



X^a EDIZIONE
marketing.innova™

IL RITORNO
ALLO SVILUPPO
COME CONCRETIZZARE
LA RIPRESA
SFRUTTANDO LA TENDENZA
INTERNAZIONALE
ALLA CRESCITA



8 OTTOBRE, 2015
15.30 - 19.00

SEGUICI SU:



Confindustria Udine
Palazzo Torriani, Largo Carlo Melzi 2



Le nuove frontiere del marketing territoriale

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*“Il mondo è un libro e chi
non viaggia ne conosce
solo una pagina”*

Sant'Agostino

Per marketing territoriale si intende quel complesso di attività che hanno quale specifica finalità la definizione di progetti, programmi e strategie volte a garantire lo sviluppo di un comprensorio territoriale nel lungo periodo.

Wikipedia

Quindi?

Vogliamo ancora dire che i turisti devono venire da noi perché l'Italia ha una percentuale incredibile dei beni culturali planetari?

Oppure perché abbiamo il
miglior cibo del mondo?

O forse perché il territorio presenta
un insieme eccezionale di bellezze
naturali fuse con millenni di storia?

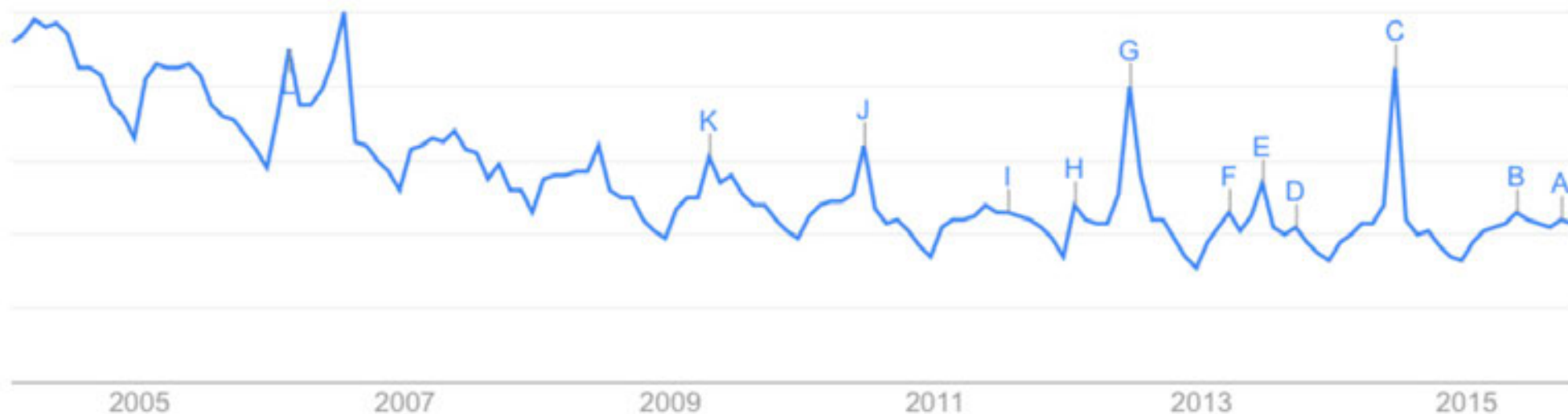
La realtà è che tutto ciò non
è più sufficiente per essere
leader dell'attrattività
turistica internazionale

Basta leggere alcuni dati per rendersene conto

Parola chiave "Italy": ricerche su Google

Interesse nel tempo ?

☒ Intestazioni notizie ☐ Previsione ?



Turismo, l'Italia è quinta nel mondo

Ci superano Usa, Spagna, Francia e Cina e ci insidia la Thailandia. In un anno nel nostro Paese 48 milioni di turisti hanno speso 33 miliardi

Nel 2013 la spesa turistica internazionale è stata di 130 miliardi di euro negli Usa, 47 in Spagna, 43 in Francia, 39 in Cina e 33 in Italia. Pazienza per l'America e per la Cina, che hanno una stazza non paragonabile, ma la Spagna e la Francia una volta erano dietro di noi. E ci tallona la Thailandia con 32 miliardi di introiti dai turisti stranieri.

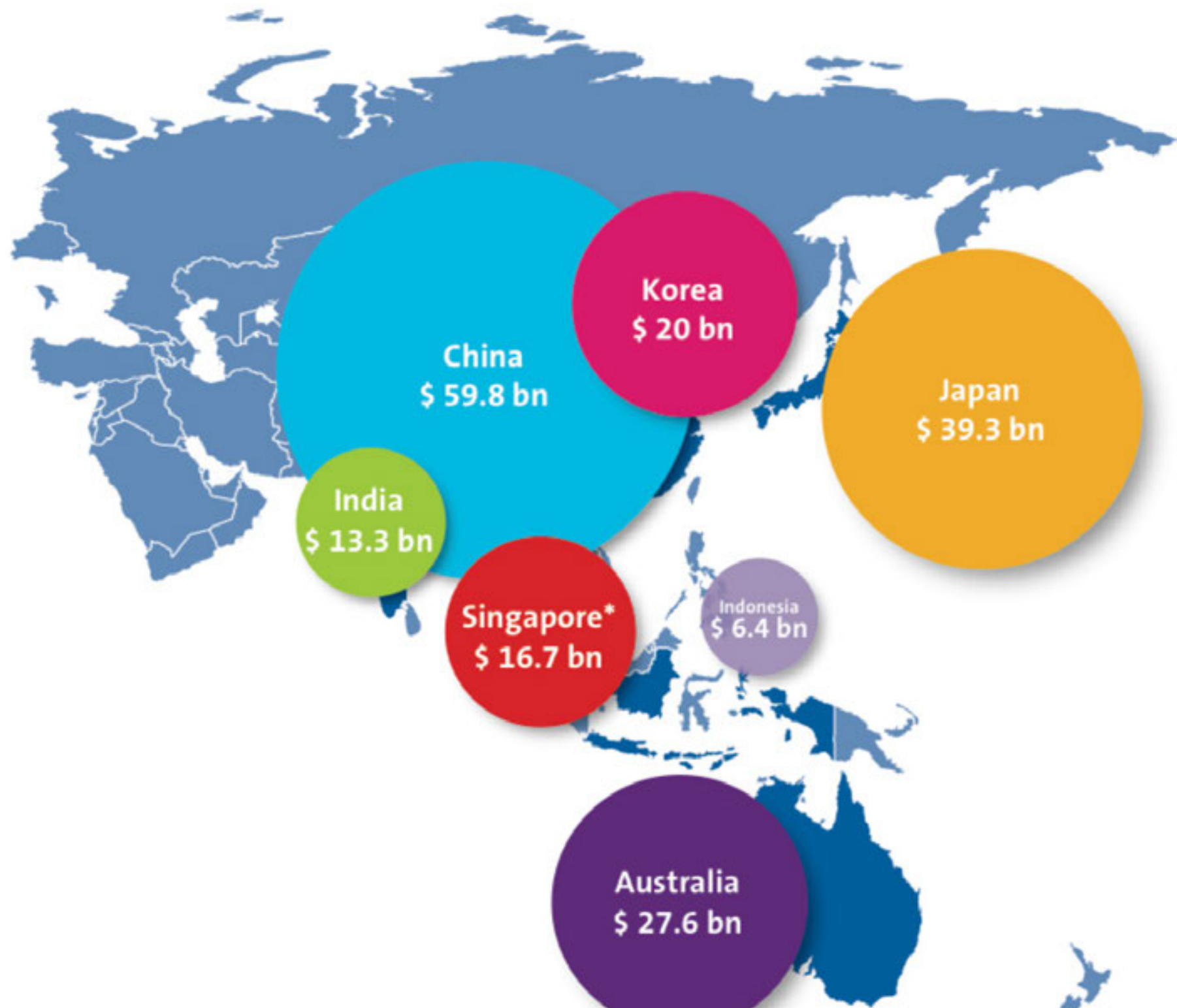
La classifica è differente se anziché i soldi si misurano le persone. In base al numero di turisti, al primo posto figura la Francia (85 milioni), seguita da Usa (70), Spagna (61) e Cina (56). L'Italia si posiziona comunque al quinto posto con 48 milioni di turisti internazionali, seguita dalla Turchia (38).

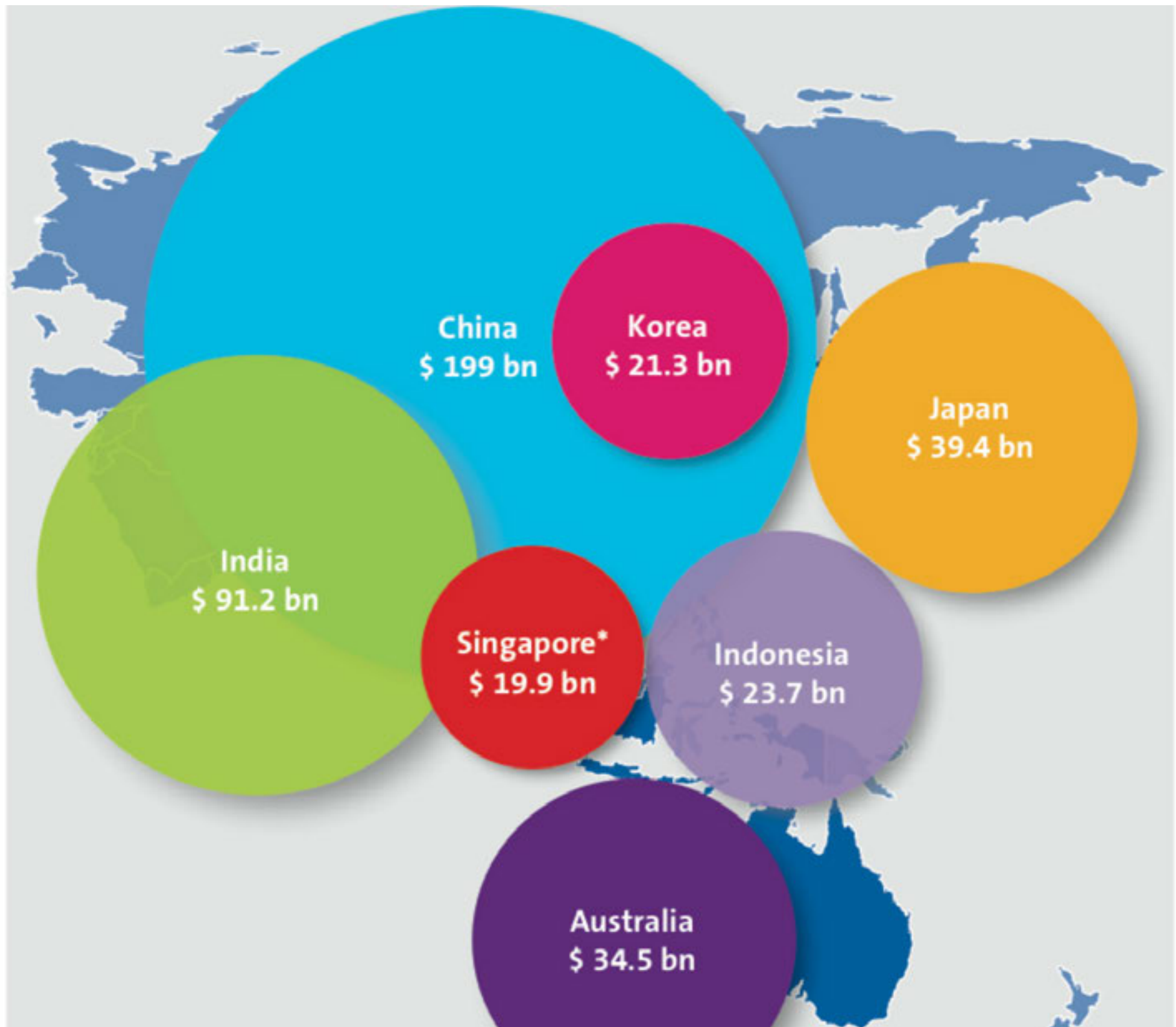
Top 10 destinazioni del turismo internazionale

Arrivi internazionali (milioni)				Introiti (miliardi di US\$)			
graduatoria 2014	2013	2014	var. %	graduatoria 2014	2013	2014	var. % moneta locale
1 Francia	83,6	83,8	0,2	1 USA	172,9	177,2	2,5
2 USA	70,0	74,8	6,8	2 Spagna	62,6	65,2	4,2
3 Spagna	60,7	65,0	7,1	3 Francia	56,6	57,4	1,5
4 Cina	55,7	55,6	-0,1	4 Cina	51,7	56,9	10,2
5 Italia	47,7	48,6	1,8	5 Macao (Cina)	51,8	50,8	-1,9
6 Turchia	37,8	39,8	5,3	6 Regno Unito	41,0	45,9	6,2
7 Germania	31,5	33,0	4,6	7 Italia	43,9	45,5	3,7
8 Regno Unito	31,1	32,6	5,0	8 Germania	41,3	43,3	4,9
9 Russia	28,4	29,8	5,3	9 Thailandia	41,8	38,4	-2,7
10 Messico	24,2	29,3	21,5	10 Hong Kong (Cina)	38,9	38,4	-1,5

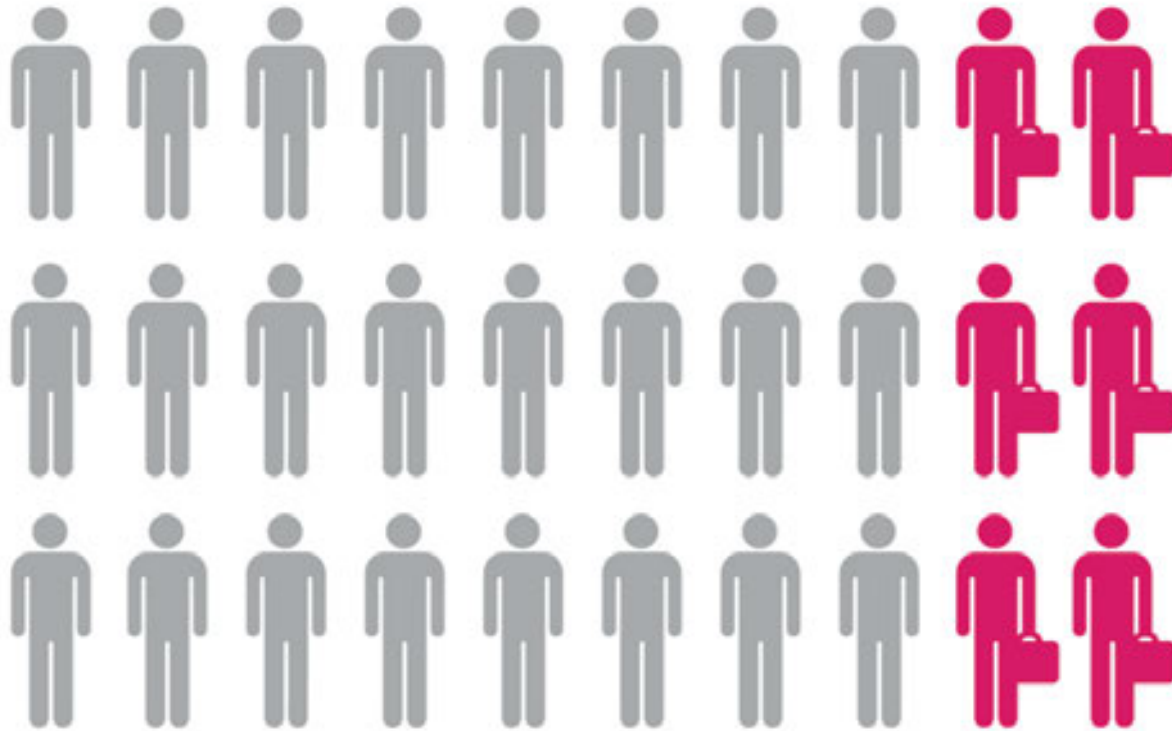
Fonti: UNWTO World Tourism Barometer - August 2015

I dati utilizzati dall'UNWTO per l'Italia sono della Banca d'Italia.





What will the world look like in 2030?



1.8 billion
people will be travelling
internationally each year

Passenger traffic will increase
5% each year





The median age of the global population will rise from **29.6** to **33.2** years



Embedded sensors that capture **“biosignals”** represent a step forward in customer understanding



WiFi will be truly ubiquitous and **5G** will have arrived



Social media use is expected to reach **80-90%** worldwide



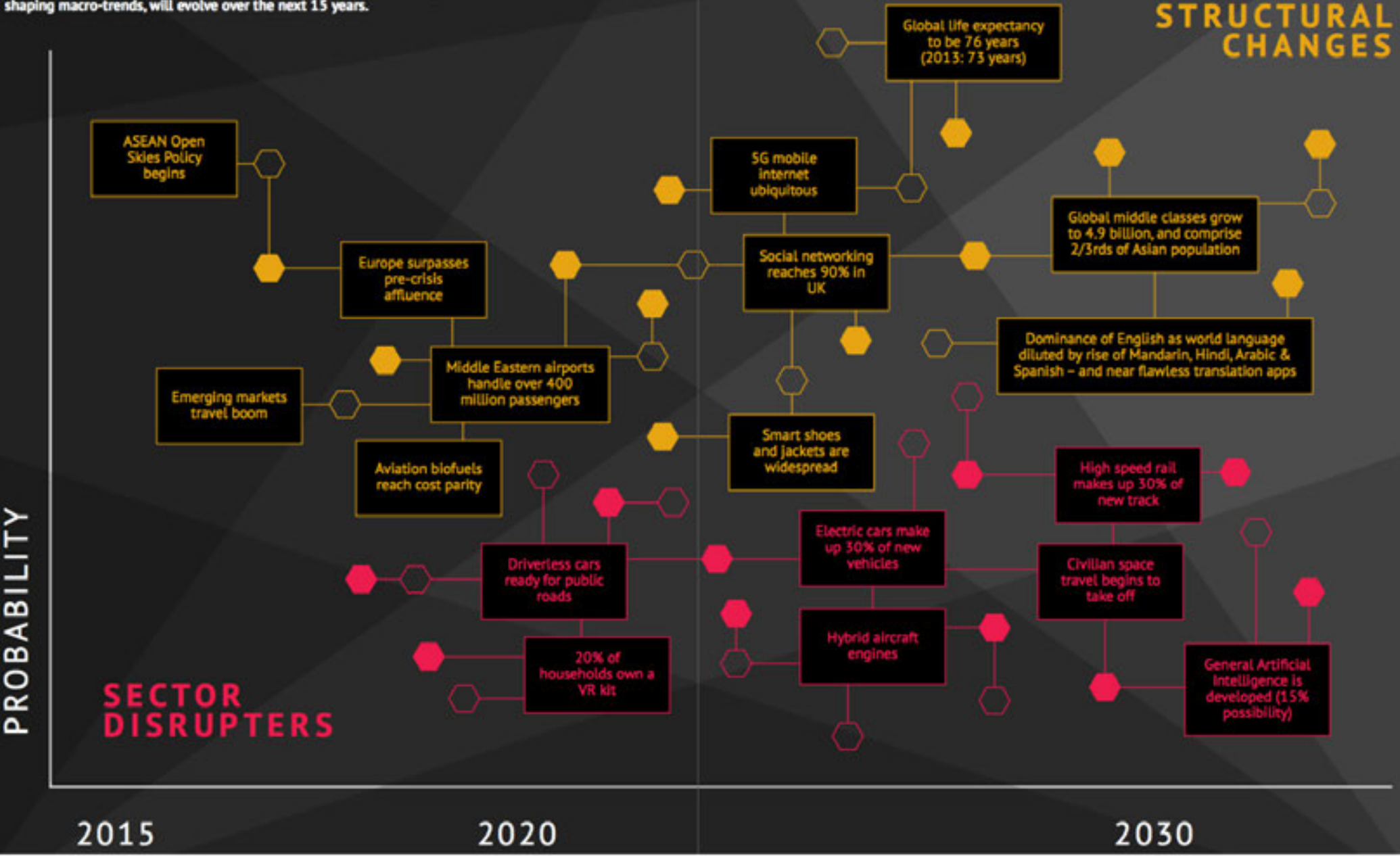
Hotels and airlines will offer immersive **“previews”** of their services through virtual reality technology



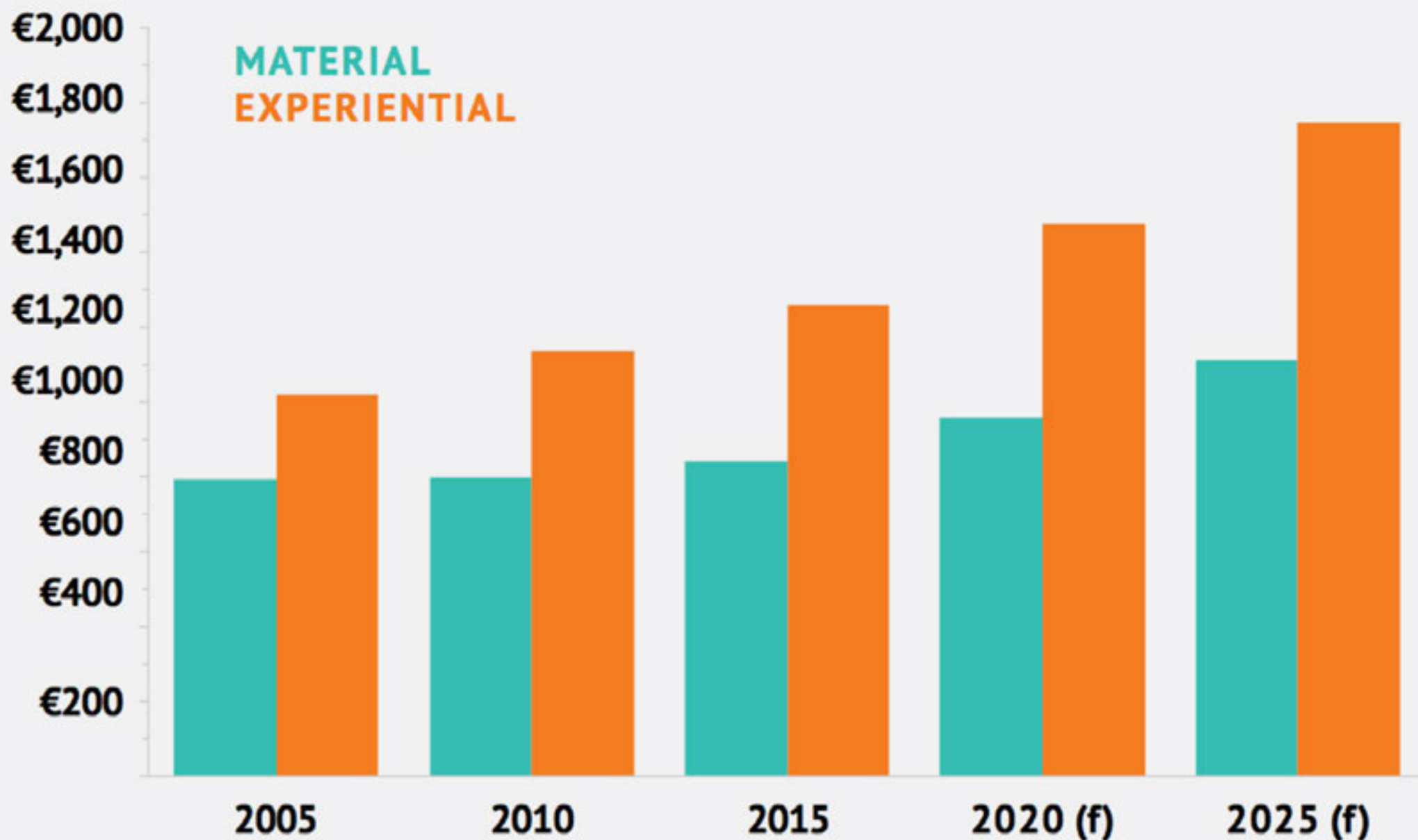
Roles that were once filled by human workers will be staffed by search algorithms, robotic bellhops, cashless payment systems, virtual customer service avatars and fluid biometric processing systems

TRAVEL TECH TIMELINE

Here we present some speculations for how certain travel technologies, and their shaping macro-trends, will evolve over the next 15 years.



TOTAL ANNUAL EXPENDITURE ON ENRICHMENT VS. MATERIAL GOODS (IN BILLIONS OF EUROS, AT CURRENT PRICES | JANUARY 2015 FORECAST)



Source: Oxford Economics/nVision, January 2015

amadeus

Opportunities for the travel industry

Wearable Technology

Understand
Wearable technology offers the chance for travel businesses to understand their customers in new, more powerful ways.

Alert
Wearable technology can disappear into the background, only nudging or guiding travellers in the appropriate situation, time or place.

Engage and entertain
Whether it distracts from the boredom of travel or immerses people in the experience of new places, wearable technology can make travel a more interesting and fulfilling experience.

Protect
The safer people feel in exploring new places, on their own or with their families, the more likely they are to head off the beaten track. Here's some of the technologies that are leading the trend today.

Head including eyes/ears

Body including chest/neck

Wrist

Legs including feet/ankles

Arms including hands/fingers

Waist

Back

<ul style="list-style-type: none"> 3L Labs Footlogger 488i Vivia Adidas Smart Run Air Scoutr Amigo Fitness Band Apple Watch Athlet One Atlas Fitness Tracker Basis B1 BIK Sports Watch Bodymedia Link Armband BSX Insight Catapult Nanotrak Catapult Outrigger SS Electrofly Pulse Epson Pulsewatch Epson Pulsewear Wristband Fiber Flex Fibit One Fibitg One Fly Fit Free Waist Garmin ForeRunner 910XT Garmin Vivifit Geofairz iFit Globe Activity Monitor Google Glass GOOT Activity Band HOM Smart Health Activity/ Sleep Tracker Jawbone UP24 	<ul style="list-style-type: none"> Jaybird Reign LG Lifband Plus Lumo Misfit Shine Motolara Motoractiv Nike Fuelband SE Nike+ Sportswatch GPS Pebble Steel Smartwatch Samsung Gear Smart Q Zwatch Sonostar Smartwatch Sony Smartband SWR100 Sony Smartwatch Times Ironman One GPS+ Wellgraph Watch 	<ul style="list-style-type: none"> 96Solutions PCS Products Agent Smartwatch Air Scoutr Athlet One Apple Watch BIK Sports Watch Connecteddevice Cogito Watch Connecteddevice Cookoo Elocator Checkpoint Filip Smartwatch Funkit Ambient Glasses Glance Google Glass Hesox i/m SPA i/m Watch Kidswatcher Watch KMS Wristband Luchall Shoe LG Smartwatch Logbar Ring Marsian Watches Mems Smartbracket Meta M2 Watch Moto 360 Motolara Motoractiv Nike+ Sportswatch GPS Orate Truesmart Watch Pebble Steel Smartwatch Samsung Gear Sony Smartwatch Times Ironman One GPS+ 	<ul style="list-style-type: none"> 4D Force Agent Smartwatch Air Scoutr Athlet One Apple Watch Average Glyph Beats Bluetooth Gloves Buhel Sunglasses Buhel Spoksgoggle Casio G-Shock GA-6900 Caster Chernow OLED Connecteddevice Cogito Watch Connecteddevice Cookoo Dash Earphones Euphany Eyewear Epson Moverio BT-200 EyeTap Digital Eye Glasses Fashionflex ZAZZ Filip Smartwatch Free Ward Glance Glansup Google Glass Infinite Virtual Reality Display Intelligent Headset i/m SPA i/m Watch Kaynos Mirror Laser Pro Mobile Display Leap Band LG Lifband Plus 	<ul style="list-style-type: none"> Marsian Watches Mems Smartbracket Meta M2 Watch Meta Pro Miami Digital Glasses Moto360 Motolara Motoractiv Mykonos Zwatch Nanative Clu Neptune Pine Oculus Rift Orate Truesmart Watch OMG Autographr Optimove GMA-S Pebble Steel Smartwatch Peewee Qualcomm TOQ Recon Instruments Jet Recon Instruments Snow Z Rufus Clu Samsung Gear Sigmo Smart Q Zwatch Sonostar Smartwatch Sony HK2-T3W 3D Viewer Sony Smartwatch VUZIX 12000X Wellgraph Watch Xone 	<ul style="list-style-type: none"> Amulyte Bonym Nym Wristband Nym Wristband Cuff Elocator Checkpoint Geak Ring Kidswatcher Watch KMS Wristband NFC Ring PPD Safety Bracket Safetix Spinnwave Titic GPS Locator VALRT
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Let's shape the future of travel
shapethefutureoftravel.com

Understand

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Trend in Action

Between September and November 2014, **Marriott Hotels** toured a selection of US cities with eight “Travel Teleporters”.

Each Teleporter was fitted with a VR Oculus Rift headset, providing users with an immersive sensory experience of the Black Sand Beach in Hawaii, the top of a skyscraper in London, and Marriott’s custom-designed “Hotels of the future”.

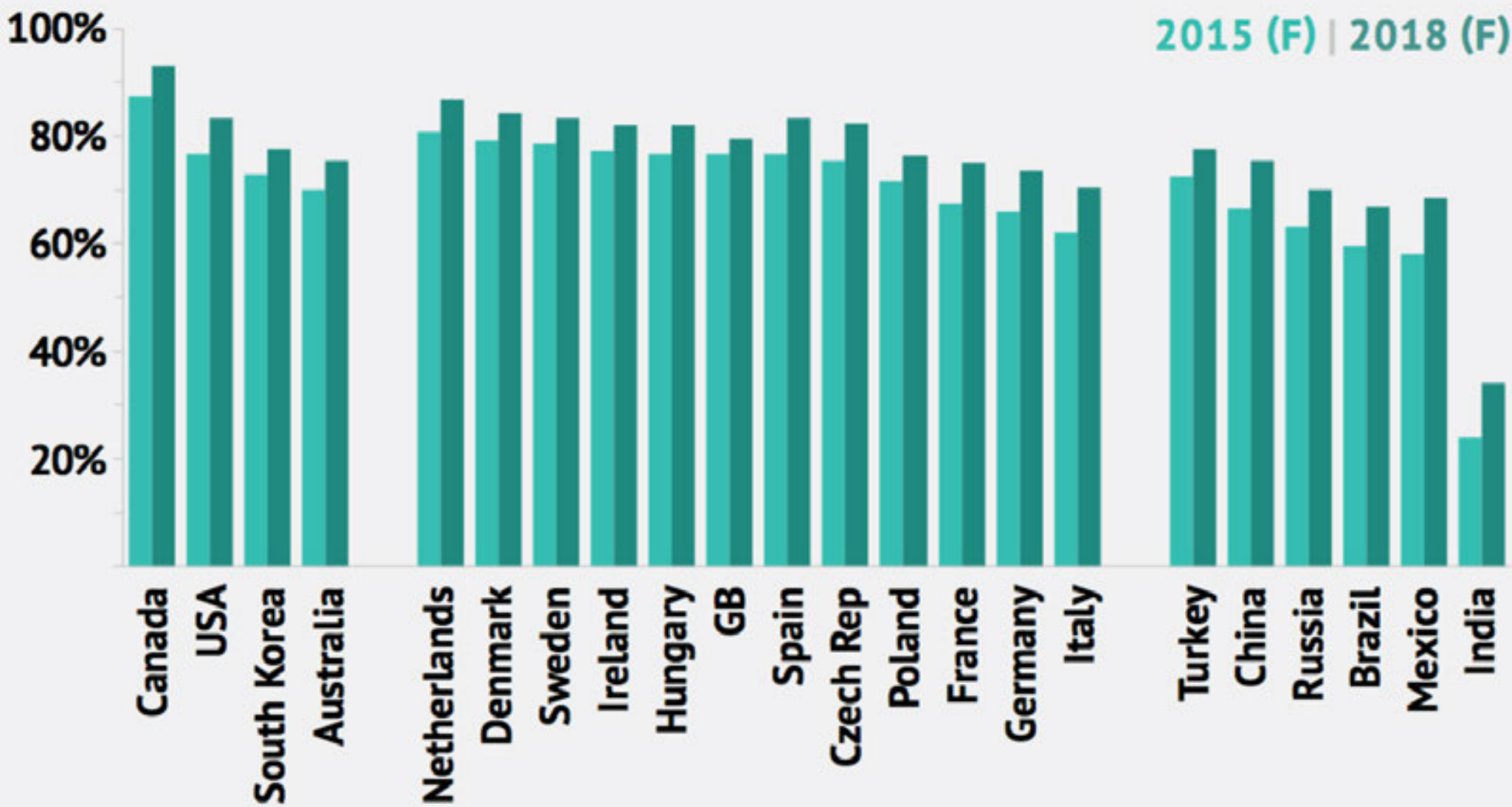


Mobile's impact across the travel life cycle on a variety of devices



Source: Travel Tech Consulting Inc.

% WHO USE SOCIAL NETWORKING SITES IN THE LAST SIX MONTHS
JULY 2014 NVISION FORECAST



Source: Pew/nVision Research | Base: all individuals aged 16-64 (Mexico 16-54), 2014

Tutto ciò significa che occorre un
"sistema Paese" iperconnesso in
banda ultralarga

Global Rank	Country/Region	% Above 10 Mbps	QoQ Change	YoY Change
2	Netherlands	61%	10%	41%
4	Romania	59%	8.4%	93%
5	Switzerland	59%	3.9%	30%
8	Sweden	52%	12%	55%
9	Belgium	51%	19%	47%
11	Denmark	49%	12%	40%
12	Israel	49%	21%	93%
13	Czech Republic	47%	15%	40%
15	Finland	47%	17%	38%
16	Norway	46%	29%	51%
20	United Kingdom	41%	8.3%	28%
21	Ireland	39%	18%	50%
25	Russia	33%	12%	20%
27	Poland	32%	23%	79%
28	Germany	31%	31%	53%
29	Hungary	31%	13%	69%
30	Portugal	31%	25%	161%
32	Austria	29%	11%	24%
33	Spain	27%	20%	71%
35	Slovakia	24%	19%	65%
42	France	18%	19%	47%
50	United Arab Emirates	9.2%	-0.6%	197%
52	Turkey	8.9%	-1.3%	178%
53	Italy	7.3%	28%	69%
65	South Africa	3.0%	16%	117%



10 Mbps Broadband Adoption by EMEA Country

27	Poland	32%	23%	79%
28	Germany	31%	31%	53%
29	Hungary	31%	13%	69%
30	Portugal	31%	25%	161%
32	Austria	29%	11%	24%
33	Spain	27%	20%	71%
35	Slovakia	24%	19%	65%
42	France	18%	19%	47%
50	United Arab Emirates	9.2%	-0.6%	197%
52	Turkey	8.9%	-1.3%	178%
53	Italy	7.3%	28%	69%
65	South Africa	3.0%	16%	117%

10 Mbps Broadband Adoption by EMEA Country

Tecnologia, innovazione, territorio, cultura, turismo,
parole chiave di un futuro che può vedere il nostro
Paese protagonista...

...ma solo se sapremo coniugarle efficacemente!