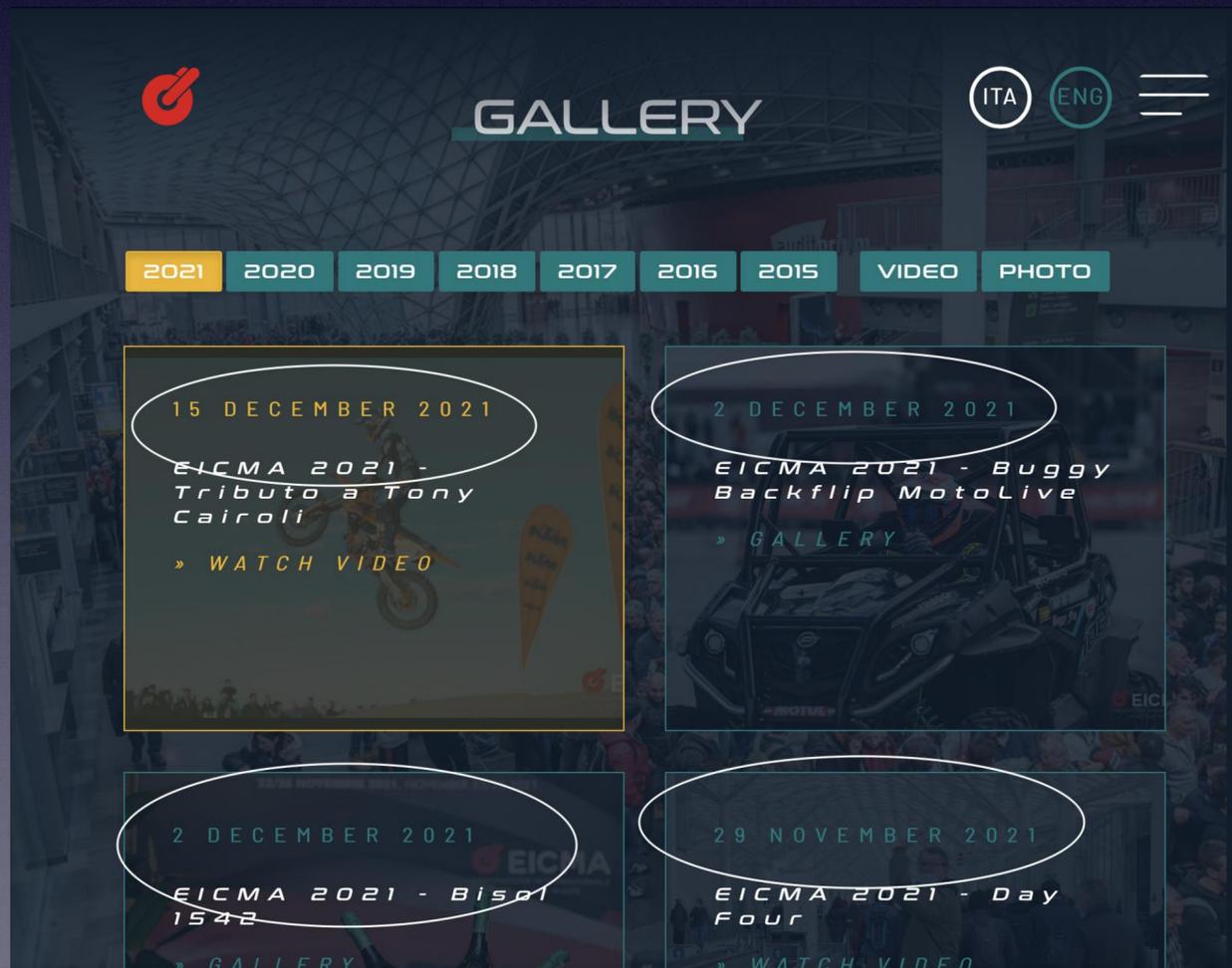
Linkedin 2,024 followers

When - MAINTENANCE



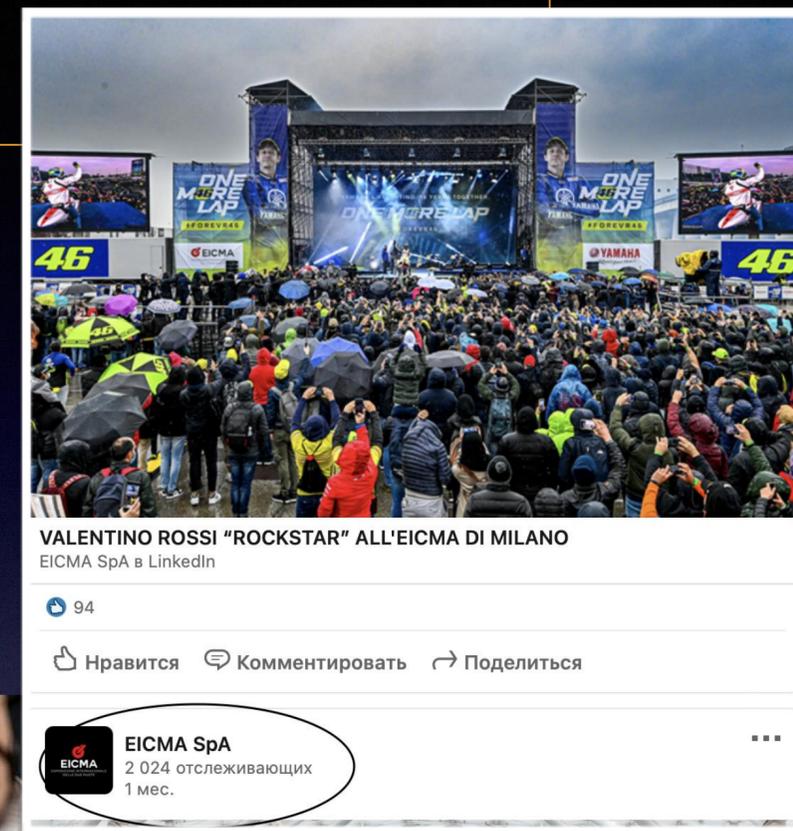
Update frequency

News on the site were actively updated before the event in December 2021



Update frequency

Social media are updated regularly, for example **Instagram** almost every day. **Facebook** and **Linkedin** less often: a couple of posts a month. Probably a more popular resource was chosen to submit information.



Sustainability

A significant section is devoted to sustainable development. Here, the goals and objectives, as well as actions necessary for the environmentally friendly event. The rules for participants and visitors are written in a nice, joking way, but so that everyone understands their need.



VADEMECUM of the sustainable visitor

1stRULE, FOLLOW THE RULES!

Follow the instructions below and help us to make EICMA 2021 and the day-by-day life more sustainable.

...DURING THE EVENT:

1. RE-(MOTOR)CYCLING!

Every biker has his/her bike, every waste has its bin. You will find recycling bins inside and outside the halls.

2. DROP A GEAR AND DISAPPEAR

Do not park your motorbikes and cars in parking spaces reserved to people with disability and remember not to block the necessary access to them.

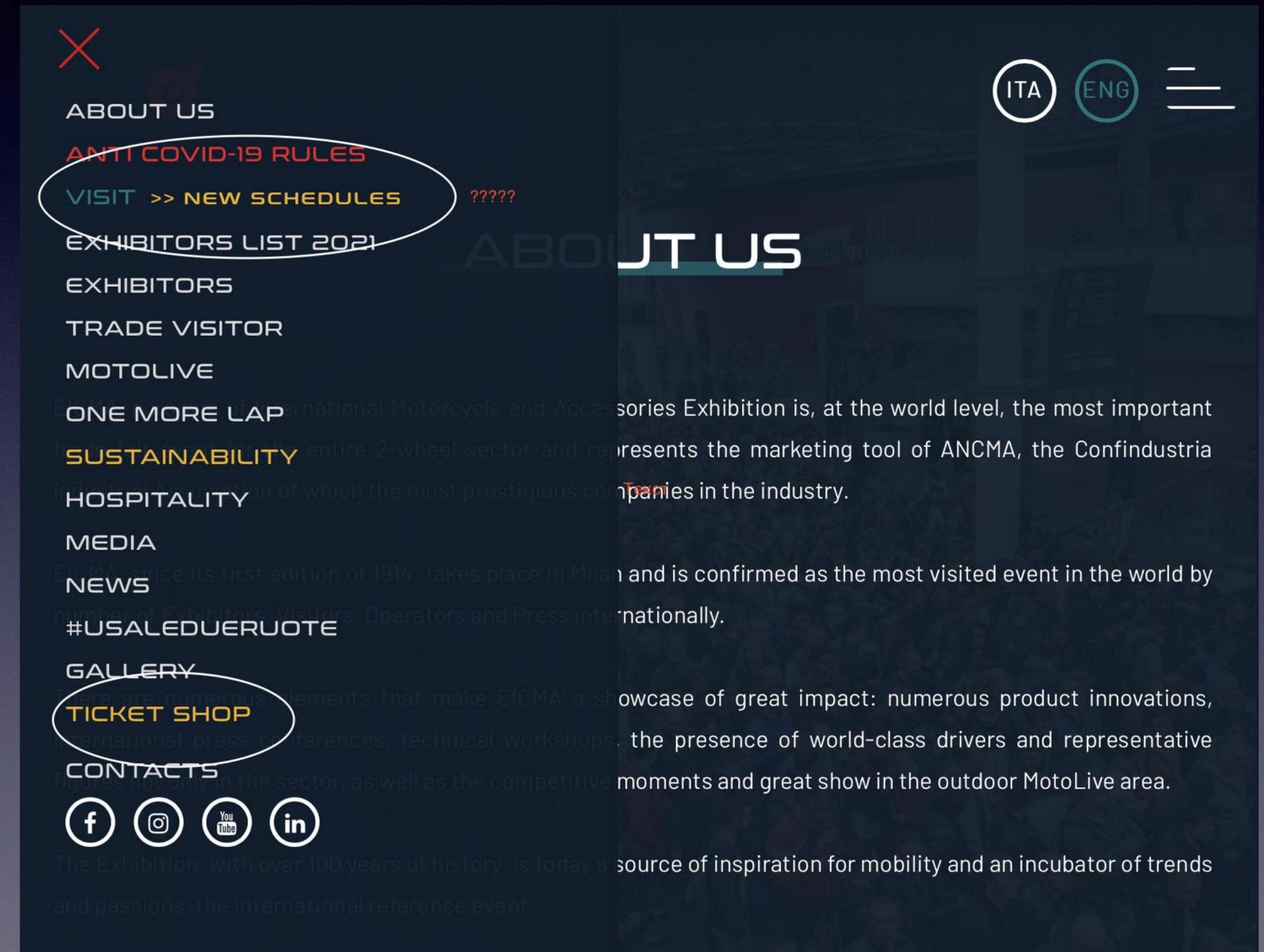
EICMA 2021 AND THE SUSTAINABLE DEVELOPMENT GOALS OF THE UNITED NATIONS



SUSTAINABILITY POLICY

Is everything available to me?

Due to the fact that the event has already passed some links are not available. They are supposed to be updated on the eve of the next event.



Is everything available to me?

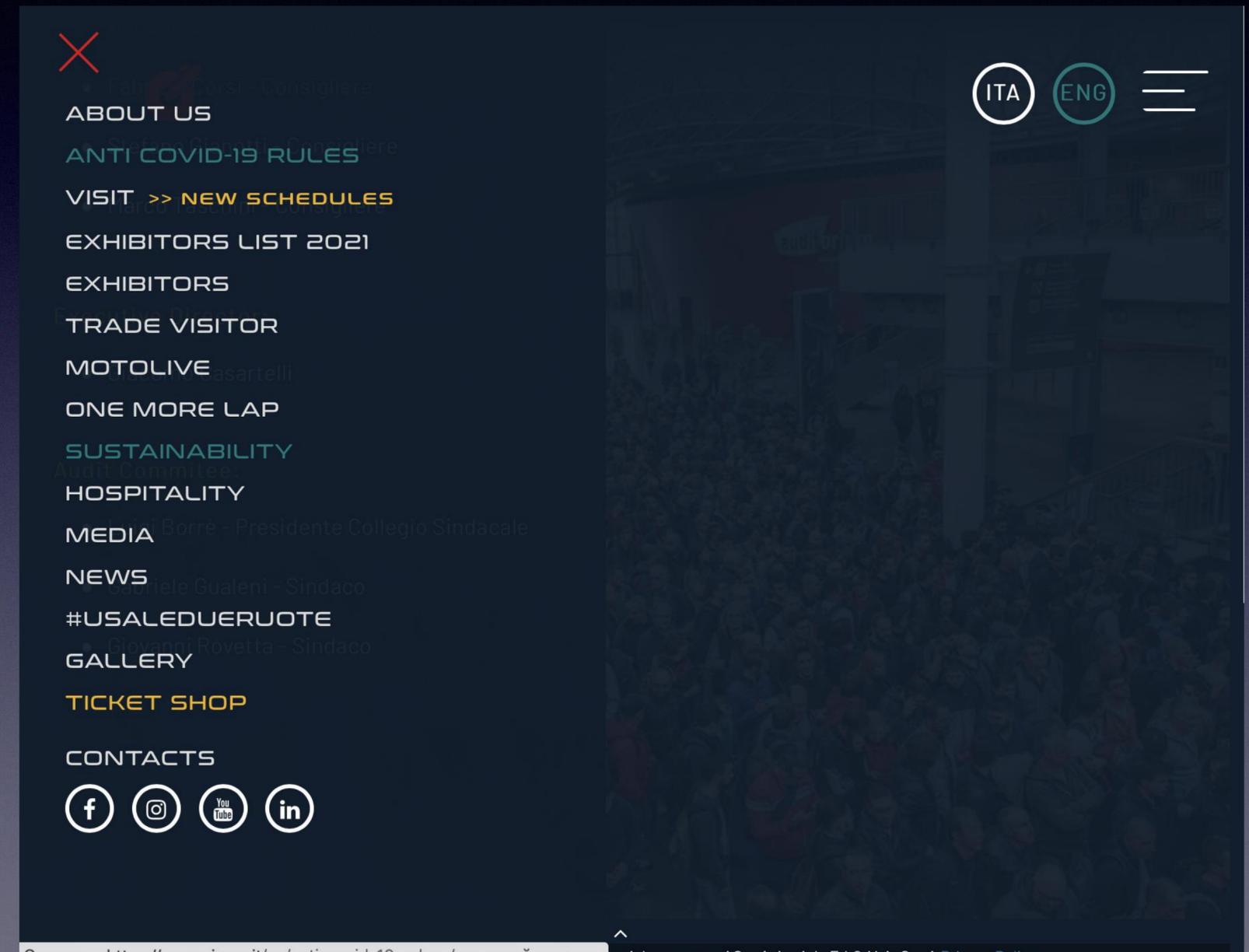
Link to buy tickets, sends the user to the queue site, where there is an explanatory video of how waiting works.



How - USABILITY

Home Page

The main page has large and convenient menu, as well as language selection options. Since the event is attended by many foreigners, more languages could be made.



Usability. Smartphone version

The mobile version hardly differs from the full one. Important note: when you scroll down the page, scrolling is very slow, you need to try several times.

eicma.it

Thursday 25th November 2021 9.30 - 18.30
Friday 26th November 2021 9.30 - 18.30
Saturday 27th November 2021 9.30 - 18.30
Sunday 28th November 2021 9.30 - 18.30

OPERATORS

Wednesday 24th November 2021 8.30 - 18.30

PRESS

Tuesday 23rd November 2021 8.30 - 18.30
Wednesday 24th November 2021 8.30 - 18.30

N.B. Exhibitors are allowed to enter 1 hour before opening and may exit 30 mins. after closing time

TICKETS

Adults: € 19 [click here](#)
Full admission: € 23 at the ticket office

In agreement with Fiera Milano, a minimum number of physical cash desks will be exceptionally open at the Fair with limited service. This is a purchasing method that we do not recommend, in order to reduce the pressure on the sales desks, the waiting time and the occasions of gathering.

Italian Trade Visitors: € 15 with pre-registration

eicma.it

puro.

MOTO LIVE

#USALEDUERUOTE

Campagna istituzionale promossa da Confindustria ANCM ed EICMA per sensibilizzare all'utilizzo responsabile delle due ruote.

#usaledueruate

CAMPAGNA PROMOSSA DA

CONFINDUSTRIA ANCM
ESPOSIZIONE INTERNAZIONALE DELLE DUE RUOTE
EICMA

ARRIVEDERCI SEE YOU 2022
8-13 NOVEMBRE NOVEMBER 8-13

EICMA.IT

PORTA EST EAST GATE

Usability. Smartphone version

Check for mobile adaptation

<https://bel.ru/stat/eicma.it>

- Mobile Friendly Test
- Tag viewpoint specified
- No Flash elements
- No Java applets
- No Silverlight plugins

📱 Проверка на мобильную адаптацию	
Mobile-Friendly Test:	✓
Тег viewport указан:	✓
Нет Flash-элементов:	✓
Нет Java-апплетов:	✓
Нет Silverlight-плагинов:	✓

Usability. Speed

Pingdom Website Speed Test

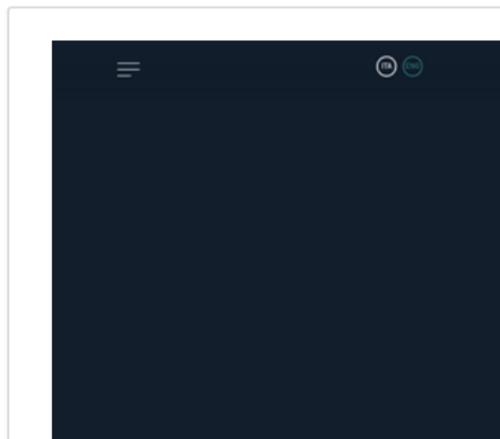
Content size by content type

	PERCENT	
 Image	64.53%	894.7 KB
 Script	17.84%	247.3 KB
 Font	8.38%	116.1 KB
 CSS	6.10%	84.5 KB
Total		

Your Results:

 DOWNLOAD HAR

 SHARE RESULT



Performance grade

 **77**

Page size

1.4 MB

Load time

1.35 s

Requests

37

Load time from Germany

Usability

<https://www.brokenlinkcheck.com/broken-links.php#status>

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	http://www.my-link.it/	www.my-link.it	url src	timeout
2	http://www.malpensashuttle.it/	www.malpensashuttle.it	url src	404

Broken links analysis

Conclusions



Advantages	Disadvantages
Convenient navigation	Slow swipe on smartphone
The opportunity to see reports on past events	Lack of contacts organizers
Possibility of feedback	Some links don't work
Extensive service	Two languages for a significant event website

Site not updated during the year

Thanks for your attention :)