



**InnovatiVE**  
PORTALE DELL'INNOVAZIONE  
INNOVENETO

**SMARTLAND**  
RETE INNOVATIVA REGIONALE IN VENETO



**UNA REGIONE  
+COMPETITIVA**

## Company profile



## “SMARTLAND – Smart Destinations in the Land of Venice, Mission 2026”

it is part of the Regional Innovative Networks referred to in the regional law. Veneto n.13/2014 and is a system of public and private businesses and entities that operate in multiple sectors of the economy and tourism.

The common objective of all the companies in its supply chain is **to update and innovate their strategic business models** also through the use of technologies and the digital development of processes and products to present themselves on the national and international market through current and innovative tourist experiences and services

Smartland is open to at all activities in the tourism supply chain: accommodation and catering, art, culture, manufacturing, agri-food, intermediation, carriers, rental and information services, insurance, banks, shopping, event organisers, ICT, local promotion organisations. (DMO, DMC),

## CONTACTS

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**Smartland Venice**

