

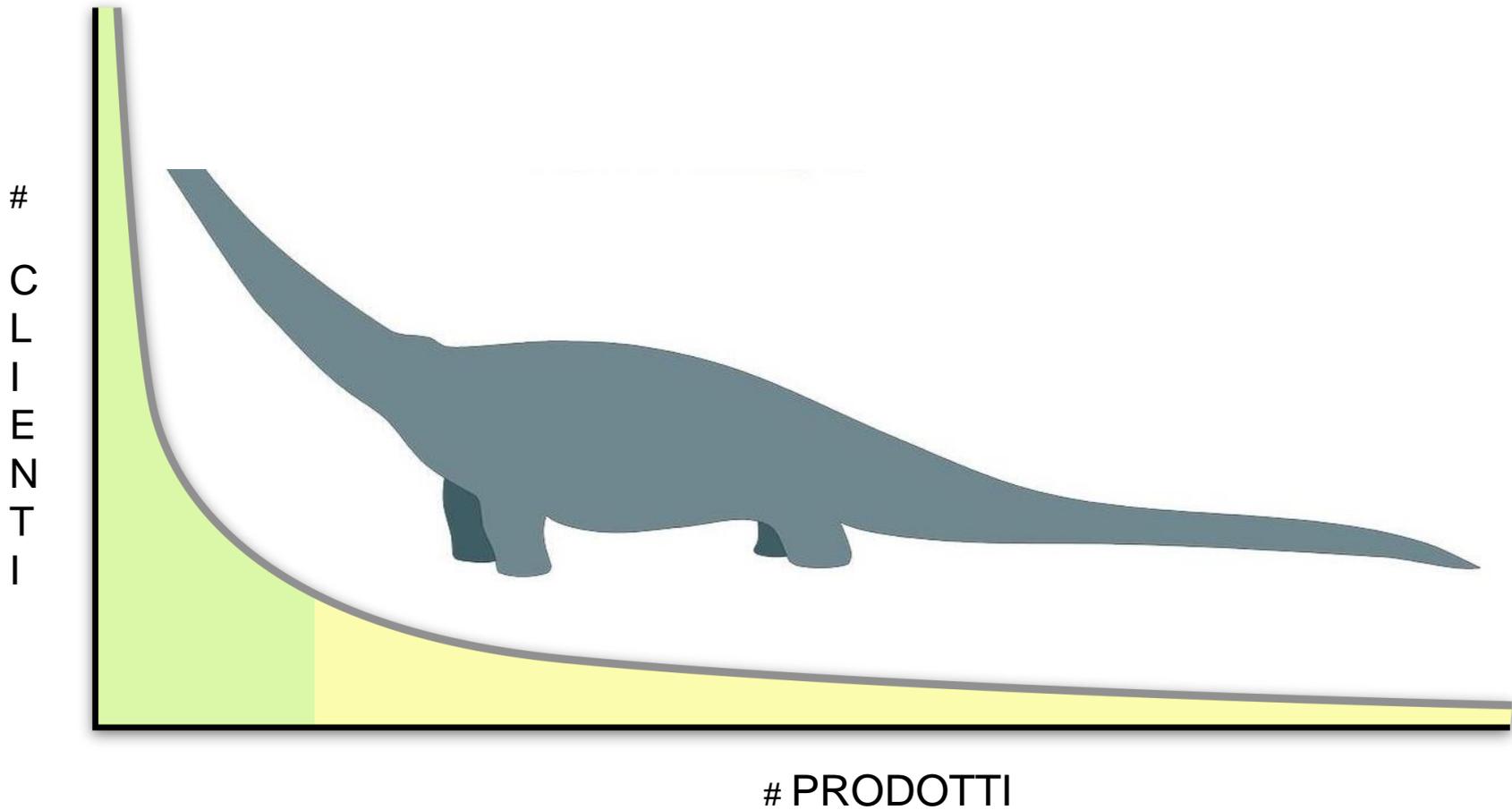


Presi per la (lunga) coda.

Federica Montaguti
CISSET



Le lunghe code



PERIFIERIE





SUBCULTURE E SENSE MAKING



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SUBCULTURE



Serio ricorda ai frequentatori
il divieto di balneazione



SUBCULTURE





WEB MARKETING E ANALYTICS



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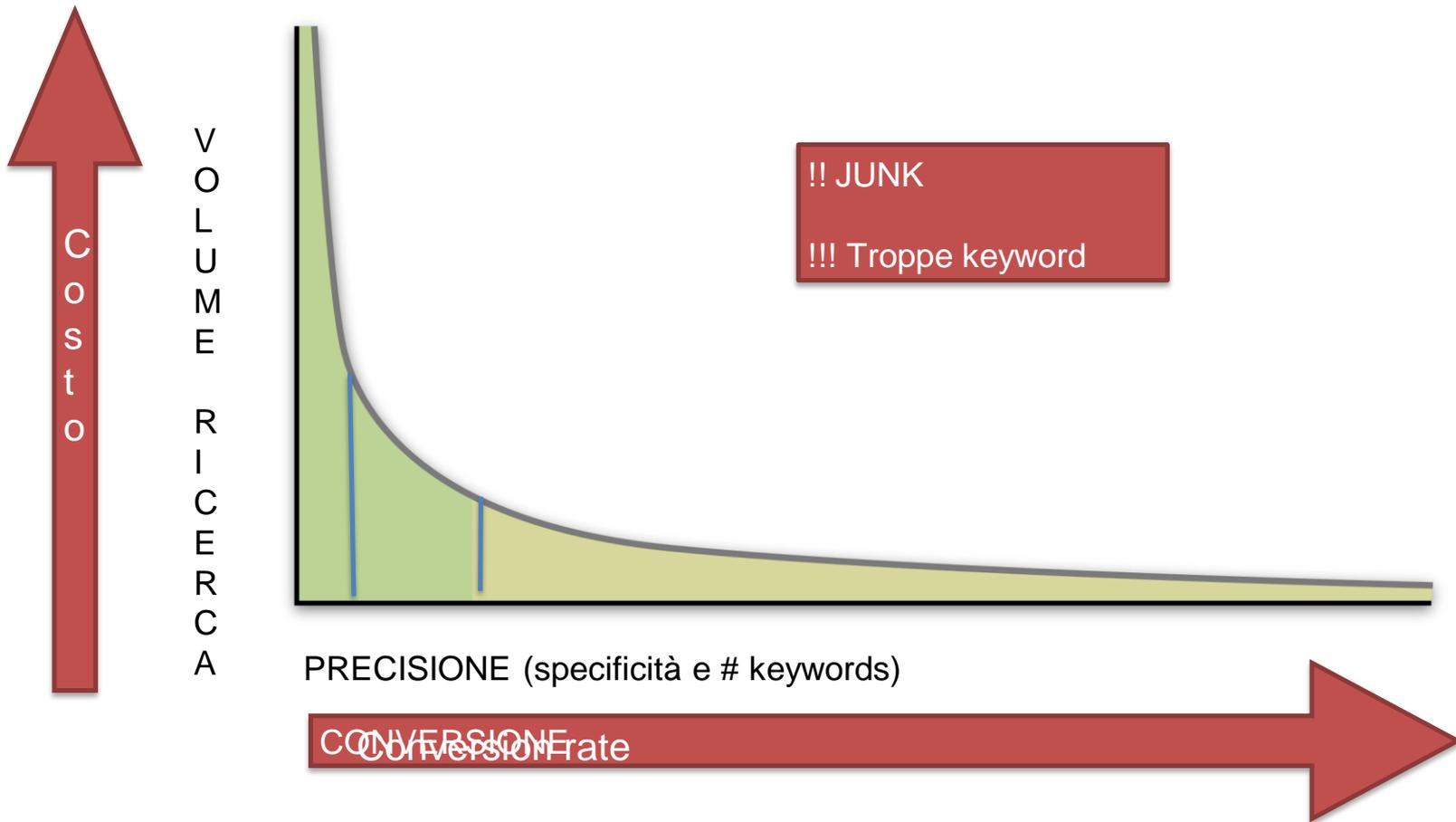


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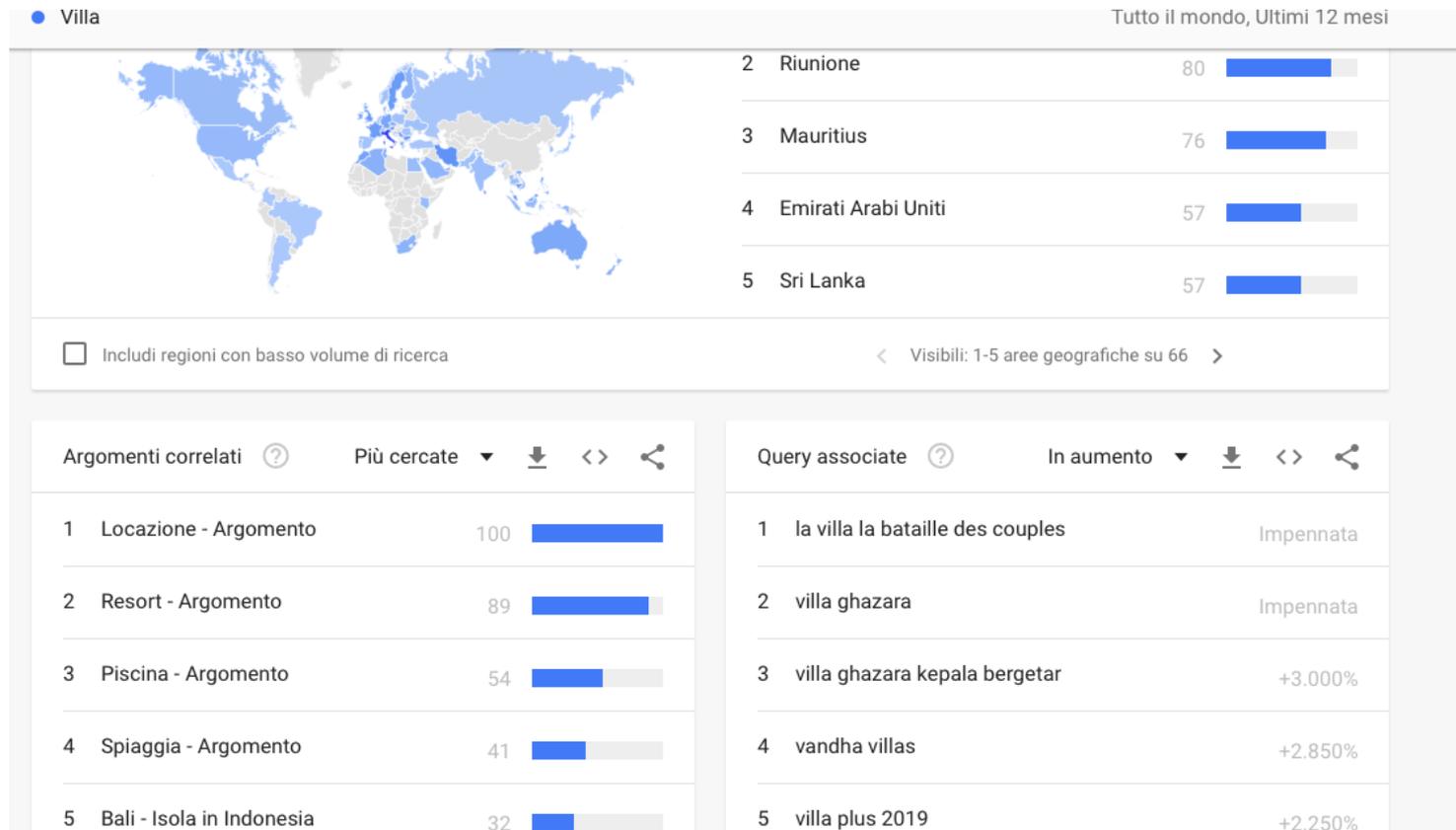
KEYWORDS E QUERIES



KEYWORDS E QUERIES



KEYWORDS E QUERIES



Scrivi per inserire una didascalia.

INTERESSI, IDEE, INFORMAZIONI

Key Metric: Visits

Affinity Category (reach)

24.97% of total visits

| | | |
|-------|--|-----------------------------|
| 6.24% |  | News Junkies & Avid Readers |
| 6.24% |  | Technophiles |
| 6.06% |  | Music Lovers |
| 5.99% |  | TV Lovers |
| 5.83% |  | Movie Lovers |
| 5.34% |  | Shutterbugs |
| 4.61% |  | Sports Fans |
| 3.86% |  | Cooking Enthusiasts |
| 3.57% |  | Travel Buffs |
| 2.98% |  | Shoppers/Shopaholics |

Other Category

24.72% of total visits

| | | |
|-------|--|--|
| 8.59% |  | Arts & Entertainment |
| 4.40% |  | Online Communities/Social Networks |
| 3.26% |  | Arts & Entertainment/Music & Audio |
| 2.81% |  | Arts & Entertainment/TV & Video/Online Video |
| 2.59% |  | News/Weather |
| 2.26% |  | Reference/General Reference/Dictionaries & Encyclopedias |
| 2.09% |  | Internet & Telecom/Web Services/Web Design & Development |
| 1.87% |  | Arts & Entertainment/Celebrities & Entertainment News |
| 1.78% |  | Computers & Electronics |
| 1.76% |  | Food & Drink/Cooking & Recipes |

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RELAZIONI E CO-CREATION



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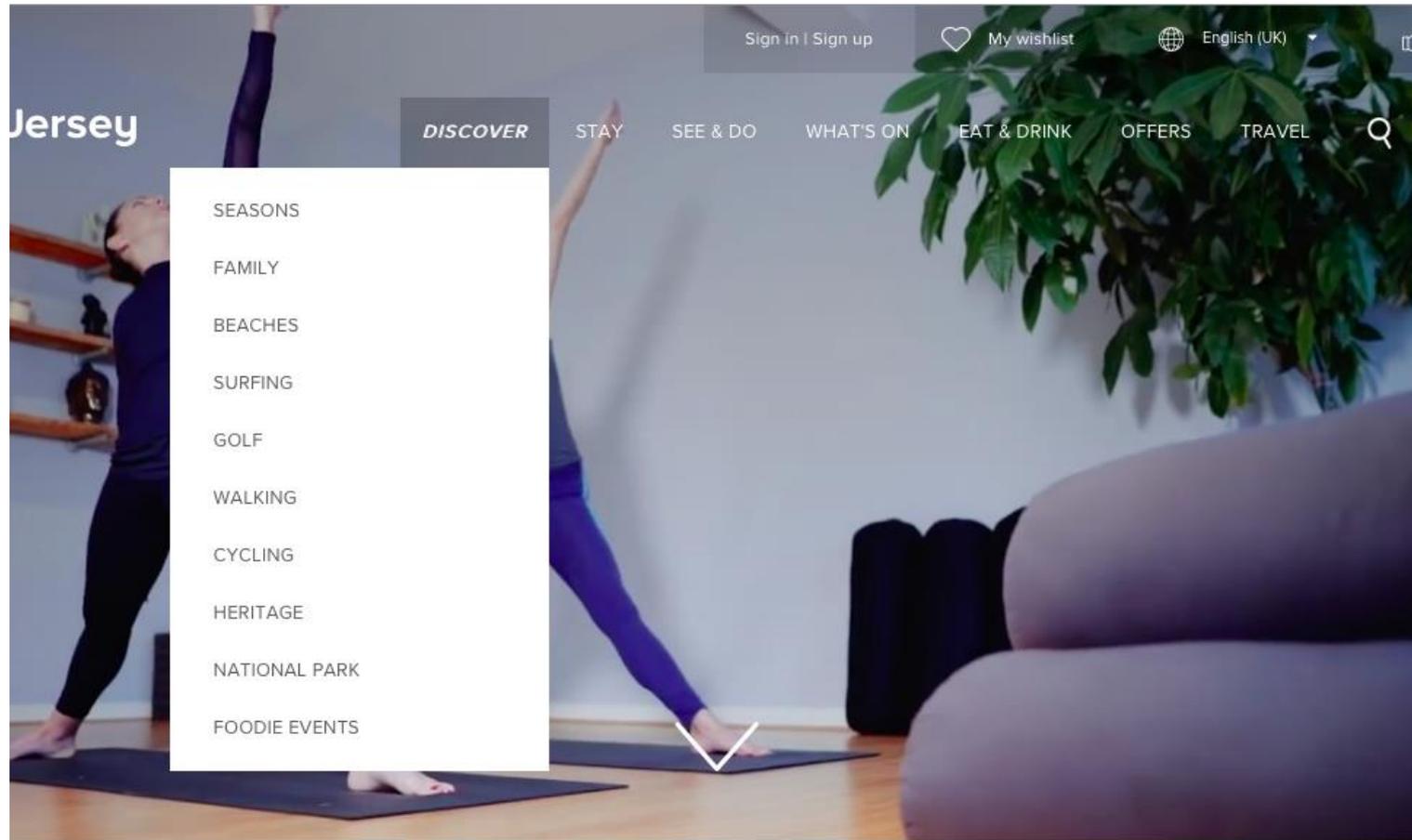
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ASCOLTO E DISPONIBILITA'



- Tutto disponibile, anche attrazioni, ricettività, ecc. minori - PERIFERICO
- Creare nuovi modi di godere di quanto presente
- Community (social e no)
- ASCOLTARE ASCOLTARE
- Att.ne </> tailor-made
- Help me, me faccio iell L Power

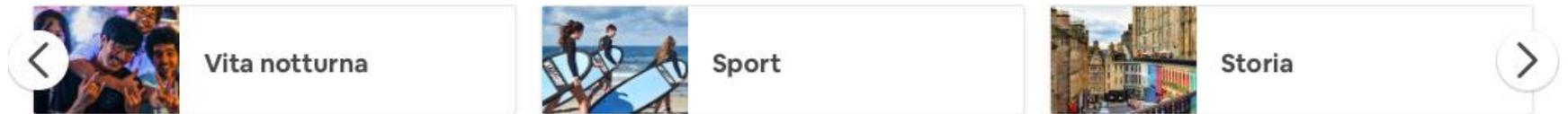
RELAZIONI E CO_CREATION



RELAZIONI E CO_CREATION

Diventa un host Aiuto Registrati

Esplora le esperienze



Esperienze con ottime valutazioni

Con ottime valutazioni da parte di persone del luogo e viaggiatori in tutto il mondo

Scrivi per inserire una didascalia.



SUCH A PERFECT DAY



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PERIFERIE?



SEE & DO

Attractions, shopping, activities & events

EAT & DRINK

Restaurants, nightlife, coffee shops, sweet tooth

CITY AREA

Get to know the neighbourhood

Attractions

- > Top 30 attractions
- > Free entry to top attractions
- > Explore Copenhagen's art and culture
- > Fun attractions for kids
- > Free things to do in Copenhagen

Activities

- > Sightseeing tours
- > Copenhagen on a budget
- > Explore Copenhagen in 24 hours
- > Bike city Copenhagen
- > Copenhagen when it rains
- > Gardens and parks
- > Danish design & architecture
- > Exclusive Copenhagen
- > Meet the locals
- > More ideas on activities

International city tourists.

Top 10 reasons for choosing Denmark

| | % |
|--|-----|
| City life with interesting experiences | 77% |
| Friendly and welcoming population | 74% |
| Local life and culture | 72% |
| Safety and security | 70% |
| Exciting sightseeing | 61% |
| Good/cheap transportation to Denmark | 58% |
| Clean and environmentally friendly | 54% |
| Culture | 49% |
| History | 48% |
| Good places to eat | 48% |

Source: Visit Denmark - Survey



+100%



Internazionali:
+83%: 2015-18

Reykjavic Airport Pax



GRAZIE PER L'ATTENZIONE!



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Master in Economia e Gestione del Turismo

