



VilleCard and VilleCard PLUS

the offer for tourists visiting the Brenta Riviera is richer than ever

Now available from the ticket offices of villas on the circuit, Vela and participating partners, the **VilleCard 2018** has the same graphic design and colours as ever, but with a wider range of proposals for tourists visiting the Brenta Riviera.

The innovation for the 2018 season, the **VilleCard PLUS at €9.90**, is a *combined card*, with entrance to three of the circuit's villas (Barchessa Valmarana, Villa Foscari Rossi and Villa Widmann) at a truly competitive price, together with discounts for other local attractions and services.

Conceived principally for *new visitors* to the area, VilleCard PLUS joins the traditional **€2.00 VilleCard** which the project leader, San Servolo s.r.l., in agreement with the other partners, decided to retain to provide all residents and regular visitors to the Riviera with a "pannier" packed with a rich range of attractions and services at a special price and therefore accessible to users with different spending power as a contribution to local welfare policies.

Short break tourists need an instrument giving them easy access to the wealth of attractions in the local area, with the certainty of spending a fixed amount and the possibility of using their holiday time flexibly. The card helps meet these needs by integrating the services available in the area and facilitating their use, comments Andrea Berro, Sole Administrator of San Servolo s.r.l.

So the aim of the **VilleCard** is not to attract visitors, but rather to encourage them to stay for as long as possible, providing an incentive for them to visit lesser-known and less publicised places and attractions, generating a more uniform and virtuous distribution of tourism across the area, while stimulating knowledge of places of interest which are still little known or even completely unexplored.

The project's work space helped stimulate new and strong collaboration between villa owners and managers and the various authorities responsible for tourism, culture and education. It is, however, fundamentally important for every individual visitor reception operator to promote and propose the **VilleCard**, creating an integrated network for its diffusion.

The VilleCard is promoted by means of a leaflet which will be updated regularly to allow inclusion of the latest tourism and commercial offers and particularly high impact one-off initiatives. In the pipeline are creation of a tear-off map proposing a number of culture and nature itineraries and an information point at Stra, made possible by collaboration between the town council and the M. Lazzari State School for Business at Dolo.



Through the partner ENAIP, tastings are proposed in Villa Ferretti Angeli, promoting new professional resources and focussing in particular on the most typical products reinterpreted using the pot cooking technique.

VilleCard PLUS is on sale in Vela ticket offices throughout the area *Our extensive network of ticket offices and the VeneziaUnica platform represent an excellent vehicle for promotion and distribution. The upgrade of the traditional VilleCard to the VilleCard PLUS is part of the most competitive destination management marketing strategies aimed at increasing the area's competitiveness and its aware management* adds Piero Rosalva, president of Vela.

VilleCard 2018 is the fruit of active collaboration between the owners and managers of the villas on the circuit, Mira Town Council, the Union of Municipalities on the Brenta Riviera and Ca' Foscari University, ACTV and Vela, ENAIP Veneto, Confcommercio Ascom Riviera del Brenta, Confesercenti, ATN Laguna Sud, Delta Tour, Oasi WWF Valle Averteo, Riviera del Brenta Bike and Travel&Bike

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