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Consortium with external activity – adhering enterprises n° 64

WHAT IS THE CCN

The CCN is the "Centro Commerciale Naturale Città di Montecatini Terme" (Natural Shopping Centre of Montecatini Terme) consortium. It was formed in 2006 by the Commercial Associations present in Montecatini and was recognized by the **Tuscan Region** and by the **Local Council**. The CCN's aim is to coordinate the various businesses as a single system and to encourage and increase the development of economy, commerce and tourism for the benefit of Montecatini Terme.

MANAGEMENT AND INTERNAL ORGANIZATION

The managing board of the CCN is made of a chairman, 2 vice-chairmen and 6 members. It is assisted by the CAT (Technical Assistance Centers); these companies are recognized by the Tuscan Region as specializing in the elaboration, realization and coordination of projects regarding neighborhood business revitalization.

Since its very beginning the Consortium was faithful to its mission. It has managed to organize a considerable number of events and initiatives whose aim is to promote partner enterprises by activating partnerships and co-marketing activities between the institutions present in Montecatini Terme.

The CCN constantly attends planning meetings with the local council and other public and private representatives interested in this territory's context. Boards for the sector-based analysis and supervising of the various actions are periodically appointed (each board has a minimum of 3 members).

INNOVATION IN-SYNC IDENTITY

The initiatives gathered in the project "**Le tre I del CCN di Montecatini - Innovazione Insieme Identità**" (*The three Is of Montecatini's CCN – Innovation In-sync Identity*) proposed by Montecatini Terme's "Centro Commercial Naturale" for 2009 and part of 2010 have one main goal: the qualification and promotion of Montecatini Terme's system of commercial offers. The partners involved are: Comune di Montecatini Terme, Camera di Commercio, Regione Toscana, Terme si Montecatini S.p.a., Azienda Promozione

Turistica di Montecatini APT, Montecatini Congressi, Banking institutes and private enterprises.

Innovation

consists in defining innovative pathways for the in detail qualification of the service, first of all in respect of the locals and consequently in respect of those who find themselves living the urban centre transitorily (for example tourists). The pathway will be realized thanks to a loyalty marketing system; this will allow the creation of two distinct circuits. One will be orientated towards residents, aiming to make the town increasingly welcoming and functional to the locals' necessities. The other circuit will be for tourists and congressmen; this big slice of consumers plays an important role in Montecatini Terme's local economy.

In-sync

is the word that ties the other two seen as, without the ensemble (the ensemble being the well established system of CCN's partner enterprises) it is impossible to reach innovation and identity. To be 'in sync' it is necessary to adopt a common strategy for all the consortium's enterprises. This strategy must be founded on the realization of common "commercial" aims and on the valorization of the strengths of the ensemble so as to enhance the partner businesses' feeling of cohesion and belonging to the CCN.

Identity

consists in defining strategies for the qualification of the CCN's offer so as to make the brand "CCN di Montecatini Terme" recognizable and identifiable thus leading to its competitiveness in the commercial offer of the surrounding territory. The qualification of the CCN's offer is in the special terms it offers its customers. CCN cooperates with private enterprises that operate on the territory of its competence. Thanks to the shuttle service and its convention with the town's parking system CCN facilitates the town's usability. Furthermore, during summer, the shopping centre is open in the evenings to meet its customers' needs. CCN integrates this whole range of services and products offered by its various partners in an action of general promotion, such as that reported by Montecatini Terme's CCN brochure.

ACTIONS THAT DISTINGUISH MONTECATINI TERME'S CCN

- Montecatini Welcome Card

The CCN created a loyalty marketing system for tourists, creating a card with the CCN logo for tourists and congressmen who stay in Montecatini's hotels. The card envisages discounts and promotions valid in businesses of the CCN circuit.

- Summer nights in Montecatini:

CCN promotes summer evening opening hours in partner commercial and public activities of Montecatini Terme, not only by advertising on the radio and with posters and brochures but also by creating services that facilitate the client's displacement to the shopping area. In fact, CCN has activated a shuttle service that transports clients from car parks, hotels and the Spa to the town centre where most shops are located.

- Promotional brochure

CCN created a promotional brochure in which each page is dedicated to CCN partners, with photos, description of sold goods, brands and a particular promotion. The brochure was sent to 30.000 families that reside in Montecatini Terme and surrounding Communes.

... ACTIONS THAT WILL BE CARRIED OUT

- Loyalty card

CCN will activate a loyalty marketing system for residents of Montecatini Terme or surrounding Communes by introducing a loyalty card. The card will have a microchip and will allow the accumulation of points with each purchase made. These points will then correspond to prizes.