



Comune di Genova

# GOOD PRACTICES GENOA CITY TAX MANAGEMENT SYSTEM



# CITY TAX – What is it?

The **City Tax Management System** is a governance method which defines and implements the **participated strategies** and actions to promote the city using the resources of the Tax.



The System is based on **an agreement between the City Hall and the Chamber of Commerce** on behalf of the world of tourism



Resources Allocation:

**60%** for City Marketing and Promotion

**40%** for Urban Maintenance Works

# How does it work?

The **City Tax Working Group** (CTWG) is composed by representatives of the Municipality, the Chamber of Commerce, Hotel Owners, Tourism Stakeholders



Each year the CTWG expresses the Guidelines and provides the **Marketing and Communication Plan**, to be implemented by the City Marketing, Tourism, International Affairs Department of the Municipality



Financed activities - **Communication**: digital and web marketing, social media, press office; **Marketing**: workshops and international meetings, Fam Trips; **Hospitality**: Information Offices management

# Goals and Method

City Tax Management System is based on a **collaborative planning**, and allows a **co-creating method**



City Tax Management System is a **real public-private partnership**: it guarantees a **better use of the resources** and **effectively strenghtens the local economy**



City Tax Management System allows to the promotion activities to be **constantly updated** on the marketing trends. Tourism becomes a driving force for a **sustainable and respectful economic development**



City Tax Management System makes the most of the **integrated, partecipatory method** learnt in the URBACT City logo an Interactive Cities networks, taking care of a **strong citizens involvement** in city promotion

# Economic and Brand Visibility Results

## Tourism results growth – 2012/2016

- +25% bednights in five years
- Tourism presences: 1.772.306 in 2016 (+ 20% compared to 2012 – not including AirBnB)
- Tourism internationalization level in the city: 51,48%, compared to 49,4% in Italy
- Average time spent in Genoa: 2,3 nights in 2016, 1,98 in 2012
- Economic impact: 491.360.000 euros in 2016
- Level of Employment: about 1500 new employments in 5 years

## Growth of the city positioning and reputation on the tourism market- 2015/2016

- Press review: 417 releases in 2016 (+37,7% compared to 2015)
- Visitors to the website [www.visitgenoa.it](http://www.visitgenoa.it): 1.106.304 in 2016 (+60% compared to 2015)
- Social Media: Facebook page Genova Turismo +95% in 2016 (compared to 2015)  
Instagram pictures #genovamorethanthis +182% in 2016 (compared to 2015)

**WEB DESTINATION REPUTATION INDEX : FROM 35 TO 74/100 from 2014 to 2016**

# Economic and Brand Visibility Results

## Tourism growth results – 2012/2016

**+25%**  
bednights  
in 5 years

1.772.306 presences  
in 2016  
**+22%**  
since 2012

Economic impact  
2016:  
**€ 491.360.000**

Average stay: **2,3**  
nights in 2016  
(1,98 in 2012 )

About **1500** new  
employments in 5  
years

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# Conclusions

This **Good Practice** is a successful example of public-private partnership which **can be applied to different cities and experiences**

It supports the growth of a sustainable tourism

It harmonizes the local business with the new sharing economy players, lowering conflicts

It strengthens the citizens brand awareness of Genoa as a Tourism Destination

The use of an integrated approach to promote tourism provides **permanent benefits for all the urban community**