



The FeelFlorence experience

THE CHALLENGE: HOW TO MANAGE TOURIST FLOWS BEYOND THE 5 KM2 OF THE UNESCO CITY CENTER

NUMBERS BEFORE 2020:

- ARRIVALS - FLORENCE AREA: 4.867.427
- OVERNIGHT STAYS - FLORENCE AREA: 13.802.348
- ARRIVALS – CITY OF FLORENCE : 4.025.300
- OVERNIGHT STAYS – CITY OF FLORENCE: 11.048.572

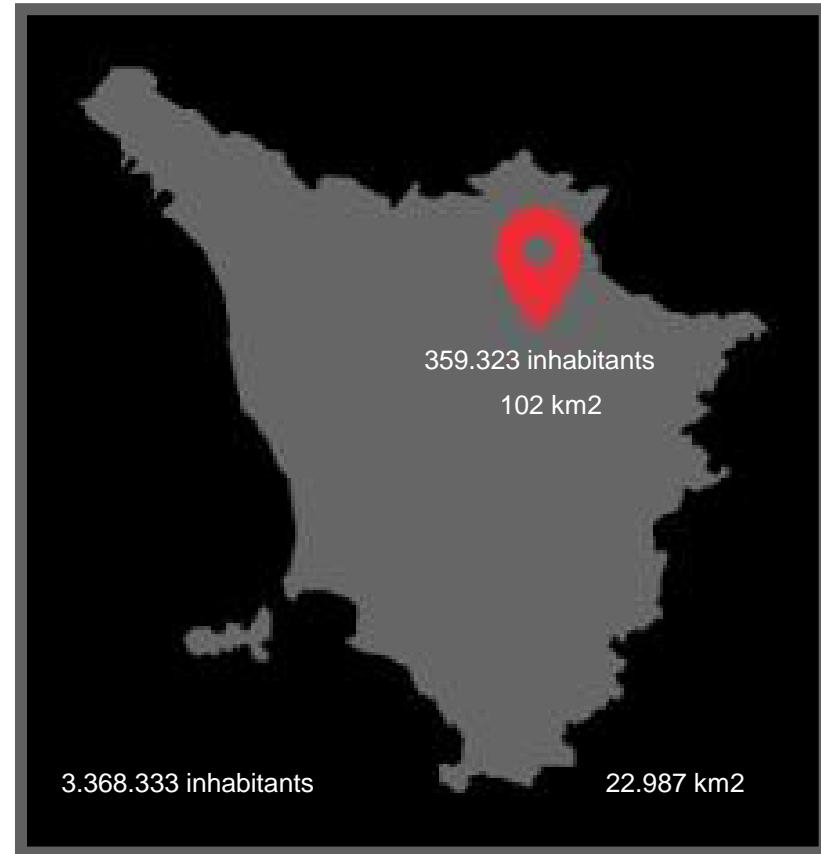


2020

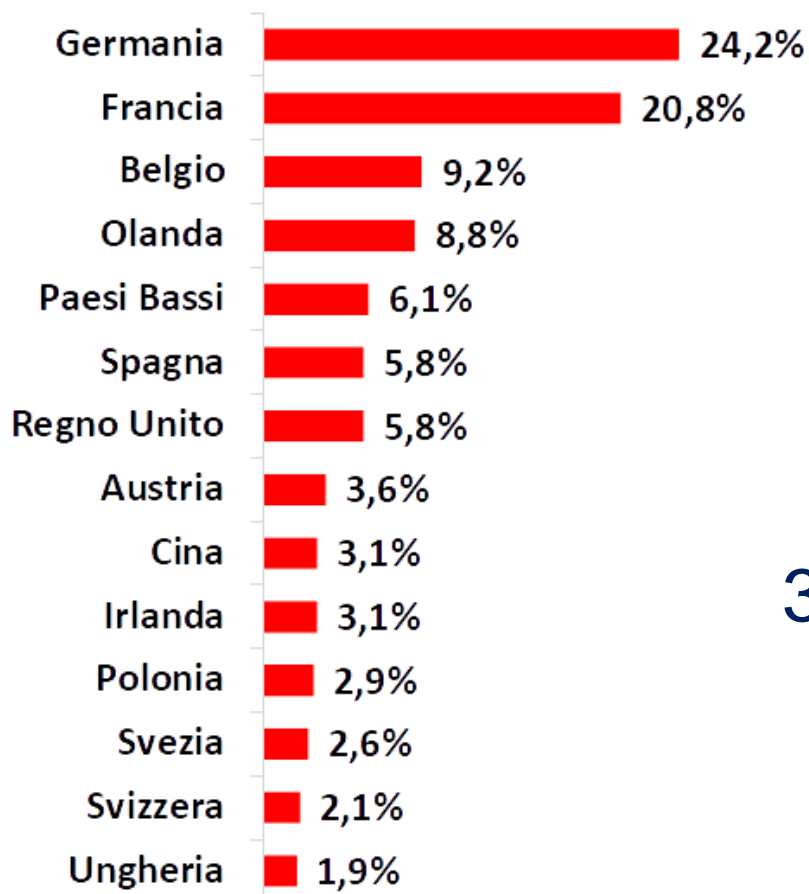
ARRIVALS - **78,9%**
OVERNIGHT STAYS -
80,4%

2021

ARRIVALS - **47%**
OVERNIGHT STAYS
- 49%



Mercati esteri più rilevanti



Foreign relevant
markets Summer 2021

96,9% European Countries

3,1% Extra European Countries

Municipality of Florence

2021

- | | |
|--|--|
| • Avarage staying | 2,6 nights |
| • % presence Hotel
Extra | 70,8%
29,2% |
| • % presence Italian
Foreign | 44,5%
55,5% |
| • Countries of origin (% su totale presenze) | i. USA (9%)
ii. France (8%)
iii. Germany (8%)
iv. Lombardia (8%)
v. Lazio (6%) |

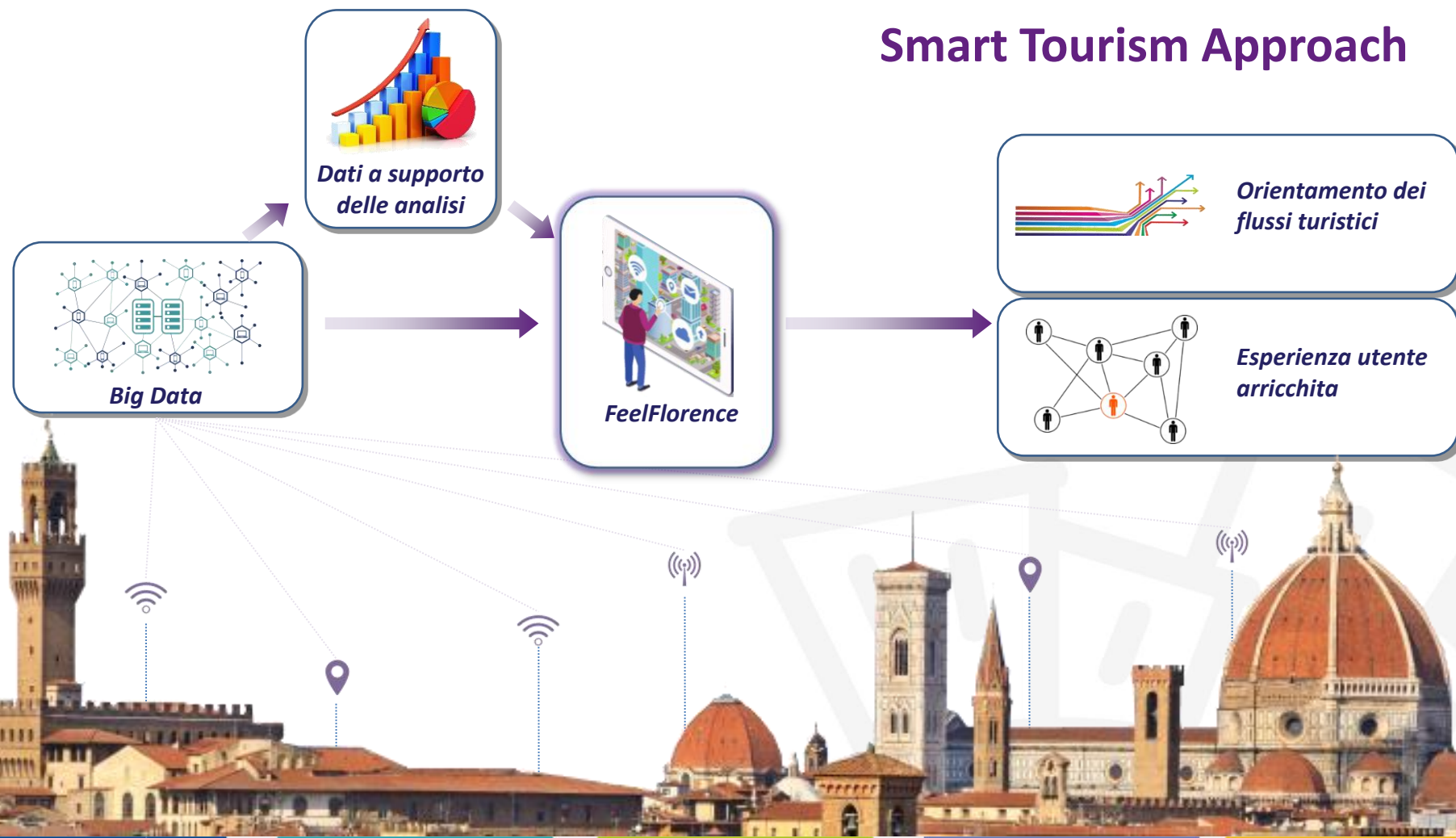
The challenge

- Social and economic recovery
- Citizen safety in the use of spaces and services
- Concept of “Polycentric City” → smart and sustainable perspective
- Attract new talents and start up enterprises

Objectives of FeelFlorence:

- Attract new targets
- Spread on wider territory
- Improve overnight stays
- Support economic stakeholders in the tourist sector

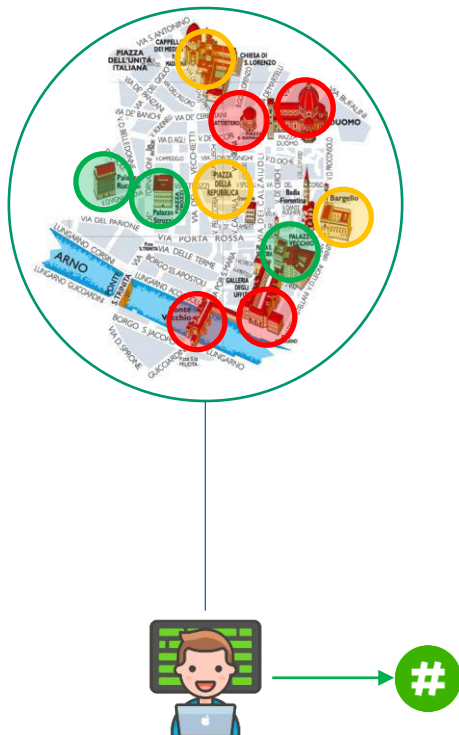
Smart Tourism Approach



Focus on: Tourist flows

PHASE 1: by hand

Scelte dell'ufficio turismo in base a periodi dell'anno o eventi previsti



PHASE 2: Semi-automatic

Scelte dell'Uff. turismo in base a dati provenienti da dispositivi esterni (sensori, wi-fi, gps, ...)



PHASE 3: automatic

Utilizzo di algoritmi di Big Data e Machine Learning per prevedere in anticipo l'affollamento



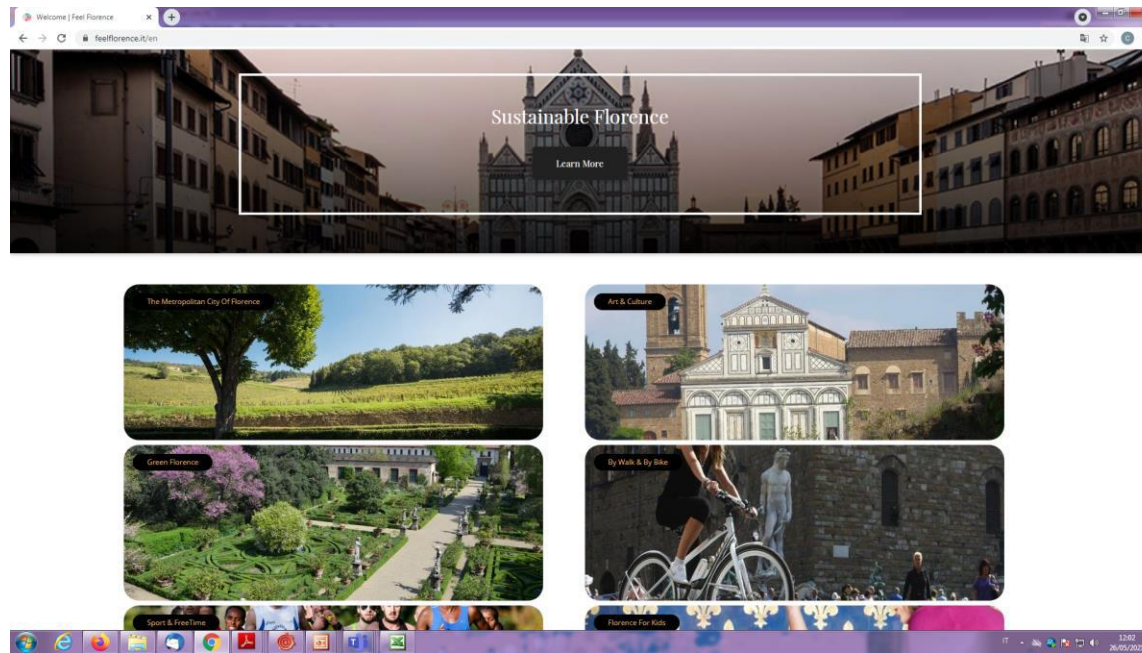
STRATEGIC PROJECT OF TERRITORIAL COOPERATION

- Tuscany
- Florence
- 41 municipalities
- Tourist destination
- Project for tourist information and promotion
- FeelFlorence
- Interoperability
- Real time update
- Georeferencing
- Crowding detection
- Flows orientation
- Growing detection
- Territorial involvement
- Story telling

Discover Florence and its Metropolitan Area

Official Tourism Website of the Metropolitan City and the Municipality of Florence:

- Description of points of interest
- Museum opening times
- Events in Florence



A co-designed approach



Walking Route
Bike Route
Hiking Route

All around Florence – Florence and the Florentine area

📍 Bagno a Ripoli, Calenzano, Campi Bisenzio, Fiesole, Figline e Incisa Valdarno



Walking Route

Firenze for families

📍 Bagno a Ripoli, Calenzano, Campi Bisenzio, Fiesole, Figline e Incisa Valdarno



Walking Route
Bike Route

18 panoramic views

📍 Bagno a Ripoli, Fiesole, Firenze



Walking Route
Bike Route

Medici Villas and Gardens

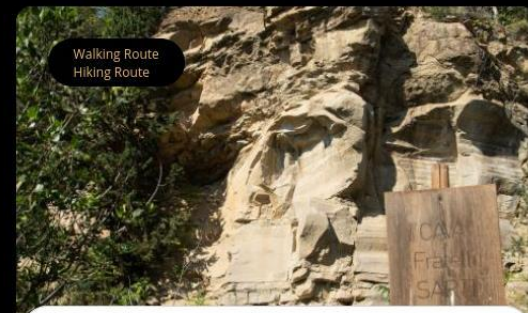
📍 Fiesole, Firenze, Vaglia



Bike Route
Hiking Route

La via degli Dei (the way of Gods)

📍 Fiesole, Firenze, Firenzuola, Scarperia e San Piero, Vaglia



Walking Route
Hiking Route

The quarry routes in Fiesole

📍 Fiesole



**The official APP to manage
tourist flows**



What's new?

- Real time info
- 41 Municipalities can update contents and news
- Interactive and interoperable website – open data access
- 1.300+ georeferenced Points of Interest - storytelling
- 10 main pillars for territory discovery
- Experiences and itineraries to drive tourists and citizens
- Florence as a welcome point
- Session dedicated to Sustainability
- Free download of digital promotional and communication material



- Profiling – better response to users' needs
- Real time Crowd monitor
- Alternative suggestions and tips
- Calendar and travel diary

Social media strategy @feelflorenceofficial

- @ planned schedule
- @ geographical coverage
- @ regular publications
- @ storytelling
- @ common style and language
- @ visual identity
- @ connection with other social media # @
- @ social advertising

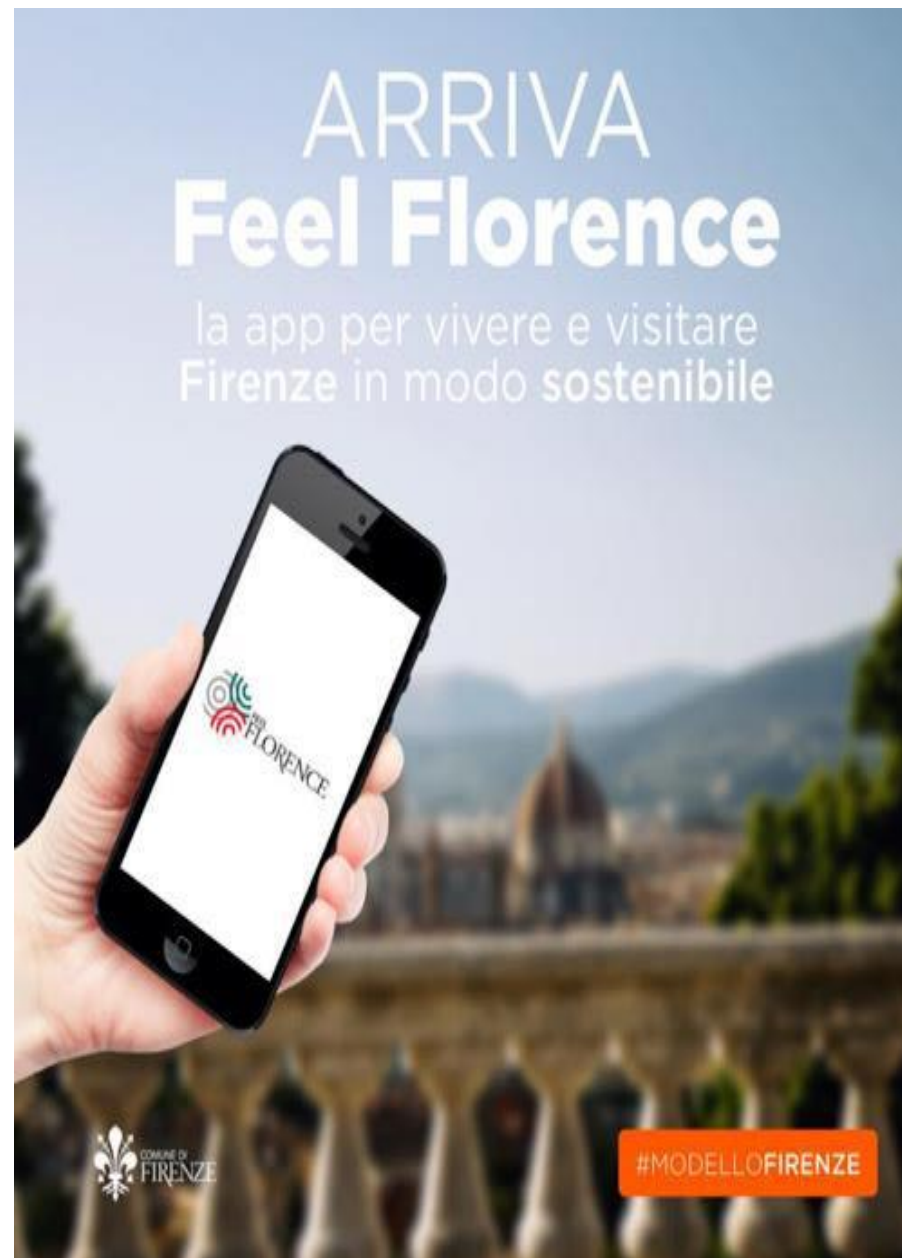


Awards 2021 - 2022



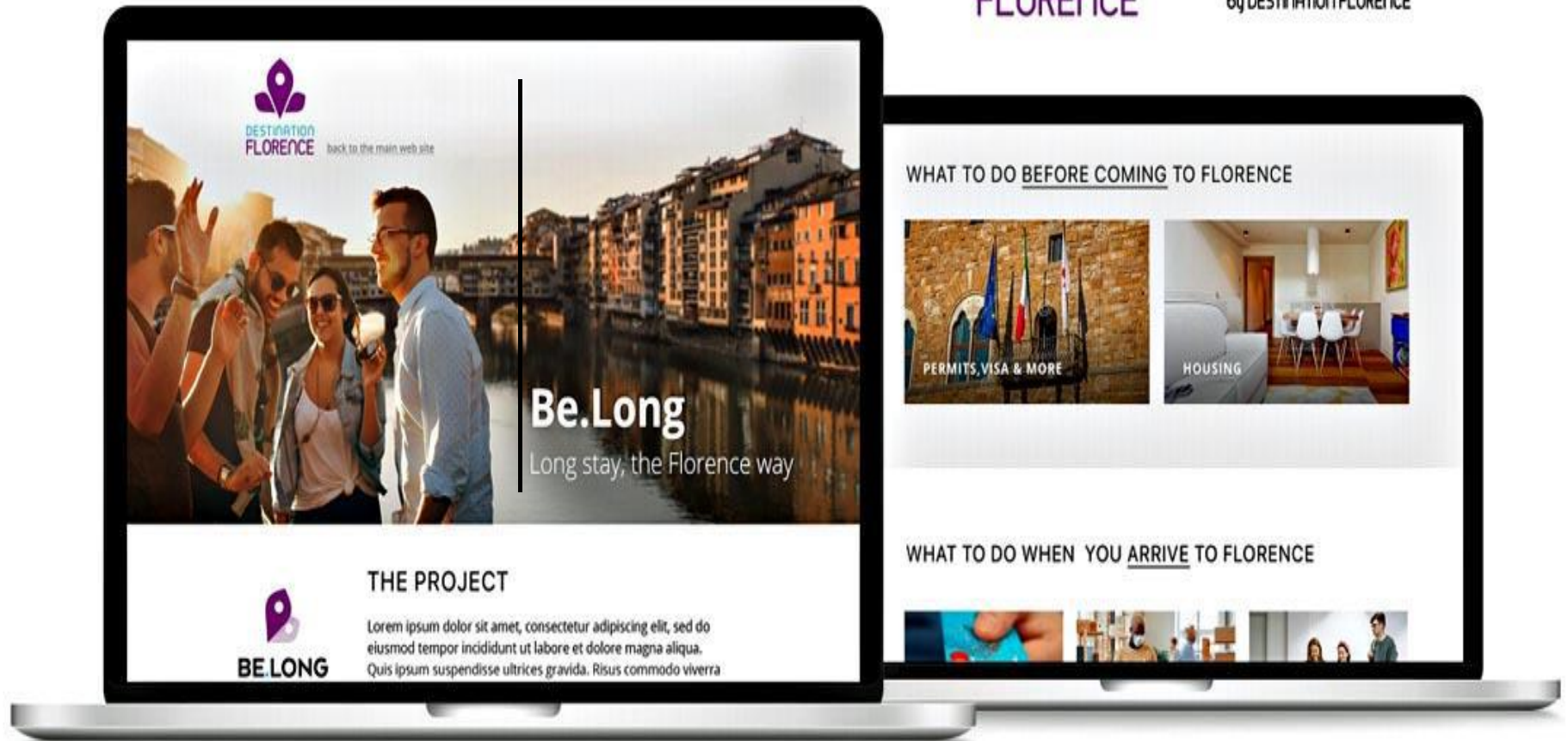
**10 MOBILITY
AWARDS 2021**





Public call to promote sustainable tourism and quality

Long stay, the Florence way!



From Short Term to Long Term Rental

The digital book “**Experience Florence**”

- Created by the City of Florence,
- Supported by the Ministry of Culture
- New tool available for all tour operators, tourist stakeholders and journalists



THANK YOU FOR YOUR ATTENTION



#feelflorence



www.feelflorence.it



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