

Master's degree program

**PLANNING AND MANAGEMENT OF TOURISM SYSTEMS**

Department of Foreign Languages, Literatures and Cultures



# Web Presence quality evaluation

# Structure

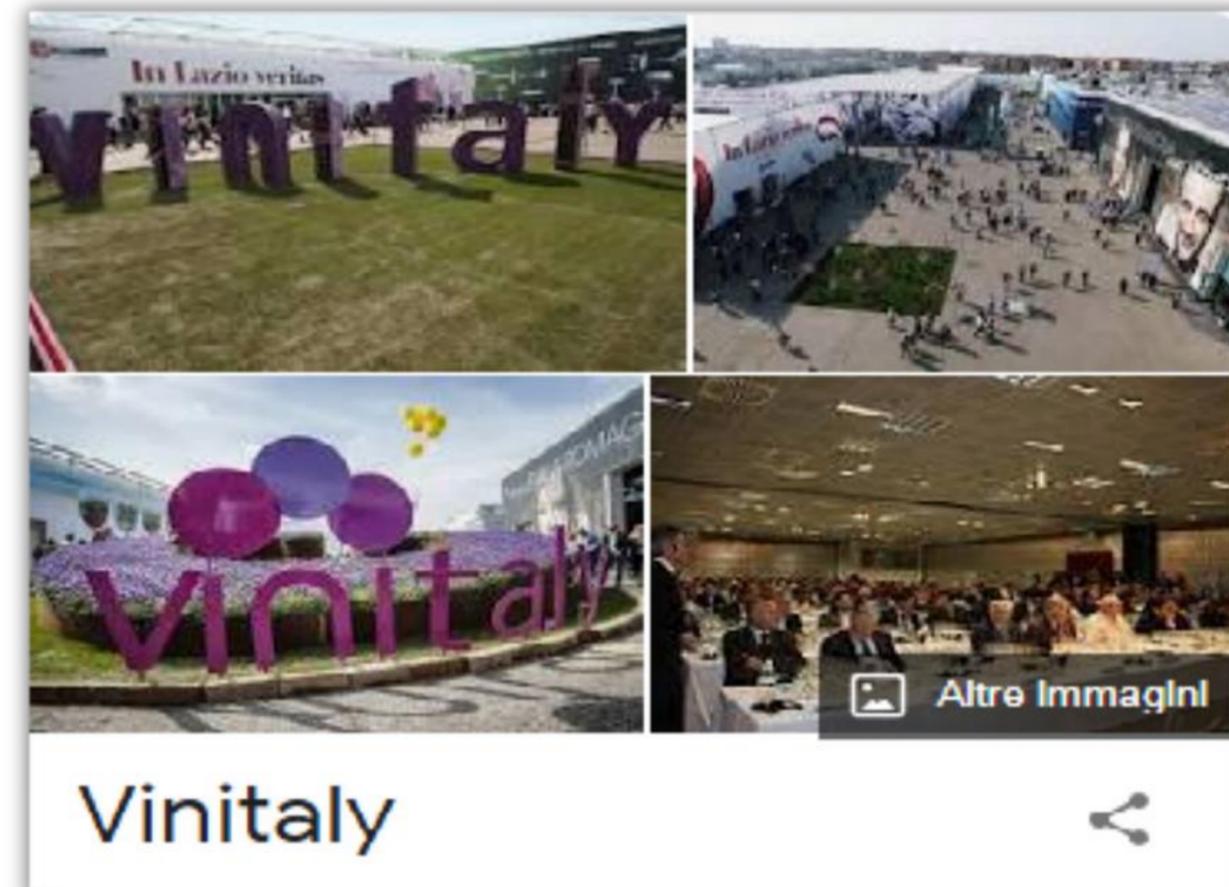
1. Introduction
2. Who - Identity
3. What - Content
4. Why - Services
5. Where - Individuation
6. When - Management
7. How - Usability
8. Conclusion



# Introduction

**Vinitaly is an international exhibition of wines and spirits.**

**Held in Verona every year, since 1967**



Vinitaly is an international wine competition and exposition that is held annually in April in Verona city, region of Veneto, in northeast Italy. ... First held in 1967, Vinitaly has been called the "most important convention of domestic and international wines" and the "largest wine show in the world".

# Who? - IDENTITY

## KEY POINTS:

- **Web Identity (Home Page)**
- **Graphic design**
- **Event presentation**
- **Geographic Position**

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**Martina De Angeli -  
1079116 Gaia Vernizzi  
- 1057049**

# Web identity - Home page

**LOGO**



54th Edition

VinalityPlus

Awards and Grand Tasting

International events

Special Edition

Educational / Training

en

World Wine Passion.

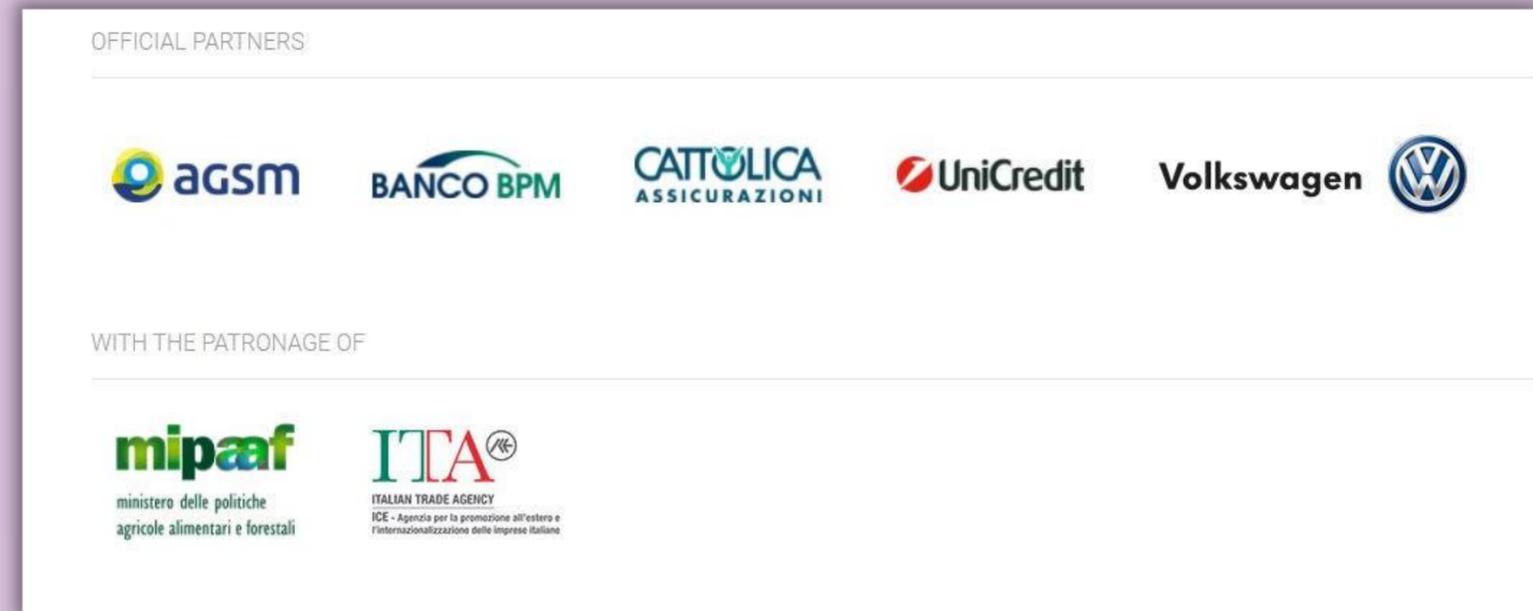
WATCH THE VIDEO

**Link to the video presentation of the event**

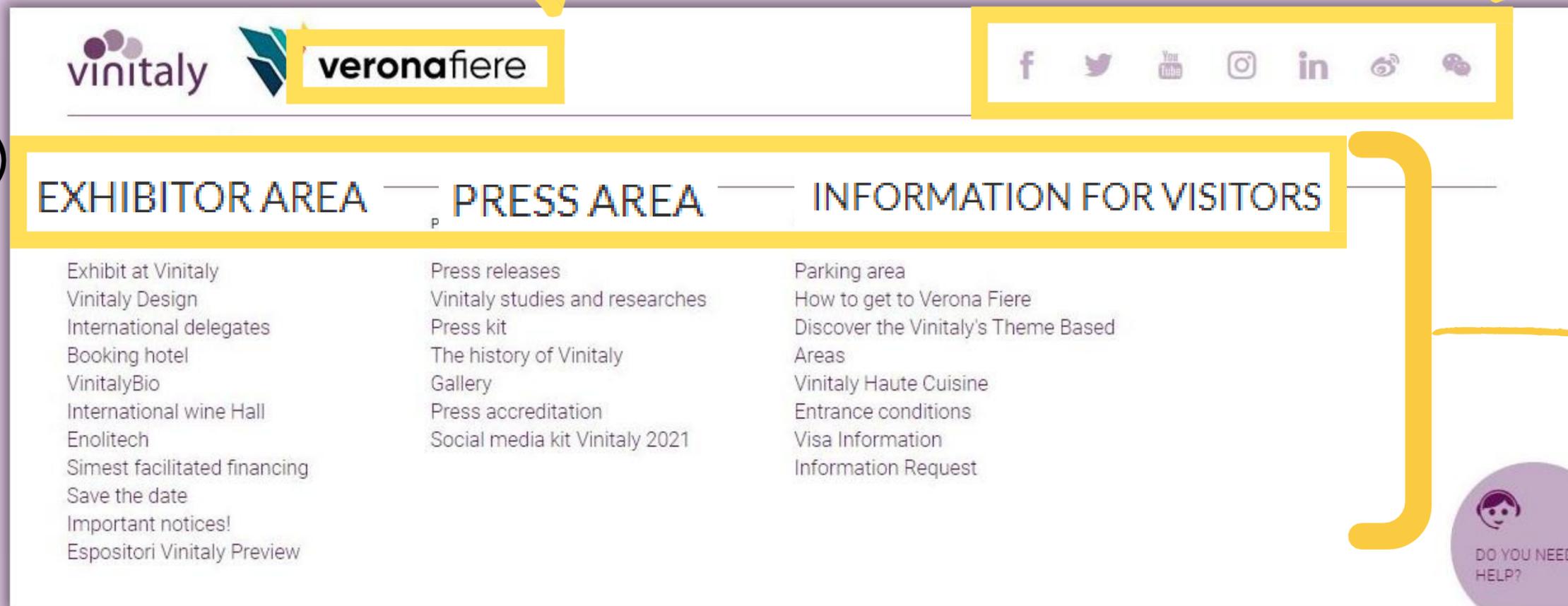
**Vineyard & heart-shaped wine stain reminding a glass of wine**



# Logos of the main partners



# Localisation



**SOCIAL PRESENCE:**  
links to social networks

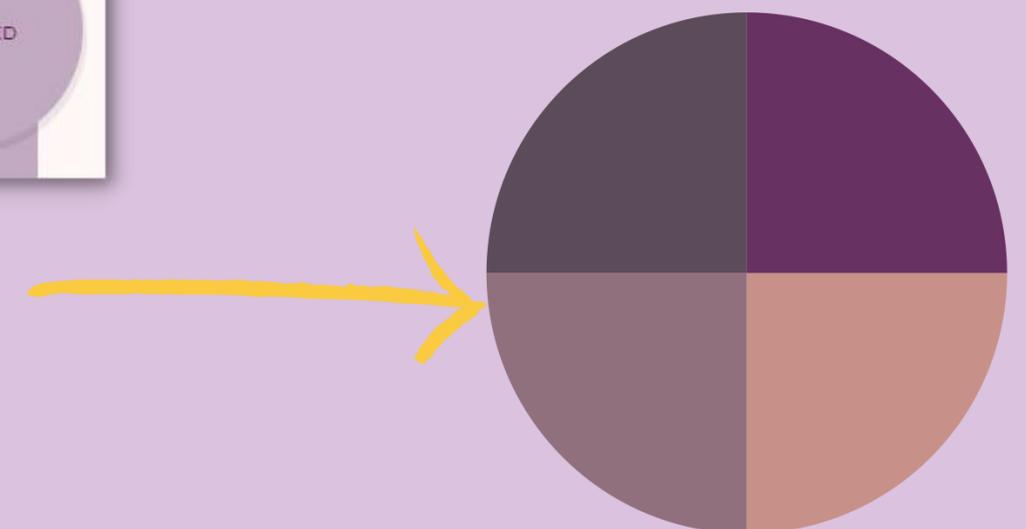
**Different targets of people**

# Graphic design and identity



**THE IDENTITY IS NOT SO CLEAR:  
you can find information about the main event only by scrolling down**

**prevailing colour: violet**

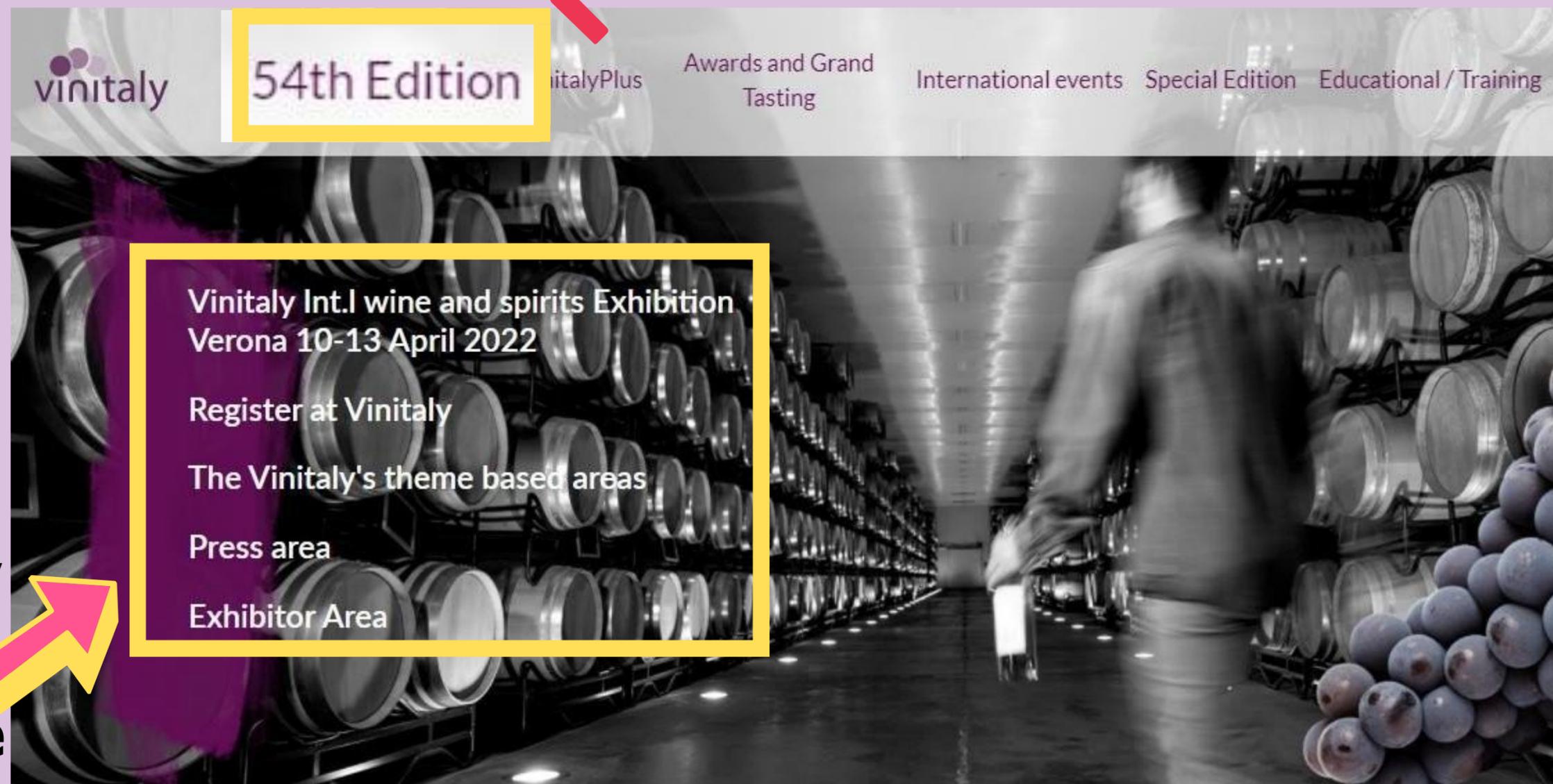


# Event Presentation

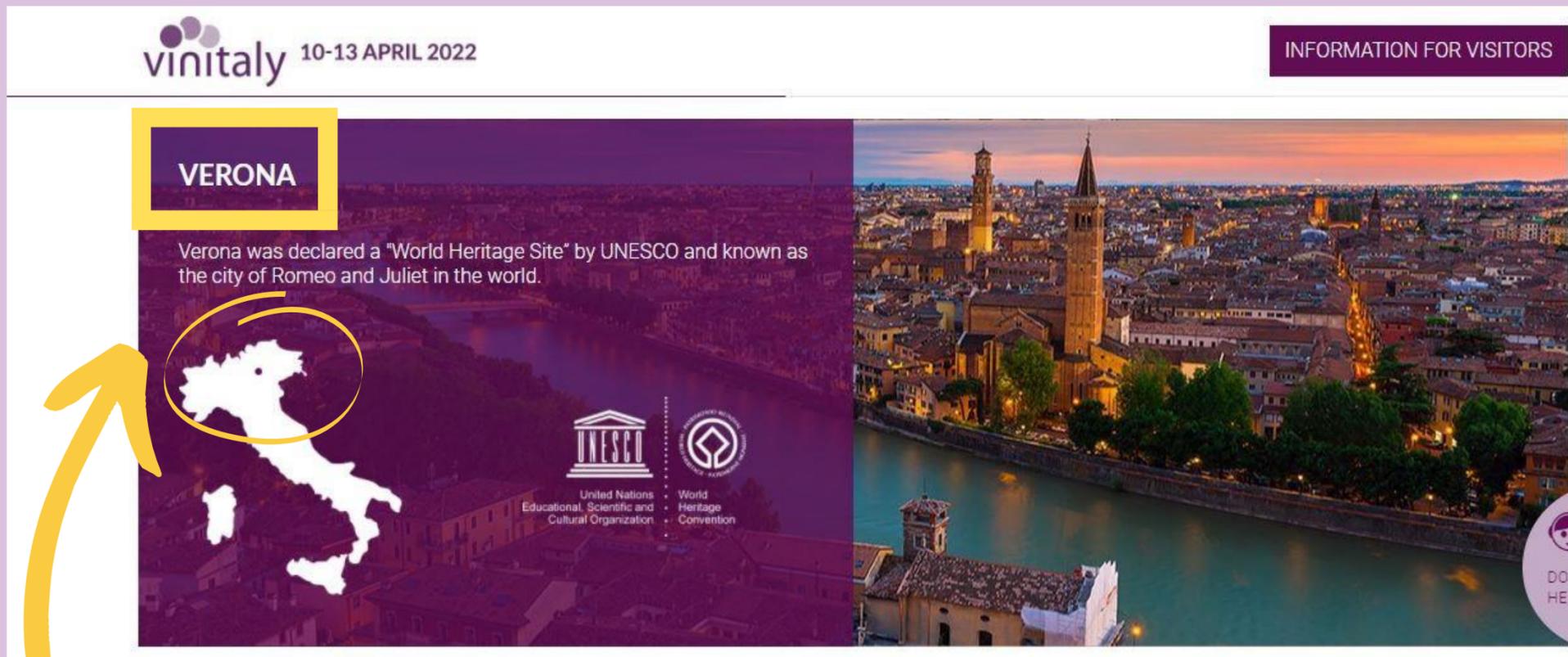


**No direct reference to the 2022 year**

**EVENT INFORMATION: available thorough many links not directly in the home page**



# Geographical position



**First hint of geographical information and localisation**

The parking area are linked with the Exhibition Centre by free shuttle buses. People arriving by

**References to:**

- means of transportation
- parking lots



# What? - CONTENT

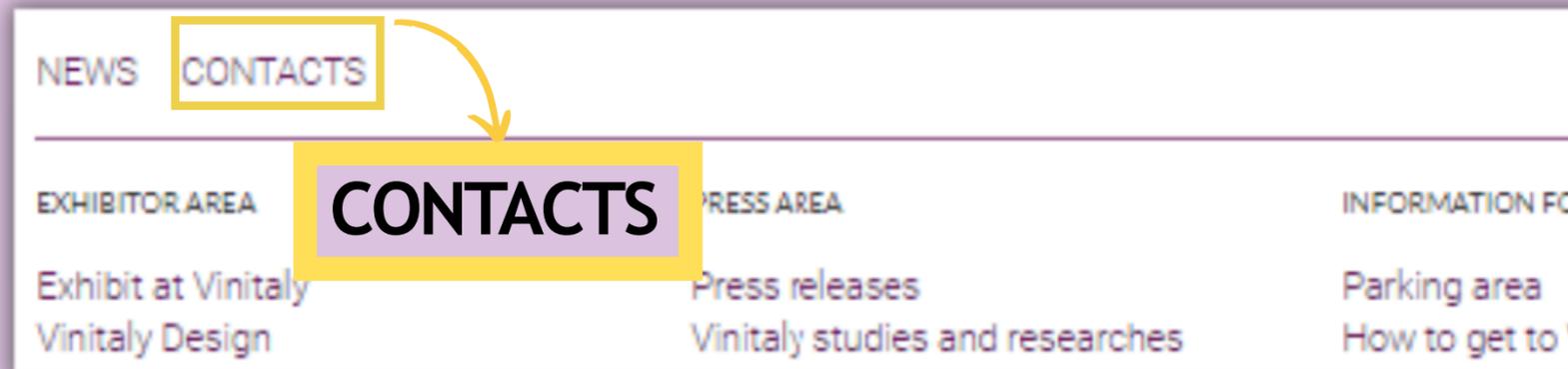
## KEY POINTS:

- **Manager's compliance & info**
- **User's compliance & info**
- **Media**
- **Links, events & copyrights**

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**Paola Mucaj -  
1083441 Caterina Righi  
- 1082874**

# Manager's compliance & info



## Mangers 'contact list:

- email
- phone number

**EXHIBITION MANAGER**

 Gianni Bruno  
+39 045 8298304

**ASSISTANT EXHIBITION MANAGER**

 Marta Giardini  
giardini@veronafiere.it  
+39 045 8298304

**EVENT MANAGER**

 Margherita Maimeri  
maimeri@veronafiere.it  
+39 045 8298109

**EXHIBITORS' ADVERTISING OPPORTUNITIES**

 Pilar Balestreri  
balestreri@veronafiere.it  
+39 045 8298336

**MARKETING AND COMUNICATION**

 Boi Tuyen Huynh  
huynh@veronafiere.it  
+39 045 8298165

 Caterina De Stefani  
destefani@veronafiere.it  
+39 045 8298349

**ASSIGNMENT OF EXHIBITION AREAS**

 Pilar Balestreri  
balestreri@veronafiere.it  
+39 045 8298336

 Michele Schenato  
schenato@veronafiere.it  
+39 045 8298139

**VINITALYBIO**

 Matteo Pasinato  
pasinato@veronafiere.it  
+39 045 8298130

# User's compliance & info

## INFORMATION FOR VISITORS

### ENTRANCE CONDITIONS



In order to ensure the highest professional standards, Vinitaly is open exclusively to adult trade operators: entrance is not allowed to persons under 18 years of age.



### HOW TO GET TO VERONA FIERE



Verona is easy to reach on the A4 Serenissima/Venice motorway or the A22 Brennero/Modena motorway

- FREE SHUTTLE BUSES
- BY CAR
- BY BUS
- BY TAXI
- BY AIR
- BY TRAIN

### PARKING AREA



Vinitaly visitors may use the following parking facilities



### THE VINITALY'S THEME BASED AREAS



Plan your visit to Vinitaly

- VINITALYBIO
- INTERNATIONAL WINE HALL
- VINITALY TASTING

### THE VINITALY HAUTE CUISINE



Find out the prestigious restaurants and Food Park area



### ENOLITECH



International Exhibition dedicated to technological supply chain applications for growing and beverages. Hall F

→ FILL IN THE PRE-REGISTRATION FORM

### VISA INFORMATION



Important notice for VISA application



### DOWNLOAD VINITALY APP



Your Guide APP "Vinitaly"



# COVID info

# WORLD WINE NEWS

VINITALY INTERNATIONAL WINE AND SPIRITS EXHIBITION  
54<sup>TH</sup> EDITION  
VERONA  
10-13 APRIL 2022

SAFETY INSTRUCTIONS CORONAVIRUS

WORLD WINE NEWS  
19 October 2021  
VINITALY SPECIAL EDITION - BEYOND ALL EXPECTATIONS: 12,000 OPERATORS (2500 INTERNATIONAL FROM 60 COUNTRIES)

WORLD WINE NEWS  
17 October 2021  
DISTRIBUZIONE MODERNA, PAROLA AI BUYERS

WORLD WINE NEWS  
14 October 2021  
DOCTORWINE by DANIELE CERNILLI

WORLD WINE NEWS  
11 October 2021  
TAVOLA ROTONDA SUL MERCATO DEL VINO NELLA DISTRIBUZIONE MODERNA IL 18 OTTOBRE A VERONA

veronafiere  
Trade shows & events since 1898

Home Info and services Job opportunities Contacts

Find en it

COMPANY PROFILE CALENDAR ORGANISE WITH US PRESS AREA

Green pass and safe business protocol

Coronavirus: preventive measures taken for trade fairs and events in protected and safe settings

Today, just as before the pandemic, the objective of event organizers is always the same: ensure operators and a useful and rewarding experience set in an environment with the highest safety standards.

On 15 June 2021, the Italian government gave the green light to shows and events attended in person. And Verona was the first exhibition centre in Italy to inaugurate the restart by welcoming visitors and exhibitors to Motor B on 18 June.

On 23 July, the Council of Ministers extended the obligatory **Green pass** also for access to trade fairs.

# NEWSLETTER

SIGN UP FOR THE NEWSLETTER

Email

Keep up-to-date with all the news about Vinitaly and the wine sector

SUBSCRIBE

# Media



**VIDEO**

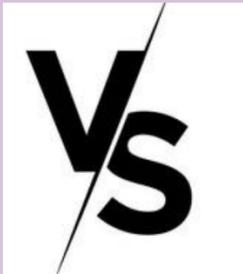
**WATCH THE VIDEO**



**The video has no audio**



**EN version**



**IT version**

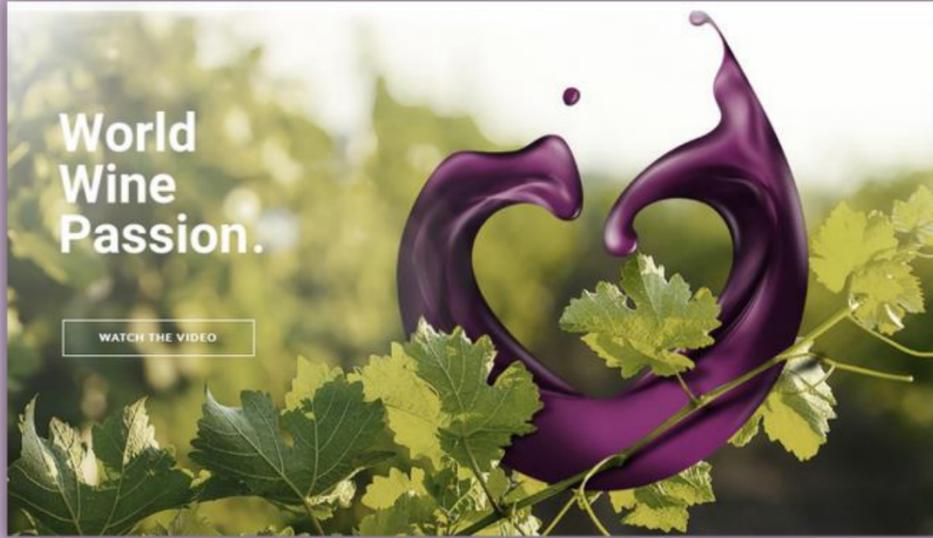


**PRESS RELEASE**

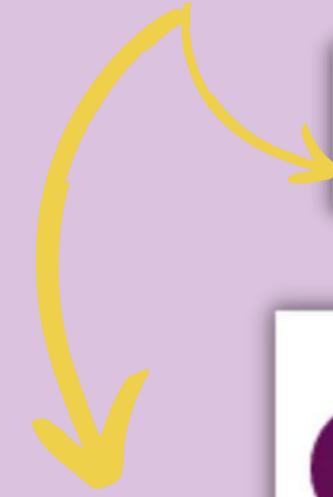
**The italian version website has an extra video compared to the english version**

**SICUREZZA IN FIERA GUARDA IL VIDEO**

# IMAGES: high quality pictures



# DOWNLOADABLE FILES



COVID19 "SAFE BUSINESS" MEASURES  
FAQ

**1** "STADIO" PARKING

Via dello Sport • timetable 0-24 • free parking  
buses LINE C

[LOOK THE MAP \(PDF\)](#)

---

**2** "ADIGEO" PARKING

Via Cagnoli • timetable 7.30-20.00 • free parking  
buses LINE H

[LOOK THE MAP \(PDF\)](#)

# Links, Events & Copyrights

## EVENTS

54th Edition

VinalityPlus

Awards and  
Grand Tasting

International  
events

Special Edition

Educational /  
Training

Wine to Asia 02 - 04 December 2021

Bellavita Expo Amsterdam 10 - 12 January 2022

Bellavita Expo Toronto 27 February - 01 March 2022

Bellavita Expo Hamburg 18 - 22 March 2022

Vinality Chengdu 20 - 23 March 2022

All events

Vinality Special Edition

Verona 17-19 October 2021

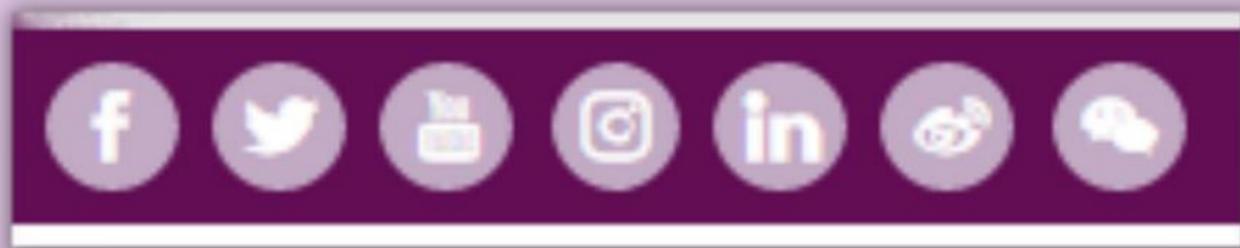
5StarWines - the Book

Wine Without Walls

Vinality Design International Packaging Competition

Grand Tasting OperaWine

# LINKS



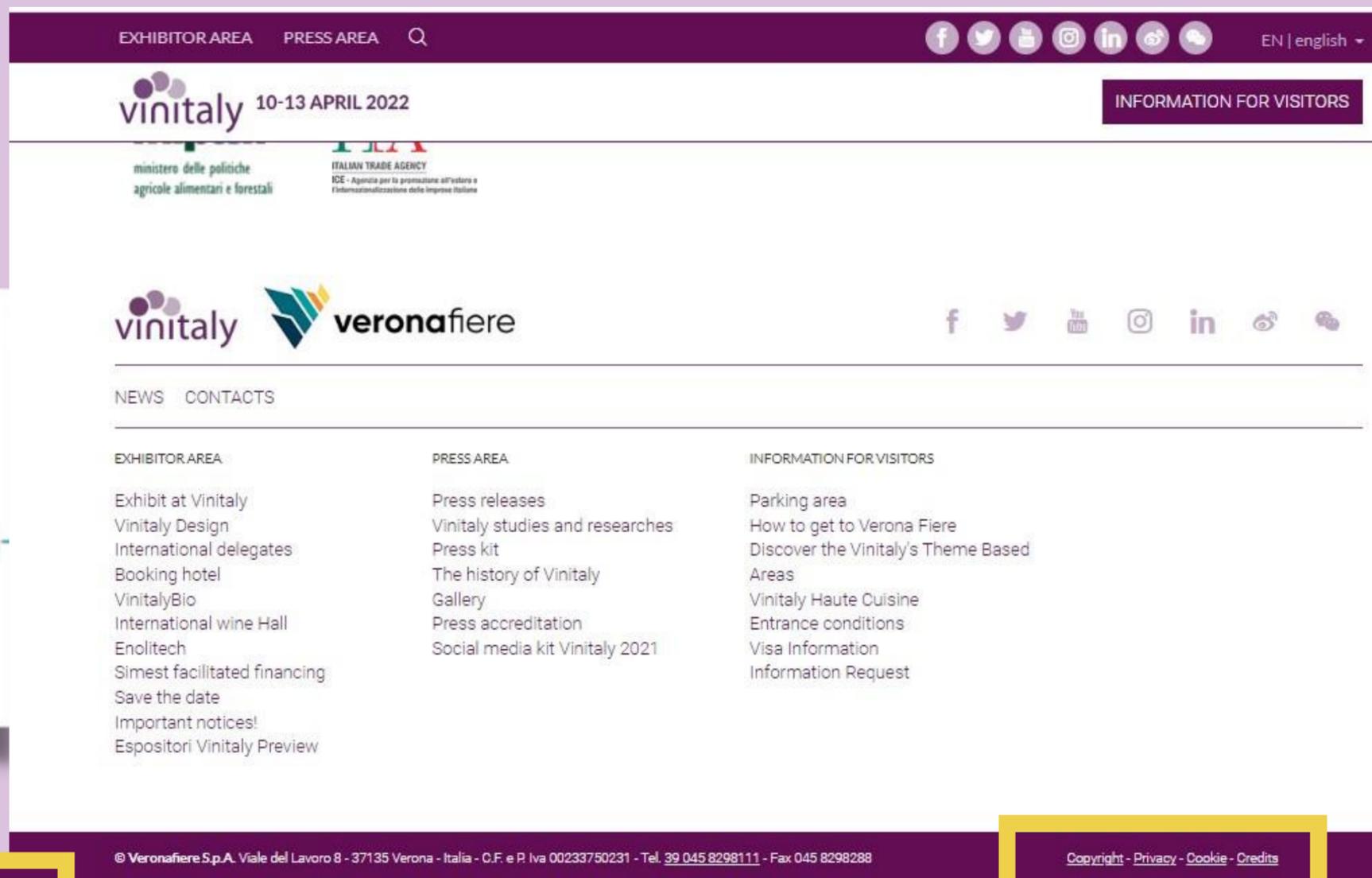
Recommended links for further information:

<http://www.salute.gov.it/nuovocoronavirus>

<https://www.who.int/emergencies/diseases/novel-coronavirus->

<https://www.epicentro.iss.it/coronavirus/>

# COPYRIGHTS



Copyright - Privacy -

[Copyright](#) - [Privacy](#) - [Cookie](#) - [Credits](#)

# Why? - SERVICES

## KEY POINTS:

- **Tickets & transports**
- **E-commerce & merchandise**
- **Services & pavilions' maps**
- **IS IT SAFE?**

---

**Oksana Milutina -  
1081608 Luca Cuni  
- 1057828**

# Transports

## Ticket service

Vinitaly 2020:  
Purchase a ticket or redeem an invitation code

Purchase a **ticket**

Daily ticket  
€90 - purchased online €85  
  
Subscription (4 entrances)  
€160 - purchased online €150

SALES SERVICE ONLINE SOON

Redeem an **invitation code**

Have you received an INVITATION CODE?  
  
To obtain your Vinitaly entrance ticket, go to <https://ticketing.vinitaly.com>, enter the invitation code and follow the instructions.

FAQ How to redeem an invitation code  
  
**ATTENTION!** The invitation code can be redeemed until Friday 22 May 2020

REDEEM AN INVITATION CODE

### HOW TO GET TO VERONA FIERE



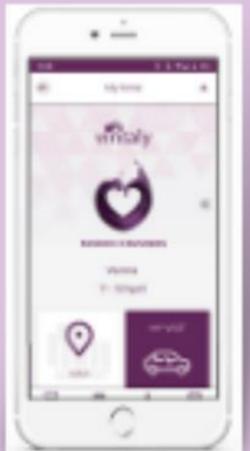
Verona is easy to reach on the A4 Serenissima Milan-Venice motorway or the A22 Brennero/Modena motorway

- FREE SHUTTLE BUSES
- BY CAR
- BY BUS
- BY TAXI
- BY AIR
- BY TRAIN

List of transports  
+  
tel. number

- #### How to find a taxi quickly
- Radiotaxi (round the clock service)  
Via Galilei, 9 Ph. +39 045 532666
  - Piazza Bra taxi rank  
Ph.+39 045 8030565
  - Porta Nuova taxi rank  
Ph. +39 045 8004528
  - Piazza Erbe Taxi Service (daytime)  
Ph. +39 045 8030561
  - Borgo Trento Hospital Taxi Service (daytime)  
Ph. +39 045 8349511
  - P.ta S.Giorgio Taxi Service (daytime)  
Ph. +39 045 8349510
  - P.ta Vescovo Taxi Service (daytime)

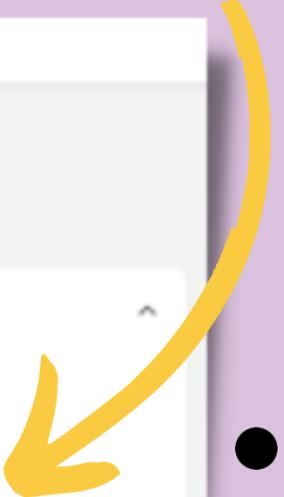
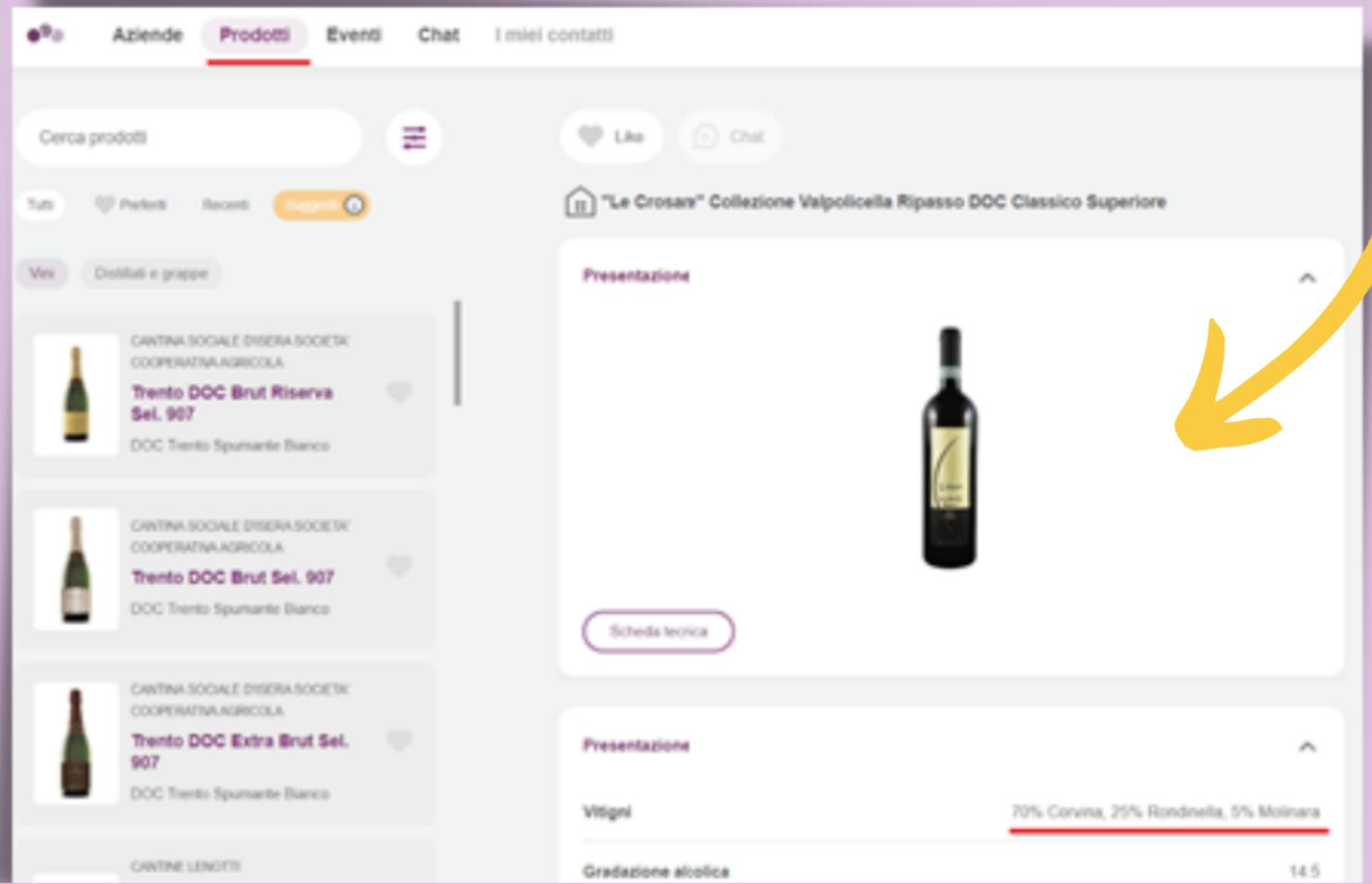
# • E-commerce



**Vinality App:  
no real e-commerce**



**products'specific list:  
direct link to the producer  
to buy them**



# • Merchandise



VINITALY BOUTIQUE

- **Overnight stay**
- **Haute cuisine**



Prestigious restaurants where renowned chefs prepare refined menus and the Citadels of Gastronomy offering pairings of wine and typical regional produce.

# Regional pavilions map

# Services map



\*This map is from 2019

# Map & information on Veronafi website



**Info and services**

- Green pass and safe business protocol
- Map and exhibition centre services**
- Wi-Fi Service
- Catering services
- Photo gallery
- Reaching Veronafi
- FAQ
- Accessibility area
- Visitor Regulations

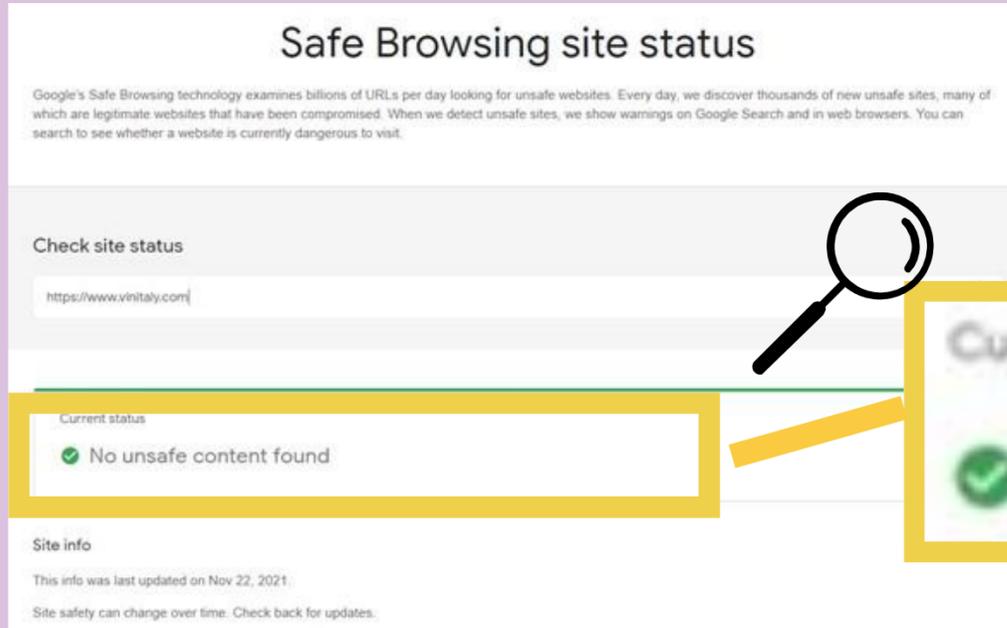
- Exhibition centre services:**
- Information points
  - Internet point
  - Banks
  - Left luggage
  - Newsagents and tobacconists
  - Heliport
  - Electric car service
  - Emergency and First Aid



# Is Vinality.com safe?

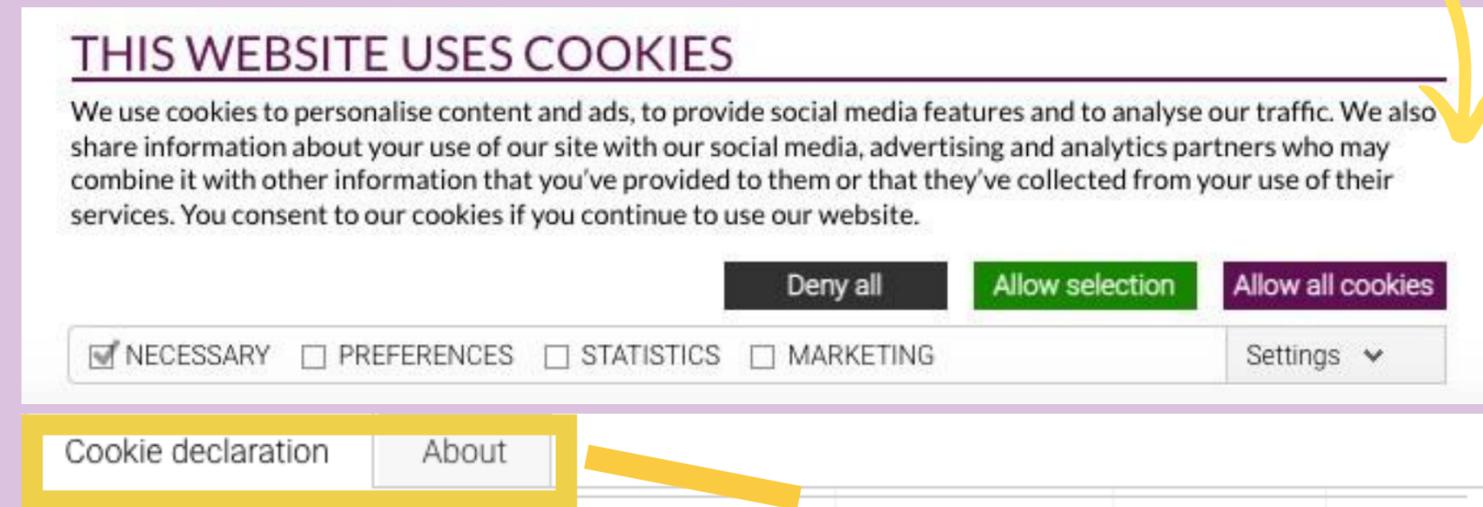
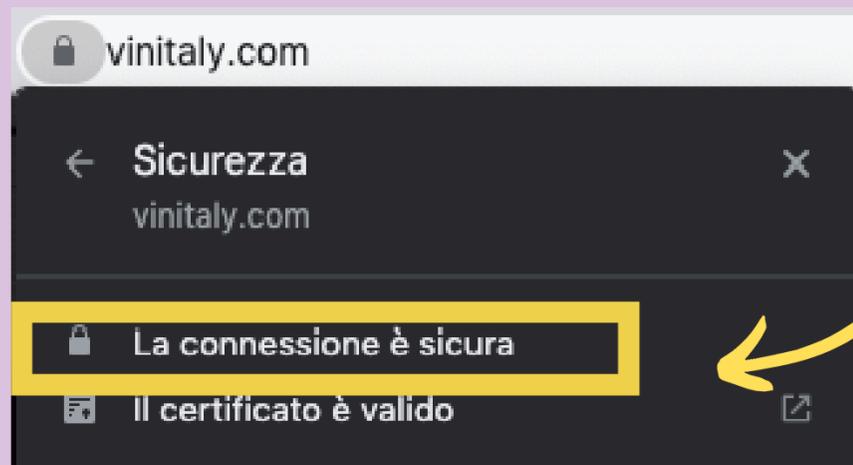


According to Google Safe Browsing Vinality.com is **SAFE**



The website explicitly asks users to accept or deny cookies:

No unsafe connection



details on the adopted cookie policy

# Where? - INDIVIDUATION

## KEY POINTS:

- **Traffic sources and authority**
- **Search visibility**
- **Competition**
- **Social Networks & Web Reputation**
- **Communication**

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**Giulia Rigo -  
1083684 Alessandra Rodigari  
- 1083492**

# Traffic Sources and Authority

• **Total visits: 87,262:**



• **Main traffic source: *organic search***



• **Domain Analysis:**

Domain Authority: 60  
Page Authority: 49

PR Quality: **Very Strong**

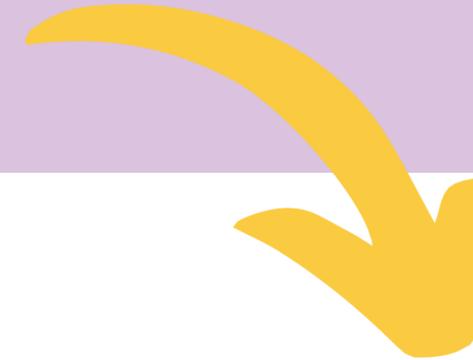
Google PageRank: **5/10**  
cPR Score: **5.9/10**

Tools: SimilarWeb CheckPageRank.net  
FREE TOOL TO CHECK GOOGLE PAGERANK

# Search Visibility

## LANGUAGES & COUNTRIES:

1. *Italian - Italy*
2. *English - UK*



# MAIN SEARCH ENGINES:



# Other keywords: "wine fair EU"

Microsoft Bing search results for "wine fair EU". The search bar shows "wine fair EU" and filters include TUTTO, IMMAGINI, VIDEO, MAPPE, NOTIZIE, SHOPPING. The results show 503,000 results. The top result is "Vinalty International wine and spirits exhibition - Vinalty" with a link to https://vinalty.com/en. Below it are other trade show listings.



# Search by keywords:

	Search terms (287)	Volume	Organic vs Paid	Position (Orga...
1	vinalty 2021	6,820	<div style="width: 80%;"></div>	4
2	vinalty	4,740	<div style="width: 70%;"></div>	4
3	vinalty special edition	520	<div style="width: 90%;"></div>	5
4	vinalty 2022	930	<div style="width: 85%;"></div>	3
5	vinalty special edition 2...	300	<div style="width: 95%;"></div>	4

# Vinality.com and its competitors

- an overview -



**Engagement** ⓘ  
 📅 Aug 2021 - Oct 2021 🌐 Worldwide 🗺️ All traffic

Metric	vinality.com	vs	prowein.com	winespectator.com
📅 Monthly visits	29,087		8,704	643,297 🏆
👤 Monthly unique visitors	20,421		5,784	454,145 🏆
👤 Visits / Unique visitors	1.42	→	1.50 🏆	1.42
👥 Deduplicated audience <span>BETA</span>	N/A		N/A	N/A
🕒 Visit duration	→ 00:02:11 🏆		00:00:28	00:00:49
📄 Pages per visit	→ 2.66 🏆		1.29	1.86

**SimilarWeb**

# Social network & Web reputation



FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	LINKEDIN	WEIBO
164.659 "Like" 183.978 "Follower"	25.745 "Follower" 8.737 "Tweet"	1010 "Follower" 180.297 "Views"	31.700 "Follower" 628 "Post"	11.975 "Follower"	6898 " <u>Follower</u> "
Last Update: Up to date	Last update: 19th October	Last update: 19th November	Last update: Up to date	Last update: 19th November	Last update: 12th November

31,737 Followers

@vitalyofficial  
ENGAGEMENT RATE  
**0.30%**

Average Interactions per post  
99 likes  
2 comments

**Vitaly Official**  
International Wine & Spirits Exhibition dedicated to industry professionals organized by @veronafiere

**1K**  
Followers

**0.20%**  
Engagement Rate

**469**  
Total Posts

Tool:  
 engagement calculator



← **vinalityandthecity** ⋮



**290**  
Posts

**3,521**  
Followers

**2,464**  
Following

Vinality and the City  
8-11 April 2022 | Tastings, meetings and events in the heart of Verona. #vinalityandthecity  
[www.vinalityandthecity.com/](http://www.vinalityandthecity.com/)

← **vinalityinternational** ⋮



**4,969**  
Posts

**61.3K**  
Followers

**708**  
Following

Vinality International Academy  
Vinality International is the strategic partner of Vinality, the largest wine and spirits exhibition in the world held every year in Verona, Italy  
[znapp.link/vinalityinternational](https://znapp.link/vinalityinternational)

← **myoperawine** ⋮



**2,640**  
Posts

**4,784**  
Followers

**1,570**  
Following

MyOperaWine  
The Finest Italian Wines: 100 Great Producers selected by @wine\_spectator 📍 10th edition, June 19, 2021, organized by Veronafiore/Vin... more  
[www.operawine.it/](http://www.operawine.it/)




 **Vinality and the City**  
Festival

Mi piace

**10,561**  
Total likes

**11,198**  
Total follows



 **Vinality International Academy**  
Quartiere degli affari

Mi piace

**26,397**  
Total likes

**30,213**  
Total follows



 **OperaWine**  
Vini/liquori

Mi piace

**2,975**  
Total likes

**4,035**  
Total follows

# Communication with users

- **Telephone number** and **email** are present and sensible as links





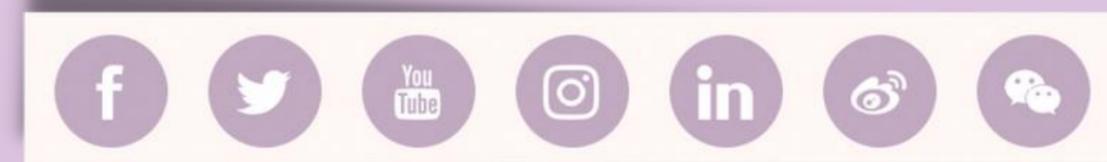
Customer care

Tel: +39 045 8298561

Opening times: Monday – Friday 09.00 - 18.00

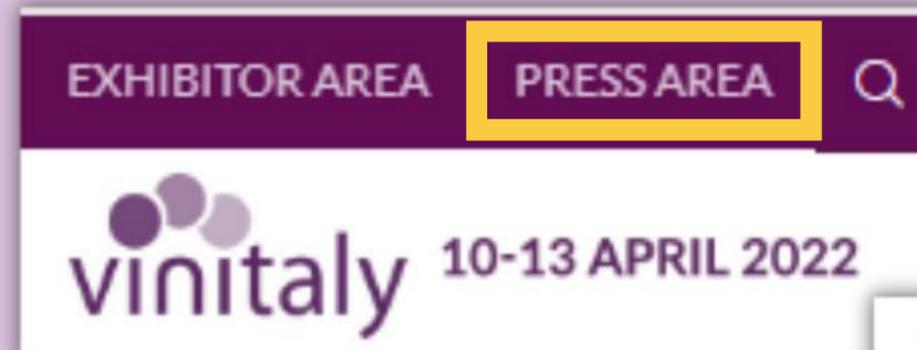
email: [customer care@vinality.com](mailto:customer care@vinality.com)

- Officially present on 7 different **social networks**. Including one used only in China.

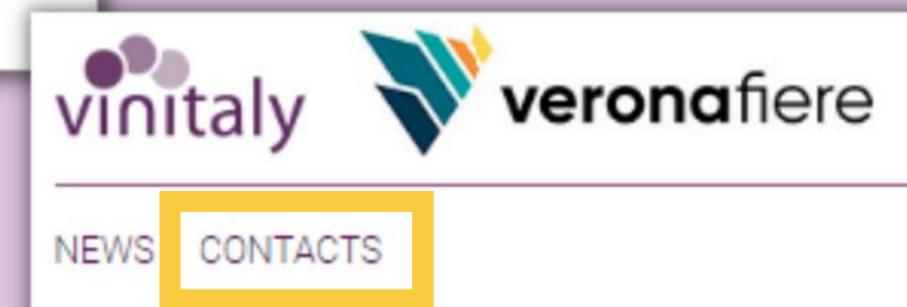


- **Newsletter subscription**

- **Special area for exhibitors**



- **Page dedicated to Press** with personal contacts

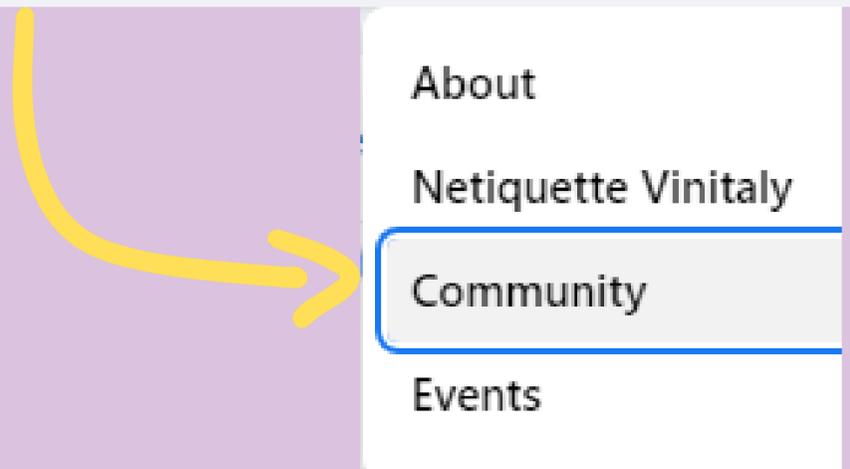


# COMMUNICATION AMONG USERS




**VINITALY**   
 @vinalityofficial · ★ 4.6 (863 reviews) · Business centre

Home Reviews Videos Photos **More ▾**



About  
 Netiquette Vinality  
**Community**  
 Events

# COMMUNICATION B2B

**ARGENTINA, CILE, PERÚ** 

QUALITY & PREMIUM BRANDS INTERNATIONAL S.A.S.  
 Piazza del Grano, 12  
 37012 Bussolengo, Verona ITALY  
 T. 347 1069829  
 E-mail: ricardo.torre@bdmconsulting.it

**CHINA** 

VERONAFIERE SPA – SHANGHAI REPRESENTATIVE OFFICE  
 The Center, Changle Road 989 – Shanghai - CHINA  
 T. 0086 15121130106  
 E-mail: incontro@ro.veronafiere.com

**FRANCE – ALGERIA - TUNISIA** 

AEP CONSULTANTS  
 5 allée Jacques Daguerre, F-94300 Vincennes, FRANCE  
 T. 0033 143283926  
 E-mail: angelopavone@aepconsultants.com

**GERMANY** 

ITALIAN CHAMBER OF COMMERCE IN GERMANY  
 Landaubogen 10, 81373 München, GERMANY  
 T. 0049 89 96166172 – Fax: 0049 89 2904894  
 E-mail: nfo@italcam.de

**SPAIN** 

ALOSPA ARB SERVICES S.L.  
 c/ Alarcos, 17, 13001 Ciudad Real SPAIN  
 T. 0034 926 048414  
 E-Mail: comex@arbinternational.es

**TURCHIA** 

MZ CONSULTING & FAIRS  
 Fenerbahçe Mh. Dalyan Aralığı Sk. Emek Apt. No:13 D:2 Kadıköy 34726 İstanbul, TURCHIA  
 T. 0090 532 5214849  
 E-Mail: info@mz-consulting.org

**INTERNATIONAL PARTNERS**

**UK** 

THE ITALIAN CHAMBER OF COMMERCE/INDUSTRY FOR THE U.K.  
 1 Princes Street – W1B 2AY – London - UK  
 T. 0044 20 7495 8191  
 E-mail info@italchamind.org.uk

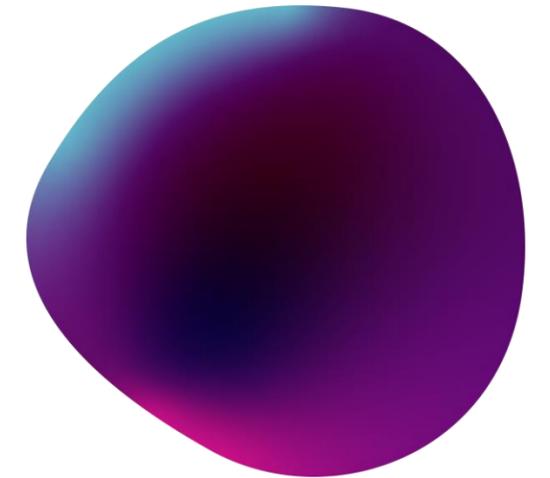
**RUSSIA** 

CAMERA DI COMMERCIO ITALO-RUSSA  
 Corso Sempione 32/B – 20154 Milano - ITALY  
 T. 02 86995240  
 E-mail info@ccir.it

# When - MANAGEMENT

## KEY POINTS:

- **Website updates**
- **Broken links**
- **Vinality APP**
- **Social media presence & updates**

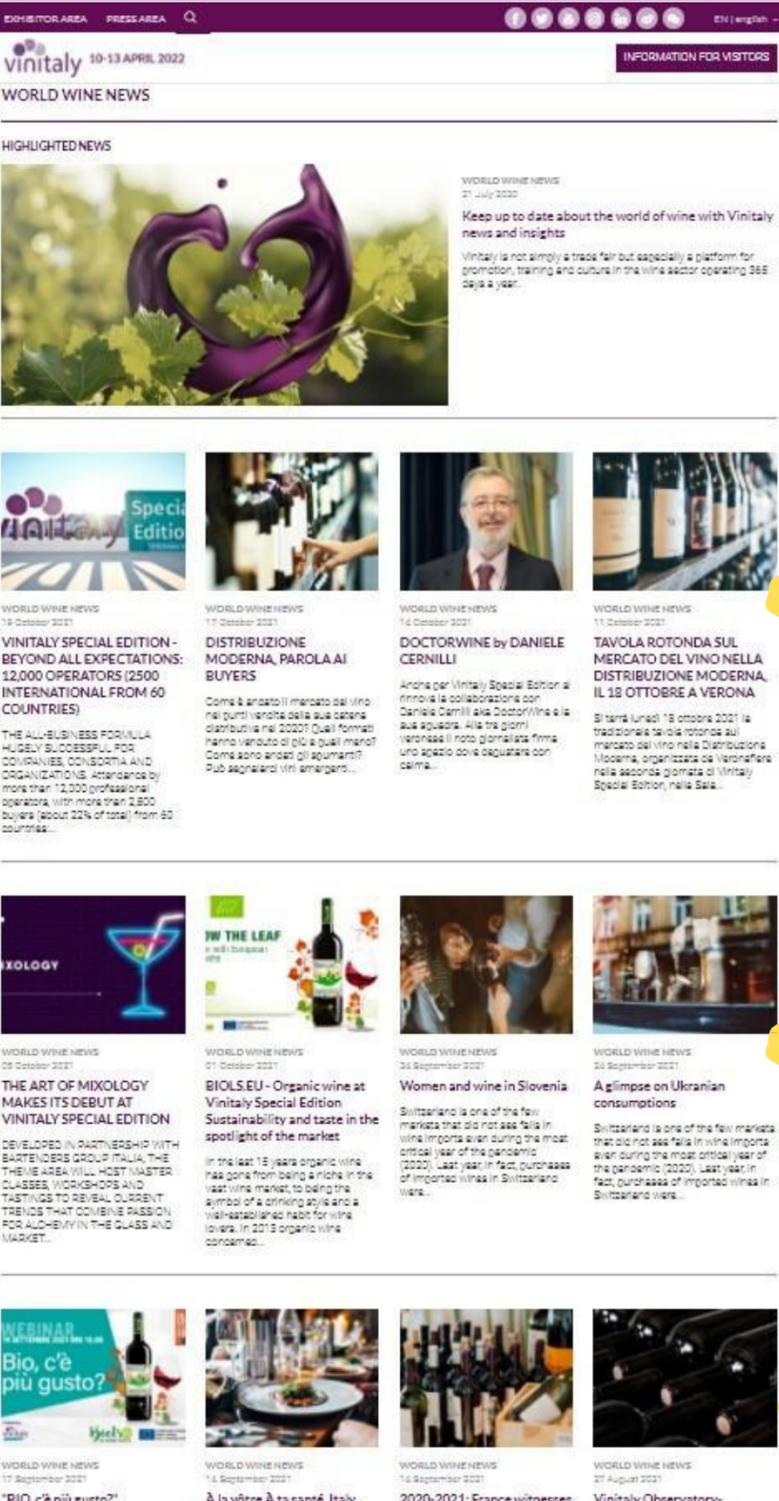


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**Debora Martina - 1044159**

# Website Updates

## Press releases English updates:



WORLD WINE NEWS  
9 October 2021

**VINITALY SPECIAL EDITION - BEYOND ALL EXPECTATIONS:**

WORLD WINE NEWS  
17 October 2021

**DISTRIBUZIONE MODERNA, PAROLA AI**

WORLD WINE NEWS  
14 October 2021

**DOCTORWINE by DANIELE CERNILLI**

WORLD WINE NEWS  
11 October 2021

**TAVOLA ROTONDA SUL MERCATO DEL VINO NELLA**

WORLD WINE NEWS  
05 October 2021

**THE ART OF MIXOLOGY MAKES ITS DEBUT AT**

WORLD WINE NEWS  
01 October 2021

**BIOLS.EU - Organic wine at Vinality Special Edition**

WORLD WINE NEWS  
24 September 2021

**Women and wine in Slovenia**

WORLD WINE NEWS  
24 September 2021

**A glimpse on Ukranian consumptions**

WORLD WINE NEWS  
17 September 2021

**"BIO, c'è più gusto?"**

WORLD WINE NEWS  
14 September 2021

**À la vôtre À ta santé, Italy and France food and wine**

WORLD WINE NEWS  
14 September 2021

**2020-2021: France witnesses record wine consumption**

WORLD WINE NEWS  
27 August 2021

**Vinality Observatory-Nomisma Wine Monitor**

# CONTENT UPDATES: Vinitaly studies & researches section

**ITALIAN WEBPAGE:**  
last update on 2017



AREA ESPOSITORI AREA STAMPA Q

f t y i in s

IT | italiano

vinitaly 10-13 APRILE 2022

INFORMAZIONI PER I VISITATORI

Vinitaly Verona → Area stampa → Studi e ricerche

Area stampa:  
**studi e ricerche di Vinitaly**

Elenco degli studi e ricerche disponibili sul web:

dicembre 2017 Vinitaly/Omi

ANNO 2017

**ENGLISH WEBPAGE:**  
last update on 2012



EXHIBITOR AREA PRESS AREA Q

f t y i in s

EN | english

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INFORMATION FOR VISITORS

Verona → Press Area → Vinitaly studies and researches

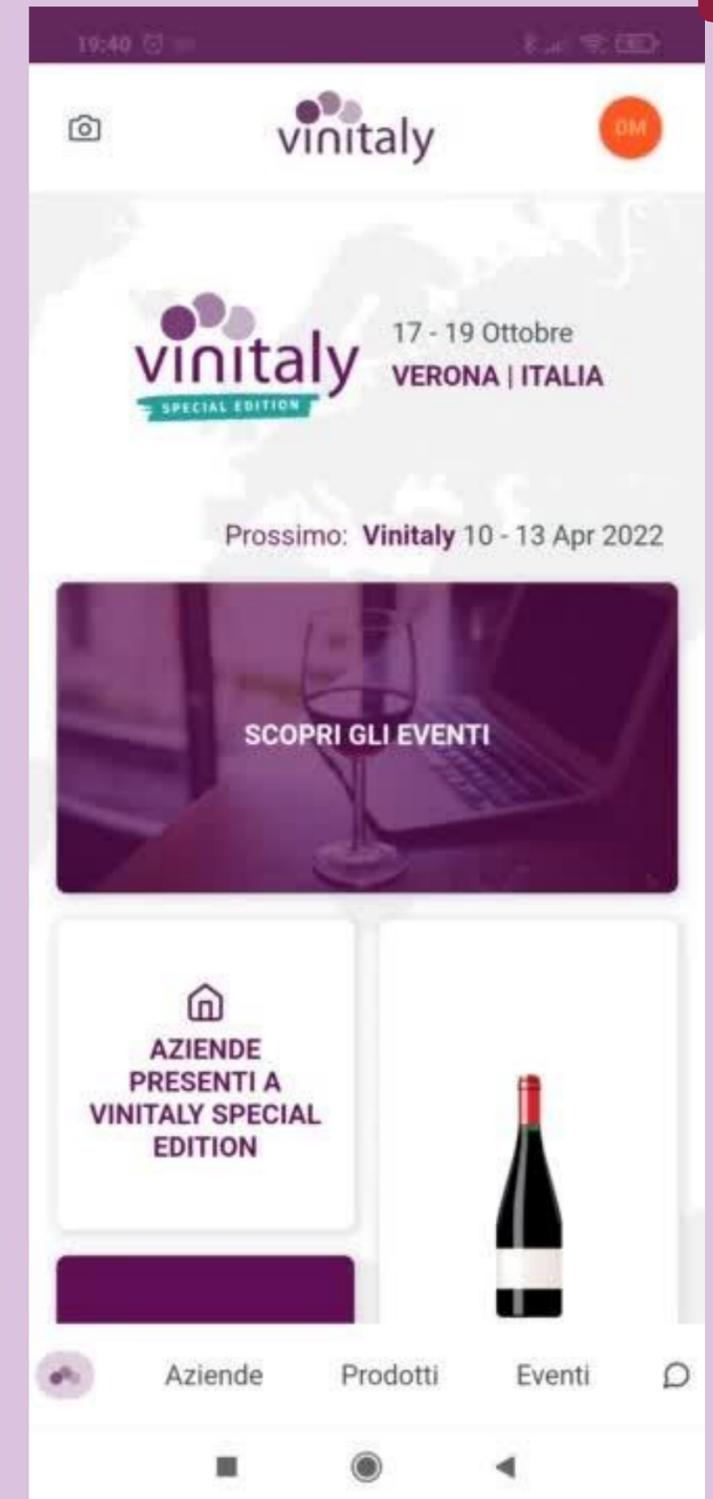
Press Area:  
**Vinitaly studies and researches**

List of studies and research available through our Internet site:

March 2012 Vinitaly/Ispo Ricerche

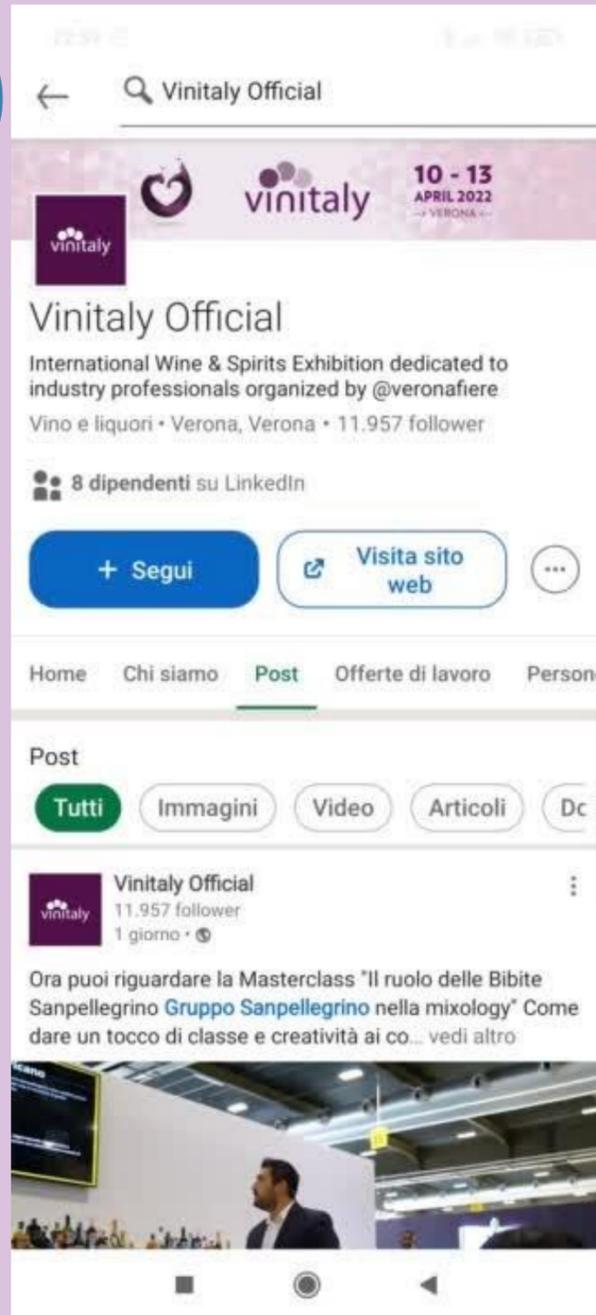
YEAR 2012





# Social Media Presence & Updates

37



# How? - USABILITY

## KEY POINTS:

- **Main menu**
- **Search engine**
- **Download time**
- **Phone friendly**
- **Languages**

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**Laura Bonomi - 1082513**

# Main menu



# Search engine

EXHIBITOR AREA PRESS AREA Q

f t y i l r w

EN | english

**vinitaly** 10-13 APRIL 2022

INFORMATION FOR VISITORS

Informations for visitors:  
**parking area**

Visitors can use parking facilities and free shuttle buses to reach the exhibition center

OPEN IN GOOGLE MAPS

1 "STADIO" PARKING

Via dell'... • timetable 0-24 • free parking area • free shuttle buses  
buses LINE



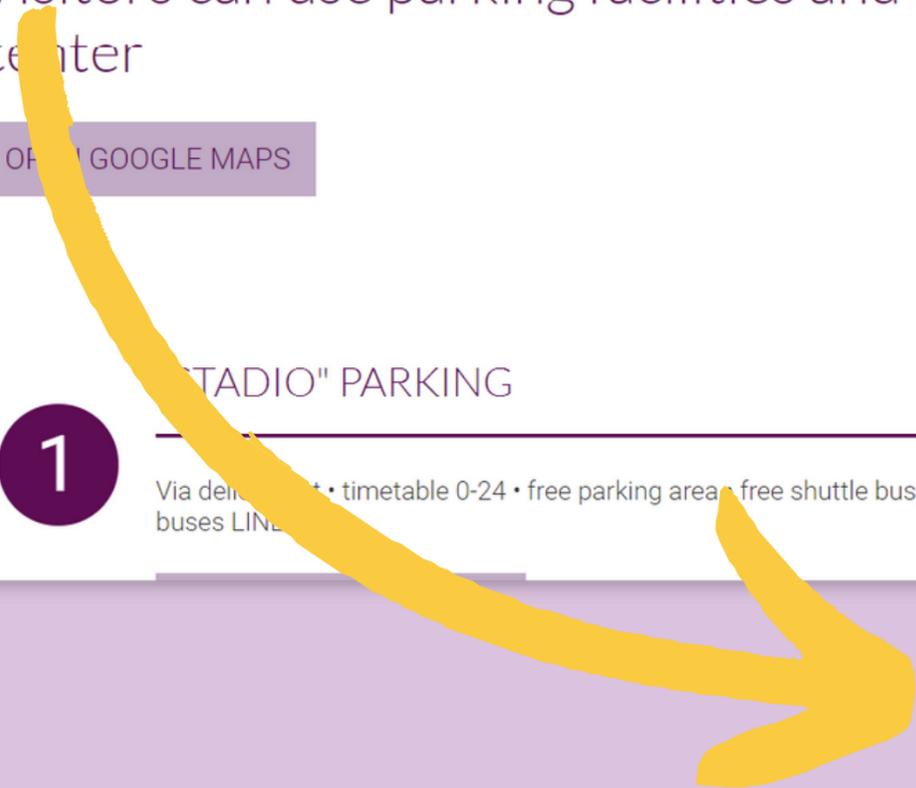
Search in Vinitaly

parking

SEARCH

Search Results (0)

No results found



# Download time according to Pingdom



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

**D 67**

Page size

**21.2 MB**

Load time

**1.44 s**

Requests

**133**

- London and Berlin: 1.44 s
- Washington (USA): 2.00 s
- San Paolo (Brazil): 5.42s
- Tokyo (Japan): 4.29s
- Sydney (Australia): 5.23s

Download time in London



# Readable on smartphones

According to Google Mobile Friendly test and personal experience

A screenshot of the Google Mobile-Friendly Test results for the website vinality.com. The browser address bar shows "https://www.vinality.com/". The page title is "Risultati del test". A large yellow thumbs-up icon is on the right. A green checkmark icon is next to the text "La pagina è ottimizzata per i dispositivi mobili". Below this, it says "È facile utilizzare questa pagina su un dispositivo mobile. Scopri di più". At the bottom of the test result box, there is a button that says "VISUALIZZA PAGINA TESTATA".

19:12 4G



54° Edizione

VinitalyPlus

Awards e Grand Tasting

Eventi internazionali

Special Edition

Education / Formazione

Vinitaly International Academy

wine2wine Business Forum

it en

54° Edizione VinitalyPlus Awards e Grand Tasting Eventi internazionali Special Edition Education / Formazione

World Wine Passion.

GUARDA IL VIDEO



19:12 4G

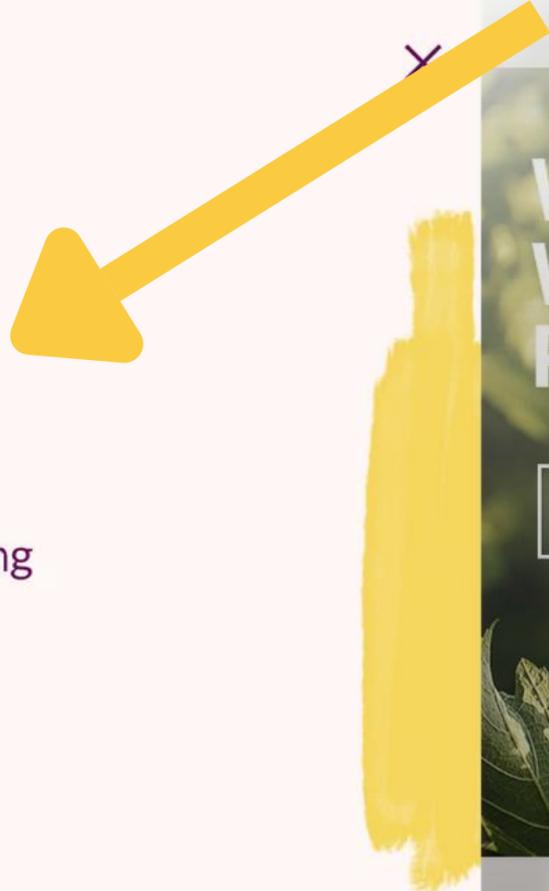


Cerca in Vinitaly

Inserisci parola chiave

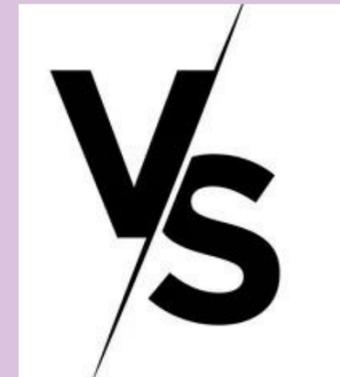
CERCA

Risultati ricerca (0)



# Available languages

## Main Page



## Event page



# Conclusion

STRENGTHS	WEAKNESSES
Simple but appealing graphic layout	Omission of information in some subsections
Official site & App both mobile-friendly	Lack of a real e-commerce
Efficient content (general information + Covid)	Detached & passive interaction in social media accounts
Site available in many languages	Some website sections are not updated regularly
Good services overview	Several broken links
High visibility in: <ul style="list-style-type: none"> <li>• Google &amp; Bing (keywords)</li> <li>• IT &amp; UK</li> </ul>	

# Thank you for your attention!

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*Bonomi Laura - 1082513*

*Cuni Luca - 1057828*

*De Angeli Martina - 1079116*

*Martina Debora - 1044159*

*Milutina Oksana - 1082513*

*Mucaj Paola - 1083441*

*Righi Caterina - 1082874*

*Rigo Giulia - 1083684*

*Rodigari Alessandra - 1083492*

*Vernizzi Gaia - 1057049*

