

Cultural events and tourism attraction in Marche region

A multi-channel survey

Alessandro Rinaldi
Head of Economic and Statistical Studies Area
Si.Camera



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CAMERA DI COMMERCIO
DELLE MARCHE





Cultural events and tourism attraction

Cultural and Creative Production System in Italy

In Italy, Unioncamere and Fondazione Symbola publish an annual report ("Io sono cultura") with facts and figures on Cultural and Creative Production System.

Io sono Cultura 2019
L'Italia della qualità e della bellezza
sfida la crisi



I Quaderni di Symbola

CCPS in the Marche

2018



Value added

2,3 billions of euros

MARCHE

6,0%
Total economy

6,1%
ITALY



Employment

41.900 units employed people

MARCHE

6,4%
Total employment

6,1%
ITALY



Cultural tourist expenditure

more than 1 billion euro

MARCHE

2° region in Italy

51,2%
Total tourist expenses

38,1%
ITALY

Architecture and design, Communication, Cinema, Radio, TV, Software and videogames, Music, Publishing, Performing arts, Historical/artistic heritage

7167 Enterprises

MARCHE

Dimensions of a cultural event

Events produces effects both in the time and in the space dimension

Marketing

Actions aimed to direct tourists towards territory

2

Space

EVENT

Actions aimed to promote off-season incoming

Time

1

Direct effects

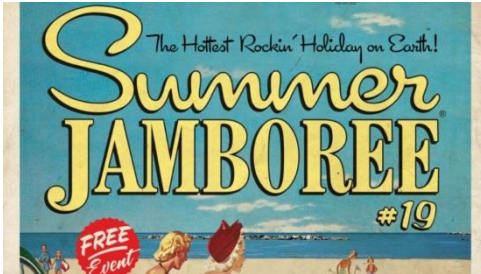
Households expenditure related to the event

3

Off-season tourism

Events

2018

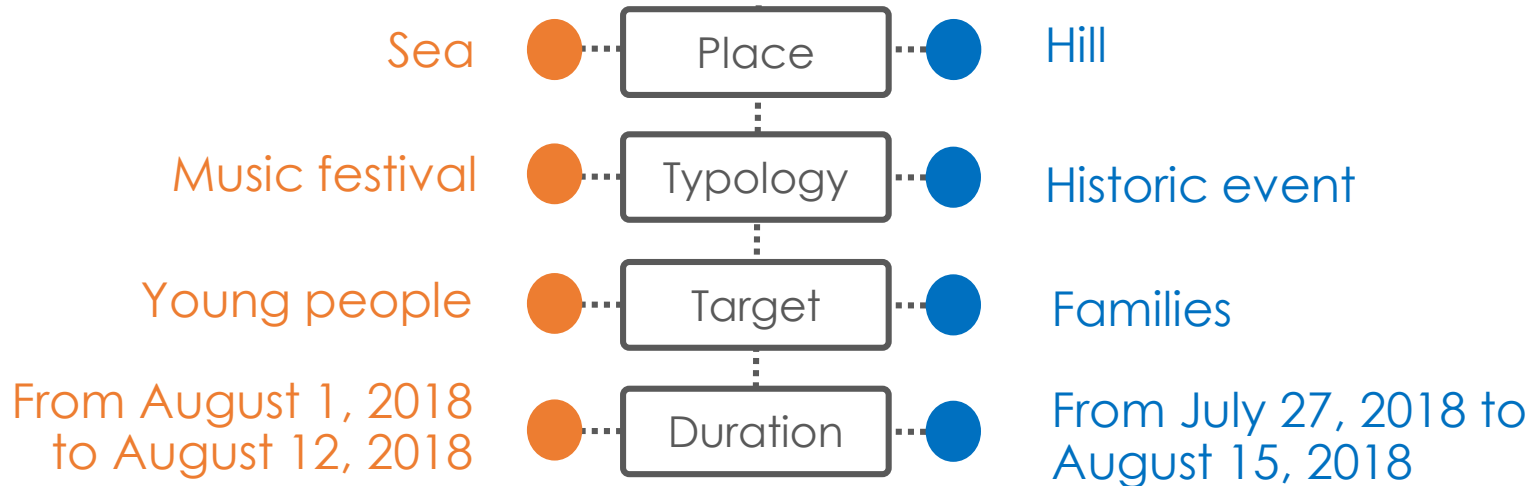


Summer Jamboree

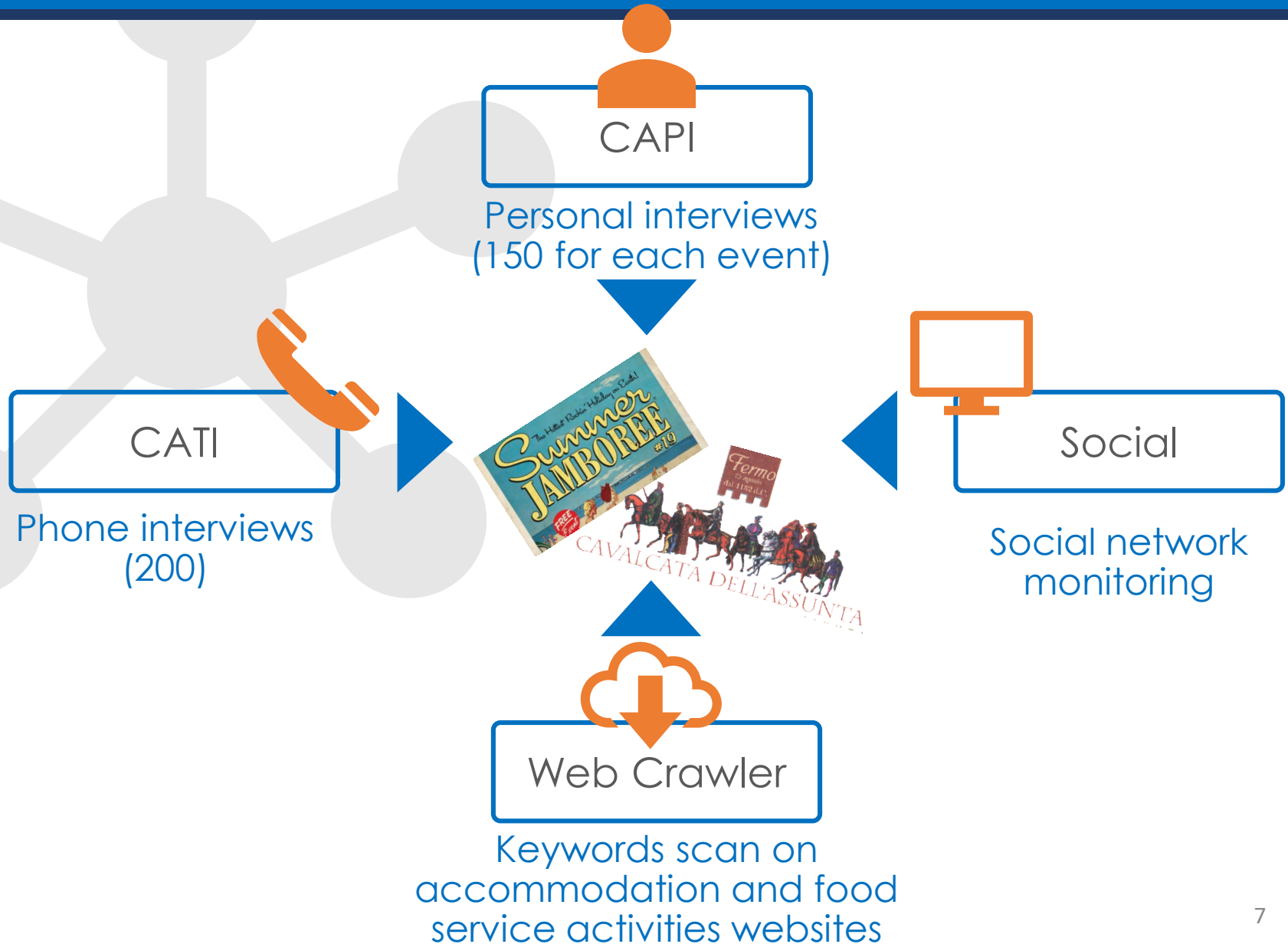
SENIGALLIA

Cavalcata dell'Assunta

FERMO

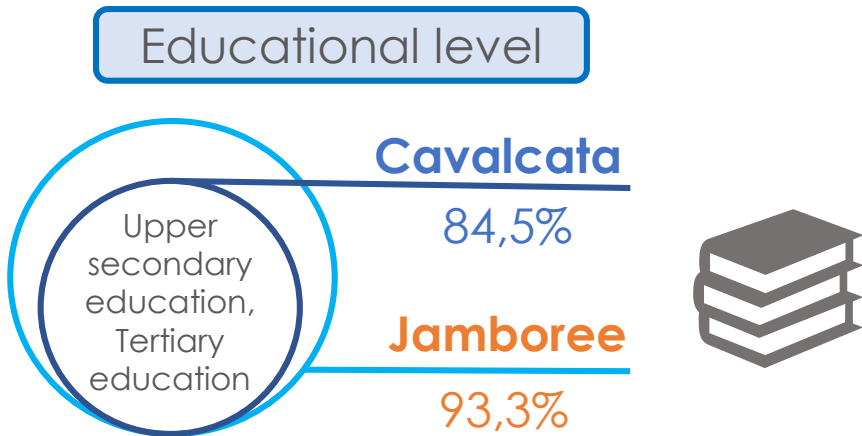
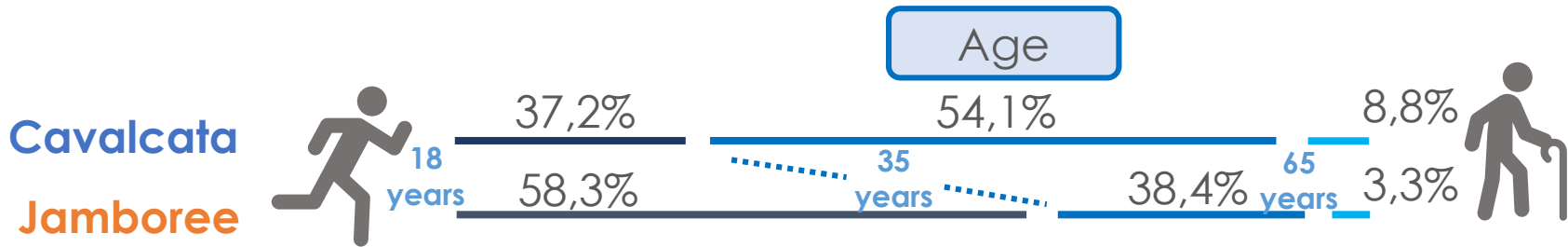
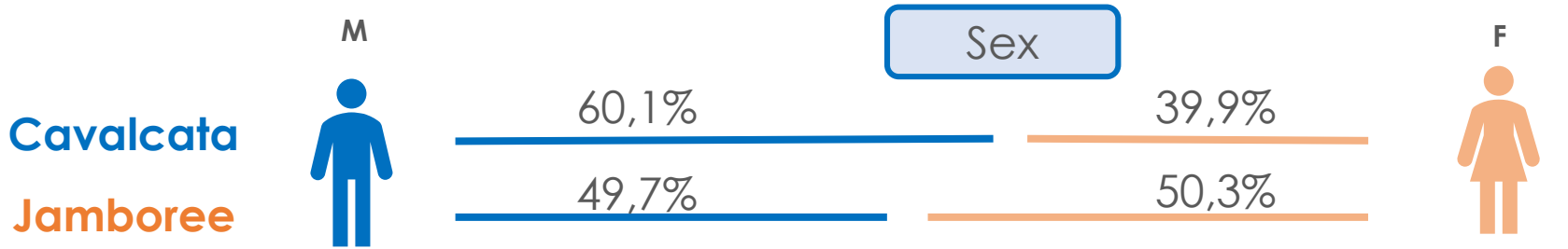


Multi-channel survey





Target analysis



- 1 Targeting the goods and services commercial offer by local enterprises
- 2 Attraction effect extension (beyond the event)
- 3 Promotion of further events, to increase off-season incoming

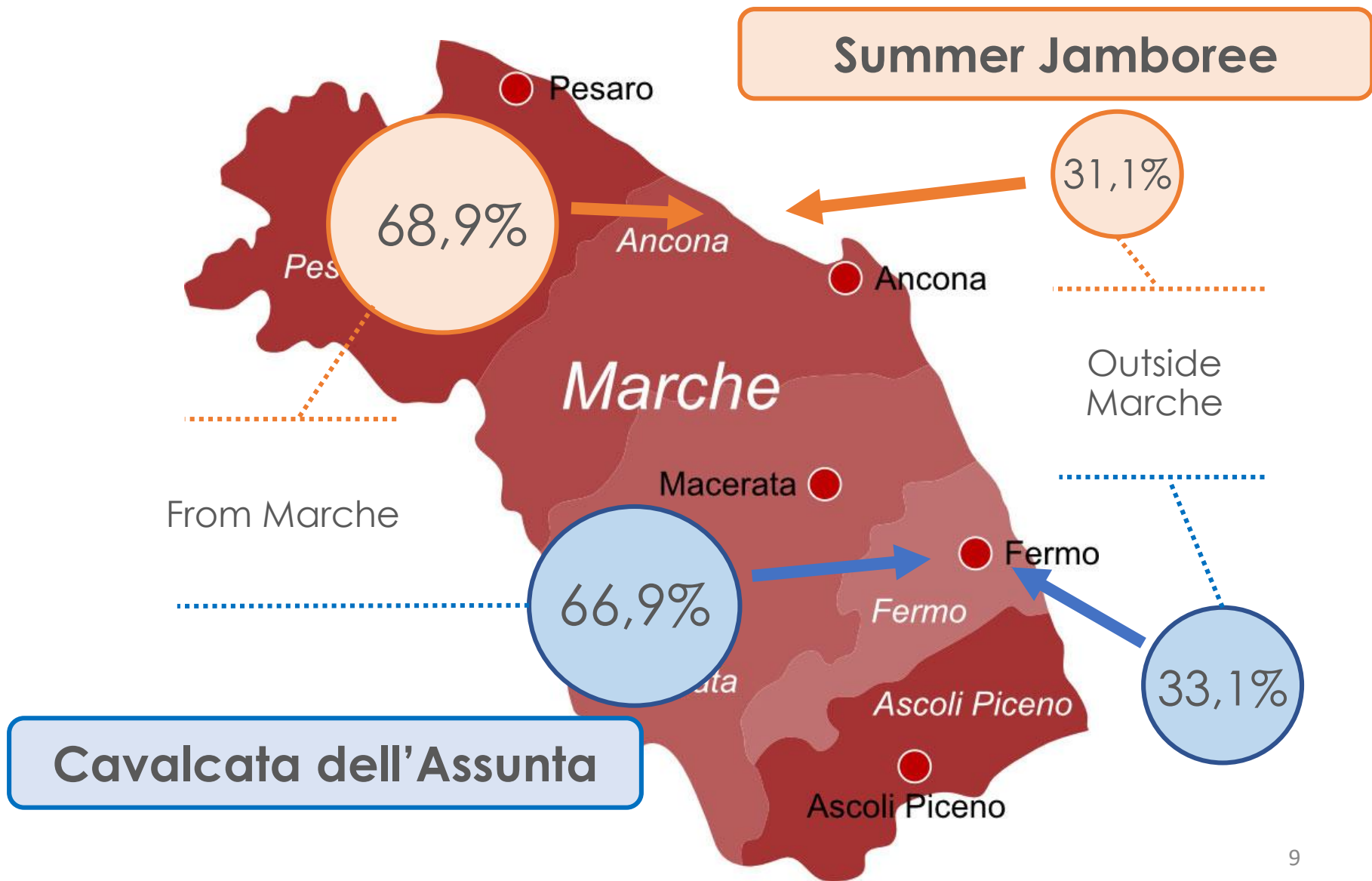
1 Direct effects

2 Marketing

3 Off-season tourism



Territorial origin of visitors





Reasons for coming

Cavalcata dell'Assunta

From Marche

17,2%



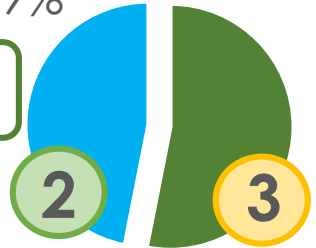
82,8%

Attend the event

Other reasons

Outside Marche

46,9%



53,1%

2 Extending the attraction (beyond the event)

3 Promotion of further events

From Marche

6,7%



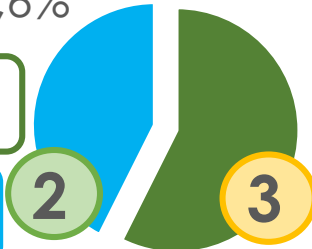
93,3%

Attend the event

Other reasons

Outside Marche

42,6%



57,4%

Summer Jamboree

2

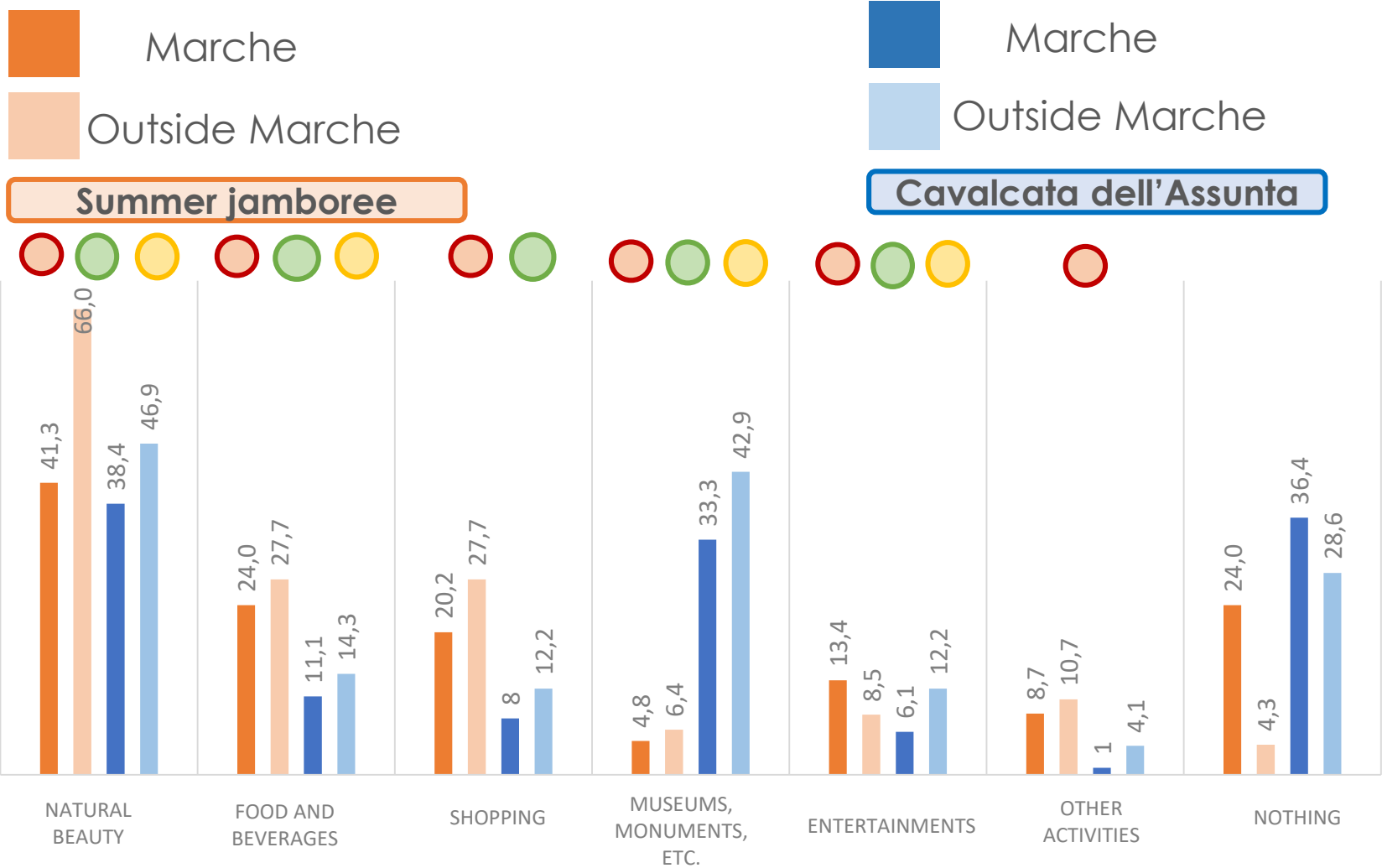
Marketing

3

Off-season tourism



Activities



1

Direct effects

2

Marketing

3

Off-season tourism



Expenditure category

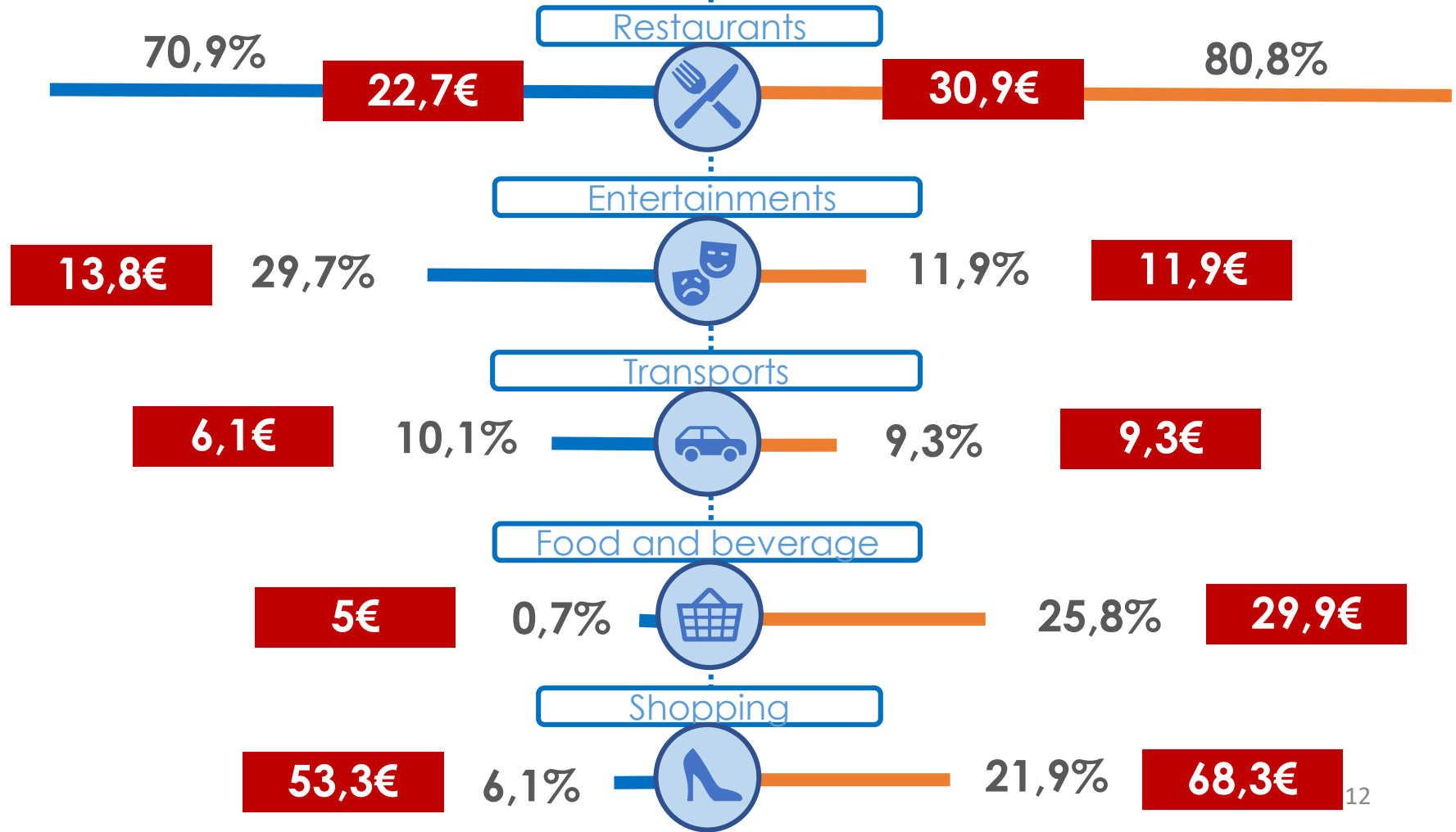
Average expenditure

1

Cavalcata dell'Assunta

Summer jamboree

Share of visitors by expenditure category





Expenditure per capita

1

Direct effects

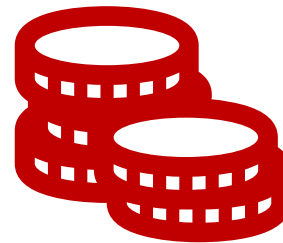
Summer Jamboree

Cavalcata dell'Assunta

59,4 €

Average expenditure
(excl. food and accomodation)

31,0 €



Marche

19,7 €

Marche

45,3 €

Outside Marche

54,9 €

Outside Marche

88,7 €

Over 30
45,1%

Who spend
more?

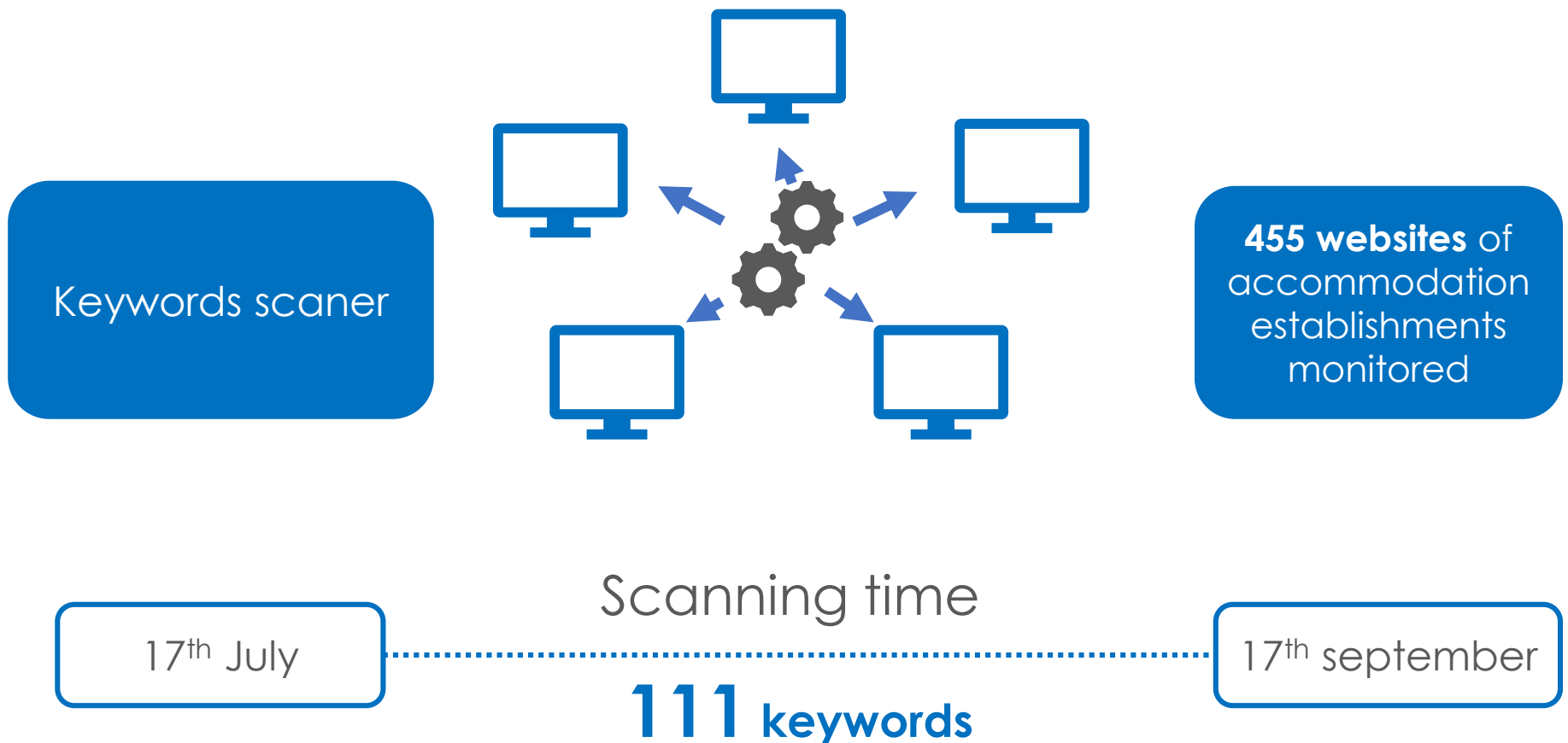
Over 30
77,6%

Web tools and social media



Web crawler

Events presence in the local tourism promotion

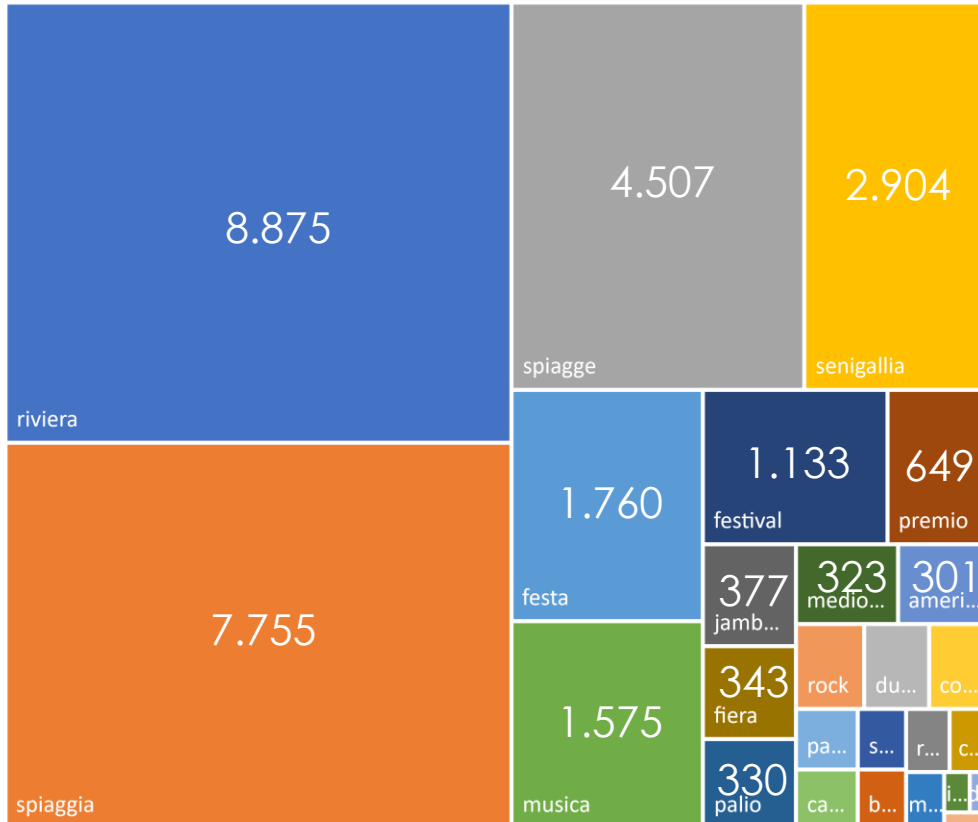




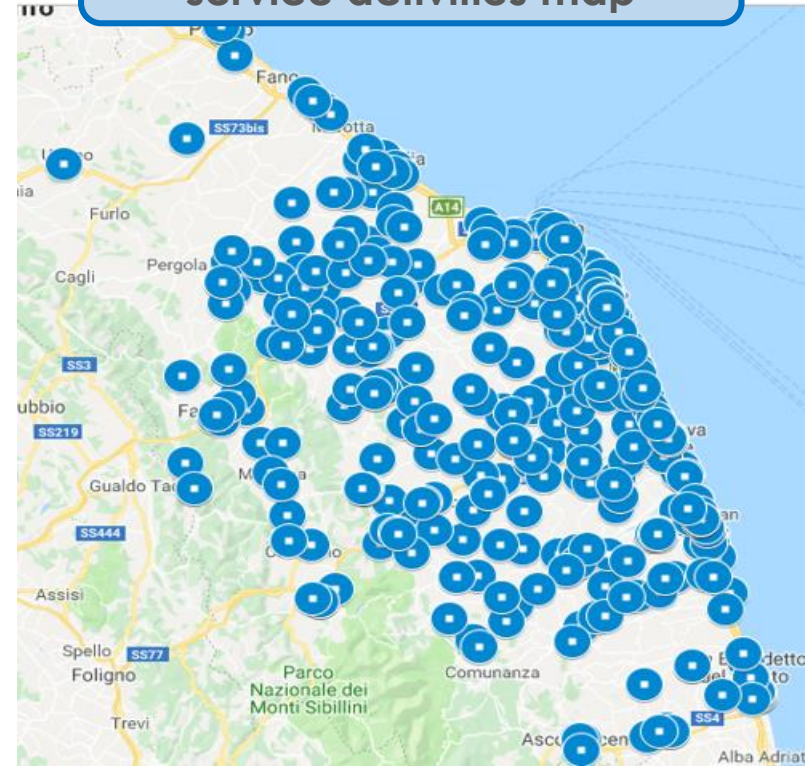
Keywords

Keywords detected

- riviera
- spiaggia
- spiagge
- senigallia
- festa
- musica
- festival
- premio
- jamboree
- fiera
- palio
- medioevo
- america
- rock
- duomo
- corsa
- palco
- camp
- sagra
- ballo



Accommodation and food service activities map



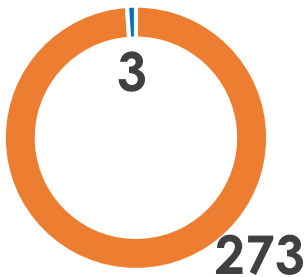
33.400 detection on the website home pages of **116** accommodation and food service activities on **455** monitored



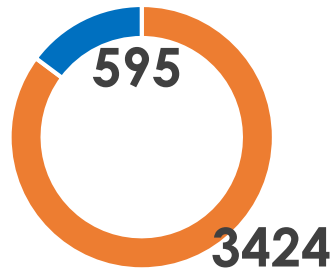
Accommodation and food service activities

Keyword number by activity

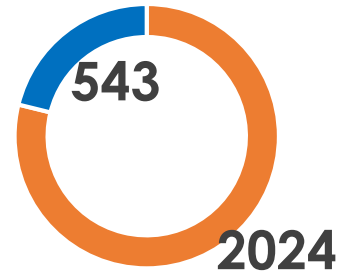
Travel agencies



Farmhouses



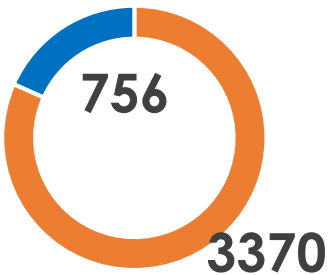
B&B



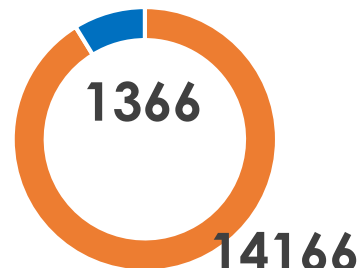
Summer Jamboree

Cavalcata dell'Assunta

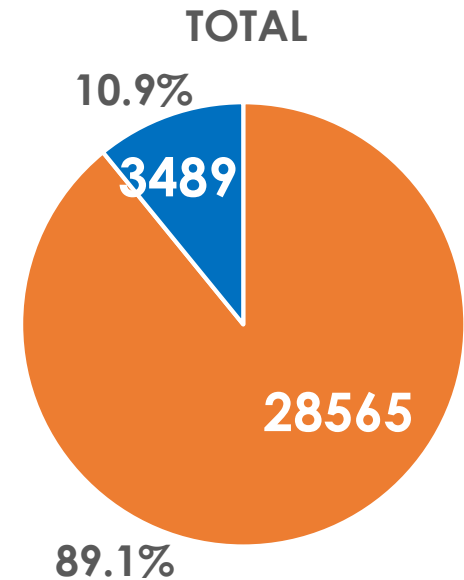
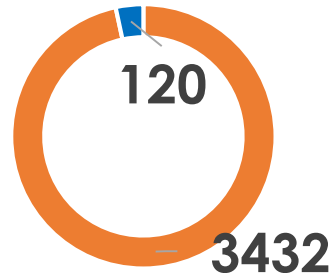
Country House



Hotel



Restaurants



1 Direct effects

2 Marketing



Social network monitoring

TAG CLOUD & KEY CLOUD

Summer Jamboree

53.435 posts

#summerjamboree	49.809
#summerjamboree2018	3.626

Cavalcata dell'Assunta

1.690 posts

#cavalcata dell'assunta	922
#cavalcataassunta	3
#cavalcata dell'assunta2018	19
#cavalcatafermo	139
#cavalcatafermo2018	84
#cavalcatafermostory	275
#palioassunta	30
#paliofermo	218

Social network communications result is **fragmented** and **dispersive**.
Lack of coordination



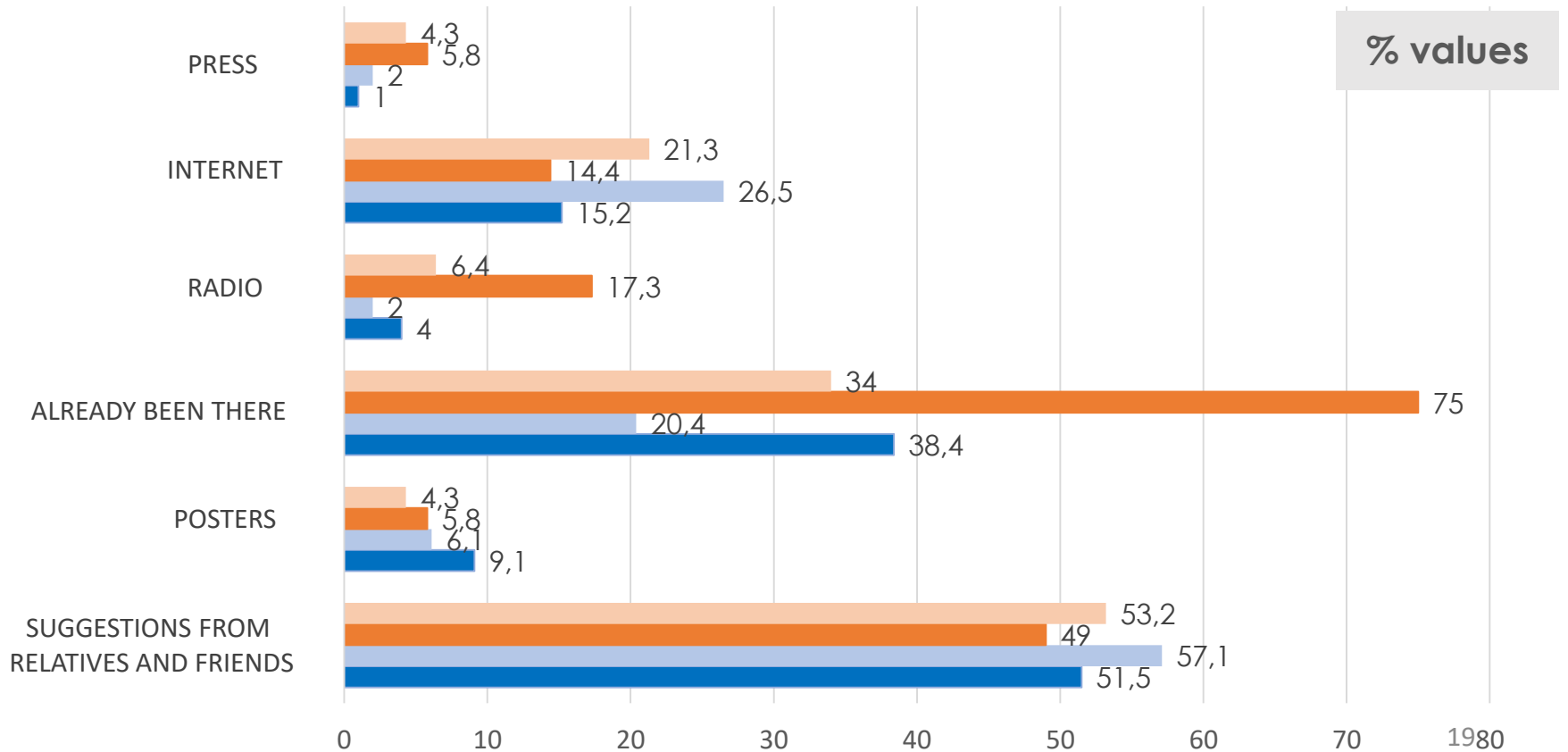
Information channels

Marche
Outside Marche

Summer jamboree

Marche
Outside Marche

Cavalcata dell'Assunta

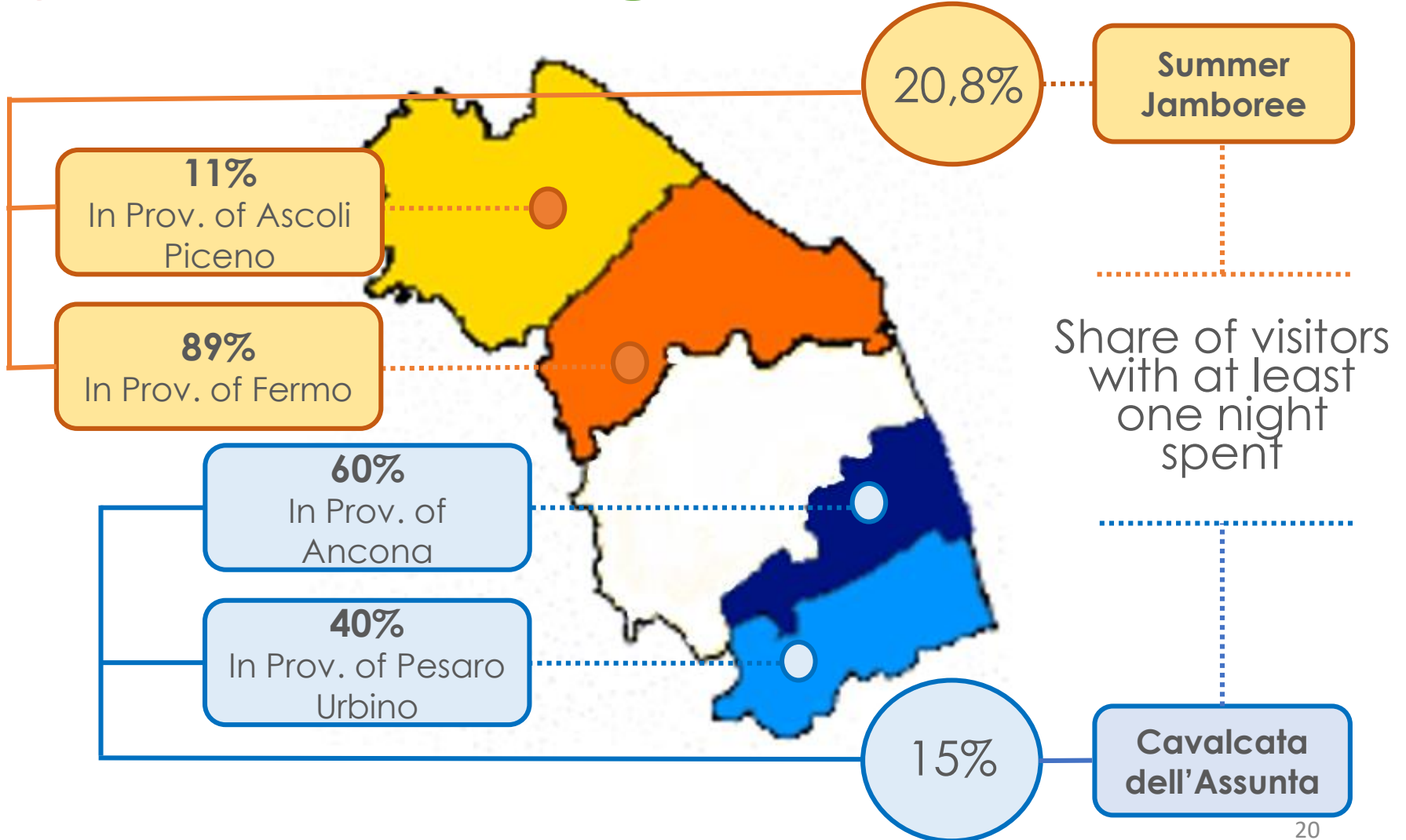




Nights spent

1 Direct effects

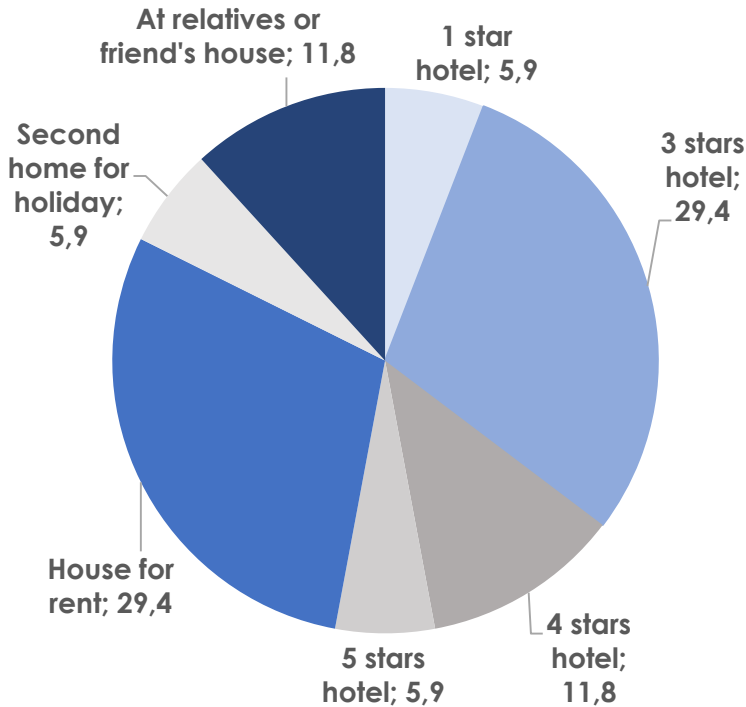
2 Marketing





Nights spent: where

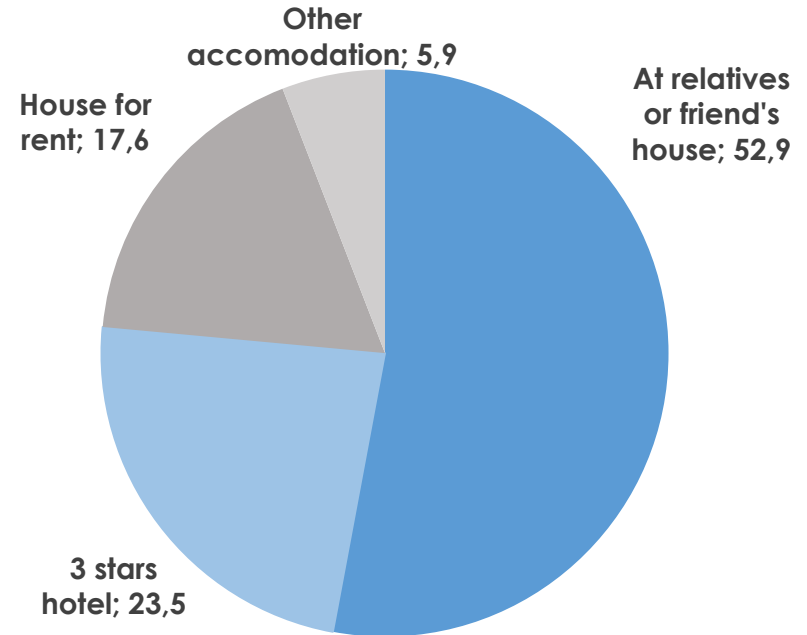
Summer Jamboree



Average stay
4,8 nights



Cavalcata dell'Assunta



Average stay
2,5 nights



1

Direct effects

A complex system

Services



Territorial offer



Communication
and storytelling



CULTURAL ATTRACTIVITY



Returning rate

Past

Future intentions

Future



Returning rate

Visitors who have already attended the event

New visitors

Summer Jamboree

68,9%

31,1%

Cavalcata dell'Assunta

44,6%

55,4%



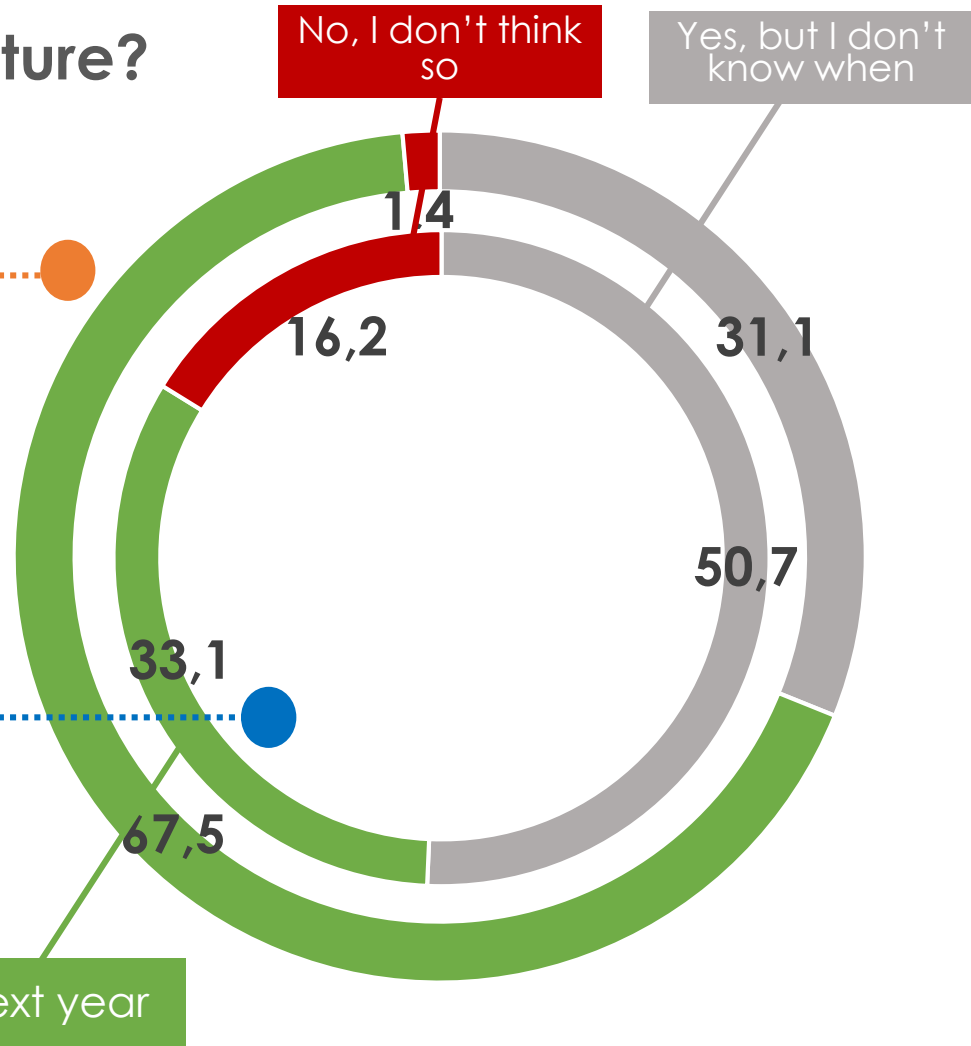
Future intentions

Will you come back in the future?

(% values)

Summer Jamboree

Cavalcata dell'Assunta



Cultural events and tourism attraction of Marche

THANK YOU



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