



MILANO 2015

FEEDING THE PLANET, ENERGY FOR LIFE

March 2014





When

1 May – 31 Oct
2015



Visitors

20 million



Theme on Food
Feeding the Planet,
Energy for Life



Participants
130 Countries
+ 10 International
Organizations



Digital EXPO
Millions of users
through digital
Expo 2015

Thematic Areas

Exhibition Spaces



Pavillion Zero

Introduction to the Exhibition Site guiding the visitors through the discovery of the Expo Milano 2015 theme



Food in Art (in Triennale)

An area exploring the historic relationship of humans and food encouraging also introspective reflection



Future Food District

A symbolic urban district presenting future trends on food distribution, purchase and consumption



Children Park

A specially equipped place for children and families offering also opportunities to play and learn



Biodiversity

An exhibition space reproducing the variety of life and the richness of the planet in a highly-attractive multiform landscape



Awareness of our Potential Visitors

20 Million Forecasted



Total: 30,500 Interviews

Countries involved:



Italy



Europe

10

Countries



Outside
Europe

10

Countries

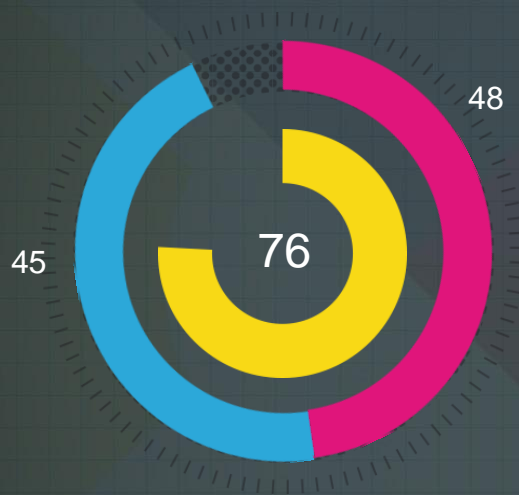
Source: GFK Eurisko 2013



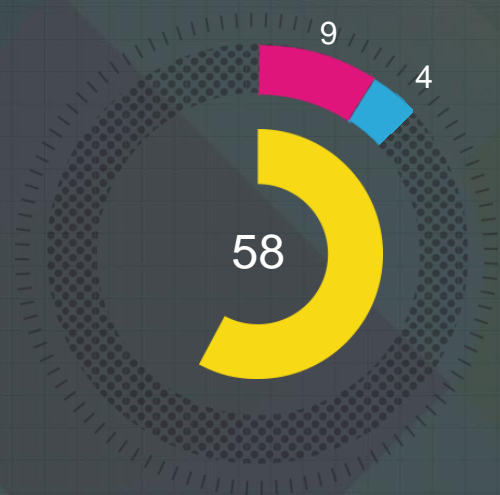
What's the Awareness of Expo Milano 2015?

Awareness of Expo Milano 2015

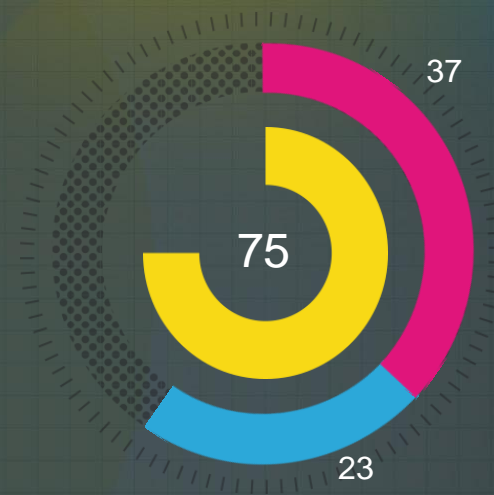
Percentage Values



Italy



Europe



Outside Europe

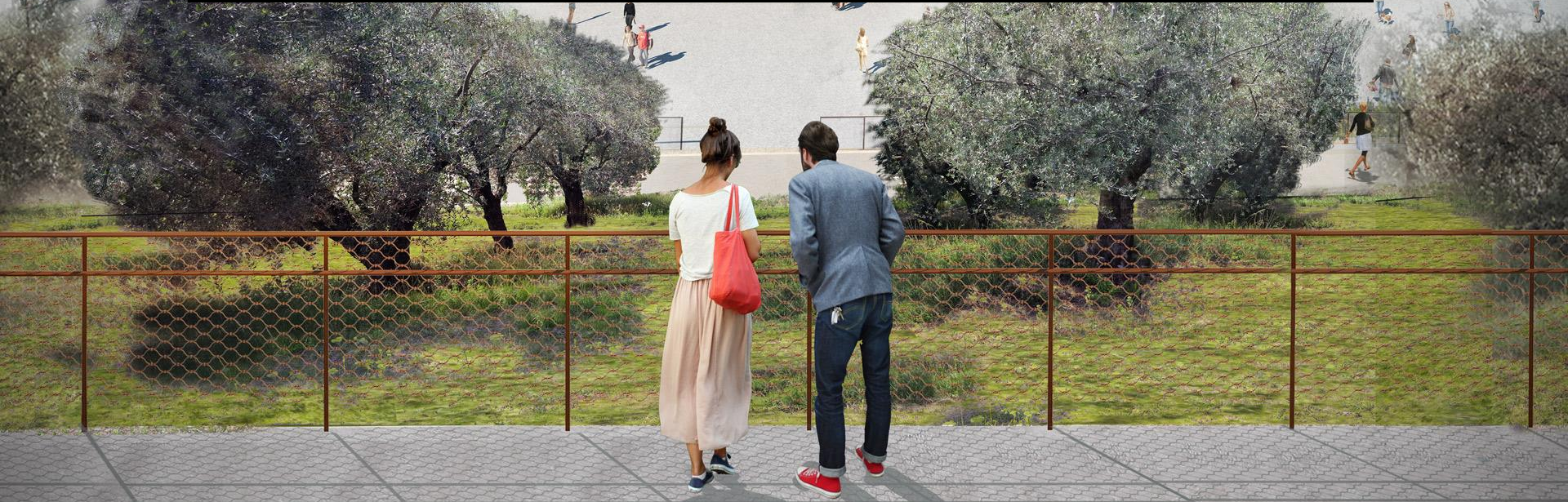
Knows Expo as an event

Knows that Expo will be held in Italy

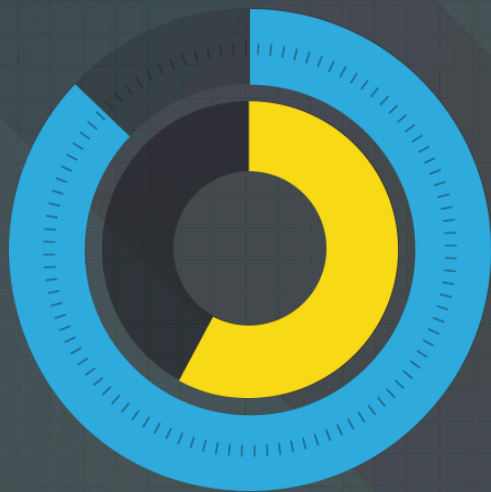
Knows that Expo will be in Milan

An architectural rendering of a large, modern pavilion for Expo Milano 2015. The structure features a complex, multi-layered glass and metal framework with a curved, undulating roof. The interior is visible, showing people walking and sitting. The pavilion is surrounded by lush green trees and a paved plaza. A rainbow-colored gradient is applied to the top of the image.

What's the Interest in Expo Milano 2015?



Interest in Expo Milano 2015 Before and After the Briefing



ITALY

Before

58

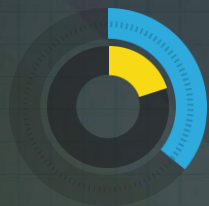
After

87

■ Before ■ After

Percentage Values

Interest in Expo Milano 2015 Before and After the Briefing



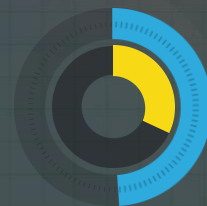
Switzerland
20 36



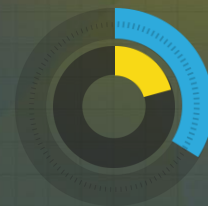
Spain
36 50



UK
12 33



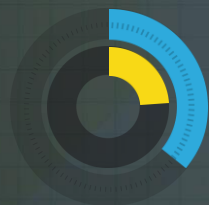
France
32 49



Germany
21 34



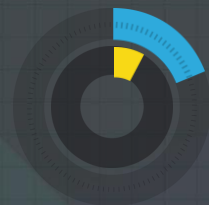
USA
14 41



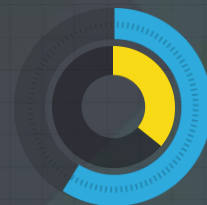
Canada
24 44



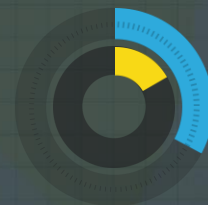
China
58 71



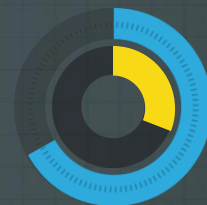
Japan
8 19



Russia
36 59



Other EU
countries
15 33



Other non-EU
countries
31 67

■ Before ■ After

Percentage Values



What's the Interest in the Expo Milano 2015
Theme "Feeding the Planet, Energy for Life"?

Interest in the Expo 2015 Theme

Feeding the Planet, Energy for Life



Italy



Europe

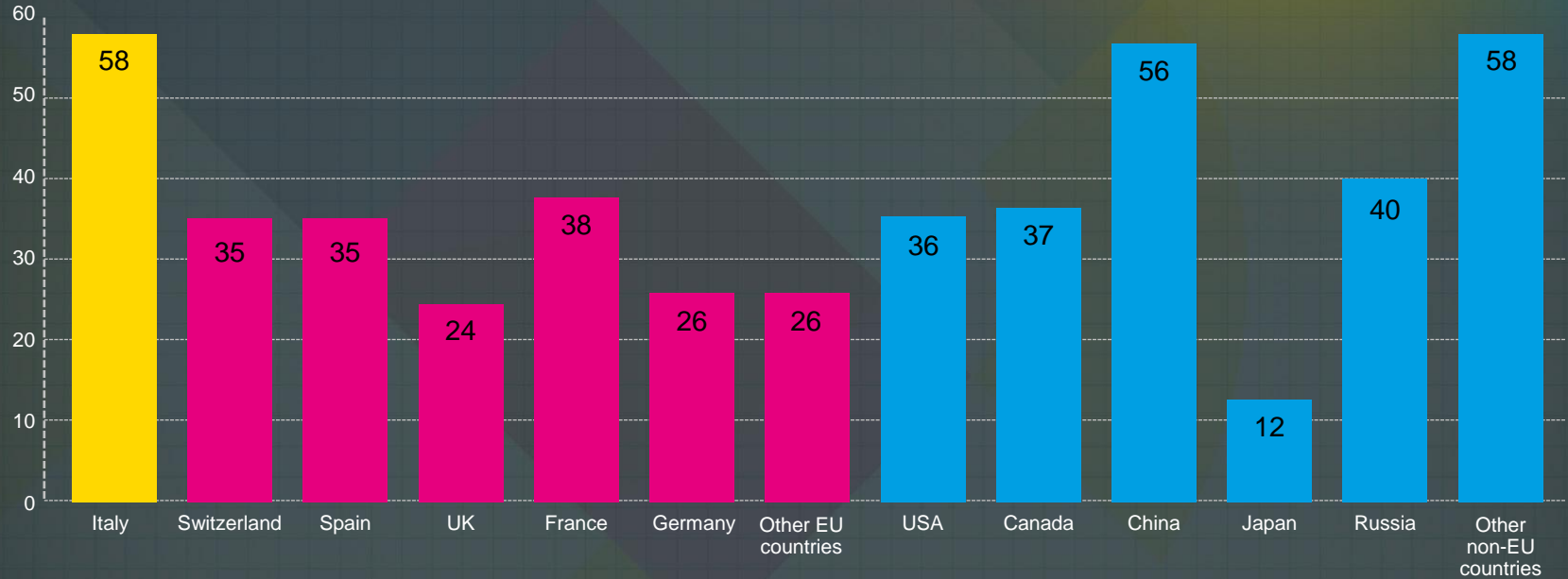


Outside Europe

Interest in the Expo 2015 Theme

Feeding the Planet, Energy for Life

Percentage Values



What's the Image of Italy?



Image of Italy

Percentage Values

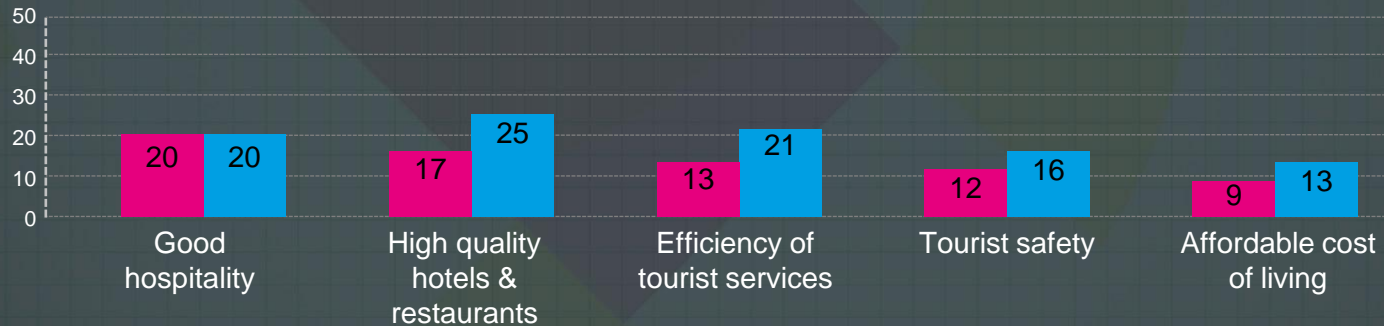
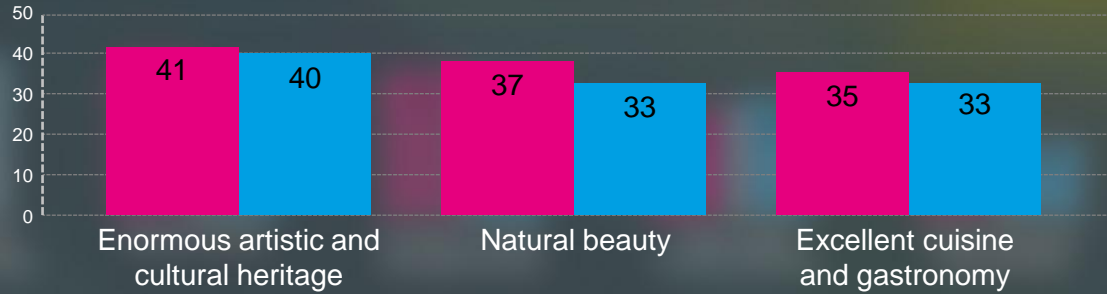


Image of Italy

Percentage Values





What's the Image of the City of Milan?

Image of the City of Milan

Percentage Values

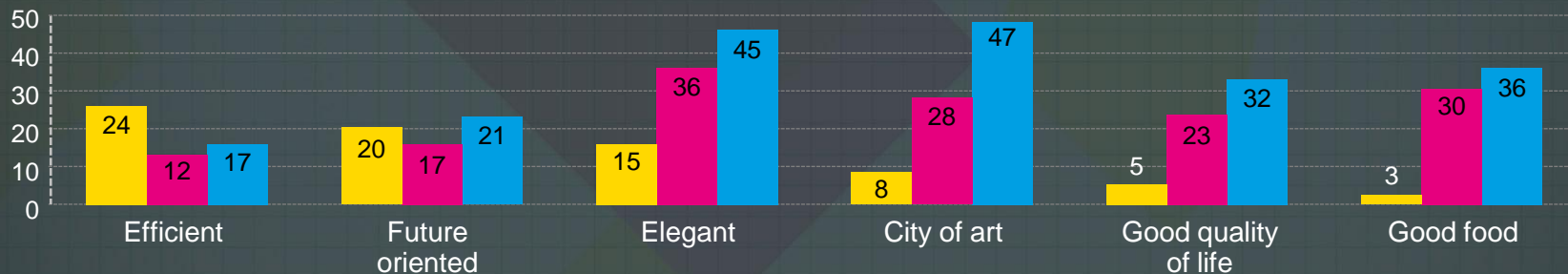
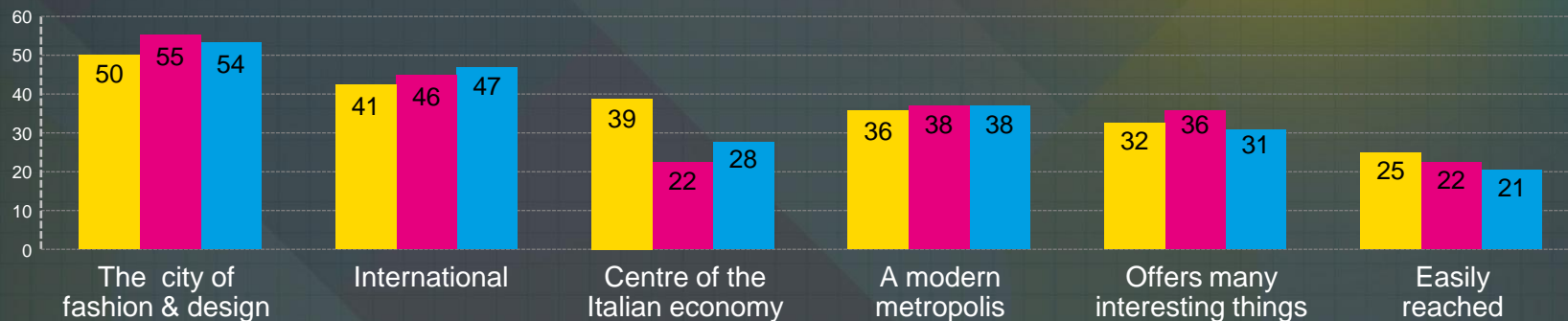
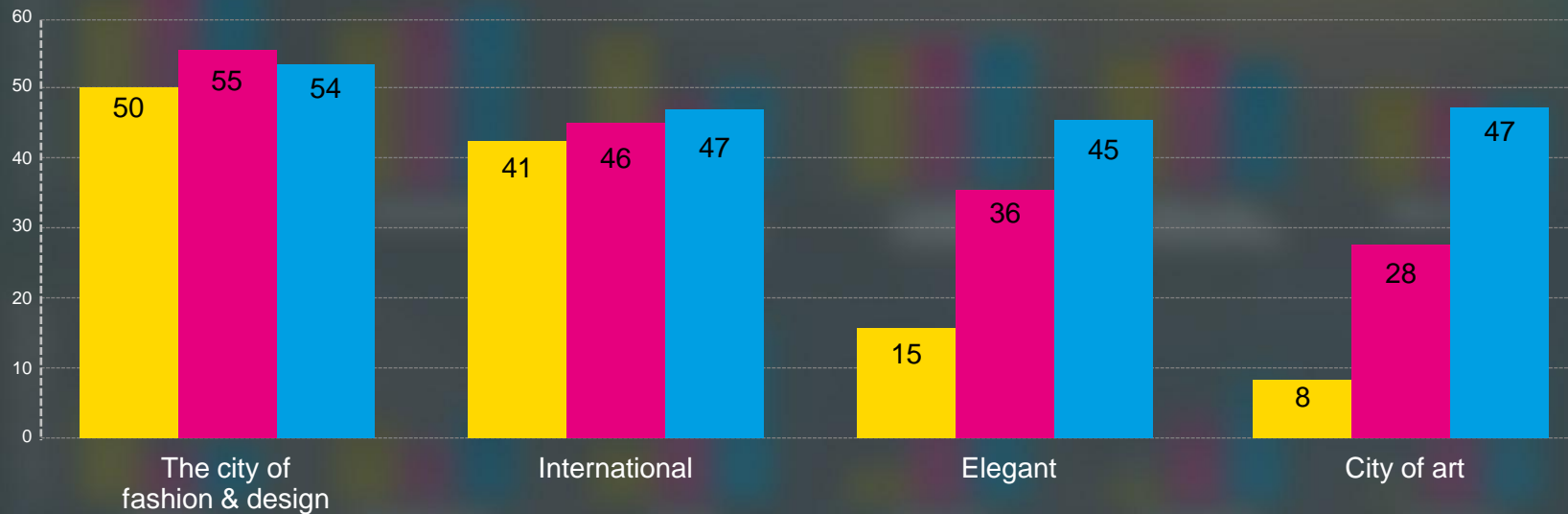


Image of the City of Milan

Percentage Values



Potential Visitors

Italy + Abroad

ITALIANS



12-14
mln

ABROAD



6-8
mln

TOTAL VISITORS
20 mln

+ 20% OF REPEAT VISITS = 24 mln

The Young
and Dynamic
39%

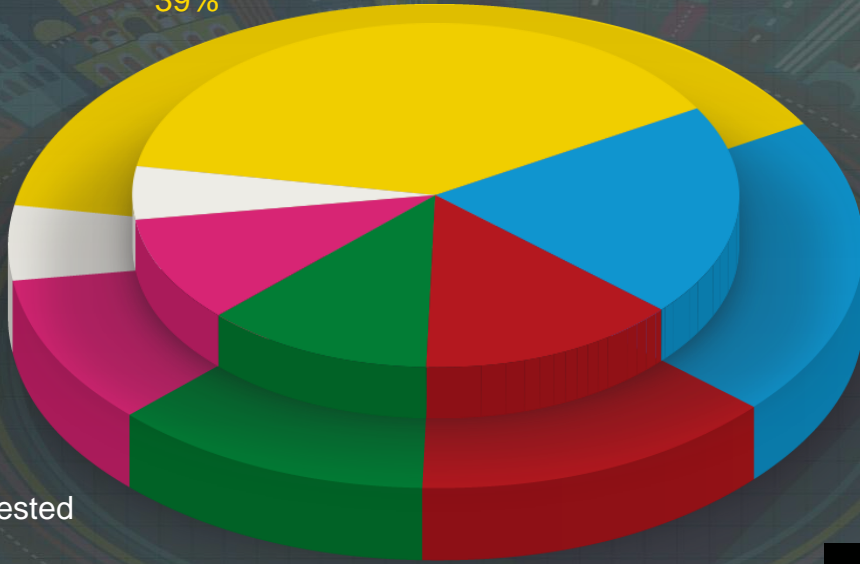
The Retired
5%

The Young
and Disinterested
10%

The Inactive
12%

The Passionate
Lady
14%

The Metropolitan
20%



The Italian Market

Visitor Segmentation

The Italian Market



The Young and Dynamic 39%

- 25 - 44 years old. Young couple with small children
- Medium-high to high educational level
- High intention to visit (43%)



The Metropolitan 20%

- Mainly male and mature
- Excellent knowledge of Expo 2015 in Milan (79%)
- Interested in Expo more for its role as a "cultural event"



The Passionate Lady 14%

- Mainly female and mature
- Higher income level than cultural level
- Enthusiasts of the Expo Milano 2015 theme



The Inactive 12%

- 50 years old on average
- Mid-low social profile and income
- Will visit Expo to «spend a day differently»



The Young and Disinterested 10%

- Mid-low social status, income and education
- Will visit Expo only to spend a day with friends or family
- Looks for entertainment and events



The Retired 5%

- Mainly female and mature
- Retired and housewives
- Expo could be an occasion to be with family or grandchildren

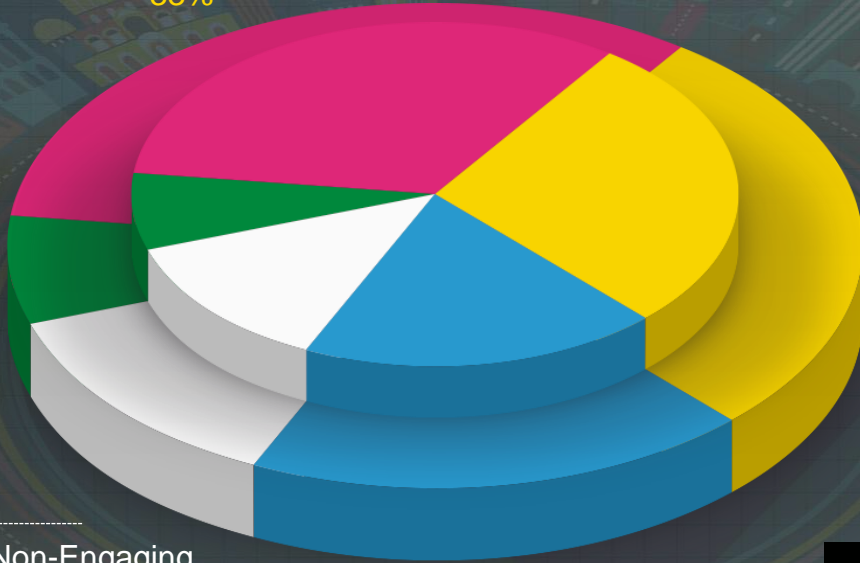
The (Inter)National
Tourist
33%

The Semi
Retired
7%

The Non-Engaging
13%

The Green Young
Adult
19%

Expo Lover
28%



The Foreign Market

Visitor Segmentation

The Foreign Market



The (Inter)national Tourist 33%

- Mostly male, 25-49 years old
- Married with small children
- Interest in the event and intention to participate above average



Expo Lover 28%

- Mostly 35-49 years old. Young couples, married with children
- Sees Expo as a "cultural event" to get to know "foreign cultures"



The Green Young Adult 19%

- Slight predominance of females and youth
- University students, young job-seekers and office workers
- Entertainment is key in motivating their "intention to visit"



The Non-Engaging 13%

- Mainly youth and singles
- Mid-low level of education and social status
- Not interested in the theme of Expo Milano 2015



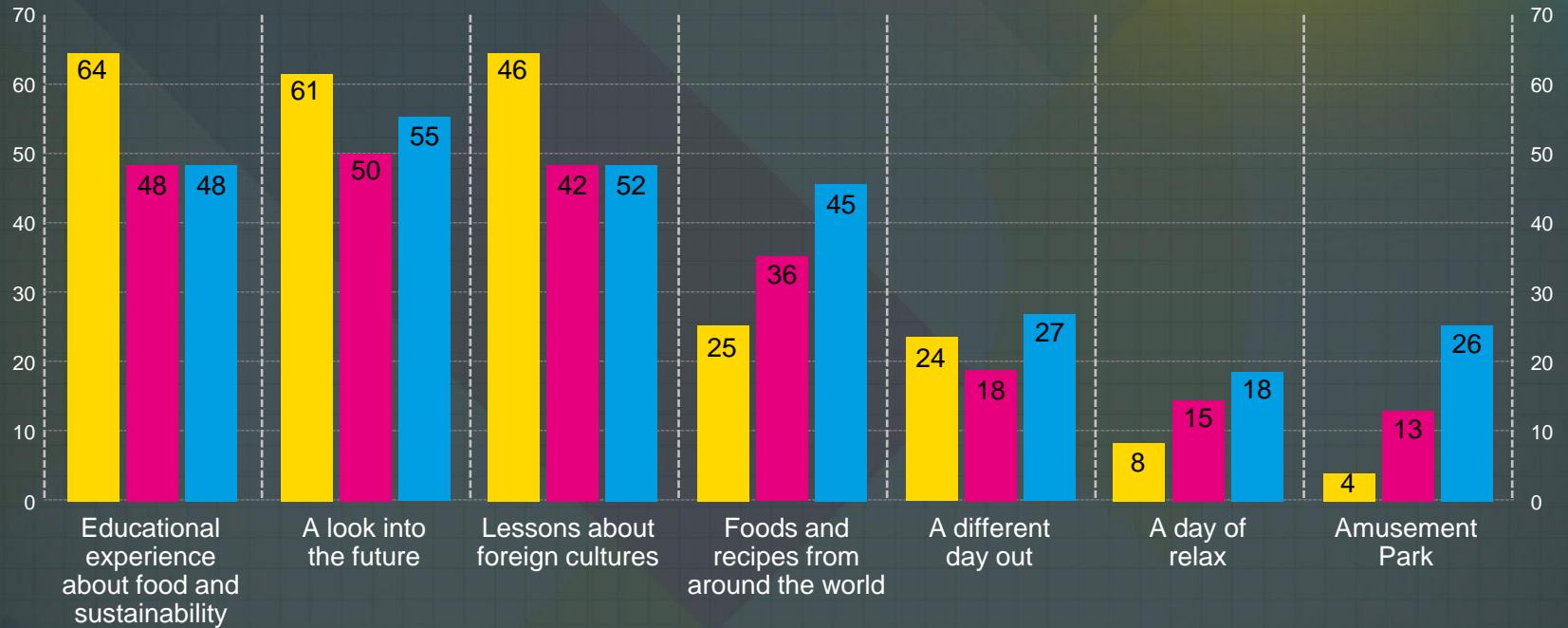
The Semi Retired 7%

- 50 years old on average. Mainly female, married with older children
- Little knowledge of Expo
- Little intention to visit Expo Milano 2015



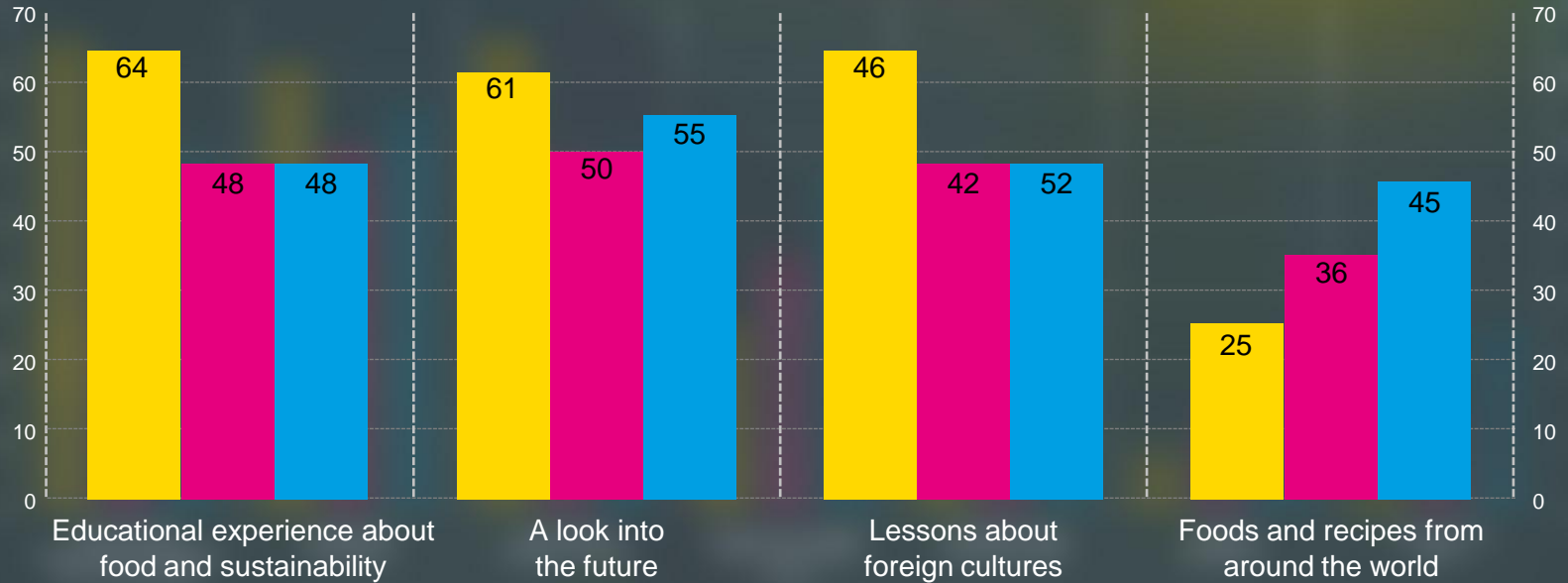
The Expectations for Expo Milano 2015

Percentage Values



The Expectations for Expo Milano 2015

Percentage Values



































Italy + Expo Opportunity for Tourism

The **BEST** Holiday Destination
















Art & Culture

	1	Italy
	2	France
	3	Japan
	4	Spain
	5	United Kingdom
	6	Germany
	7	Egypt
	8	Peru
	9	Israel
	10	Switzerland
	11	Greece
	12	Austria
	13	Netherlands
	14	Sweden
	15	Canada

History

	1	Italy
	2	Egypt
	3	Israel
	4	France
	5	United Kingdom
	6	Greece
	7	Germany
	8	Japan
	9	Peru
	10	Turkey
	11	Spain
	12	Austria
	13	Ireland
	14	China
	15	Cambodia

Food

	1	Italy
	2	France
	3	Japan
	4	Singapore
	5	Austria
	6	Spain
	7	Switzerland
	8	Germany
	9	Taiwan
	10	Thailand
	11	Canada
	12	Sweden
	13	Mauritius
	14	Estonia
	15	Argentina



**ITALY,
World #1 Tourism
Brand (2013)**

Source: Country Brand Index - Futurebrand 2013

Destinations



Art Cities: Rome,
Venice, Florence



Best Museums in
the world



Holidays locations
- Sea

Tours



Gastronomical
Experiences



Wine tours



Bike Tours

Experience



Shopping



Food Festivals



Folklore





2015 Events in Italy

Extraordinary cultural, sport and Lifestyle events will take place across Italy.

Art & Culture



Carnival
Venice FEB



Film Festival
Venice SEP



Events in
Exclusive venues:
Grandi Uffizi)
Florence, Venice,
Turin, Caserta

Social & Sport



La Scala
Milan (all Year)



St. John Bosco
bicentennial
Turin AUG

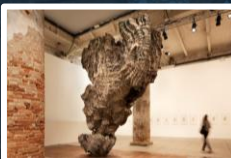


European Capital
of Sport
Turin JAN-DEC

Lifestyle & Design



Salone
Internazionale
del Mobile
Milan APR



La Biennale
Venice MAY-NOV



Milano
Fashion week
FEB - SEP



In 2015 ... Italy is THE place to be!

2015 = Expo Milano

Expo Milano is The ONLY World wide event that will take place in 2015 and it will be the largest event on the theme of food

Italy = the BEST 2015
Holiday Destination

Italy + Expo

2015 = Events in Italy

Extraordinary cultural, sport and
Lifestyle events

Opportunity for Tourism

TOUR OPERATORS
to **ADAPT EXISTING PACKAGES**

to include Expo for added
once-in-a-lifetime value



Opportunity for Tourism

**TOUR OPERATORS
to CREATE NEW OFFERS**

using Expo as the driver
for new, ad-hoc packages



Tourism and Services Bundling

EXPO Ticket

+

Travel Services

+

Accommodation

+

Art & Music

+

Sports Events

+

Wine Tours
and
Gastronomical
Experiences

+

City Tours

+

Business & Relax

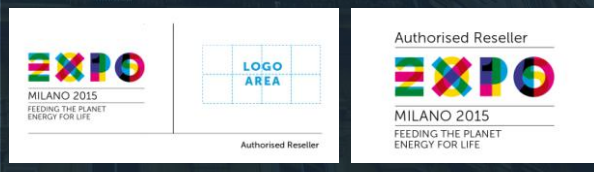
+

Shopping



EXPO and Tourism

- New tourism focused organisation: EXPLORA
- Presence at global travel exhibitions with Italian State Tourism Board (ENIT)
- 2013 Expo Tourism Summit
- Direct engagement of Tour Operators as Authorised Resellers





MILANO 2015

