

CONTRATTO ESECUTIVO PER L'AFFIDAMENTO DI "TOURISM DIGITAL HUB - TDH" MEDIANTE ORDINATIVO DI FORNITURA NELL'AMBITO DELL'ACCORDO QUADRO PER I SERVIZI APPLICATIVI PER LE PUBBLICHE AMMINISTRAZIONI STIPULATO DA CONSIP - ID 2212 – LOTTO 1

CIG DERIVATO 8924679E15 – CUP J51B21002940006

# *Tourism Digital Hub*

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## Editorial guidelines

Attachment 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*

# Purpose of the document

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



TDH

CONCEPT &  
POSITIONING

PROJECT  
PROPOSALS



# What is TDH?

## TOURISM DIGITAL HUB

The TDH responds to the goals of the strategic plan by building a bridge between the tourist and the tourism supply ecosystem through a platform that not only digitizes tourism supply but also aggregates and enhances data and enables ongoing collaboration among Italian tourism players.

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

**Create strong and lasting relationships between individuals and the Italian territory** before, during and after the tourism experience.

**OUR MISSION IS TO UNLOCK ALL THE POSSIBLE EXPERIENCES ITALY HAS TO OFFER TO ANY TYPE OF TOURIST**

### New Digital Ecosystem of Italian Tourism

INTEROPERABILITY / APIs FOR REGIONS, STARTUPS, BRANDS



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

# Concept & storytelling

Ginostra, Stromboli.

POSITIONING CONCEPTS.

## ENABLE YOUR PERSONAL ITALIAN DREAM

**We help people orient themselves** through the infinite possibilities offered by our country, suggesting unique and authentic ways of living the Italian dream, as it is desired by all, but with **that unique and surprising touch of authenticity** that only those who are natives of every microcosm spread over the Italian territory can initiate you.

STORYTELLING

## #LIVEITALIAN

Italian localisms, the infinite historical and cultural stratifications, the unique approach made of **differences typical of Italian-ness, combined with the globally widespread dreams concerning the Italian Way** are the ideal engine to create a unique and high-impact narrative.

Far from clichés, the TDH wants to develop a new **way of telling about Italy, emphasizing Italian peculiarities and territorial riches**, to enable the traveler to live but also to tell his Italian travel experience.

Plan your trip on [Italia.it](http://Italia.it) and



# The 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 territory** that should guide collaboration and the creation of valuable content. Project Partner applications will be evaluated based on their adherence to these values.

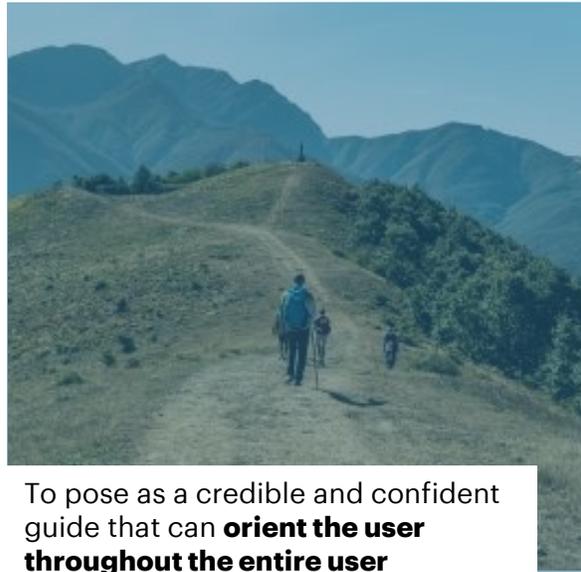
## DRIVEN BY AUTHENTICITY



Being authentic means creating original content that allows the user's dream to **expand to new and unexpected scenarios**.

#Uniqueness #Wonder #Authenticity

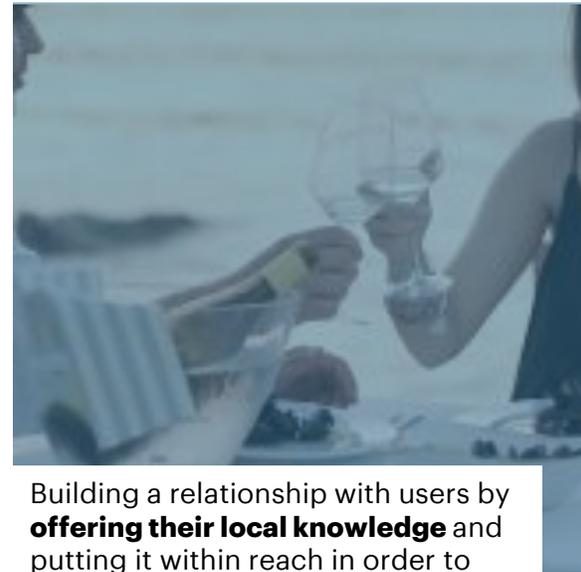
## ACCOUNTABLE & SAFE GUIDE



To pose as a credible and confident guide that can **orient the user throughout the entire user experience**, so that it is simple, clear and easily accessible.

#Accountability #Safe #Guidance

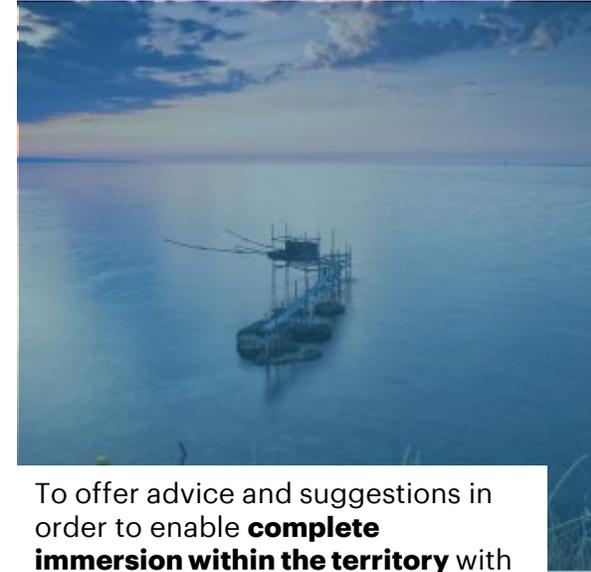
## SENSE OF BELONGING



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

#BuildRelationship #Belonging #Inclusion

## FAIR AND RESPECTFUL



To offer advice and suggestions in order to enable **complete immersion within the territory** with full respect for it and the people who inhabit it.

#Environment #Sustainability

# Main Target

**The Targets:** analysis of current and potential users led us to create three main clusters of tourists to whom the production of site content will be aimed.

LUXURY	LEISURE	BUSINESS
They seek unique and elite experiences. When they travel, they seek the best and demand services that live up to expectations in all respects.	They travel for pleasure and are generally organized about activities to do in destinations and places to explore. They want to have real experiences.	They seek amenities and services in order to get their work done. They often plan trips at the last minute but are not willing to give up the experiences that a destination can offer.
<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Exclusive experiences of relaxation and connection with nature<ul style="list-style-type: none"><li>▪ Wellness and/or fitness retreats in prestigious and increasingly sustainable locations</li><li>▪ Unconventional and extraordinary experiences in exclusive locations</li></ul></li><li>▪ Stays dedicated to shopping fashion, design, art</li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Local experiences to experience the culture and traditions of the places visited</li><li>▪ Explorations related to the tourist's passions: festival, concert, exhibition, sports...</li><li>▪ Short trips to escape from routine (weekends in art cities or places of interest)<ul style="list-style-type: none"><li>▪ Experiences or trips with a positive environmental and/or social impact</li></ul></li></ul>	<p><b>Interests to be developed:</b></p> <ul style="list-style-type: none"><li>▪ Extended travel where to do remote working</li><li>▪ Short experiences or visits in the time slots from work commitments</li><li>▪ Experiences to disconnect and engage in team-building<ul style="list-style-type: none"><li>▪ Trips under the banner of eco-sustainable transportation</li></ul></li></ul>

# Content areas & themes

The editorial structure plans to develop 3 macro content areas: **destinations, activities, and services**, which will then be **declined for each thematic area of interest and each identified target audience**.

AREA	OBJECTIVE	THEMATIC AREAS
1	<p><b>DESTINATIONS</b> - WHERE TO GO - <i>Places and settings for a "framing experience"</i></p>	<p>Inspiring the tourist and supporting the <b>discovery of the unusual and the unexpected</b>, differentiates and makes each Italian destination unique.</p>
2	<p><b>ATTIVITÀ</b> - COSA FARE - <i>itineraries and routes that inspire "moments to tell"</i></p>	<p>Become the indispensable tool, to be consulted before <b>during and after the trip to find ideas for a unique and authentic experience</b>.</p>
3	<p><b>TIPS &amp; SERVICES</b> - HOW TO DO - <i>support for "trip planning and management"</i></p>	<p>Support and simplify travel management through local expertise and know-how not only to inspire and attract but also <b>to orient, accompany and guide tourists</b>.</p>

<p>Food and wine</p> 	<p>Guides and Organized Tours (e.g. Guides, Concerts, Events..)</p> 	<p>Wellness, Spa, Thermal centers</p> 
<p>Accommodations</p> 	<p>Study trips</p> 	<p>Culture and art cities (integrating events, museums, music, theaters,...)</p> 
<p>Travel Business</p> 	<p>Automotive</p> 	<p>Transports</p> 
<p>Luxury e fashion</p> 	<p>Accessibility/ Inlusiveness</p> 	<p>Medical tourism</p> 
<p>Sports Tourism (pro, amateur, club)</p> 	<p>Sea, Mountain and Countryside Experiences (including villages)</p> 	<p>Religious tourism</p> 

# Tone of Voice

In order to maintain the same language throughout the new portal, Partners should follow the **guidelines** and **tone of voice** for writing new articles:

The **tone of voice** reflects the personality characteristics of Italia.it, is **an Italian friend** that leads the visitor to discover the most authentic experiences: it is **authentic, fresh, and friendly**, but always informed and inspirational for the reader.

The language is **simple and concrete**, never too technical or formal.

The form is **dry and essential**; it can become descriptive, if necessary, but without ever being long-winded or boring.

Headline texts should be "**eye-catching**" and concise: better to prefer numerical lists, short periods, easily readable even by a distracted eye.

Particular attention should be paid to headings, paragraphs, boldface, and quotations always using **accessible and clear vocabulary**.

More details are in the attached document "Content Guidelines Italy.it.pdf"

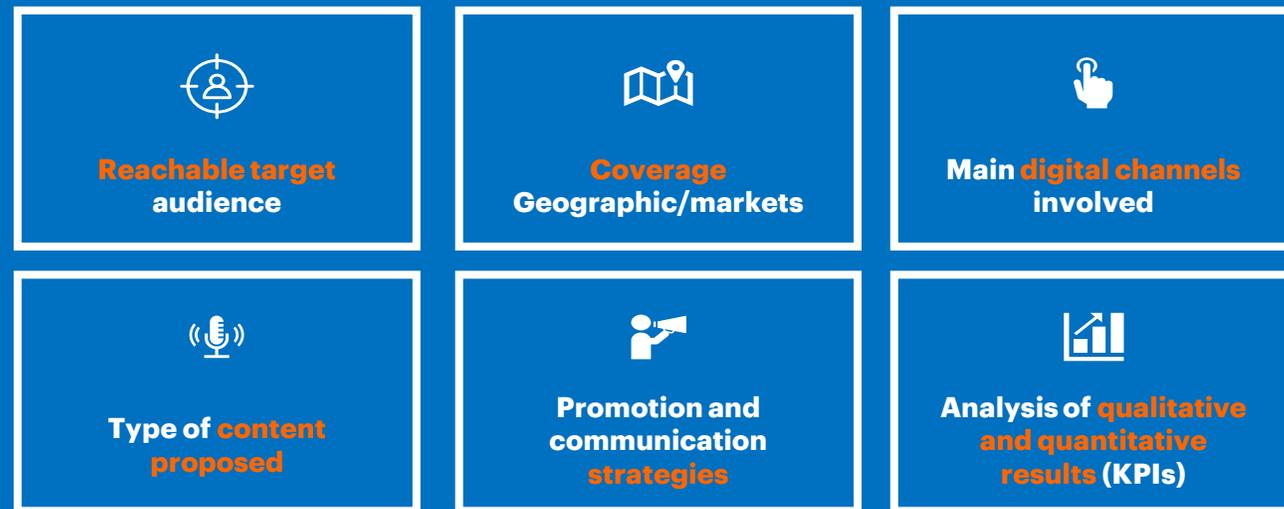


# GOAL

The project proposal aims to **co-create original and targeted content** with the purpose of **promoting the Italian territory and its excellence**, consistent with the new positioning and values of Italia.it.

The premium content of the proposed project must be able to be hosted on the Italia.it portal and promoted through the partner's channels **generating returns of visibility and brand awareness** for both players.

# EVALUATION ELEMENTS





**Thank You**



Finanziato  
dall'Unione europea  
NextGenerationEU



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA

