

EXECUTIVE CONTRACT FOR THE AWARDING OF THE "TOURISM DIGITAL HUB - TDH" BY MEANS
OF SUPPLY ORDER UNDER THE FRAMEWORK AGREEMENT FOR APPLICATION SERVICES FOR
PUBLIC ADMINISTRATIONS SIGNED BY CONSIP - ID 2212 – LOT 1

DERIVATIVE TENDER ID CODE 8924679E15 - UNIFORM PROJECT CODE J51B21002940006

Tourism Digital Hub

Editorial Guidelines Document for
Partners and Regions

Version: 13.0



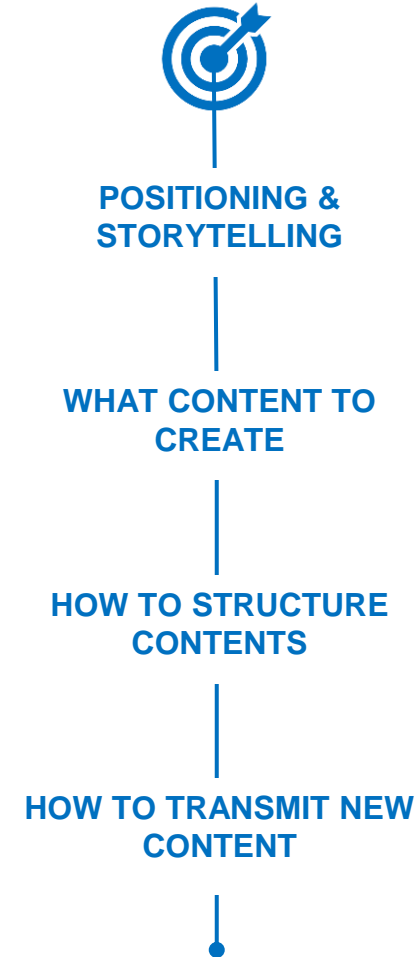
Finanziato
dall'Unione europea
NextGenerationEU



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA

Objective of the document

Introducing the new **Tourism Digital Hub** and the strategic vision with which to **develop content**, as well as conveying **the editorial guidelines to be followed** to produce content consistent with the positioning and structure of the new Italia.it portal



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Tourism Strategic Plan

The objectives set out in the Strategic Plan 2017-2022 are in line with the project activities defined in the NRP – in particular the actions within the scope of the *Tourism Digital Hub Investment*.

01

Innovating, specialising and integrating the national offer, building interregional tourism offer itineraries

02

Increasing the competitiveness of the tourism system by creating a Digital Ecosystem of Culture and Tourism

03

Developing marketing that is effective and innovative through the unified promotion and image coordination of Brand Italy and a digital infrastructure for the marketing of the offer

04

Achieving efficient and participatory governance in the drafting process and definition of the tourism plan and policies through communication systems and comparison and dissemination of data on tourism

What is TDH?

TOURISM DIGITAL HUB

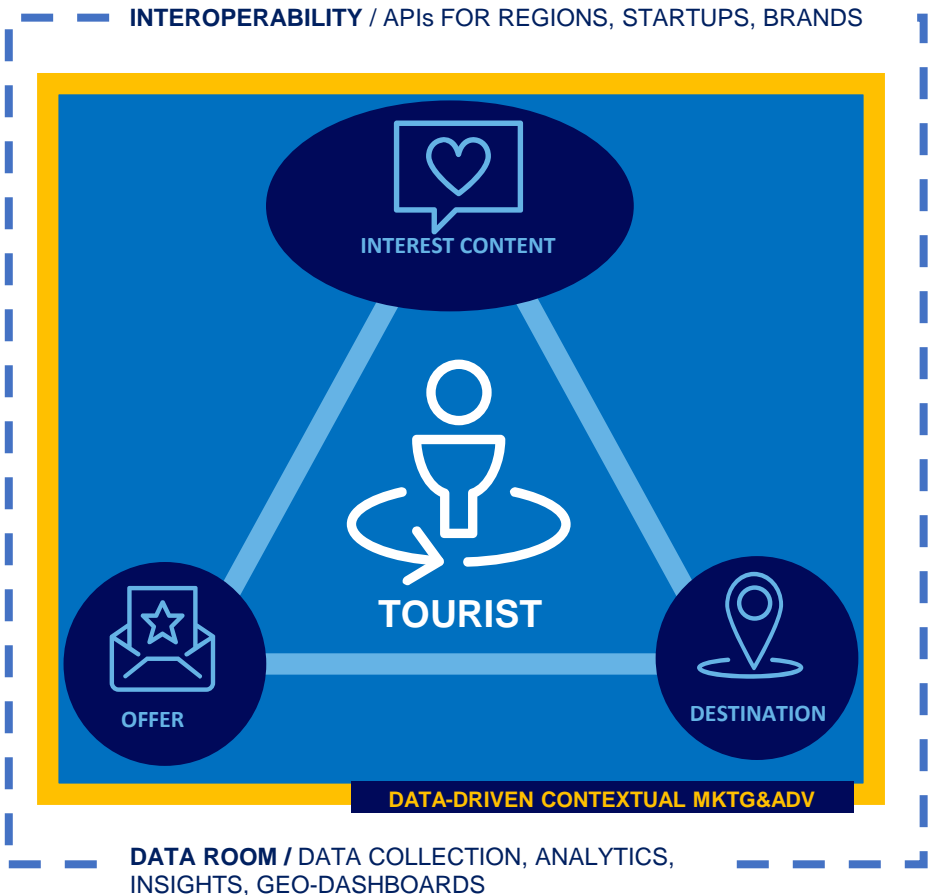
The TDH responds to the objectives of the strategic plan, building a bridge between the tourist and the ecosystem of the tourism offer through a platform that not only digitalises the tourism offer but also aggregates and enhances data and enables continuous collaboration between Italian tourism players.

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

Create strong and lasting relationships between individuals and Italy before, during and after the tourist experience.

OUR MISSION IS TO UNLOCK ALL THE POSSIBLE EXPERIENCES THAT ITALY HAS TO OFFER TO ALL TYPES OF TOURISTS

New Digital Ecosystem of Italian Tourism



Concept and narrative

#LIVE ITALIAN

Italian localism, endless layers of accumulated history and culture, and a singular approach based on the differences typical of Italianness combined with the worldwide dream of the **Italian Lifestyle** fuel a unique and high-impact narrative.

The TDH wants to develop **a new way of telling the story of Italy**, emphasising Italy's distinctive features and the **wealth of its lands**, all while **avoiding any clichés**. This will allow travellers not only to take a trip to Italy but also to share their experiences.



LIVE YOUR ITALIAN DREAM

We help people navigate the infinite possibilities offered by our country by suggesting **unique and authentic ways of experiencing the Italian dream**, as everyone desires. Our unique and exciting touch of authenticity can be provided only by natives of all the individual microcosms stretching across Italy.

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 travel location** that should guide the collaboration and creation of valuable content. Applications from project partners and regions will be evaluated according to their adherence to these values.

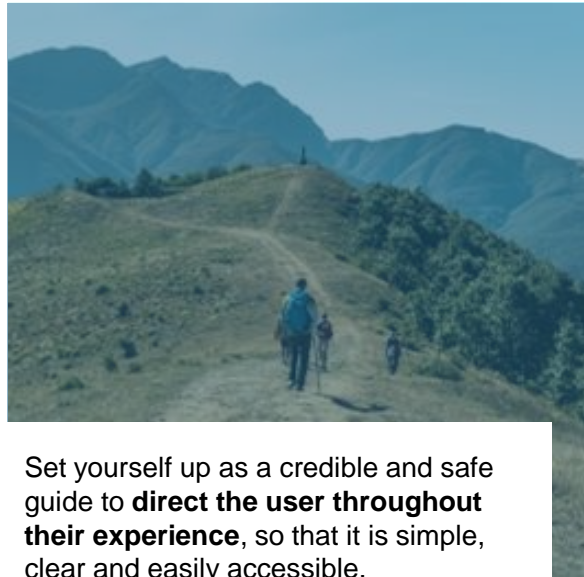
GUIDED BY AUTHENTICITY



To be authentic is to create original content that expands the user's dream toward **new** and **unexpected scenarios**.

#Uniqueness #Wonder #Authenticity

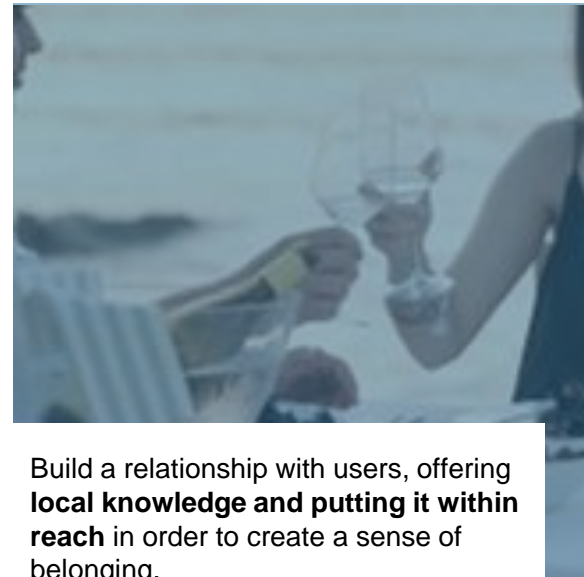
RESPONSIBLE AND SAFE LEADERSHIP



Set yourself up as a credible and safe guide to **direct the user throughout their experience**, so that it is simple, clear and easily accessible.

#Accountability #Safe #Guidance

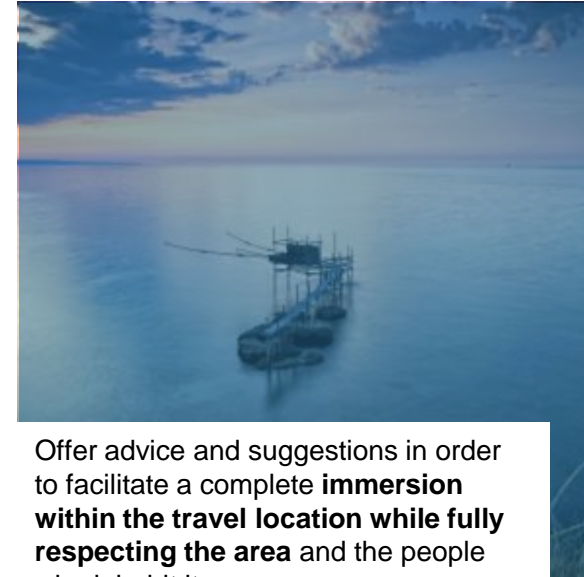
SENSE OF BELONGING AND TOGETHERNESS



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

#BuildRelationship #Belonging #Inclusion

FAIR AND RESPECTFUL TOURISM



Offer advice and suggestions in order to facilitate a complete **immersion within the travel location while fully respecting the area** and the people who inhabit it.

#Environment #Sustainability

The people we address: trip cluster

We have three main clusters of tourists to whom the production of site content will be directed:

LUXURY	LEISURE	BUSINESS
<p>They seek unique and elite experiences. When they travel, they look for the best and demand services that live up to those expectations in all respects.</p>	<p>They travel for pleasure and are generally focused on the activities to do in the travel destination and places to explore. They want to have real experiences.</p>	<p>They look for comfort and services so they can carry out their work. They often plan trips at the last minute but are not willing to give up the experiences that a destination can offer.</p>
<p>Interests to be developed:</p> <ul style="list-style-type: none">▪ Exclusive experiences of relaxation and connection with nature▪ Wellness and/or fitness retreats in prestigious and increasingly sustainable locations<ul style="list-style-type: none">▪ Unconventional and extraordinary experiences in exclusive locations▪ Shopping holidays fashion, design, art	<p>Interests to be developed:</p> <ul style="list-style-type: none">▪ Local experiences to explore the culture and traditions of the places visited▪ Experiences related to tourists' passions: festivals, concerts, exhibitions, sports...▪ Short trips to escape the routine (weekends in cities of art or places of interest)▪ Experiences or trips with a positive environmental and/or social impact	<p>Interests to be developed:</p> <ul style="list-style-type: none">▪ Smart-working trips, including extended stays▪ Short experiences or visits in time off from work commitments<ul style="list-style-type: none">▪ Opportunities to unplug and team-building experiences<ul style="list-style-type: none">▪ Eco-friendly travel

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Content areas & themes

The editorial structure envisages the development of 3 macro content areas: **destinations, activities and services**, which will **then be presented for each thematic area of interest and each identified target group**.

AREA	OBJECTIVE	THEMATIC AREAS
1	<p>DESTINATIONS - WHERE TO GO - <i>locations and settings for a “memorable experience”</i></p>	<p>Inspire the tourist and support the discovery of the unusual and the unexpected, which differentiates each destination and makes it unique</p>
2	<p>ACTIVITIES - WHAT TO DO - <i>itineraries and routes that inspire “moments to be remembered”</i></p>	<p>Become the indispensable tool to be consulted before, during and after the trip to find ideas for a unique and authentic experience, a unique way of seeing the world</p>
3	<p>TIPS & SERVICES - HOW TO DO IT - <i>“travel planning” support</i></p>	<p>Support and simplify travel management with local expertise and know-how not only to inspire and attract, but also to orient, accompany and guide,</p>

THEMATIC AREAS		
<p>Food and Wine</p> 	<p>Guides and Organised Tours (e.g. Guides, Concerts, Events, ...)</p> 	<p>Wellness, Spa, Spa centres</p> 
<p>Accommodation facilities</p> 	<p>Study trips</p> 	<p>Culture and art cities (integration of events, museums, music, theatres,...)</p> 
<p>Travel Business</p> 	<p>Automotive</p> 	<p>Transport</p> 
<p>Luxury and fashion</p> 	<p>Accessibility Inclusionness</p> 	<p>Medical tourism</p> 
<p>Sports Tourism (pro, amateur, club)</p> 	<p>Sea, Mountain and Countryside Experiences (including villages and nature parks)</p> 	<p>Religious tourism</p> 

Macro Prioritisation Plan 2025

The thematic areas were prioritized throughout the year and identified following **two levels of priority** to ensure a balanced and relevant offer over time.

Priority 1 represent the topics most searched for by users during 2024, derived from a preliminary analysis of **Search Intelligence** and **Social Intelligence**.

Priority 2, on the other hand, include the topics selected on the basis of the events planned for 2025 and periodic search trends derived from strategic assessments resulting from the ongoing dialogues with the **interlocutors of the TDH ecosystem**.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
PRIORITY 1	○ UNESCO	○ UNESCO	○ UNESCO	○ UNESCO	○ UNESCO	○ UNESCO
	○ Cultural cities	○ Art and culture	○ Art and culture	○ Art and culture	○ Art and culture	○ Art and culture
	○ Art and culture	○ Cultural cities	○ Cultural cities	○ Cultural cities	○ Cultural cities	○ Cultural cities
	○ Sport	○ Islands	○ Sea	○ Sea	○ Sea	○ Sea
	○ Sea	○ Food and wine	○ Food and wine	○ Food and wine	○ Food and wine	○ Food and wine
PRIORITY 2	○ Fashion and shopping	○ Sport	○ Tours and experiences	○ Cycling tourism	○ Villages	○ Villages
	○ Mountain	○ Celebrations	○ Nature	○ Leisure	○ Sport	○ Nature
	○ Health, hot springs and wellness	○ Romance	○ Museums and monuments	○ Spirituality	○ Tours and experiences	○ Lakes
	○ Museums and monuments	○ Fashion and shopping	○ Health, hot springs and wellness	○ Sustainability	○ Lakes	○ Tours and experiences
	○ Business	○ Mountain	○ Travel ideas	○ Handcrafts and design	○ Travel ideas	○ Sport
	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025
	○ Jubilee 2025	○ Other	○ Jubilee 2025	○ Other	○ Other	○ Other
	○ Other		○ Other			

Each month, Regions and Partners can address the priority 1 topics indicated here as a priority, or produce content on other topics, based on their experience and ability. For better indexing of content, it is recommended to produce content in advance, so that publication can take place at the right time.

Macro Prioritisation Plan 2025

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PRIORITY 1	○ Art and culture	○ Sport	○ UNESCO	○ UNESCO	○ UNESCO	○ Celebrations
	○ UNESCO	○ UNESCO	○ Art and culture	○ Art and culture	○ Art and culture	○ UNESCO
	○ Sea	○ Cultural cities	○ Sport	○ Food and wine	○ Cultural cities	○ Cultural cities
	○ Sport	○ Villages	○ Cultural cities	○ Cultural cities	○ Food and wine	○ Art and culture
	○ Villages	○ Sea	○ Villages	○ Sport	○ Sport	○ Sport
PRIORITY 2	○ Cultural cities	○ Nature	○ Food and wine	○ Tours and experiences	○ Celebrations	○ Christmas Markets
	○ Nature	○ Tours and experiences	○ Tours and experiences	○ Villages	○ Christmas Markets	○ Fashion and shopping
	○ Lakes	○ Health, hot springs and wellness	○ Lakes	○ Lakes	○ Historical sites	○ Mountain
	○ Mountain	○ Leisure	○ Museums and monuments	○ Entertainment	○ Fashion and shopping	○ Health, hot springs and wellness
	○ Cycling tourism	○ Food and wine	○ Music	○ Children	○ Accessibility	○ Spirituality
	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025	○ Jubilee 2025
	○ Other	○ Other	○ Other	○ Other	○ Other	○ Other

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Macro Prioritisation Plan 2025

The macro prioritization plan includes the selection of some themes, below is a brief description of each macro topic.

ART AND CULTURE

Art exhibitions, theater performances, concerts, cultural festivals and literature.

CULTURAL CITIES

Large metropolises full of museums, art galleries, festivals and cultural events.

MOUNTAIN

Hiking, skiing, mountaineering, walking, winter sports and mountain huts.

HANDCRAFTS AND DESIGN

Local crafts, design events and craft exhibitions.

SPIRITUALITY

Temples, monasteries, places of pilgrimage, meditation experiences and religious practices.

UNESCO

World Heritage Sites, Protected Cities and Monuments, Nature Reserves and Cultural Practices.

FOOD AND WINE

Food and wine tours, wine tastings, local culinary experiences and typical dishes.

HEALTH, HOT SPRINGS AND WELLNESS

Natural spas, medical tourism, spa treatments, meditation and yoga.

TOURS AND EXPERIENCES

Tours, group or individual excursions such as nature walks, bike tours or historical visits.

CYCLING TOURISM

Cycling routes, bike tours, mountain bike excursions and panoramic cycle paths.

SEA

Beach activities, water sports, maritime itineraries, marine fauna and characteristic fishing villages.

CELEBRATIONS

National celebrations, folklore events, and traditional festivals.

MUSEUMS AND MONUMENTS

Museums, art galleries, archaeological sites, cathedrals and historical monuments.

NATURE

Natural parks, protected reserves, flora and fauna, excursions in the woods, outdoor activities.

LAKES

Boat trips, water sports, picnics on the shores, lake landscapes and picturesque villages.

SPORT

Sporting events, sports activities, local competitions and traditional sports.

ISLANDS

Islands, archipelagos, boat trips, pristine beaches and underwater activities.

BUSINESS

Corporate events, coworking spaces, networking opportunities and trade shows.

TRAVEL IDEAS

Suggestions for unique itineraries, little-known destinations, ideas for themed trips.

MUSIC

Music festivals, live concerts, local musical traditions and shows.

VILLAGES

Picturesque villages, historic villages, local traditions, artisan markets and authentic rural lifestyles.

FASHION AND SHOPPING

Fashion fairs, events related to design and local artisan tailoring.

ROMANCE

Romantic destinations and experiences, stays in suggestive places and activities for couples.

LEISURE

Leisure activities and places to relax or have fun with friends.

CHILDREN

Theme parks, interactive museums, educational experiences, creative workshops and entertainment for families with children.

CHRISTMAS MARKETS

Christmas markets, handicrafts, decorations and a festive atmosphere typical of the Christmas period.

HISTORICAL SITES

Castles, fortresses, ancient cities, monuments and archaeological sites.

SUSTAINABILITY

Ecotourism, green initiatives and sustainable practices.

ENTERTAINMENT

Cinema, theaters, festivals, concerts, shows and other forms of entertainment, both modern and traditional, for all ages.

ACCESSIBILITY

Inclusive means of transport, infrastructure for people with reduced mobility, safe pedestrian routes and cycle paths.

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Focus and priorities for an optimal experience

To ensure the **highest quality** of user experience and content, the following principles must always be kept in mind:



Target audience: **who** we talk to and **why**



Respect the **Brand Image** and **Tone of Voice**



Respect **templates** and special features, always considering **multi-channel experiences**



Geospatial data



SEO



Inserting **TAGS**

Tone of Voice - introduction

In order to keep the same language throughout the new portal, regions and partners will have to follow the **guidelines** and **tone of voice** for the drafting of new articles:

The **tone of voice** reflects the personality traits of Italia.it, **an Italian friend** that leads the visitor to discover the truest 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**, becoming descriptive if necessary, but without ever being wordy or boring.

Headline texts must be **eye-catching** and concise: it is better to favour numerical lists, short periods, easily readable even by a distracted eye.

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

Key concepts to remember while writing content:

LIVING ITALIAN

LOCAL LOOK

TERRITORIALITY

AUTHENTICITY

The 4 golden rules of publishing



Capturing attention

It is essential to write headlines that make the content of the article, and especially its consistency, clear from the first distracted glance.



No mincing words

Once you find the right topic, you have to get straight to the point, without big words and rhetoric.



Breaking down text walls

Insert subtitles describing the subject of the paragraph: short but explanatory. Use bold type to highlight keywords. Use the ranking formula whenever possible, which appeals to search engines and facilitates overall reading.



A picture is worth more than a thousand words

Including one for each paragraph will make the impact with the text less challenging and will entice the user to want to find out more about what they see and thus to read on.

Practical examples of tone of voice application



Titles should be **concise: short periods that can be read at a glance.**



As the categories are very broad, one has to keep the headlines high and **not go into specifics.**
For example, the MOUNTAIN section contains articles about all the activities one can do there, from skiing to spas to hiking trails, so one must **remain general.**

WHAT TO DO



ARTE E CULTURA

Tra musei e bellezze a cielo aperto



I tratturi del Molise



A Torino, nel Museo Nazionale del Cinema, un gioiello dentro l...



5 scoperte avvincenti al Museo della Scienza e della Tecnologi...



7 città d'arte in meno di un'ora di treno da Milano

WHAT TO AVOID



L'ITALIA DEI MUSEI

Poli museali, siti archeologici, gallerie d'arte dove immergersi nella bellezza



I tratturi del Molise



Roma: i Fori Imperiali



Monte San Giorgio, per un viaggio nel mondo di 230 milio...



A Torino, nel Museo Nazionale del Cinema, un gioiello dentro l...



MONTAGNA

Tra itinerari, piste da sci, parchi naturali e terme incantate

Scopri di più



MONTAGNA

Scopri gli itinerari più belli per trekking indimenticabili.

Scopri di più



Essential content characteristics (1/2)

Content must:

Offer **fresh insight** into Italy, providing tips for the **most authentic experiences** in the country



Give **exclusive information** that is not widely known



Address users who don't have the same **level of information** and therefore need **useful and practical information** on travel arrangements (e.g. events, transport, timetables)

Insert:

Related points of interest: always include *related destinations*, linked to the main destination mentioned in the content



Insight: tips for getting to know the true Italian spirit

Lists: easy to read and memorise



Essential content characteristics (2/2)

Content theme

Helpful user information

Historical sites and monuments

- How to **reach** the site
- Explanations on how to **visit** the site
- Possible **guided tours** and **languages** available
- Resources for **booking** the visit

Natural areas, beaches, trekking

- How to reach the site, **means of transport** and **parking**
- **Children- and family-friendly** places
- **Available activities**
- Information on **accessibility** and **bookings**

Specific locations and cities

- How to **get to** and **get around** the location
- Main **points of interest**
- The main **activities** on offer
- Local **Food & Wine highlights**

Information for business trips

- Suggested **activities** as diverse as possible
- Specific information on **how to move** between POI
- **After-work activities**: other places in the city you can visit or places outside the city that are quick to reach, typical places where you can dine if you finish work late, sports activities

Multimedia content (1/5)

The images depict **moments of everyday life**. The treatment is **real**, with close-ups that bring the user closer to Italian **authenticity** and **originality**. The image quality is high (send images horizontally and with the highest resolution available).

Moments are transformed into experiences that stand out in the midst of nature or architectural and artistic riches.

DO NOT DO

- ⊗ No vintage, black and white, grainy or artefactual treatments
- ⊗ No posed subjects, in-camera looks and set subjects.
- ⊗ No busy cities.
No pollution-related elements.
No waste or refuse.
No plastic or derivatives.
- ⊗ No photos that are too bright or dark.
No grainy photos.
No photos with watermarks.



COPYRIGHT

All photographs and videos submitted to accompany the article must be complete with:

- Credits
- Commercial use rights (in the case of time-limited rights, indicate the expiry date)

Images that do not comply with the guidelines will be replaced

Multimedia content – Slider HP Images (2/5)



N.B.: Video content shared must always be complemented by text content

WHAT TO DO

- **Resolution:**

Dimensions *Desktop*: 3200x1800

Dimensions *Tablet Landscape*: 2800x1840

Dimensions *Mobile*: 750x1000



- **Safearea:** no key content in the indicated margins (see next slide)

Desktop: 280 px top/bottom margin

Tablet Landscape: 140 px top/bottom margin

- **Ratio:** 16:9

- **Format:** .jpg



The colours of the shots are **full and saturated**.



The subjects are always photographed in **spontaneous poses**, in the style of **captured moments**.

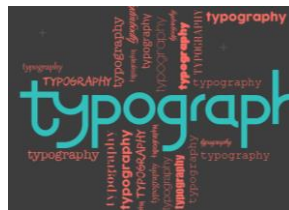
WHAT NOT TO DO



No headline superimposed over the main subject.
No unreadable contrasts.



No playful/template transitions.



Avoid combining too many different fonts.



No videos that are too bright or dark.
No grainy videos.
No videos with a watermark.



No vintage, black and white, grainy or artificial filters



Subjects **should not be posing**, looking at the camera or look staged.



No busy cities.
No environments related to pollution.
No waste or rubbish.
No plastic or derivatives.

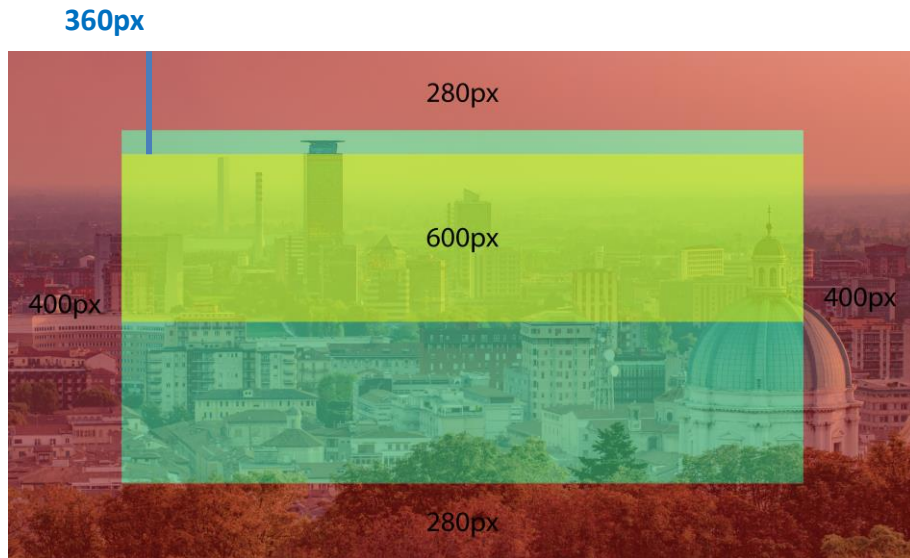


Do not place logos/texts/key content in the margins outside the safe area

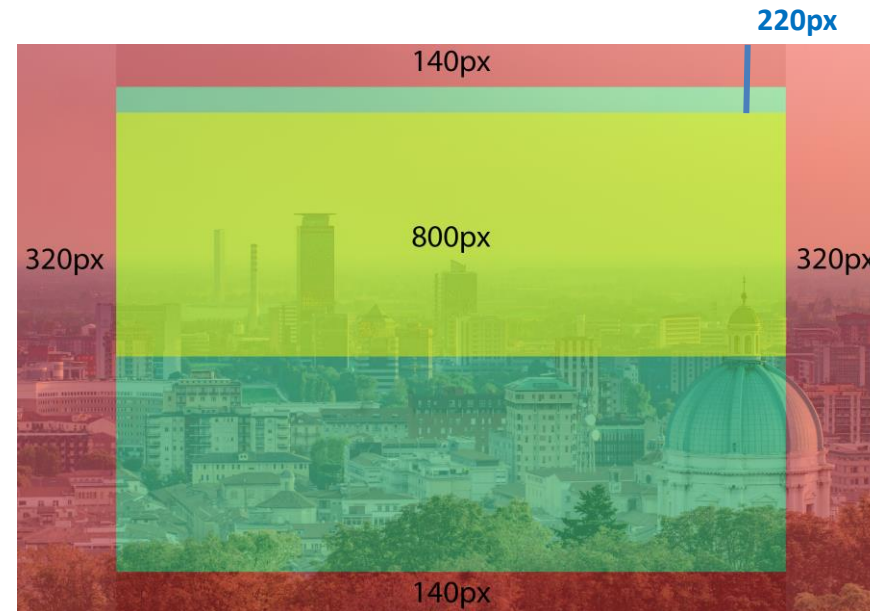
Multimedia content – Safe Area Slider (3/5)

! Do not place key content in the margins outside the safe area

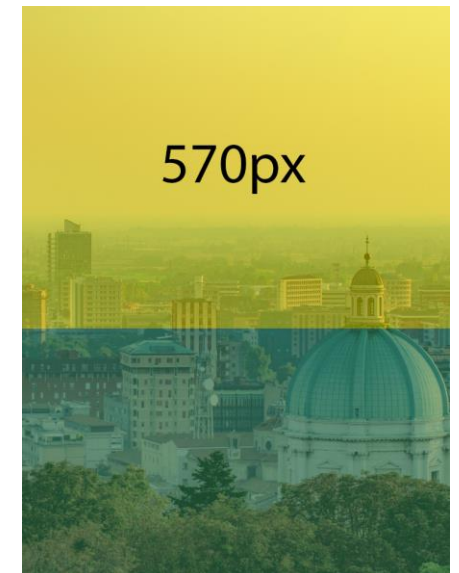
Desktop View






Tablet Landscape View



Mobile View






-  Invalid area for key content entry
-  Valid area for inserting key content (except texts and logos)
-  Valid area for inserting texts and logos

Multimedia content – Safe Area Header (4/5)

! Do not place key content in the margins outside the safe area

SAFE AREA FOR INSERTION OF LOGOS AND TEXT ON 16:9 VIDEO



-  Invalid area for key content entry
-  Valid area for inserting key content (except texts and logos)
-  Valid area for inserting texts and logos

Desktop View



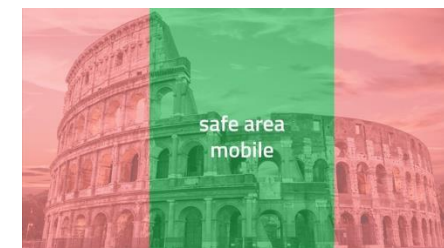
Video 16:9

Tablet Landscape View



Video 16:9

Mobile View



Video 16:9

Multimedia content - Video (5/5)



N.B.: Video content shared must always be complemented by text content

WHAT TO DO

- Shorts format: 15 sec
- Long format: 60 sec
- Resolution: 1920x1080 (min. 720p)
- Safe area: 1530*860
- Ratio: 16:9
- Sans Serif font (preferably Montserrat)
- NO Voice Over
- Sharp transitions that rhythmically follow the soundscape.
- Size: 300 MB
- Formats: .mp4, WebM



The colours of the shots are **full and saturated**.



The subjects are always photographed in **spontaneous poses**, in the style of **captured moments**.



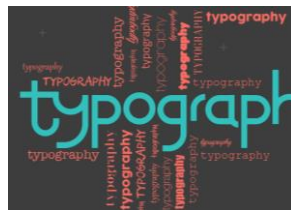
WHAT NOT TO DO



No headline **superimposed** over the main subject.
No **unreadable contrasts** frame.



No **playful/template transitions**.



Avoid combining **too many different fonts**.



No videos that are too **bright or dark**.
No **grainy videos**.
No videos with a **watermark**.



No **vintage, black and white, grainy or artificial filters**



Subjects **should not be posing**, looking at the camera or look staged.



No **busy cities**.
No **environments related to pollution**.
No **waste or rubbish**.
No **plastic or derivatives**.



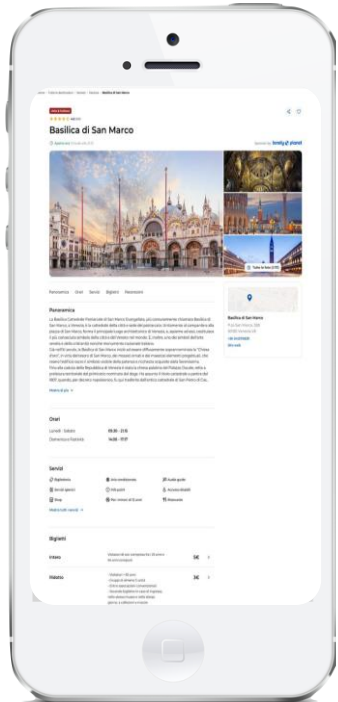
Avoid **text that is too large or too small** (mobile first).

Types of editorial content



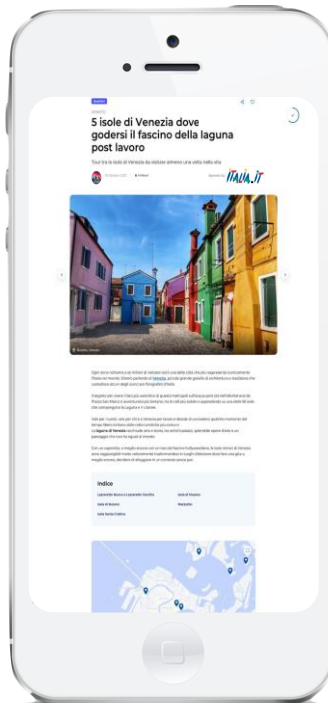
DESTINATION

They mainly deal with destinations within a city or a specific territory (POI). They can cover topics such as: Art and Culture, Nature, Accommodation, Food and Wine, Sport, Shopping, Spirituality, Villages.



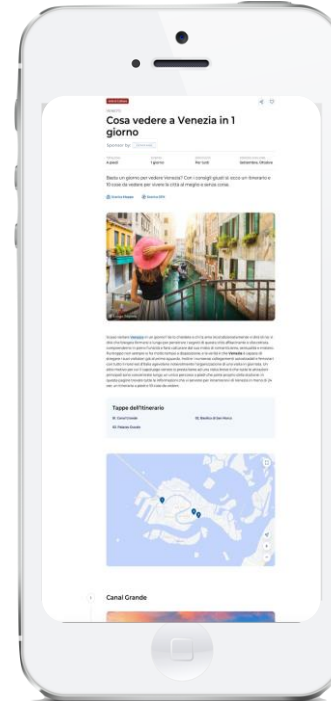
ARTICLE/MAGAZINE

This type of article has more of a 'blog' slant, deals with cross-cutting topics and aims to intrigue the reader by illustrating, for example, 'The 10 ideal islands for children'.



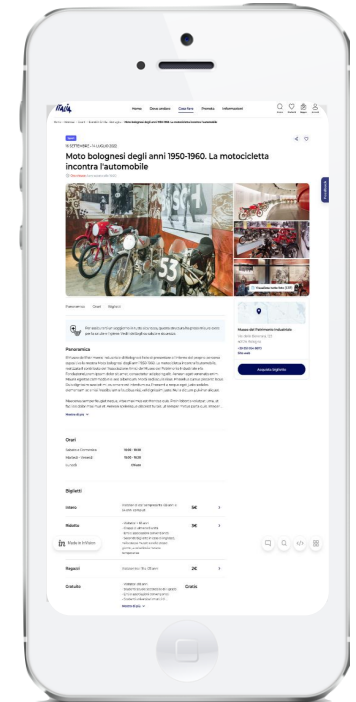
ITINERARIES

Organised in day-by-day stages, these articles propose routes of varying difficulty to the tourist, to be undertaken on foot or by vehicle, and recommend the best places to stop for rest and food. (Available from August)

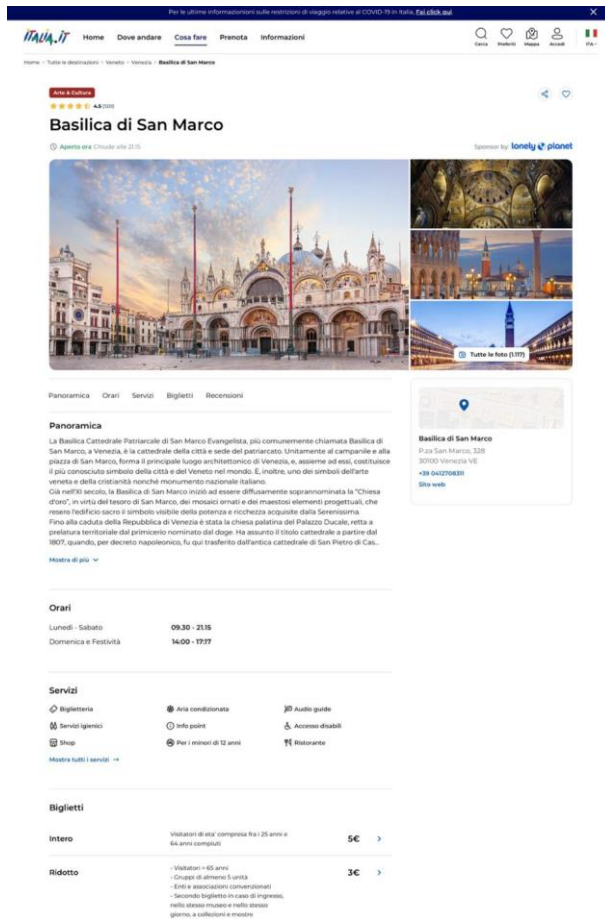


EVENTS

Event-specific articles in which there is a descriptive part and one with service information.



Content type – Destination

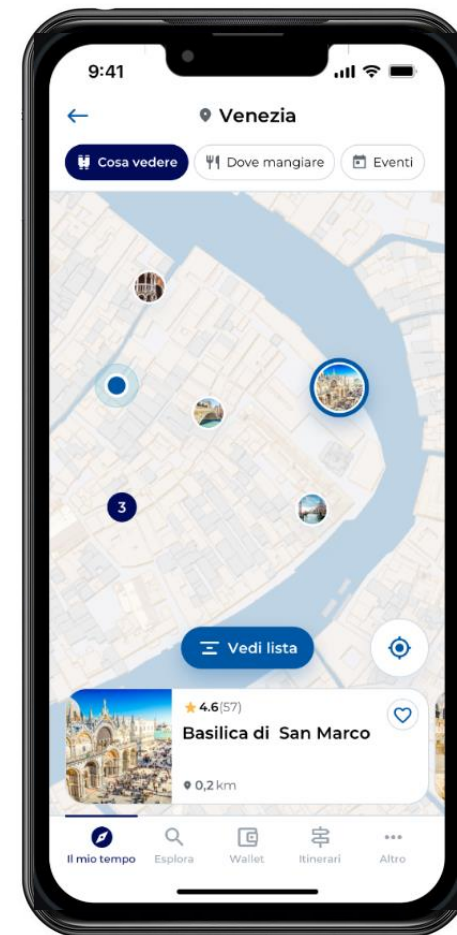
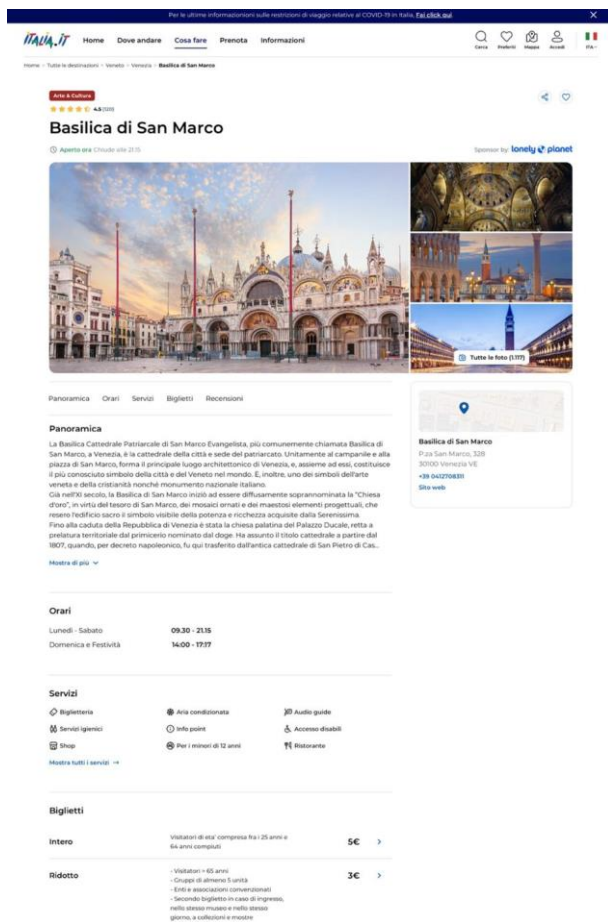


Content Structure		Description
Title*	7–15 words	The Destination content is used to talk about Points of Interest (ex: Piazza Maggiore) and all articles detailing specific locations, such as ski resorts, beaches, rivers, lakes, monuments and museums.
Body of the text *	200 to 400 words	
Image *	2480x1000 (min. 1 max. 10 img) – Format .jpg	The locations indicated must be distinct, physical and geolocatable. This type of article provides details on a specific place, giving all the different information (historical, cultural, interesting facts) that the user needs, specifying the services associated with that particular point of interest (e.g. Ticket offices, audio Guides, restaurants, etc.).
Additional fields	<ul style="list-style-type: none"> • Geolocation * • Reviews • Timetables/Tickets • Services • Primary tags 	
Content Fragment	Destination	<p>The same template, with the addition of subject-specific components, will also be used for Where to Sleep, Where to Eat and Experiences.</p> <p>This type of content falls under the Destination section.</p> <p>Here are two examples from Italia.it:</p> <ul style="list-style-type: none"> • Palazzo Madama • Colosseum

* **Required fields**

Content layout – Destination

Following the content production **guidelines** for Italia.it is essential to achieve the correct layout for both the **website** and **app version**



Practical examples of tone of voice application - DESTINATION



Piccolo Teatro Strehler

Piccolo Teatro Strehler: when art illuminates the evenings

The history of Milan's Piccolo Teatro Strehler began at the end of the Second World War with the aim of **creating a stable artistic and theatrical space open to everyone** regardless of social class and any financial means.

The Piccolo Teatro was **founded in 1947** by theatre impresario Paolo Grassi, his wife Nina Vinchi and legendary director and artistic director Giorgio Strehler.

Since 1991, it has acquired the title of First Permanent Theatre of Italy and European Theatre.

A theatre “split” into three

The Piccolo, as it is called among the Milanese, is composed of **three halls**: the **Teatro Grassi**, which is its historical seat, in Via Rovello, in the heart of the city; the **Teatro Studio Melato**, named after the unforgettable actress, which focuses on experimentation and also houses the Luca Ronconi Theatre School; and the main seat, the majestic **Teatro Strehler**.

A benchmark for Italian and foreign intellectuals

Why does the Piccolo have this particular name (*piccolo* means “small”)? Due to the **small size of its first venue**, with a stage six metres deep by five and a half metres wide and around 500 seats.

This is not the only reason: it is also a **tribute to the Malyj Theatre in Moscow**, a historic Russian theatre founded in the 19th century, whose name means 'Small', as opposed to the Moscow theatre, Bolshoi, literally Big Theatre.

Between 2008 and 2009, the historical venue in Via Rovello underwent renovations that made the 488-seat hall and the stage more functional.

The title identifies the place

The first paragraph outlines the history of the theatre since its foundation, highlighting the most important events that characterised it.

Curiosities and information are provided that not everyone knows, real tips.

Curiosities and information are provided that not everyone knows, real tips.



The text is divided into paragraphs, each with a title to identify it.
The information is clear, simple, direct and tips are given on the history and interesting aspects of the destination.

Practical examples of tone of voice application - DESTINATION



The Main Theatre of Naples

In the region of Campania, the theatre par excellence is the San Carlo in Naples: built years ago by King Charles of Bourbon to give the city of Naples a new theatre to represent royal power, as part of the urban renewal of Naples, the San Carlo took the place of the small San Bartolomeo Theatre in a project entrusted to the architect Giovanni Antonio Medrano, Colonel of the Royal Army, and to Angelo Carasale, former director of the San Bartolomeo. Decades after its construction, during the night , a fire ravaged the building, leaving only the perimeter walls and the added body intact: what we can admire today is in fact its reconstruction followed by skilful renovations.

The title does not identify the place, it does not connote it

The name of the theatre is only mentioned in the first line, but no information on the foundation is given, such as the specific date.

The language is not direct, but arty, there are many subordinate clauses .

Tips on the history of the theatre are given but are not contextualised: the user reading them has the feeling of not knowing everything there is to know.

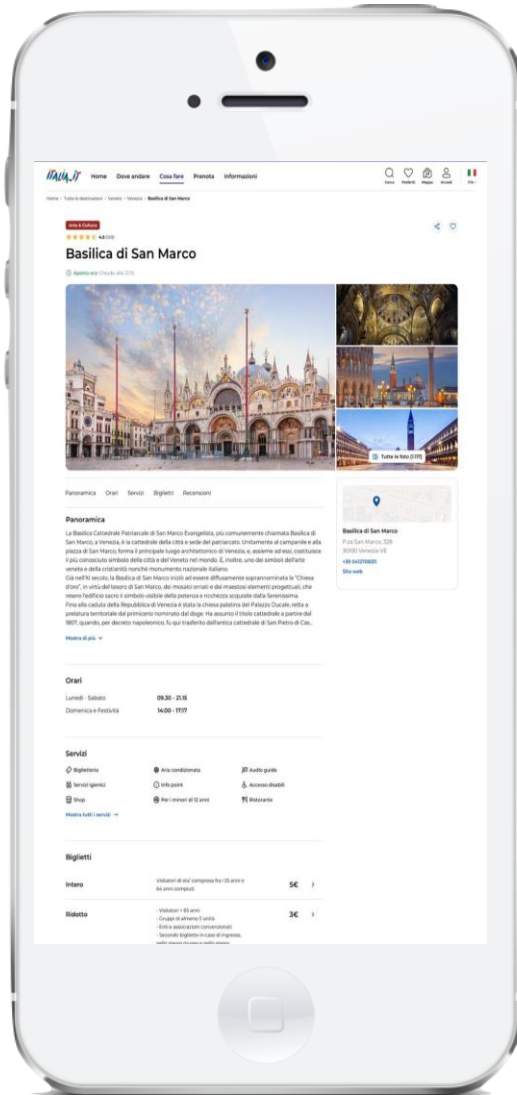


The text is not divided into paragraphs.
There are no bold typeface to help reading, the syntax is not simple and straightforward.
The information is not clear and specific.

Managing Interlinking: DESTINATION



DESTINATION



- Insert a maximum of **4 links per 800 characters** (800 characters correspond to approximately 120-140 words)
- **Do not include links to generic category pages or events**
- Links should **lead to related pages**, such as the city where a monument is located or other related places. The links inserted must not be articles (except for an in-depth study of cities/regions)
- For destinations such as monuments, churches etc., insert the **link to the official source to purchase the entrance ticket**.
- Note: When adding an external link, if the same language version of the linking page is not available (such as German or Spanish), use the English version. If there is no English version, please link to the Italian version.

Content type - Destination

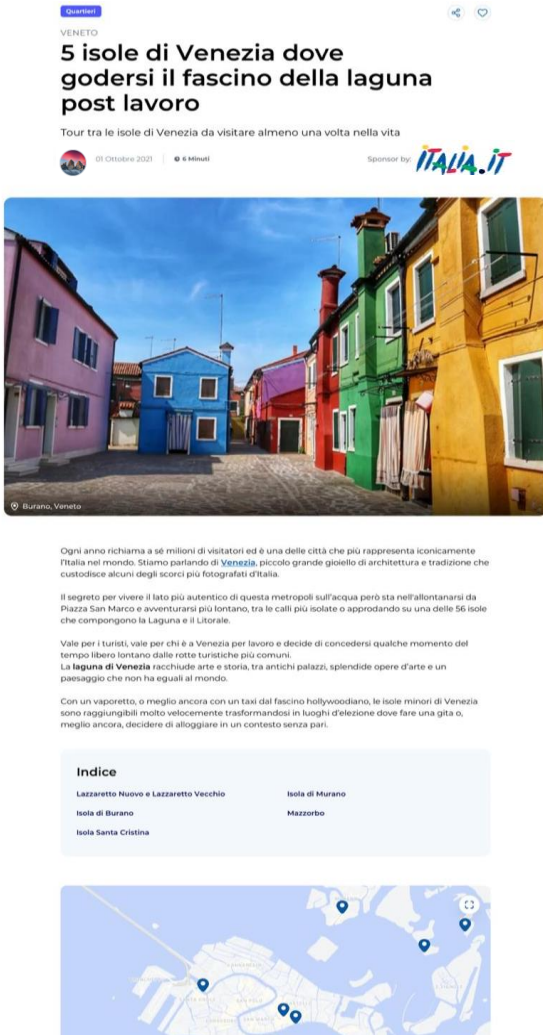
API Interface Compilation Guide



GENERAL	DestinationName <i>(mandatory field)</i>	Name of the point of interest, for which a Place ID will be generated, which can be used for geolocation									
	Description <i>(mandatory field)</i>	Body of text - Description of the point of interest – 3200 characters - 2 additional fields: shortDescription (not mandatory, 200-400 characters) and longDescription (not mandatory, 5000 characters)									
ONLINE CONTACT	Longitude <i>(mandatory field)*</i>	Longitude of the destination preferably expressed in the WGS84 coordinate system									
	Latitude <i>(mandatory field)*</i>	Latitude of the destination preferably expressed in the WGS84 coordinate system									
	OpeningHours	Point of interest opening hours. If there is no precise information, insert the following sentence: To find out the days and times of the event, consult the official xxx website									
MEDIA	Media/image <i>(mandatory field)*</i>	Image size: 2480x1000 (min 1 max 10 img) N.B. it is important that the URL image field [{ <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">imageURL [...]*</td> <td style="width: 33%;">imageHeight [...]*</td> <td style="width: 33%;">imageEndDate [...]*</td> </tr> <tr> <td>imageDescription [...]</td> <td>imageLicense [...]</td> <td>imageWidtht [...]*</td> </tr> <tr> <td>ImageCredit [...]</td> <td>ImageLicenseURL [...]</td> <td>imageTitle [...]</td> </tr> </table>	imageURL [...]*	imageHeight [...]*	imageEndDate [...]*	imageDescription [...]	imageLicense [...]	imageWidtht [...]*	ImageCredit [...]	ImageLicenseURL [...]	imageTitle [...]
imageURL [...]*	imageHeight [...]*	imageEndDate [...]*									
imageDescription [...]	imageLicense [...]	imageWidtht [...]*									
ImageCredit [...]	ImageLicenseURL [...]	imageTitle [...]									
LINKED DESTINATION	linkedDestination	Fill in this field when it is necessary to insert references for interlinking management within the body copy									
LANGUAGE	language <i>(mandatory field)</i>	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written									
LIST OF SERVICE	listOfservices	In addition to listOfservices in the swagger there is also the + otherServices field to be able to add services not already present in the list									
TAGS	AdditionalTags <i>(mandatory field)</i>	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites									

*This slide does not replace the reference technical document

Content type – Article/Magazine



Content Structure		Description
Title*	7–15 words	The Article content is used for general topics (What to do in..., 48 hours in..., The best beaches for children).
Subtitle	15–17 words	
Body of the text*	Min. 800 words	
Image*	Image size: 1600x1000 Minimum 1 img per slider + 1 img per paragraph Format .jpg	Topics can be region/city specific, but can also be cross-region or cross-city. The Magazine articles use more of a 'blog' style with catchy, colloquial language. An Italian gives tips and talks about the places of their country.
Additional fields	<ul style="list-style-type: none"> • Primary tag • Overtitle • Reading time • Sponsors • Map* • Destination* • Related 	<p>The objective is to intercept users' interests (SEO) and direct them to the area.</p> <p>This type of article falls under the Article/Magazine section.</p> <p>Here are two examples from Italia.it:</p> <ul style="list-style-type: none"> • Easter Sunday and Monday • Archipelagos Italy
Content Fragment	Article Paragraphs Destination	* Required fields

Practical examples of tone of voice application: ARTICLE/MAGAZINE - focus headlines and paragraphs



Title: 3 territories where you can get a taste of the Italian passion for wine

Paragraph 1:

FOOD AND WINE

The heroic vineyards of Valtellina

The valley overlooking Sondrio, overlooking the Adda River, is home to the glorious Nebbiolo Chiavennasca vines. **Grapes with great body and character** that unleash their unique flavour thanks to extremely mineral soils, warmed by the summer sun and strengthened by the sudden drops at night. Perched on rock walls, vines grow and are tended here in a heroic manner, between slopes and ditches. **Sassella, Grumello, Inferno** and the king of the valley, **Sforzato**. These are purity wines that have impressed the international palate and interest in recent years. Among the famous wineries, some producers have chosen to **reintroduce ancient and biodynamic methods**, small productions dedicated to true connoisseurs. Boffalora, Terrazzi Alti and Le Strie are some of them, not forgetting Ar.Pe.Pe, whose Sassella 'red rocks' is one of the most awarded wines in the world.

Paragraph 2:

FOOD AND WINE

As if Sassicaia were not enough

Tenuta San Guido is located on the Etruscan coast between Livorno and Grosseto, in the Maremma celebrated in the verses of Giosuè Carducci, and stretches 13 kilometres from the sea to the hills. This is a **'Super Tuscan' wine** producer, but if a glass of an extraordinary wine such as Sassicaia DOC is not enough, here you can find two other industry leaders: the Razza Dormello Olgiata thoroughbred and the Rifugio Faunistico Padule di Bolgheri, first in Italy. Definitely worth a visit.

Paragraph 3:

FOOD AND WINE

From oblivion to prominence: The Susumaniello of Apulia

A sapling-shaped plant with another particular characteristic: that of **producing an inordinate amount of bunches**. Hence the name, which translates into Italian as 'Asinello' (little donkey). A wine that had been forgotten for years and was just a few steps away from extinction has been rescued and, above all, revalued. Once considered a blending wine or even used to divide the rows of wines mistakenly considered more valuable, it is now **one of Puglia's flagships in the world**, and a point of interest for oenologists and sommeliers. Discover Susumaniello in the province of Lecce and Brindisi, amidst olive groves and vineyards overlooking the turquoise sea. Where to start? Masseria 'li Veli' and Tenute Rubino.



The form is dry and essential, it can become descriptive if necessary, but without ever being verbose.
Respect for tone of voice should not penalise the inclusion of keywords necessary for indexing (SEO).

Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs



RELAXATION AND WELL-BEING

A wild oasis in the heart of Salento.

The **Ionian coast, which runs from Santa Maria di Leuca to Taranto**, laps beaches and hidden coves. To find a place that takes your breath away, far from the mass tourism of Salento, the must stop is **Porto Selvaggio Natural Park**.

Between the elegant town of Santa Caterina and the picturesque Sant'Isidoro, a dirt road starts among Mediterranean conifers that reveal, like a curtain, the fiord of Porto Selvaggio. **Prickly pears, wild rosemary and cicada concerts** frame this enchanted place. Its crystal-clear waters are filled with delicious urchins as well as protected fish species. A snorkelling paradise, this bay offers the chance to relax on the white sand or enjoy adrenaline-fuelled dives from the rocks. At the end of the day, the sunset aperitif at the historic 'Fico D'India' in Torre Uluzzo has been a tradition for all locals for years. And soon it will be for you too.

- The title in a few words and with simplicity entices one to read, because it promises fresh, interesting content and not common tourist information.
- Let us make it clear that we are not talking about a classic and therefore super-crowded tourist destination.
- Concrete information is given on how to reach a place/attraction.
- The tale of the place makes you want to go there.
- All the activities that can be done there are described.
- They are given the kind of expert advice that a local friend would give.



Information is offered that is unknown to most, but rooted in culture and that only those who know a place well can give.

From the title to the conclusion, the reader clearly understands that he or she is about to access information that is not touristy, that he or she is 'unlocking' an experience to which a visitor would not normally have access.

The language is informed but also simple and friendly.

Practical examples of tone of voice application - ARTICLE/MAGAZINE - focus paragraphs



PATH OF THE FRANCISCAN PROTOMARTYRS

Have you ever heard of the '**Land of the Protomartyrs**'? A small corner of the world nestled between the Sacred Valley of Rieti and the Umbrian Latium mountains, where **St Francis** lived for a long time. You can follow in his footsteps, discovering him slowly by walking the **Franciscan Protomartyr's Way**. It begins and ends in the enchanting **Terni**, the city between the waters, the ancient Roman Interamna, but also the city of art rebuilt after the destruction of the Second World War. In **six stages**, the route passes through the cities that gave birth to the martyrs Berardo, Adiuto, Accursio, Pietro and Ottone, sent to Spain by Francis to evangelise the lands of the Saracens.

Rediscover a taste for adventure, and with your backpack you can admire delightful urban centres, mysterious abbeys and spectacular natural sites while feeling part of nature and rediscovering yourself.

Do you want to become a true pilgrim? Then, before you leave, we advise you to apply for the **Credential**, a personal 'passport' that is stamped in the places of hospitality. If you finish the walk, you can obtain the prestigious **Pilgrim's Certificate** at **St. Anthony's Church**.

A word of advice: don't make your backpack heavy, remember that you will always carry the weight. Lightweight boots are ideal for walking many kilometres. So, are you ready to go? Your journey into the divine begins now.

It is a long period in which various information is given .
It would be good to divide the text into paragraphs, spacing them out so as not to give the idea of a wall of text.

Do not use advertising language, the tone of voice should be that of a local friend giving directions and advice, in simple, natural and direct language.

The paragraph lends itself to becoming the finale.

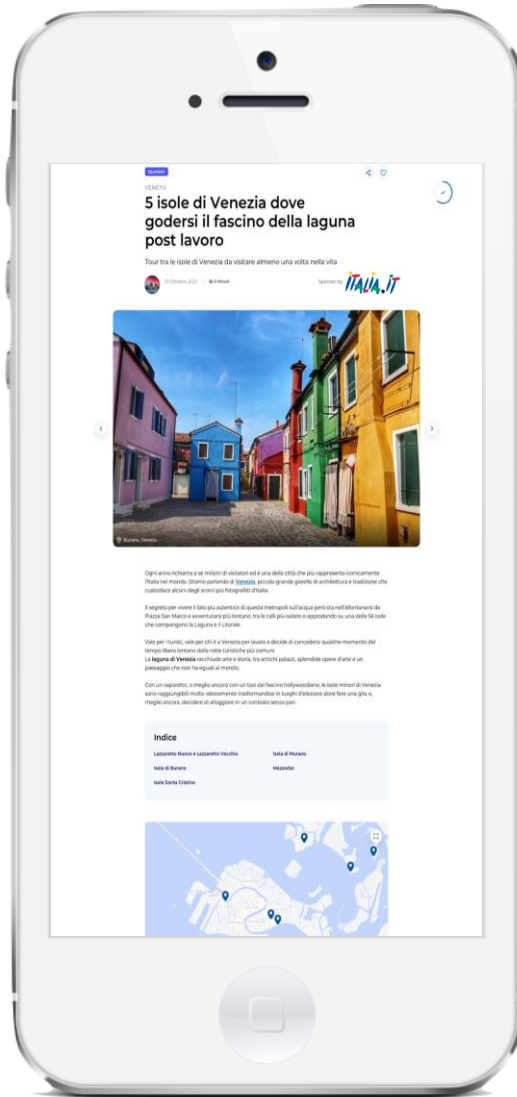
The 'buddy' tends not to use rhetorical questions, because they make the language unnatural.

Move the paragraph on the taste for adventure and backpacking to the end, reformulated to enhance the Live Italian concept.
E.g., "The backpacking trip is made even more memorable by the Italian culture, landscapes and hospitality, which allow you to go from the enchantment of an abbey to that of a lasagna and end with a breathtaking panorama. Always feeling at home."



It lingers in long periods, full of redundant information, with stereotyped language.

The real 'live Italian' tip is missing: the informed and ready-to-follow advice



- **Do not** insert links in the **opening lines**
- Insert links that are of **real use** to the reader, i.e., **content of interest (in-depth articles)** that is relevant to the topics covered in the article and consistent with what the user might want to explore further
- In the **body of the text, do not include links to generic category pages** (e.g. <https://www.italia.it/it/italia/cosa-fare/spiritualita>; and to **'destination' pages** (e.g. <https://www.italia.it/it/lazio/roma/villa-adriana-roma>), the main destinations will be on the map and the detailed ones in the related content of each paragraph.
- Each paragraph must have a **maximum of 4 links** per 800 characters (800 characters correspond to approximately 120-140 words)
(hint: to find out the number of characters, you can use Microsoft Word's 'word count' tool to verify the number of characters including spaces)
- Do not insert links to event pages
- **Links to external sources should be limited** as much as possible. External links may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website. If there is not **one or more internal pages** (of the POI type) **cited in the paragraph** to be linked with teaser cards, **the body of the text must link to one or more external authoritative sources providing relevant information on the destinations described.** These external links must be mapped out, so they can be promptly replaced as soon as missing POI are added to the website. If external links are not available in the same language version as the linking page (such as German or Spanish), the English version must be used. In case there is no English version, please link to the Italian version.

Content type – Article/Magazine

API Interface Compilation Guide



GENERAL	title <i>(mandatory field)</i>	7/15 words; 200 character text string									
	language <i>(mandatory field)</i>	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written									
	description <i>(mandatory field)</i>	Brief introduction (200-400 words) summarising the topics covered in the various paragraphs – 3200 characters									
ARTICLE	Media	Image size: 1600x1000 (1)									
	Image	Author of the article. Value ID and Name; image and description are optional									
	Author	Author of the article. Value ID and Name; image and description are optional									
PARAGRAPHS OF THE ARTICLE (max 800 words description + paragraphs)	paragraphTitle	Title of the paragraph									
	media/image <i>(mandatory field)*</i>	Image size: 1600x1000 (1 per paragraph) N.B. It is important that the URL image field is completed [<table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">imageEndDate [...]*</td> <td style="width: 33%;">imageHeight [...]*</td> <td style="width: 33%;">imageURL [...]*</td> </tr> <tr> <td>imageWidth [...]*</td> <td>imageLicense [...]</td> <td>imageDescription [...]</td> </tr> <tr> <td>imageTitle [...]</td> <td>ImageLicenseURL [...]</td> <td>ImageCredit [...]</td> </tr> </table>	imageEndDate [...]*	imageHeight [...]*	imageURL [...]*	imageWidth [...]*	imageLicense [...]	imageDescription [...]	imageTitle [...]	ImageLicenseURL [...]	ImageCredit [...]
	imageEndDate [...]*	imageHeight [...]*	imageURL [...]*								
imageWidth [...]*	imageLicense [...]	imageDescription [...]									
imageTitle [...]	ImageLicenseURL [...]	ImageCredit [...]									
paragraphText	Body text of each paragraph										
LINKED DESTINATION	destinationID	Enter the referenced destinations in this field if the topic revolves around one or more destinations									
SPONSOR	Sponsor	Official sponsor that supports the article. Value the three fields of the sponsor object, Name, Icon, ID.									
TAGS	Tags <i>(mandatory field)</i>	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites									

***This slide does not replace the reference technical document**

Content type – Itineraries



Content Structure		Description
Supertitle	Max. 4 words	
Title*	7–15 words, it must be made clear that it's an itinerary	
Body of text stops *	200 to 400 words	The Itinerary content is used to detail the many Italian routes with stages that visitors can travel by foot, car, bicycle, motorbike or boat.
Image *	Dimension: 1600x1000 Min 1 hero img + 1 img per paragraph Format .jpg	The article is divided into paragraphs, each one representing a stage/stop on the itinerary. The difference between an itinerary and an excursion lies in the length of the journey: one or more days for itinerary, a range of hours for excursion.
Additional fields	<ul style="list-style-type: none"> Type Duration Difficulty * Number of stages/stops * Map * Destination stages/stops * Distance between stops Primary tags Sponsors 	Each article must detail the route and specify the length, duration and features of each stage/stop. N.B.: The itinerary must be divided into 'days', indicating the stages/stops associated with each day. Each stage/stop must also correspond to a <i>destination</i> , which will also be the title of that stop.
Content Fragment	Itinerary Stages/Stops Destination	This type of article falls under the section Itinerary . Below is an example: Polignano a mare

* Required fields

Practical examples of tone of voice application – ITINERARIES



10,000-step itinerary for exploring the centre of Naples

1. The Promenade and Villa Comunale: among the most beautiful views in the world

The long Naples promenade begins at what can deservedly be considered a **must-visit place in Naples**: the **Lungomare**. When strolling along it in the morning, or better still even earlier, you will be treated to some of the most fascinating scenery you can imagine.

You can enjoy this **3-kilometre walk at a fast pace**, stretching from **Mergellina** to Via **Nazario Sauro**, admiring Vesuvius in all its glory, as it overlooks the gulf. After coming across the magnificence that is Castel dell'Ovo, which seems almost to float on the islet of Megaride, you can catch a glimpse of Capri and the hills of Posillipo. As you walk along the famous **Via Caracciolo**, which flanks the **Villa Comunale** park and the **Riviera di Chiaia**, you can breathe in the sea breeze and the fresh air of a green space that reaches as far as **Piazza Vittoria**. Vomero Hill stands in the background.

After so much aerobic exercise, you will need to replenish your energy. Along the bustling **Via Partenope** you can stop for a drink, choosing from the many bars and clubs that bring the street to life, or tuck into a more satisfying pizza (Sorbillo's pizza is top notch).

On the **Mergellina** side, you can stay at one of the many chalets. Finally, behind the Castle, you will find traditional fish restaurants in the **Borgo Marinari**. The choice is yours.

The title of the article identifies the place

The title of the first paragraph indicates the first stage of the itinerary

Precise advice is given on when to begin the walk: with specific indications of the kilometres to be covered and how to travel them.
The list of stages is specific and detailed

Interesting information and useful tips that not everyone knows are provided



The route to cover is described in a detailed and specific way, with details of the journey, enhanced with tips and advice.

Each point of interest along every stage is indicated in bold to make them more visible.

Practical examples of tone of voice application - ITINERARIES



Cycling and ebiking: spoilt for choice

Valle D'Aosta, an ideal destination for those who love outdoor sports, from trekking to two-wheelers. With its 1,000 km of itineraries between unpaved paths or asphalted roads, cycling in the Aosta Valley is a guarantee for those who love to ride with stunning views of lakes, torrents, waterfalls and small villages where they can stop for refreshments with excellent local products. You can choose bolder mountain biking routes or opt for ebike routes by selecting the route best suited to your training level.

1. A ring from La Thuile for 75 km of beauty

Start from La Thuile if you feel trained and ready to tackle 75 km of beauty. Pass Colle Piccolo San Bernardo and La Rosaiera: a mixed route that also includes unpaved sections and technical passages.

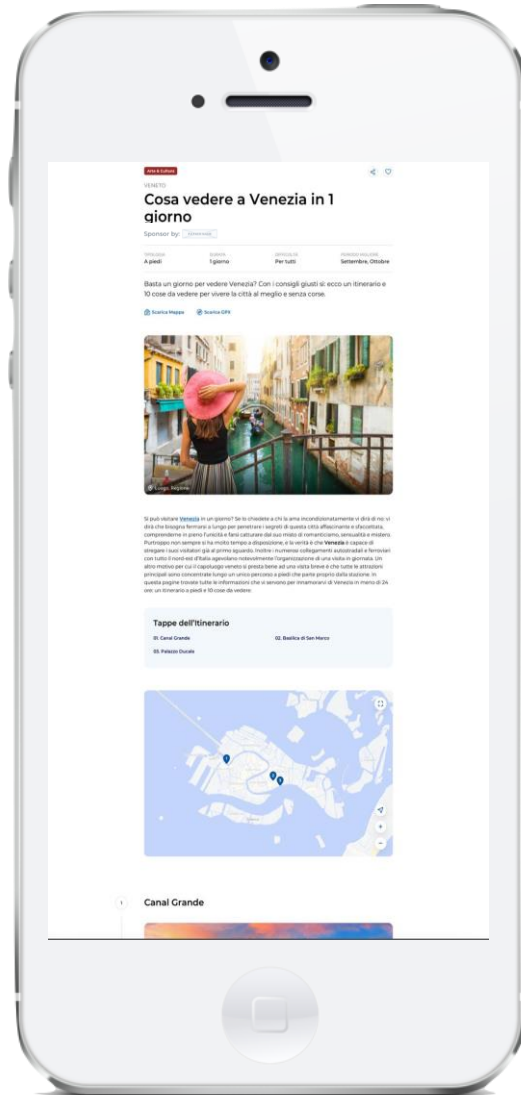
The title does not identify the place, it is too generic

The place is only presented in the first paragraph, where the bicycle and ebike routes are also introduced. However, total km available in the region are included, but not the total of the individual route that can be taken.

The first stage is described in brief, without presenting tips and advice useful to a user who has never tackled the route.



The route to be covered is not described, it is only briefly introduced. There are no tips and advice, and the stages to be covered are not described.



- Do not insert links within the incipit
- Do not insert links to generic category pages
- The Anchor Text used, of a maximum of 3–4 words, must be telling and evocative compared to the content linked
- The Destinations shown in the cards at the end of each paragraph must refer exclusively to the places mentioned in the title of individual stops. The main stop must be one per paragraph and visible on the map.
- A maximum number of **4 links per 800 characters** (800 characters correspond to approximately 120–140 words) may be inserted in each paragraph.
- The links to be included should refer to relevant destinations, mentioned in the paragraph, for the user.
In order of priority, you should link:
 1. HUB page, if it's a city with HUB pages
 2. Pages with Article template, if they exist and are relevant to the destination in question
 3. Pages with the Destination template
- **Links to external sources should be limited** as much as possible. External links may only be used if they provide information that is highly relevant to the user and if they refer to information that is not available on the website. If **external links are not available in the same language version** as the linking page (such as German or Spanish), use the English version. In case there is no English version, please link to the Italian version.

Content type – Itineraries

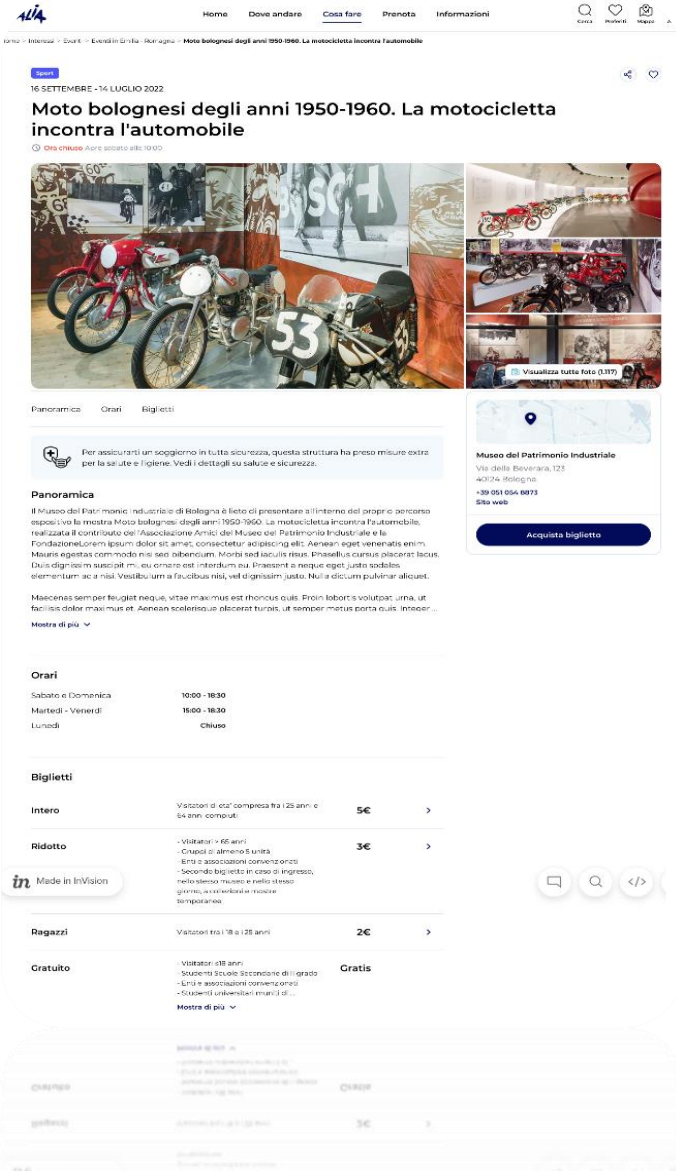
API Interface Compilation Guide



Category	Field Name	Description
GENERAL	title <i>(mandatory field)</i>	7/15 words
	validfrom/validto <i>(mandatory field)</i>	Date from which the itinerary is valid / date until which the itinerary is valid
	description <i>(mandatory field)</i>	Brief introduction that can briefly describe the route – 3200 characters
	difficulty <i>(mandatory field)</i>	Enter the difficulty of the itinerary (Easy, Medium, Hard)
	duration <i>(mandatory field)</i>	Enter the duration of the itinerary (specify the stages divided by days)
	type	Specify the type of itinerary (on foot, by car, by bike, etc.)
	stageDays	Enter the number of stages that make up the itinerary
MEDIA	image <i>(mandatory field)*</i>	Hero Image cover dimensions: 1600x1000 imageURL [...]* imageHeight [...]* imageEndDate [...]* imageWidht [...]*
	media	Audio/Video Sharing Object
STAGES (max 800 words description + paragraphs) <i>(mandatory field)</i>	parTitle <i>(mandatory field)</i>	Name of the stage
	text <i>(mandatory field)</i>	Image size: 1600x1000 (1 img per paragraph)
	order <i>(mandatory field)</i>	Order of the stops within the itinerary
	linkedDestination <i>(mandatory field)</i>	Use this field to indicate the destinations of each individual stage of the itinerary
LANGUAGE	language <i>(mandatory field)</i>	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written
TAGS	AdditionalTags	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites

*This slide does not replace the reference technical document

Content type – Events



Content Structure		Description
Title*	7–15 words	The Events template is used to describe the main events taking place throughout Italy, including cultural events, sports events, trade fairs, etc.
Body of the text*	200 to 400 words	
Image*	Dimensions 2480x1000 Min 1 img Max 10 imgs Format .jpg	In addition to a descriptive section detailing the event (Festival, Exhibition, Concert, Sports event, Parade) specific information regarding hours, ticket price and location should also be included. For the <i>Destination associated</i> with the event, all relevant information about the venue should be included (e.g., services, timetable, address, etc.), following the guidelines of the Destination template.
Additional fields	<ul style="list-style-type: none"> Dates: start and end* Schedule Tickets Geocalisation Primary tag 	
Content Fragment	Event Destination	<p>If you wish to include the link through which the ticket can be purchased, the link will be assessed on a case-by-case basis according to their usefulness for the end user.</p> <p>This type of article falls under the section Events.</p> <p>Here are two examples from Italia.it:</p> <ul style="list-style-type: none"> Salone del Mobile Mantua 2023 <p>* Required fields</p>

Practical examples of tone of voice application - EVENT



MATTERHORN CERVINO SPEED OPENING

On **5 and 6 November 2022**, the alpine skiers will compete in the four downhill races in Zermatt/Cervinia, the opening stages of the speed sport season. The first absolute novelty is the **involvement of two nations**, but the organisers have more surprises in store.

For the first time in a Ski World Cup race, **spectators will be able to see two-thirds of the descent**, including the border crossing, from the finish area. The first part of the race, which runs from the start between the arrivals of the two Plateau Rosa ski lifts to the Italian border, can be followed from the ski slope. In addition, a Public Viewing Zone in Testa Grigia is planned.

The different ticket categories for the 'Matterhorn Cervino Speed Opening' events will be sold in **advance online on a 'first come, first served'** basis. Based on the capacity of the lifts and of the finish area, the maximum number of spectators was limited to 6,000 per race.



The title identifies the event



The intro gives practical information on dates and outlines the event



The special features of the event are highlighted, to indicate which are the highlights and what not to miss. The information is precise and uncluttered.



Practical information on how to participate in the event is provided.



Clear and simple information is provided about the event, highlighting what makes it special and what makes it stand out.

Practical information cannot be lacking to enable everyone to participate:
The language is informed, simple and friendly.

Practical examples of tone of voice application - EVENT



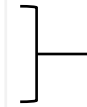
VAN GOGH: AN ARTIST, A GENIUS, A MAN

If it is possible to trace the life of a man through what he has left for posterity, this is even more true if that man is Vincent Van Gogh.

An exhibition, perhaps the most eagerly awaited exhibition of the year, tells us about the life of the great painter from his works. Born in Holland on 30 March 1853, Vincent van Gogh was an artist of extreme sensitivity and a tormented life: famous are his fits of madness, his long stays in the psychiatric hospital of Saint Paul in Provence, the episode of the severed ear, as well as the epilogue of his life, which ended on 29 July 1890, at the age of only thirty-seven, by suicide with a pistol shot to the chest in the fields of Auvers.

From his passionate relationship with the dark landscapes of his youth, to his devoted study of the land and its workers, we find figures living in harsh conditions, such as sowers, potato gatherers, weavers, woodcutters, women intent on domestic tasks or fatigued from carrying sacks of coal or digging the ground – attitudes of awkward gentleness, expressive faces, with fatigue understood as their inescapable destiny.

The exhibition in Rome, through no less than 50 works from a prestigious museum, aims to show Van Gogh's greatness and intense relationship with truth.



The title does not identify the event



The intro does not give any practical information about the dates on which the event will be held.



The paragraph focuses on the author giving important information about him, but the language does not reflect the TOV: sentences are long and articulate, not straight to the point.



Again, the language does not reflect the TOV: sentences are long and articulate, not straight to the point.

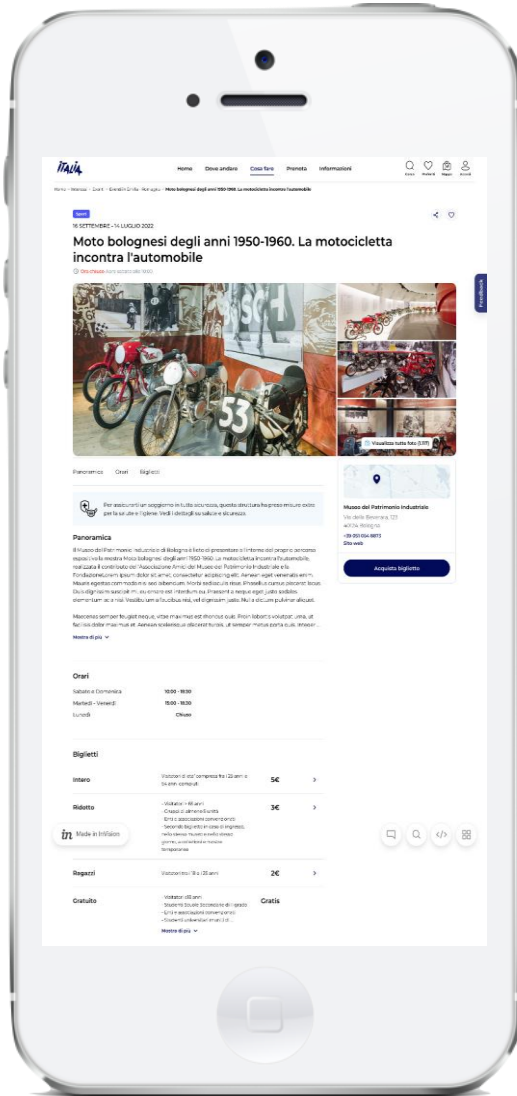


No specific information is provided, so the user's perception is of high-level, non-precise and detailed information.



The information provided is not precise: it lacks the practical and fundamental clues to contextualise the event, such as the dates and location.

While practical information cannot be lacking, the language used also does not reflect the TOV: sentences are long and complex, not simple and direct. In addition, there is no bold typeface, which is useful to simplify reading.



- Insert a maximum of **4 links per 800 characters** (800 characters correspond to approximately 120-140 words)
- The links to be included should refer to relevant destinations, mentioned in the paragraph, for the user.
They may be linked, in order of priority:
 1. HUB page, if the city where the event is held has one
 2. Pages with content Article, if they exist and are relevant to the destination in question
 3. Pages with Destination content
- **Do not** insert links to **generic** category pages
- In event pages, the **link to the official event website** must be included;
- The recommended wording to use for external links is as follows:
 - for **tickets**: “For event information and ticket costs, [visit the official website](#)”
 - for **schedules**: “To find out more about the event’s schedule, [visit the official website](#)”

If the external link is not available in the same language version as the linking page (such as German or Spanish), the English version must be used. In case there is no English version, please link to the Italian version.

Content type – Events

API Interface Compilation Guide



GENERAL	title <i>(mandatory field)</i>	7/15 words
	description <i>(mandatory field)</i>	Body of text – 3200 characters
	startDate <i>(mandatory field)</i>	Event start date (YYYY-MM-DD)
	endDate <i>(mandatory field)</i>	Event end date (YYYY-MM-DD)
	openingHours	Event opening/closing times If there is no precise information, insert the following sentence <i>To find out the days and times of the event, consult the official xxx website</i>
	price	Costs and information relating to tickets If there is no precise information, insert the following sentence: <i>To find out how to access and ticket costs for the event, consult the official xxx website</i>
MEDIA	image <i>(mandatory field)</i>	Image size: 2480x1000 (min 1 max 4 img) imageURL [...]* imageWidth [...]* imageEndDate [...]* imageHeight [...]*
	media	Field to be filled in if you want to insert an Audio or a Video mediaURL indicates the audio/video URL isExternal indicates if it is an Audio/video coming from external sources (Example YouTube). Fill in with yes/no mediaDescription indicates the description of the audio/video mediaCredit indicates the credits of the audio/video mediaLicenseURL Audio/video license URL mediaEndDate Media validity date mediaLicense License code for the use of audio/video mediaType indicates whether it is Audio or Video MediaTitle Media title
LINKED DESTINATION	linkedDestination	Select the place/city where the event takes place. If not present on the CMS, create a new destination
LANGUAGE	language <i>(mandatory field)</i>	String of size 2 (examples: IT, EN, ES). Indicates the language in which the content is written
TAGS	Tags	Fill in with " content-ad-hoc " in the case of <i>Premium content</i> , written ad hoc for Italia.it, fill in with " content-standard " in the case of content already published on other sites

*This slide does not replace the reference technical document

AGENDA

1

Introduction to the Tourism Digital Hub

2

Content areas and types

3

Editorial Guidelines

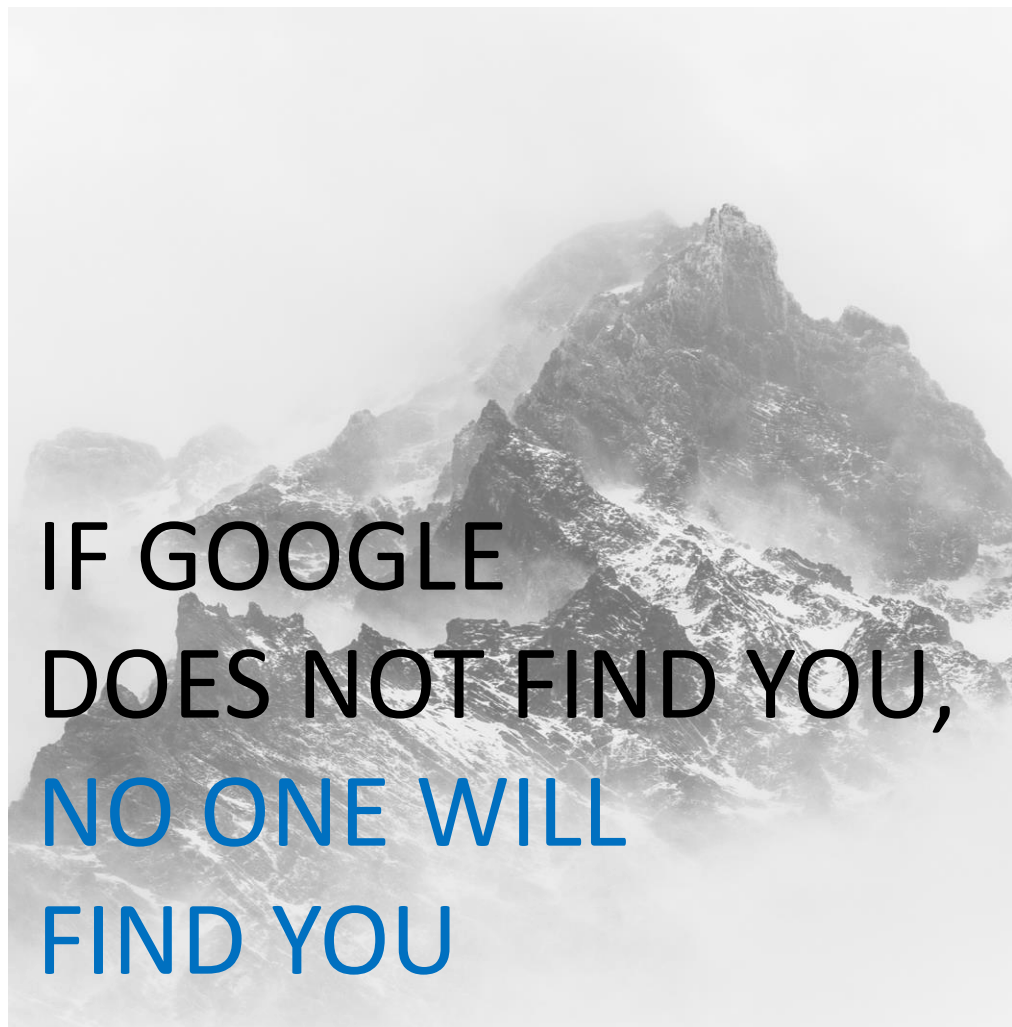
4

SEO Guidelines

5

Data transmission via TDH022

What is SEO for?



SEO is designed to **maximise** the **visibility** of a **website** on search engines, so it can be **positioned on the first page** for the **terms most searched for, in the tourism context**, by users.

What are the objectives of performing SEO?

- ✓ **Technical optimisation**
 - Making it possible to find, scan and index website pages
- ✓ **Search Intelligence**
 - Identifying the issues of greatest interest to users
 - Evaluating website performance
- ✓ **Semantic and editorial optimisation**
 - Define the topics to be covered in the editorial plan on the basis of users' interests. This step is crucial for producing quality content that can be rewarded by Google.

SEO section dedicated to publishing partners



The next slides are **dedicated to editorial partners** and aim to give operational (SEO) guidance on recommended optimisation to be used during content production, prior to data transmission via TDH022

On-page optimisation consists mainly of two areas:

- Optimising the **HTML code** and **structure** of a site.
- Optimising the **text** and **image content** of a site.

What are the main objectives of these activities?

Positioning for relevant keywords

By inserting keywords frequently searched for by users in our target group, we can convert our work into clicks and site visits.

Otherwise, our pages will not appear in the SERP of users who are searching for us.

Increase the 'Click-through-rate'

The Google results page provides users with a preview of our page.

The results **will be optimized** from a technical and editorial point of view to invite the user to click on our page.

Keep users on the website

One of the metrics used by Google to define the quality of a page is the **user dwell time on the site**. If this value is high, it means that we have **content deemed useful or interesting** by the user. Otherwise, this metric will help Google exclude useless or problematic sites.

Generate relevant content

If a piece of content is of quality or high value to users, it will be **shared** by other **sites and/or social networks**, improving their ranking and attracting more traffic.

SEO: checklist to follow for text production

1.

Present the topic of the text into 2-3 target keywords

Present the topic of the text into **2-3 main target keywords** that correspond to the **potential search intentions** that the copy produced might intercept (free tools to use are recommended in the next slides)

2.

Insert target keywords in the text

Enter the **target keyword** considered to be the main one in the **title of the article** and the other **keywords** in the first paragraph, in **bold**.
There will then be a **finalization and revision for SEO optimization** of the text.

3.

DO NOT propose content copied and/or duplicated from third-party sites or other online sources

Duplicate/copied content can cause **penalisation by Google**.
Not submitting texts with these characteristics is recommended.
Checks will be carried out on the freshness and originality of the texts received.

SEO How to use keywords within the content

✓ HOW TO OPTIMISE CONTENT

- Choose the main keyword and secondary keywords related to the content topic and place them within the text and headlines in a natural way within the discourse.
- The main title must effectively describe the content of the page.
- The main title of the content must contain the main keyword for which you want to position the page in search engines.
- Subdivide the text into paragraphs and insert secondary keywords where possible within the paragraph headings.

DO NOT DO

- ✗ Avoid keyword stuffing, i.e. the practice of numerous repeating a target keyword throughout the text to make it seem relevant.

Main Title with **KEYWORD1**

Lorem ipsum dolor sit amet, **KEYWORD1** consectetur adipiscing elit. Praesent sed nisi ipsum. Suspendisse condimentum malesuada lacus, ut consectetur eros fringilla sed. Etiam posuere mi in tellus blandit ultricies. Nothing is easy. Curabitur efficitur dictum dui, eu elementum nibh consequat non. Vivamus **KEYWORD1** scelerisque erat at elit feugiat interdum. Sed interdum [link](#) met pharetra facilisis. Morbi blandit tempus lorem a hendrerit. In condimentum in quam vel egestas. Cras tincidunt iaculis lorem a vehicula. Sed nec neque sem. Nulla **KEYWORD1** convallis sed ante vitae porta.



Subtitle with **KEYWORD2**

Nulla eget auctor eros. Nunc **KEYWORD2** molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit amet quam eget sapien porttitor tincidunt eget at est. Cras quis sapien quam. Sed **KEYWORD2** sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros ornare. Vestibulum condimentum est sed **KEYWORD1** sollicitudin commodo. Fusce id mauris turpis.

Subtitle with **KEYWORD3**

Nulla eget **KEYWORD3** auctor eros. Nunc molestie eleifend eros vel cursus. Duis quis risus mi. Quisque varius vulputate lobortis. Sed efficitur eros leo, non interdum purus semper eu. Sed sit amet quam eget sapien **KEYWORD1** porttitor tincidunt eget at est. Cras quis [link](#). Sed sed ultricies diam, ut feugiat felis. Fusce dignissim elit id tellus viverra, a posuere eros ornare. Vestibulum condimentum est sed **KEYWORD1** sollicitudin commodo. Fusce id mauris turpis.

SEO Recommended free tools for keyword selection

Google Trends



Google Trends Explore

● milano
Search term

Google Trends shows the popularity of a topic over time and can be used to understand the time of peak interest and related searches

Link to the tool:
<https://trends.google.it/>

Interest over time

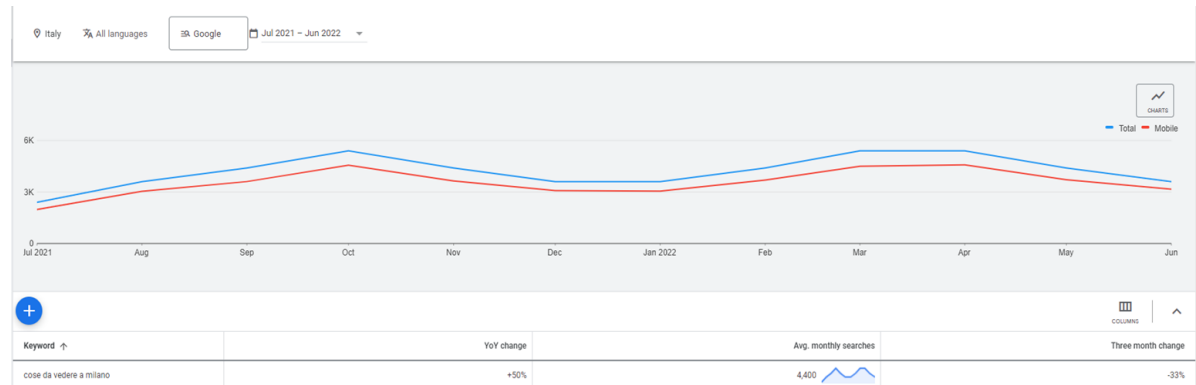


Google
Keyword Planner

Google Keyword planner shows average monthly search volumes and new related keywords.

(usable with activation of a free Google ads account)

Link to the tool: https://ads.google.com/intl/it_it/home/tools/keyword-planner/



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Key Role of Partners and Regions

The Project Partners and the Regions, with their knowledge of the territory, key attractions, historical and cultural peculiarities, and the local population have a key role in this plan, they will be one of the main sources of content to meet the needs of the identified targets.

EDITORIAL COLLABORATION



The contribution from Partners and Regions will play an important role in **producing articles** that will expand the content already present on **Italia.it**, delving **deeper into the characteristics that make our territory unique**.



GUIDELINES

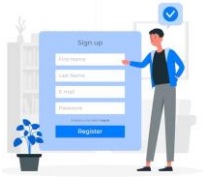
To develop a coordinated image of the Italy Brand and optimise the contribution of each partner, the **editorial group** provides **content templates and editorial guidelines** that each article produced must follow, such as topics to be covered, Tone Of Voice, length of texts, quantity and quality of images and templates to be used.

OPEN API TDH022



Articles in the **websites of individual regions and partners** will be **automatically injected** by a third party in the GTW API, integrated with AEM. The exchange of materials will thus be made possible thanks to this new function, creating a continuously updated ecosystem.

Data and content transmission via the TDH022



Registration

1

The user, responsible for a specific Region or Partner, registers on the API Catalog present on the TDH and subscribes to the APIs of interest



Authentication

2

The user authenticates using certificates to make the API call



API call

3

The user completes the swagger fields (indicated in the previous slides - template) and transmits the data/content via API* call to the TDH



Data Reception and Content

4

The TDH receives the data/content transmitted by the Regions or Partners



Upload to CMS

5

The data/content received from the Regions and Partners is uploaded to CMS. The content will then be moderated and published on **italia.it**.



**More details in technical documents
An attendant will be available to handle requests for assistance.*

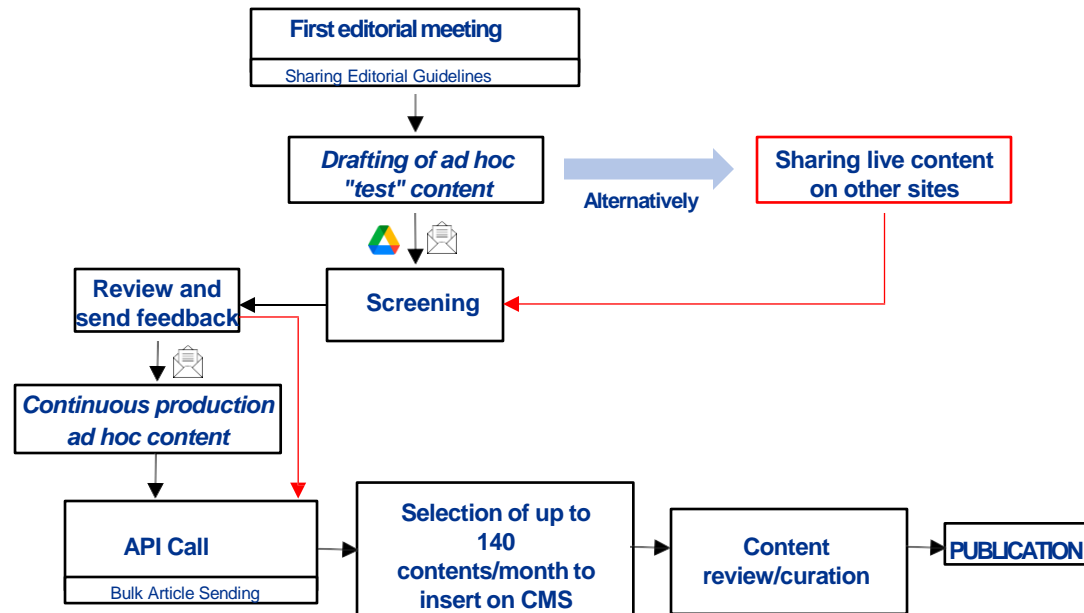
Partner Content Sharing Process

The main way of sharing through **TDH022** is by drafting editorial content **created ad hoc** for Italia.it **and sent electronically**

Ad hoc content drafting

Sharing editorial content **drafted ad hoc** in line with the editorial plan of Italia.it, for which no curation will be carried out. This method allows partners to gain greater visibility by sharing content on Italia.it social media channels.

When sharing via the API, *Premium* content must be marked with the tag '**content-ad-hoc**'.



Sending published content

Sharing editorial content **already published** on the Partner's website, for which **curation** will be provided by the Ministry.

Since this method increases review time, priority will be given to the publication of content drafted ad hoc for Italia.it.

When sharing via the API, content already published on other sites must be marked with the tag '**content-standard**'.



REMEMBER!

- Content **sharing** must be done **via API** (TDH interoperability protocol).
- Content to be published will be **selected** based on the **themes** set out in the monthly editorial plans to ensure it's coherent and organic, with precedence given to content drafted *ad hoc*;
- **External links** should be used **sparingly**: to specific pages such as event registration, which are essential to access a service.
- **Content** must be submitted exclusively in **Italian**.
- For both content that is drafted ad hoc and already published, the words '**Powered by**' and the Partner logo must be inserted
- Content created for Italia.it will also be visible on the **Mobile App**

Displaying Partner logos

For all template types (*destination – article – itinerary – event*), it will be possible to insert the words **Powered by** with the **logo**

Example

Powered by:  Touring Club Italiano

Technical Requirements

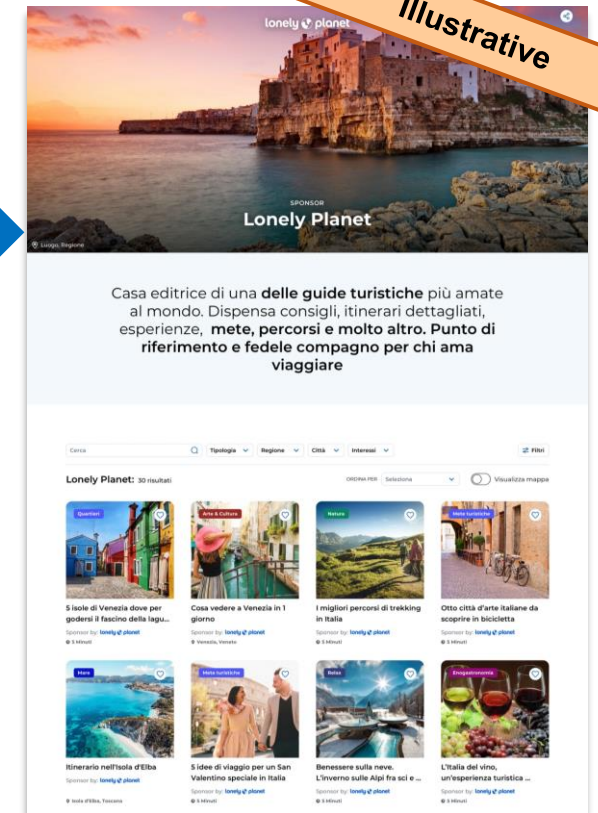
- Logo dimensions: **120*40** - **SVG** format
- Sharing the logo in digital format, both positive and negative

Swagger Compilation

Sponsor Object: set **identifier**, **name** and **Icon** (in the **Icon** field insert the logo URL)

Sponsor is an array: repeat the structure twice to share both the standard version (positive) and the dark mode version (negative) of the logo via API

By clicking on the Partner's logo, the user will be redirected to a **dedicated partner page**, featuring all content compiled in cooperation with the Partner.



Partner Page



Thank you



Finanziato
dall'Unione europea
NextGenerationEU



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA