

EXECUTIVE CONTRACT FOR THE AWARDING OF THE "TOURISM DIGITAL HUB - TDH" BY MEANS OF SUPPLY ORDER UNDER THE FRAMEWORK AGREEMENT FOR APPLICATION SERVICES FOR PUBLIC ADMINISTRATIONS SIGNED BY CONSIP - ID 2212 – LOT 1

DERIVATIVE TENDER ID CODE 8924679E15 - UNIFORM PROJECT CODE J51B21002940006

# *Tourism Digital Hub*

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## Co-branding guidelines

Annex ref. "Public notice for the conclusion of free co-branding agreements aimed at promoting the visibility of the italia.it portal and the "TDH" (Tourism Digital Hub)"

*Version: 2.0*



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REPUBBLICA ITALIANA



# Foreword

Introduce the new **Tourism Digital Hub** and share the strategic vision with which brands can **develop a co-branding project proposal**, in keeping with the values and positioning of Italia.it



TDH

CONCEPT &  
POSITIONING

PROJECT  
PROPOSALS





# TDH in numbers



**Over €96 million**  
international tourists/year  
(2019)



**€114 million**  
total allocation of the  
TDH programme



**40**  
project lines  
activated in the  
TDH

TDH will enable the integration of an ecosystem of **partners**, including:



**REGIONS**



**BRANDS**



**ASSOCIATIONS**



**STARTUPS**

Investments, co-branded content creation and service offerings in each area are aimed at **reaching the estimated user targets** by 2024



**2022** → **≈ 1 MILLION**



**2023** → **≈ 6 MILLION**



**2024** → **≈ 30 MILLION**



# What is TDH?

## TOURISM DIGITAL HUB

The TDH responds to the objectives of the strategic plan, building a bridge between the tourist and the ecosystem of the tourism offer through a platform that not only digitalises the tourism offer but also aggregates and enhances data and enables continuous collaboration between Italian tourism players.

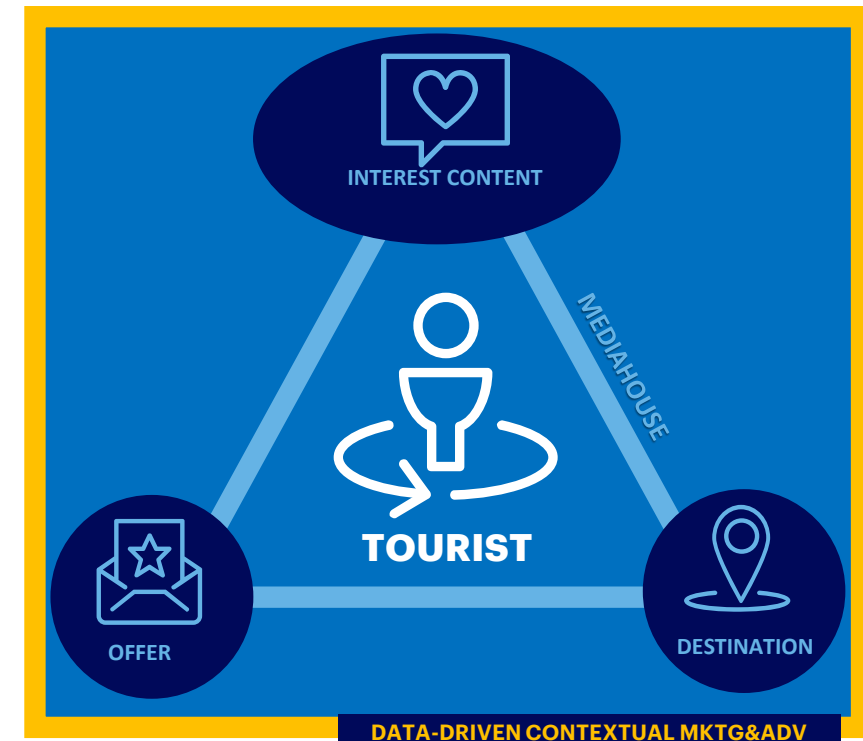
**Attract, engage, convert and retain** both visitors and suppliers by providing content, services, hyper-personalised contextual experiences and useful B2B data.

**Create strong and lasting relationships between individuals and Italy** before, during and after the tourist experience.

**OUR MISSION IS TO UNLOCK ALL THE POSSIBLE EXPERIENCES THAT ITALY HAS TO OFFER TO ALL TYPES OF TOURISTS**

### New Digital Ecosystem of Italian Tourism

INTEROPERABILITY / APIs FOR REGIONS, STARTUPS, BRANDS



DATA ROOM / DATA COLLECTION, ANALYTICS, INSIGHTS, GEO-DASHBOARDS

# Full Funnel

## DATA-DRIVEN ACTIVATION

ATTRACTION  
AWARENESS



INTEREST  
INVOLVEMENT



CONVERSION  
ACTIVATION

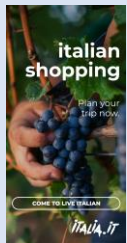


LOYALTY  
RELATIONSHIP

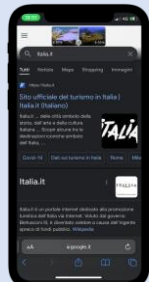


WORD OF  
MOUTH  
GROWTH

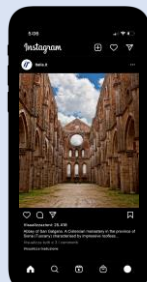
*Through numerous touchpoints*



PAID MEDIA



SEO



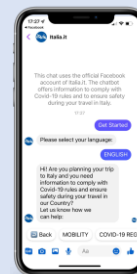
SOCIAL MEDIA



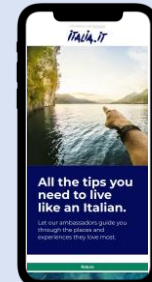
ITALIA.IT WEBSITE



MOBILE APP



CHATBOT



PUSH & DEM



# Concept & storytelling

Ginostra, Stromboli.

POSITIONING CONCEPT

## ENABLE YOUR PERSONAL ITALIAN DREAM

We help people find their way through the infinite possibilities offered by our country, suggesting **unique and authentic ways of living the Italian dream**, as they all desire, but with that unique and surprising touch of authenticity that can be introduced to you only by those who are natives of every single microcosm spread across Italy.

STORYTELLING

## #LIVEITALIAN

The ideal engine to create a unique and high-impact narrative is powered by Italian localism, countless layers of accumulated history and culture, and a singular approach made of differences typical of Italianness, combined with the dreams of the **Italian Way** throughout the world.

**Staying away from clichés**, the TDH wants to develop a **new way of telling the story of Italy**, emphasising Italy's distinctive features and the **richness of its lands**, to enable travellers not only to take a trip to Italy but also to talk about their experiences.

Plan your trip on [Italia.it](https://www.italia.it) and



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# Values to be respected and transmitted

The new format of Italia.it is based on a set of values of **uniqueness**, **belonging**, **offering** and **respect for the travel location** that should guide the collaboration and creation of valuable content. Project partners' applications will be evaluated according to their adherence to these values.

## GUIDED BY AUTHENTICITY



To be authentic is to create original content that expands the user's dream toward **new** and **unexpected scenarios**.

*#Uniqueness #Wonder #Authenticity*

## RESPONSIBLE AND SAFE LEADERSHIP



Set yourself up as a credible and safe guide to **direct the user throughout their experience**, so that it is simple, clear and easily accessible.

*#Accountability #Safe #Guidance*

## SENSE OF BELONGING AND TOGETHERNESS



Build a relationship with users, offering **local knowledge and putting it within reach** in order to create a sense of belonging.

*#BuildRelationship #Belonging #Inclusion*

## FAIR AND RESPECTFUL TOURISM



Offer advice and suggestions in order to facilitate a complete **immersion within the travel location while fully respecting the area** and the people who inhabit it.

*#Environment #Sustainability*



# Main Targets

The **Targets**: the analysis of current and potential users led us to create three main clusters of tourists:

LUXURY	LEISURE	BUSINESS
<p>They seek unique and elite experiences. When they travel, they look for the best and demand services that live up to those expectations in all respects.</p>	<p>They travel for pleasure and are generally focused on the activities to do in the travel destination and places to explore. They want to have real experiences.</p>	<p>They look for comfort and services so they can carry out their work. They often plan trips at the last minute but are not willing to give up the experiences that a destination can offer.</p>
<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Exclusive experiences of relaxation and connection with nature</li><li>▪ Wellness and/or fitness retreats in prestigious and increasingly sustainable locations<ul style="list-style-type: none"><li>▪ Unconventional and extraordinary experiences in exclusive locations</li></ul></li><li>▪ Shopping holidays fashion, design, art</li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Local experiences to explore the culture and traditions of the places visited</li><li>▪ Experiences related to tourists' passions: festivals, concerts, exhibitions, sports...</li><li>▪ Short trips to escape the routine (weekends in cities of art or places of interest)</li><li>▪ Experiences or trips with a positive environmental and/or social impact</li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Smart-working trips, including extended stays</li><li>▪ Short experiences or visits in time off from work commitments</li><li>▪ Opportunities to unplug and team-building experiences<ul style="list-style-type: none"><li>▪ Eco-friendly travel</li></ul></li></ul>


















# Content areas & themes

The themes dealt with on italia.it touchpoints: **destinations, activities and services**, which will then be broken down for each thematic area of interest and each identified target.

AREA	OBJECTIVE	THEMATIC AREAS
1	<p><b>DESTINATIONS</b> - WHERE TO GO - <i>locations and settings for a "memorable experience"</i></p>	<p>Inspire the tourist and support the <b>discovery of the unusual and the unexpected</b>, which differentiates each destination and makes it unique</p>
2	<p><b>ACTIVITIES</b> - WHAT TO DO - <i>itineraries and routes that inspire "moments to be remembered"</i></p>	<p>Become the indispensable tool to be consulted before, during and after the trip to find ideas for <b>a unique and authentic experience</b>, a unique way of seeing the world</p>
3	<p><b>TIPS &amp; SERVICES</b> - HOW TO DO IT - <i>"travel planning" support</i></p>	<p>Support and simplify travel management with local expertise and know-how not only to inspire and attract, but also to <b>orient, accompany and guide</b>,</p>

THEMATIC AREAS		
<p>Food and Wine</p> 	<p>Guides and Organised Tours (e.g. Guides, Concerts, Events, ...)</p> 	<p>Wellness, Spa, Spa centres</p> 
<p>Accommodation facilities</p> 	<p>Study trips</p> 	<p>Culture and art cities (integration of events, museums, music, theatres,...)</p> 
<p>Travel Business</p> 	<p>Automotive</p> 	<p>Transport</p> 
<p>Luxury and fashion</p> 	<p>Accessibility Inlusiveness</p> 	<p>Health tourism</p> 
<p>Sports Tourism (pro, amateur, club)</p> 	<p>Sea, Mountain and Countryside Experiences (including villages)</p> 	<p>Religious tourism</p> 

# Types of collaborations and benefits

There are **3 different types of collaboration** with the TDH project.

Focus of the meeting

## Partnership for editorial content

**Continuous reception** via **TDH022** (*interoperability platform*) of Partner content reflecting the *Tone of Voice* and the Italia.it Editorial Plan

## Co-branding partnerships

Receipt of a project from Partner concerning online and offline communication activities with the aim of **promoting Italian destinations** and directing tourists to Italia.it channels  
**E.g.**, Sponsored fairs and events, shared digital marketing campaigns.

## Service partnerships

**Continuous** integration of **services and offers** for the user (tourist) within the TDH ecosystem.



## Benefits of the partnership



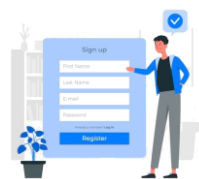
The Italia.it portal will be enriched with **premium quality content and services that are increasingly relevant** for tourists.



The partner will increase its **visibility** through the digital channels of the TDH ecosystem, reaching a **larger pool of users**.



# Collaboration model for co-branding



## Partner membership for co-branding

1

The **partner** signs the **expression of interest** by sending the **project proposal**. Following the positive evaluation by the **Commission**, the cooperation agreement is signed.



## Co-branding project development

2

The **partner**, with the support of Media House, **develops the co-branding project**, in line with the guidelines and editorial plan of the Italia.it portal.



## Content production

3

The **partner** proceeds to **production of the content** required by the co-branding project.



## Design review

4

Projects are **shared** (on a one-off basis) with the Media House. The **Media House reviews** the materials received.



## Initiation of the co-branding project

5

The co-branding **project** (website, App, DEM campaign, social campaign, etc.) **is initiated**, in line with the plans made.

# OBJECTIVE

The co-branding partnership aims to **develop original initiatives** to promote tourism in Italy to a national and foreign audience, using the **Tourism Digital Hub project's touchpoints** (web portal italia.it, mobile app, ...) and the **Partner's physical and digital channels**.

# PROJECT PROPOSAL

Members interested in participating must submit an **original co-branding project proposal**, which will be judged by a special evaluation committee. The proposal should present a detailed presentation of the **distinctive elements** of the co-branding project to be created with TDH.

By way of example, the proposal may contain the following elements:



**Type of content to be created**  
(e.g. articles, videos, podcasts, ...)



**Main digital channels and relevant individual aspects**  
(e.g. website, events, newsletters, ...)



**Promotion and communication strategies**  
(e.g. influencer marketing)



**Target audience within reach**



**Geographical coverage expected**



# EXAMPLE: Co-branding for Social Campaign (1/2)

Focus of the meeting

Editorial content

Co-branding

Service

Example of a **co-branding** type partnership with an Automotive/Luxury brand: the Partner proposes the creation of content on social media, such as reels, posts or slideshows of images and videos, presenting the most beautiful scenic routes to drive. This same content can then be developed as articles and published on the italia.it portal.

## AUDIENCE



SENIOR



LUXURY

## INTERESTS & AREAS

Nature

Luxury

Sport

Experiences

Events

Excursions & Itineraries

## ACTIVE CHANNELS



#n MILLION followers



#n MILLION followers

The Partner's communication is **innovative, interesting and bold**. Co-branding initiatives could be devised to celebrate the Italian travel location, e.g. the creation of **tailor-made itineraries**, or content telling the story of the **most beautiful scenic roads in Italy**, to be travelled **with the new full-electric cars**.



# EXAMPLE: Co-branding for Social Campaign (2/2)

Focus of the meeting

Editorial content

Co-branding

Service

Example of a **co-branding** type partnership with a brand in the motorcycling sector: the Partner proposes the creation of content on social media, involving several content creators to share some videos of itineraries in a given location. This same content, enriched with textual content, will be published on the italia.it portal, expanding its audience.



The Partner offers a product that is appreciated on a global scale. The Co-branding partnership, exploiting the **insights of Italia.it**, can lead the Partner to reach a new target: **Generation Z**. This is possible thanks to the social media site **TikTok**, which requires a **dynamic and original** communication language, able to ride the trends of the moment and go **viral**.

Italia.it and the Partner can therefore create a **synergy** through original storytelling that entertains and intrigues the user.





*Thank you*



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