



Agenzia Sviluppo Venezia
Venice Development Agency

**VENICE AND
THE NEW LIDO OF VENICE**

February 2019



"Fondazione Sviluppo di Venezia" aims at promoting investments' attraction in the Metropolitan City of Venice.

In order to achieve this goal, it can perform the following activities:

- a)** identification of investors and public/private partners;
- b)** revitalization of the districts of the municipal area, such as Marghera, the lagoon islands and the Lido, in synergy with the City Administration;
- c)** coordination of the projects carried out by the City Administration and investors.

More in details, Fondazione Sviluppo di Venezia:

- promotes and sponsors exhibitions in Italy and abroad about the City of Venice;
- promotes the "Venezia" brand;
- implements projects to revitalize real estate public and private properties.

The Foundation may be entrusted with additional tasks by the City administration such as:

- the management of the free zone in the port area;
- the accreditation of intermediaries involved in the above listed activities.

INTRODUCTION



The morphology of the City of Venice presents unique characteristics deriving from the physical arrangement of the Ancient Town, a water city, subject to detailed regulations concerning urban planning, environmental, transport, water traffic and ports.

The Ancient Town of Venice, one of the main tourist destination in the world, despite having a limited number of inhabitants has an international atmosphere, hosting cultural events and political and economic summits.

The whole city, including the minor islands and the land-town, has the complexity of a wider metropolitan areas.

RESIDENT POPULATION

	2017	2016	2015	2014	2013	2012
Municipalità Venezia - Murano - Burano	61.482	62.484	63.530	64.371	64.848	66.485
Municipalità Lido - Pellestrina	20.300	20.418	20.573	20.732	20.889	21.148
Municipalità Favaro Veneto	23.878	23.766	23.800	23.762	23.742	23.938
Municipalità Mestre - Carpenedo	88.280	88.059	88.279	88.269	88.077	89.280
Municipalità Chirignago - Zelarino	38.988	38.929	38.844	38.959	38.961	39.340
Municipalità Marghera	28.393	28.249	28.326	28.486	28.369	28.936
Resident population on 31st december	261.321	261.905	263.352	264.579	264.886	269.127

FIRMS IN VENICE

Divisioni di attività economica	2014		2015		2016		2017		Var. % '17/16	
	Firm venues	of which: artisan	Firm venues	of which: artisan	Firm venues	of which: artisan	Firm venues	of which: artisan	Firm venues	
Agriculture and fishing	635	14	623	14	621	15	623	13	0,01%	-0,04%
Industry	1.863	1.351	1.870	1.350	1.843	1.308	1.827	1.287	-0,08%	-0,42%
Building companies	2.216	1.329	2.177	1.304	2.171	1.296	2.191	1.310	0,10%	0,28%
Commerce	5.648	215	5.627	217	5.683	218	5.666	211	-0,08%	-0,14%
Transport and storage	1.543	852	1.628	893	1.656	894	1.668	902	0,06%	0,16%
Accommodation/restaurants	2.599	228	2.692	224	2.839	233	2.948	236	0,53%	0,06%
Finance and insurance	463	3	477	3	486	3	482	3	-0,02%	0,00%
Services for enterprises	3.929	268	3.971	276	4.024	276	4.118	297	0,45%	0,42%
Other services	1.377	790	1.392	795	1.401	784	1.419	776	0,09%	-0,16%
Not classified	14	3	4	3	8	0	8	0	0,00%	0,00%
Totale	20.287	5.053	20.461	5.079	20.732	5.027	20.950	5.035	1,05%	0,16%

Fonte dati: Camera di Commerci Venezia Rovigo Delta Lagunare

ARRIVALS IN TOURIST ACCOMODATIONS IN THE WHOLE MUNICIPALITY

ANNO	VENEZIA CENTRO STORICO			LIDO DI VENEZIA			MESTRE - MARGHERA			TOTALE ENTE		
	arrivals	overnights	average overnights	arrivals	overnights	average overnights	arrivals	overnights	average overnights	arrivals	overnights	average overnights
2013	2.553.076	6.401.826	2,51	186.982	554.016	2,96	1.531.740	2.822.383	1,84	4.271.798	9.778.225	2,29
2014	2.599.126	6.425.269	2,47	183.967	537.943	2,92	1.497.539	3.020.204	2,02	4.280.632	9.983.416	2,33
2015	2.776.668	6.814.317	2,45	189.022	567.700	3,00	1.530.167	2.800.812	1,83	4.495.857	10.182.829	2,26
2016	2.896.054	7.045.613	2,43	185.995	539.188	2,90	1.563.518	2.926.987	1,87	4.645.567	10.511.788	2,26
2017	3.155.548	7.862.292	2,49	184.753	558.982	3,09	1.694.581	3.264.545	1,93	5.034.882	11.685.819	2,32

Fonte: Elaborazioni Comune di Venezia Settore Turismo su dati APT e ISTAT – Regione Veneto, Sistema Statistico Regionale

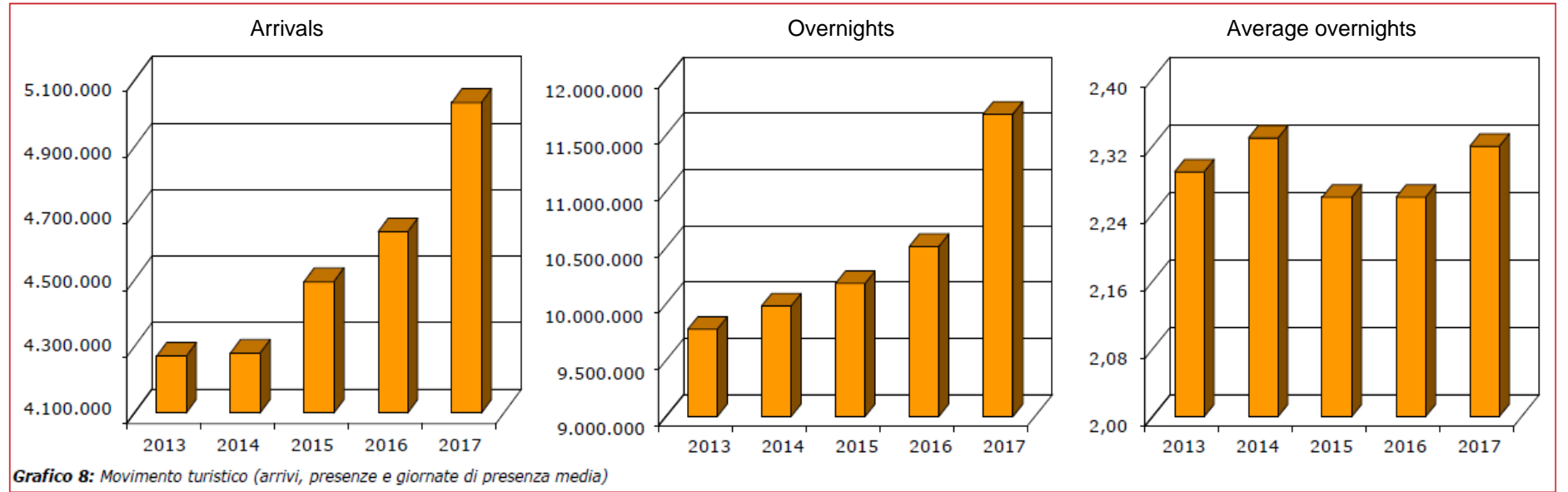


Grafico 8: Movimento turistico (arrivi, presenze e giornate di presenza media)



		NUMBER OF SHIPS				
		2013	2014	2015	2016	2017
Ferries		213	0	0	0	0
Cruises		678	576	610	529	466
Hydrofoils		334	328	297	339	359
TOTAL SHIPS		1.225	904	907	868	825

		NUMBER OF PASSENGERS				
Ferry passengers		138.648	0	0	0	0
Cruise passengers		1.842.321	1.750.541	1.601.042	1.605.660	1.427.812
Hydrofoils passengers		92.984	91.125	85.564	93.501	99.702
TOTAL PASSENGERS		2.073.953	1.841.666	1.686.606	1.699.161	1.527.514

Fonte dati: Venezia Terminal Passeggeri S.p.A. - Statistiche

		GLOBAL TRAFFIC PASSENGERS AND GOODS			
	Number of ships	3.359	3.408	3.505	3.452
LOCAL PASSENGERS AND LOCAL FERRIES			154.313	151.762	203.996
of which:					
	Local (less of 20 miles of travel)		85.564	93.499	99.702
	Ferry passengers		68.749	58.263	104.294
CRUISE PASSENGERS		1.750.698	1.601.172	1.625.637	1.446.635
of which:					
	Departure port		1.382.735	1.427.149	1.245.482
	Transits		218.437	198.488	201.153
TONS OF GOODS		21.765.590	25.104.217	25.243.818	25.077.324
of which:					
	Liquid bulk goods	6.882.506	8.953.918	9.031.737	8.787.511
	Solid bulk goods	7.001.983	7.332.689	7.118.110	6.845.549
	Miscellaneous goods in packages	7.881.102	8.817.611	9.093.971	9.444.264
CONTAINERS (TEU)		456.068	560.301	605.875	606.008

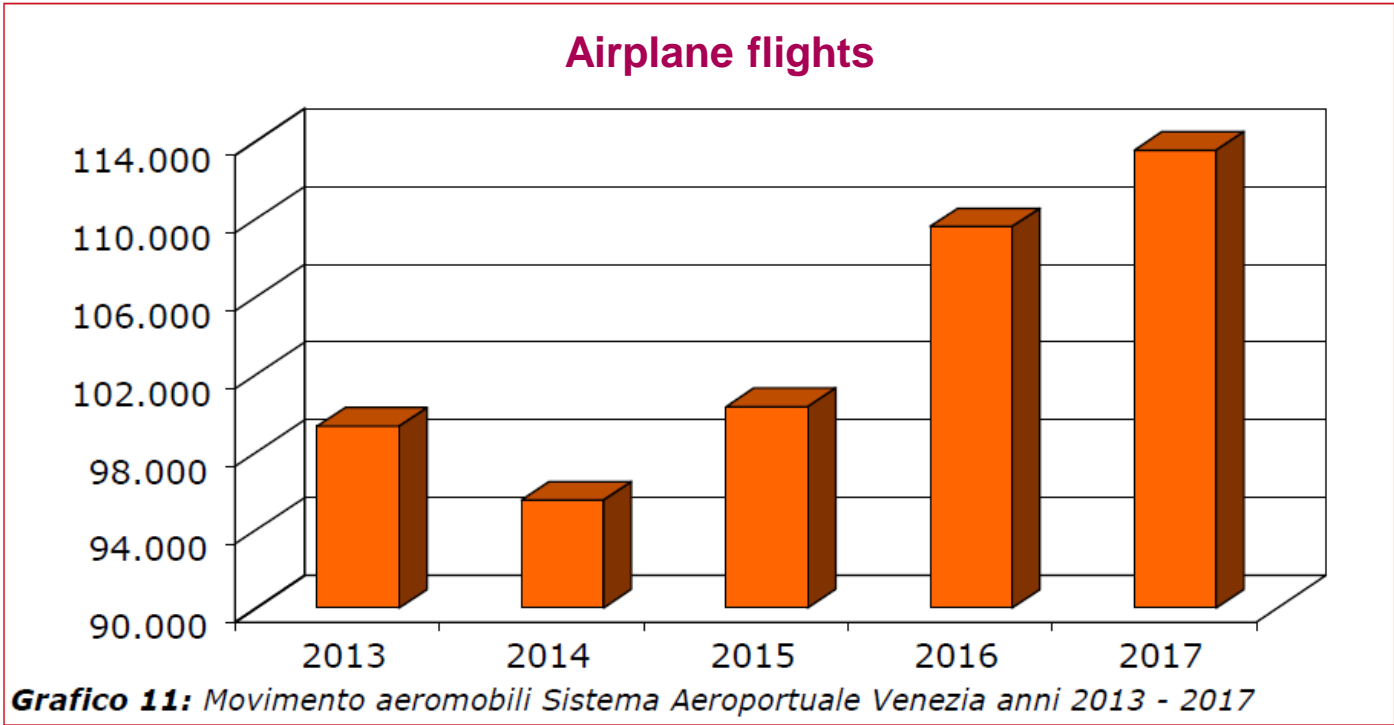
Fonte dati: Autorità Portuale di Venezia - Statistiche



AIRPORT OF VENICE (AND TREVISO)

YEAR	PASSENGERS	VAR % PASSENGERS	AIRPLANE FLIGHTS	TONS GOODS
2013	10.579.186	0,54%	99.358	45.662
2014	10.723.442	1,36%	95.534	44.426
2015	11.134.335	3,83%	100.348	50.961
2016	12.259.145	10,10%	109.602	57.974
2017	13.386.437	9,20%	113.528	60.853

Fonte dati: sito web veniceairport.it - dati annuali - Sistema Aeroportuale Venezia



Average price of Real Estate Market in San Marco area in the Ancient Town is about € 5,103/sqm.

San Marco
€5,103 sqm

Lido di Venezia is an area of the city of Venice, located about 4,5 km from the Ancient Town.

The average price of Real Estate Market in the Lido Center is about € 3,390/sqm.

Lido Center
€3,390 sqm

Both values are significantly higher compared to the average Real Estate Market prices in Italian cities (about € 2,660/sqm).

LIDO: A 12-KM STRIP OF LAND BETWEEN THE SEA AND THE LAGOON



LIDO: A 12-KM STRIP OF LAND BETWEEN THE SEA AND THE LAGOON

Lido island is located 10 minutes by water-bus from Venice City Center.

The island is located South of the port-inlet of San Nicolò and North of the port-inlet of Malamocco Port.

Key features of the Lido:

- >beaches and beach resorts
- >areas of natural beauty that provide habitat for wildlife
- >impressive Liberty buildings
- >the International Film Festival
- >Nicelli Airport

The Island is an excellent location for investment funds and private investors.



1857 year of opening of the first beach resort

11 kms of sandy beaches

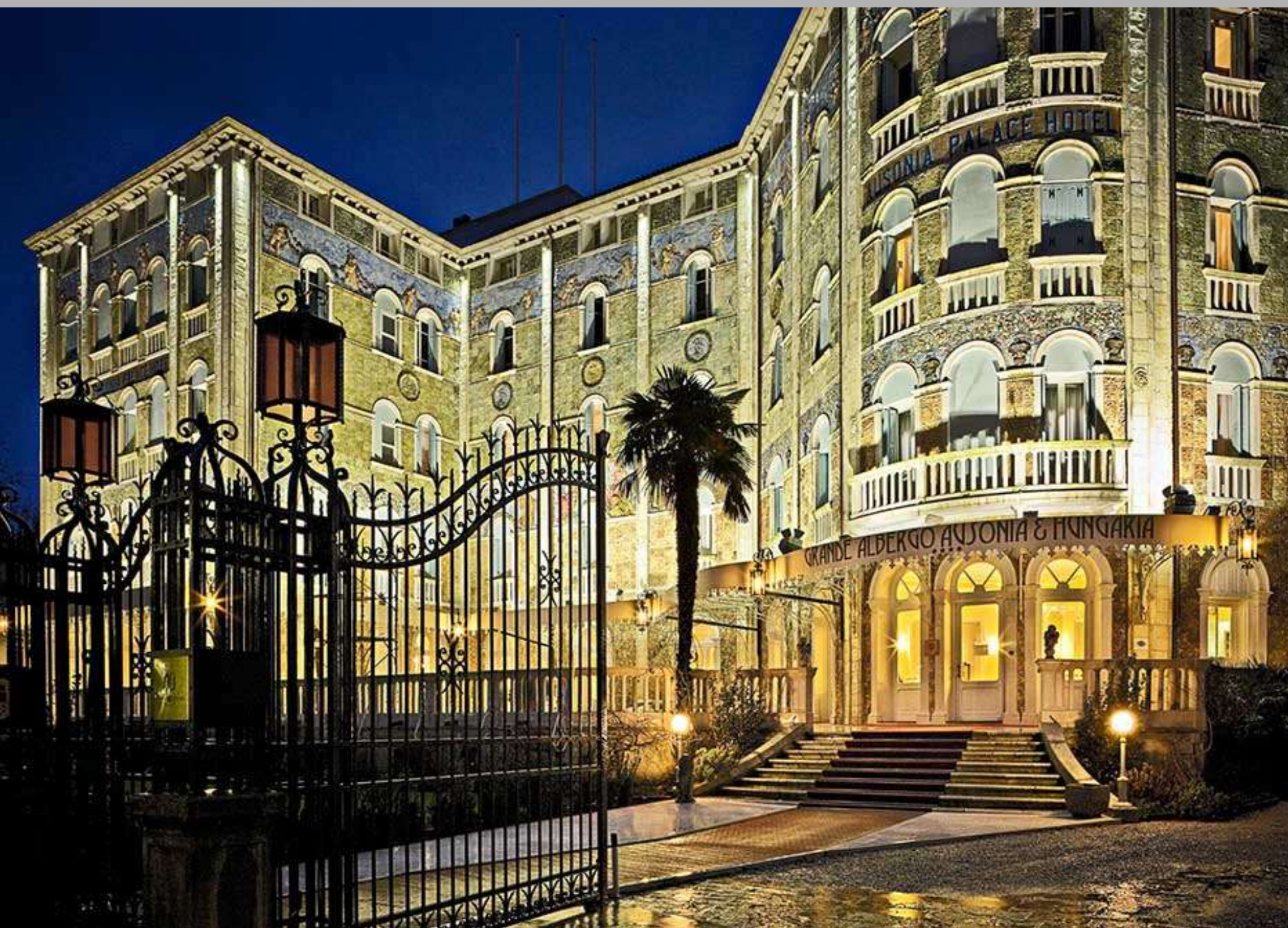
250 Liberty-style villas

994 metres runway length of Nicelli Airport (3,261 feet)

4,000 accommodations (beds)

540,000 tourists per year

LIDO: HOSPITALITY



Wide variety of tourist accommodations available: two 1-star hotels, six 2-star hotels, fifteen 3-star hotels, eleven 4-star hotels and one 5-star hotel.

35 hotels

2,275 beds

87 guesthouses, 29 B&Bs, 2 holiday homes, 3 summer residences, 42 apartments plus 3 venues offering other types of accommodation and a camping area.

87 guesthouses,

B&Bs, etc.

838 beds

THE GROWTH OF TOURISM IN VENICE

	1956	2016
Venice historic centre	1,468,555	10,182,829
Mestre-Marghera	292,223	2,800,812
Lido di Venezia	495,313	539,188
Cavallino-Treporti	234,978	6,016,308
Caorle	/	4,284,379
Chioggia	/	1,318,397
Eraclea	/	497,968
Jesolo	/	5,347,470
San Michele al Tagliamento	/	5,317,064

LIDO: SUSTAINABLE TOURISM



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LIDO: ARCHITECTURE



On Lido are present more than 250 historic buildings from the end of the 19th century and the beginning of the 20th century, when the island became one of the most elegant and prestigious seaside resort in Europe.

“Liberty” was the fashionable architectural style at the time. On Lido it was combined with neo-Byzantine, neo-Romanesque, and neo-Gothic styles: an eclectic range already present in the city of Venice.

250

Liberty-style villas

LIDO: CAPITAL OF CINEMA



The Venice International Film Festival was founded in 1932 (it is the oldest film festival in the world).

Since 1935, the Festival has been held here every year (with the exception of World War II).

1932

first edition of the
Venice International
Film Festival

LIDO: FORTS AND BARRACKS



Lido was vital for defending Venice from the attacks from the sea. In the XII century, a watchtower was built in the San Nicolò area. In 1546 it became a fortress that hosted thousands of knights waiting to leave for the fourth crusade. Between 1591 and 1595, the *Palazzo dei soldai* was built inside the fortress (one of the few surviving examples of barracks where *fanti da mar* – seamen - were stationed). In 1646, the Senate of the Venetian Republic approved the defence of Malamocco, building two forts, Alberoni and San Pietro. During the Napoleonic era, other defences were built in Sant'Elisabetta, Casabianca, Terreperse, Malamocco and San Leonardo.

LIDO: LOST ACTIVITIES - CASINO'



The summer **Casinò**, built on the area of a previous fort, operated at Lido between 1938 and the end of the 1990s. Today, the building is open during the International Film Festival.

Designed by the engineer Eugenio Miozzi in “Razionalista” style, it was equipped with innovative cooling and heating systems, and was connected to the *Palazzo del Cinema* and the Excelsior hotel by an underground passage.

1938

opening of the
summer venue of
Venice Casino

LIDO: LOST ACTIVITIES – HEALTH TOURISM



The ***Ospedale del Mare***, and the «health tourism» associated with it, occupied a complex that was abandoned in 2006.

It was inaugurated in 1933, even though its history began 63 years earlier when a Marine Hospice was built in the Quattro Fontane area. At the beginning, it was a wooden structure built for children suffering from tuberculosis, and provided care and marine therapy for up to 200 patients.

As time went by, it became a citadel of health, arts and crafts, with a bioclimatic observatory where, between 1940 and 2003, meteorological phenomena were studied.

1955-1969

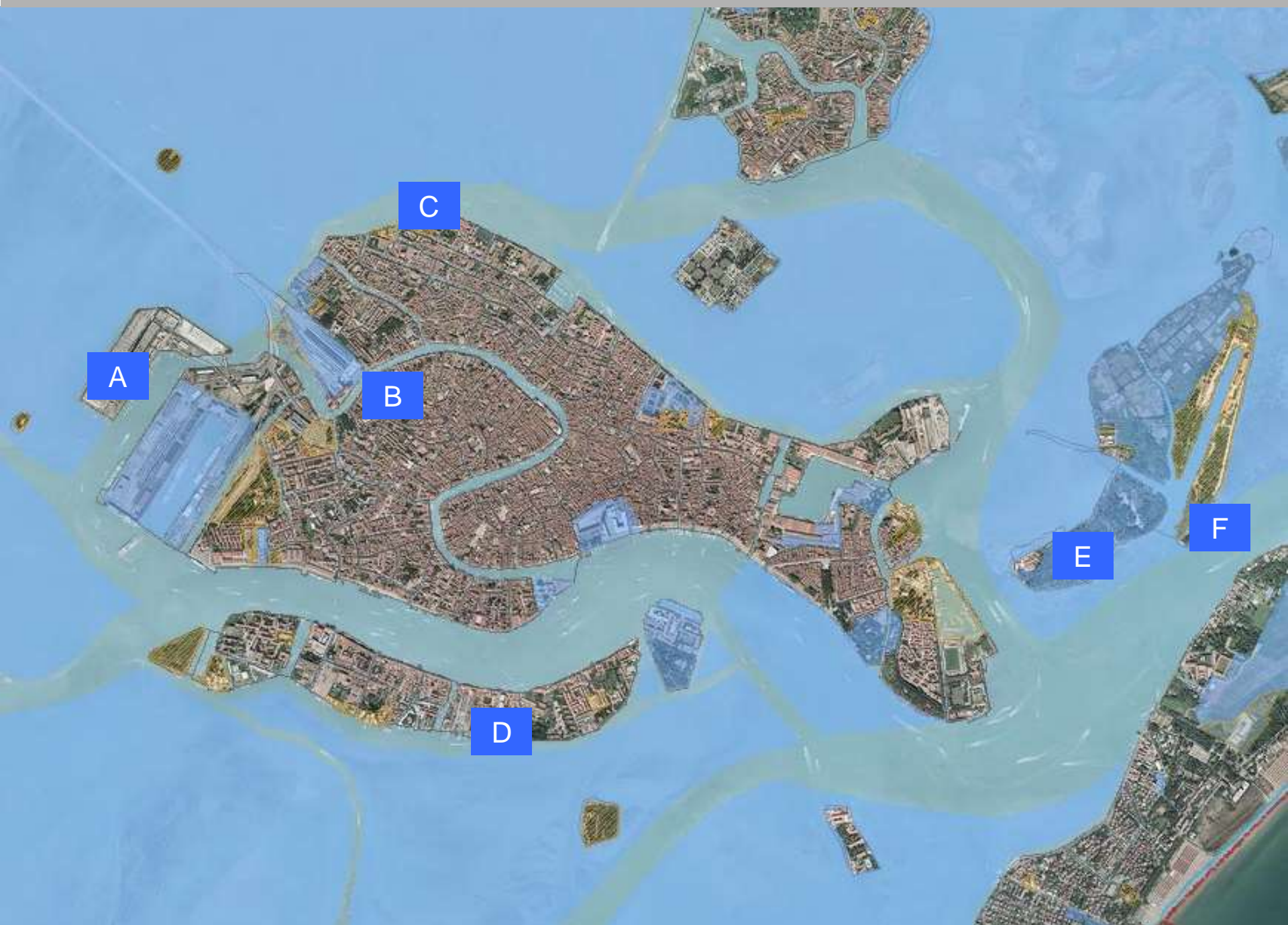
10,000 admissions

1,400 beds

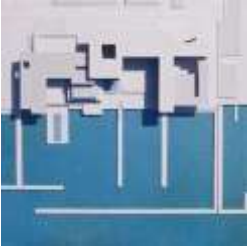





450,000 visitors

1,500 health workers

REAL ESTATE INITIATIVES IN THE ANCIENT TOWN AND CLOSE ISLANDS



REAL ESTATE INITIATIVES IN THE ANCIENT TOWN AND CLOSE ISLANDS

					
Tronchetto Resort	Palace Donà Balbi	Former Hospital Umberto I	Villa Herion	Certosa	Sant'Andrea Fortress
A new resort at one of the gates of the Ancient Town.	A palace on the Grand Canal ready to be transformed.	A former hospital to be transformed into dwellings.	A 20th century Villa in the green in the Ancient Town.	An urban park on a green island close to the Ancient Town.	Recovery of a fortress dating back to the Renaissance.

INVESTORS ALREADY IDENTIFIED

LOOKING FOR INVESTORS

The Ancient Town is the most visited and known part of Venice. An area with great urban-landscape quality that attracts people from all over the world.

The lagoon is rich of investment's opportunities (buildings and areas to regenerate).

REAL ESTATE INITIATIVES AT LIDO OF VENICE



ANCIENT
TOWN

LIDO

2

1

3

5

4

6

7

9

8

10

11

12

13

14

15

REAL ESTATE INITIATIVES AT LIDO OF VENICE

01.FORMER PEPE BARRACKS
02.JOYLAND AMUSEMENT PARK
03.AVIATION MUSEUM AT NICELLI AIRPORT
04.PROMENADE VIA KLINGER
05.FORMER SEA HOSPITAL
06.LA FAVORITA

NORTH-EAST

07.PARCO DELLE ROSE
08.SEASIDE BATHOUSE AT BLUE MOON
09.HOTEL DES BAINS

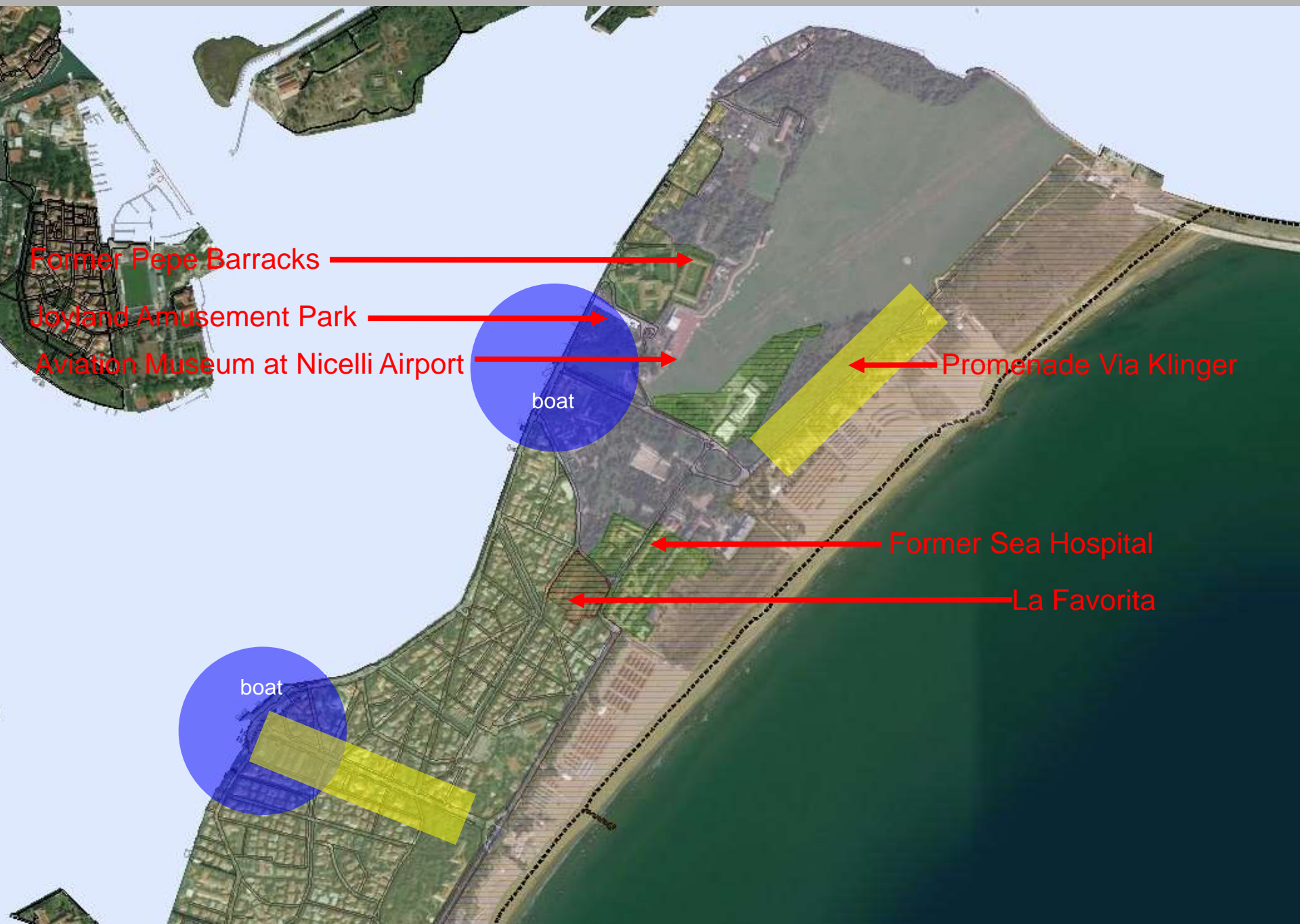
GRAN VIALE

10.FORMER LAZZARETTO VECCHIO
11.AREA SKY
12.INN AT FORMER SEVERI
13.FORTE MALAMOCCO
14.INN AT FORMER COLONIA PADOVA
15.INN AT FORMER COLONIA INPDAP

SOUTH-WEST



LIDO NORTH-EAST



Former Pepe Barracks

Joyland Amusement Park

Aviation Museum at Nicelli Airport

boat

Promenade Via Klinger

Former Sea Hospital

La Favorita

boat

LIDO NORTH-EAST

					
Pepe Barracks	Joyland Park	Aviation Museum	Promenade Klinger	Former Sea Hospital	La Favorita
An historic building with a floor area 8.054 sqm. wide.	New amusement park for the families.	Located inside one of the most beautiful airports worldwide	Kiosks and bars for daylife and nightlife.	Tourist village and hotel in front of the sea.	Dwellings, green and sport areas.



INVESTORS ALREADY IDENTIFIED



LOOKING FOR INVESTORS

This is the part of the Lido Island that will change more when all the regeneration projects will be implemented: the opening of new public infrastructures (the Joyland Amusement Park, the Aviation Museum and the Promenade Klinger) will increase the number of visitors and the value of the new tourist inns in the area.

The Nicelli Airport (where the Aviation Museum will be located) according to the British BBC is in third place in the chart of the 10 most beautiful airports of the world.



GRAN VIALE



GRAN VIALE

		
Parco delle Rose	Bathouse at Bluemoon	Des Bains
Deluxe dwellings on the main Viale.	Stylish bathhouse with swimming-pool in front of the sea.	An historic hotel returns to the golden era.



CALLS FOR INVESTORS



OFFERS BY INVESTORS ALREADY SUBMITTED

The present centre of the social life and real centre of Lido.
The area with the better access by water-bus.

Its central role will be strenghten by new private initiatives
on the Viale and its immediate sourroundings.

LIDO SOUTH-WEST

Former Lazzaretto Vecchio

Area Sky

Inn at Former Severi Institute

Inn at Former Forte Malamocco

boat







Former Colonia di Padova

boat

Former Colonia Inpdap



LIDO SOUTH-WEST

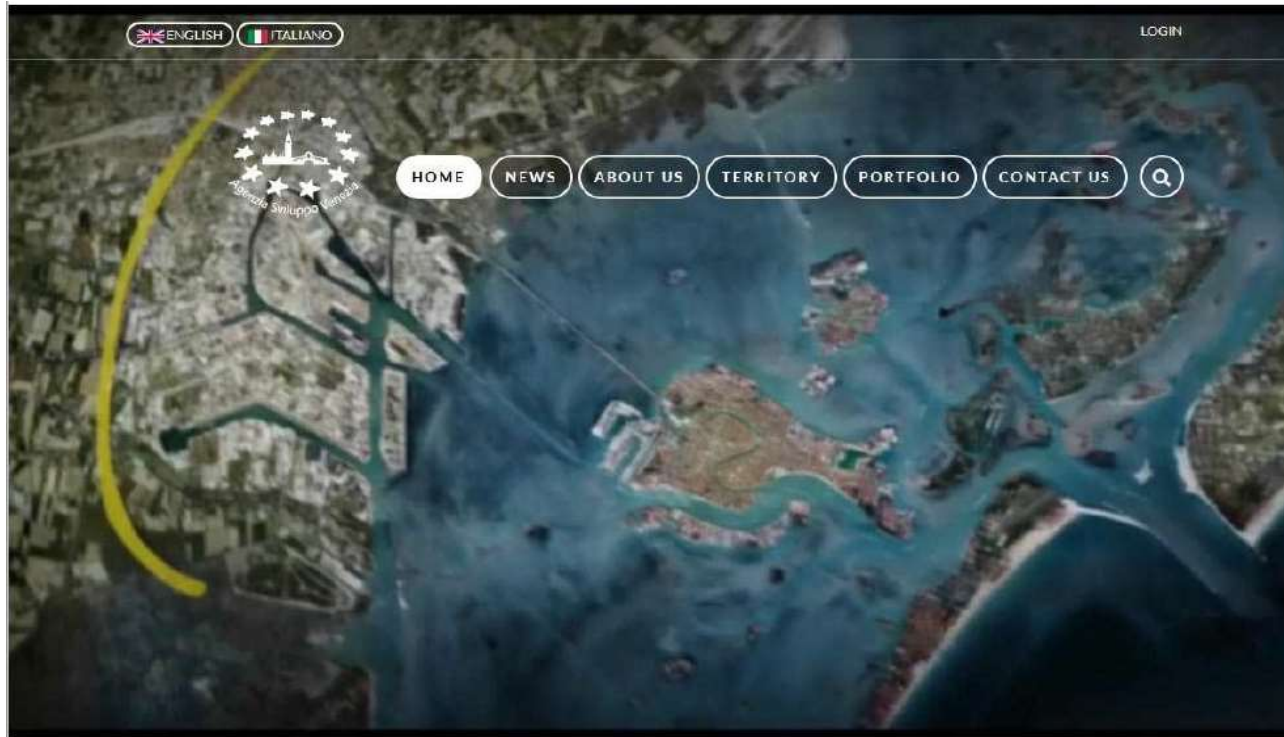
					
Lazzaretto Vecchio	Area Sky	Severi	Forte Malamocco	Colonia Padova	Colonia INPDAP
Culture and research on a lagoon island.	Dwellings, sport and a marina facing the lagoon.	A new inn facing the sea-front.	Accommodations in a fortress facing the sea.	A new inn on the sea waterfront.	Accommodations on "Razionalista" complex.

INVESTORS ALREADY IDENTIFIED

LOOKING FOR INVESTORS

The South-West region of Lido is rich of Green Areas. It hosts the naturalistic area of the dunes of Alberoni and the former youth-summer-camp venues of Colonia Padova and Colonia INPDAP. Since 1928, it hosts the Golf Club.

- The web-site www.venicedevelopmentagency.org



The web-site is an overview of estates owned by public institutions that have entrusted the Agency to promote their sell or valorisation.

This is an important effort to try to overcome the proposition by single institutions upgrading it to the whole Venetian area.

Fondazione Agenzia Sviluppo Venezia

Venice Development Agency

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