



REGIONE DEL VENETO



European Union  
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# II CONSORZIO VENEZIA NATIVA

## «The Native Venice»

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Consorzio Venezia Nativa

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# VENEZIA NATIVA

## «The Native Venice»



**... is a Consortium company for the promotion and the valorisation of the islands of Burano, Mazzorbo and Torcello (in the Northern Lagoon of Venice).**





# The purpose

## THE AFFIRMATION OF NATIVE VENICE

(the islands of Burano, Mazzorbo and Torcello in the Northern Lagoon of Venice) as

AN AUTONOMOUS TOURIST DESTINATION,

although complementary, to Venice.

# What's Native Venice?

**Native Venice = The Venetian area before Venice**

**When the so called “Serenissima” was still taking its first steps, the archipelago of Burano, Mazzorbo and Torcello was already well known as a flourishing urban reality.**

# Why?

The islands of the Northern Lagoon of Venice have been suffering from the effects of a socio-economic crisis

=

a progressive

**LOSS OF FUNCTION**

in relation to the city center

demographic decrease

economic crisis

declining in the quality of life

2012

## Set up of the Consortium

### PROMOTING

this part of the Lagoon by....

creating and reinforcing the **identity** of the area and the sense of **being part** of the island community

promotion of the Northern Lagoon as a **specific tourism destination**

representative actions aimed to the development of **local activities**

promotion of several **special** projects

# Partners involved

- Islands' local residents;
- Operators in the economical life who believe in the rediscovery and enhancement of the traditional economic activities (fishing, agriculture, lace embroidery, catering and hospitality, etc).

# Financial resources

**The Consortium can only count on:**

- **membership fees;**
- **benefits generated through the development of each individual initiative.**

# Marketing strategies

- Protection and promotion of **traditional activities**;
- Creation of tailor-made **tourism itineraries**;
- Organisation of **local marketing events** (Open Native Venice);
- Participation in events organised by third parties (e.g. Isole in rete - Island Network);
- Production of **promotional materials**;
- Participation in all the events reminding the tourism value of the Lagoon of Venice.

# An outstanding project in an European context

The project Venezia Nativa aims at a **medium to a long-term time scale**, even though it does envisage transparent short-term tangible results.

Tourism, in its current way, doesn't appear to be the long-term solution to the socio-economic problems affecting the islands.

Thanks to:

Promotional  
tools

Participating in  
projects and  
events

**We have acquired  
greater visibility**

# Achievements and results

- Greater **attention** paid by Institutions;
- Native Venice has begun to go through the **tourism market** independently and with authenticity;
- Native Venice **supports the actions** of the individual **economic operators** (fishing tourism; high quality horticulture; rediscovery and enhancement of a native grape variety; market niche research for unique and excellent products; reconversion of lagoon shipyards and setting up of itineraries strongly linked to the natural environment).

# Our goals...

- **Tourism enhancement of minor centres and development of sustainable tourism, in line with the declared objectives of the EU;**
- **The affirmation of Burano, Mazzorbo and Torcello, as an autonomous tourism destination;**
- **To group together the assets of the Lagoon (skills, landscape and local communities).**



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**CHRISTA**  
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# Thank you!

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Questions welcome

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BURANO, MAZZORBO E TORCELLO