

PRESS KIT

# Riviera Cristallina

## *Territorial Branding, Governance and Digital Innovation*

*Italy, Ionian Calabria*

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Website: [www.rivieracristallina.com](http://www.rivieracristallina.com)

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# Not a location, a model.

Riviera Cristallina organizes territory, businesses, and digital tools to build a contemporary, measurable, and scalable tourist destination.

## Perimeter

Riviera Cristallina operates within a homogeneous area managed as an integrated system, transcending administrative boundaries and fragmented local promotion logics.

- 40 participating Municipalities
- 85 km of Ionian coast
- 1,000 km<sup>2</sup> of territory

*The perimeter is not a sum of places, but a shared operational scope.*

## Operating Model

A privately-driven project based on voluntary adhesion, structured coordination, and shared standards. The model integrates businesses, associations, and local administrations into an organized network, without institutional delegations and with active collaboration at the municipal level.

*Clear governance, replicable processes, scalable vision.*

## Digital Ecosystem

A proprietary infrastructure that supports content, experience, and data. Institutional website, App, AI Travel Planner, and geolocation tools transform the narrative of the territory into a digital operating system, oriented towards the visitor's real experience.

*Technology as an enabler, not a showcase.*

## Governance

Central coordination structure supported by an operational BLT (Brand Leadership Team). The project is sustained by private investments and strategic partnerships, with a model designed to grow over time without depending on political cycles or episodic initiatives.

## Official Recognitions

*Fairness Magazine  
Excellence Award -  
Campidoglio, July 2025*

With the patronage of the  
Ministry of Enterprises and  
Made in Italy.



## Press Resources

Official logos, high-resolution images, press releases, media review, and press office contacts are available in the online Press Room.



# What is Riviera Cristallina

## In 20 seconds

Riviera Cristallina is a private territorial development project that organizes identity, network, and technology to build a contemporary destination.

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## In 2 minutes

Riviera Cristallina was created to overcome a structural limitation of local tourism: fragmentation.

Not as a promotional initiative, but as an operational project.

The project operates on two integrated levels. On one hand, it organizes a network of businesses, associations, and municipal administrations around shared standards, governance, and coordination. On the other, it develops a proprietary digital ecosystem that makes the territory accessible, measurable, and usable by visitors.

The goal is not to describe a place, but to build a destination capable of functioning over time, engaging with markets, and supporting real, physical and digital experiences.

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## What it produces

- **Organization:** A structured territorial perimeter, with common rules, operational coordination, and quality standards.
- **Tools:** Digital platforms, apps, geofencing, and AI systems that transform content and inspiration into concrete experiences.
- **Processes:** A replicable model that connects territory, businesses, and visitors continuously and measurably.

# Why Riviera Cristallina Was Created

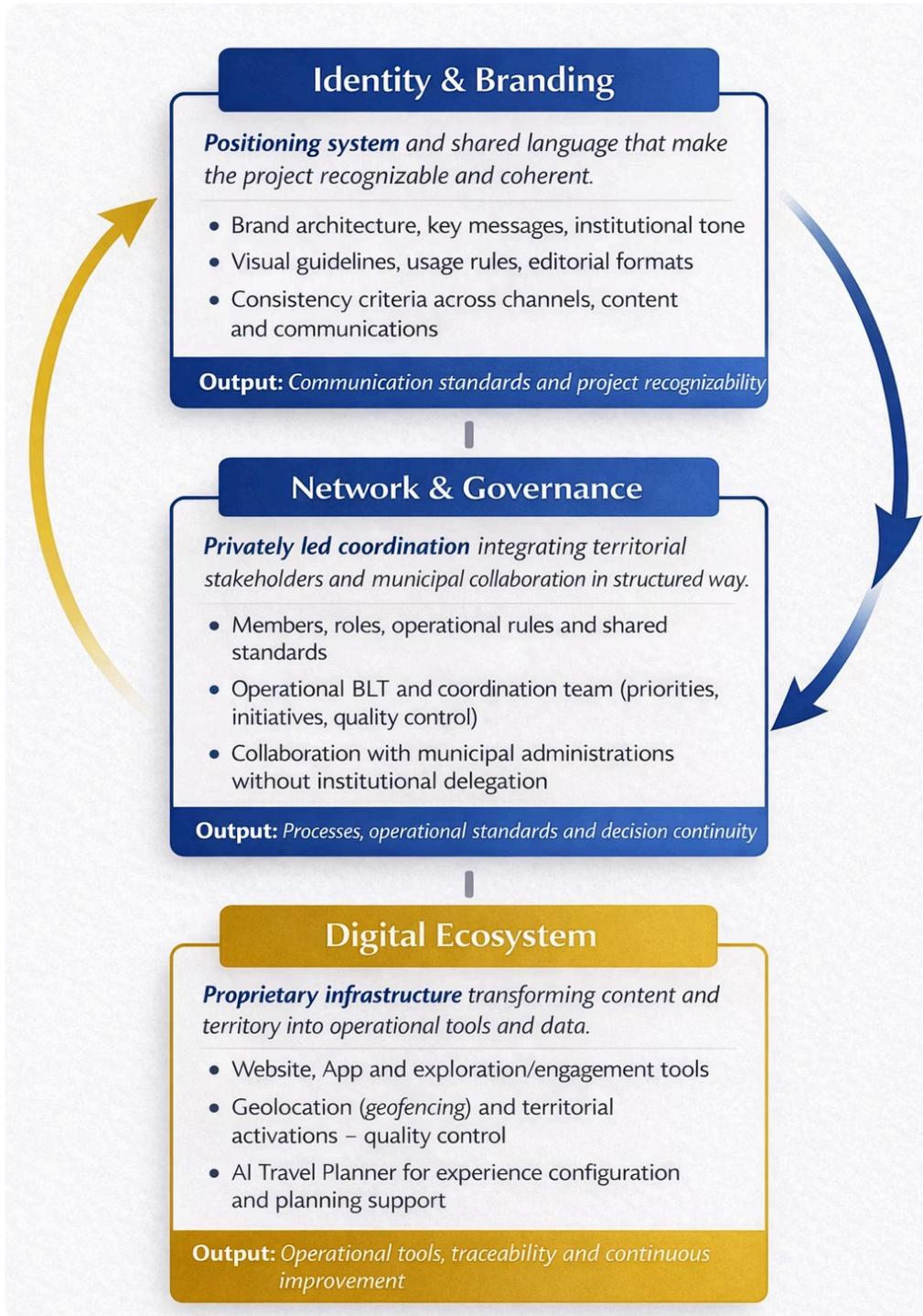
**The project was born from the need to overcome territorial fragmentation, which made local tourism heterogeneous, poorly coordinated, and difficult for outsiders to understand.**

**Episodic and disconnected promotion is replaced by a structured model, based on shared rules, operational coordination, and a medium-to-long-term vision.**

**Communication is no longer an end in itself, but a tool within a territorial operating system that integrates identity, local network, and technology.**

# The Model: Three Operational Pillars

Three operational pillars that connect identity, territorial coordination, and digital tools in a continuous cycle.



# Digital Ecosystem & Innovation

## Proprietary tools to organize content, territory, and interactions.

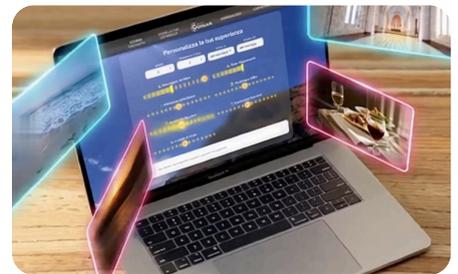
Riviera Cristallina's digital ecosystem is designed as an operational infrastructure to support the territorial model. It is not limited to communication but integrates tools, data, and activations that make the territory explorable, measurable, and manageable over time. Each component is designed to connect content, people, and places in a coherent and scalable way.



Official Website



Proprietary App



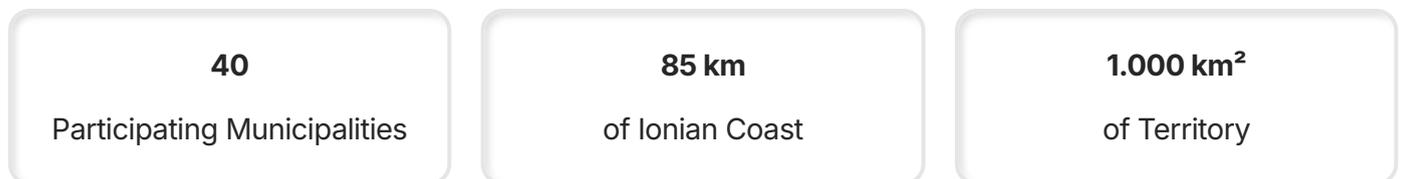
AI Travel Planner

- **Official Website:** Institutional hub of the project and access point to content. Includes the "Explore the Riviera" section for structured discovery of the territory.
- **App & Widget:** Operational tool for the visitor. Integrates geolocated notifications (geofencing) to suggest experiences and content in real-time.
- **AI Travel Planner:** Experience configuration system based on personalization logic and AI assistance. Allows transforming interests and available time into concrete itineraries.
- **Cristallina GO!:** Territorial activation and gamification section of the App. Includes check-in, digital passport, and mechanics for physical exploration of the territory.
- **Press Room:** Centralized space for the distribution of press releases, press reviews, and official media assets.

All tools are designed to evolve over time without losing operational coherence.

# The Territory as a System

The Riviera Cristallina project operates on a continuous and integrated area of the Ionian coast and its hinterland, organized as a unitary territorial system. Not individual locations, but a coordinated perimeter where shared governance, tools, and standards operate.



Continuous sea-hinterland perimeter, managed as an integrated system

The reported data refers to the current operational perimeter of the project.

## Sources and Attestations

# Awards, attestations, and official recognitions

Below is a selection of awards and institutional recognitions attributed to the project. Each recognition is supported by official sources and materials.

### **Fairness Magazine Award for Excellence - July 2025**

Campidoglio - Rome

### **Special Award Ardore and its Stars - December 2024**

Ardore

### **Recognition from the Rotary Club of Locri - April 2024**

Locri

### **Lions Club Nicotera Award for Excellence - June 2023**

Nicotera

### **Mazzini Institute of Locri Recognition - February 2022**

Locri

Complete and updated list:

[rivieracristallina.com/en/premi\\_e\\_riconoscimenti.html](http://rivieracristallina.com/en/premi_e_riconoscimenti.html)



## Governance Model

# Governance and Operational Structure

Riviera Cristallina is a privately led project, structured to ensure continuity, coherence, and decision-making capacity over time.

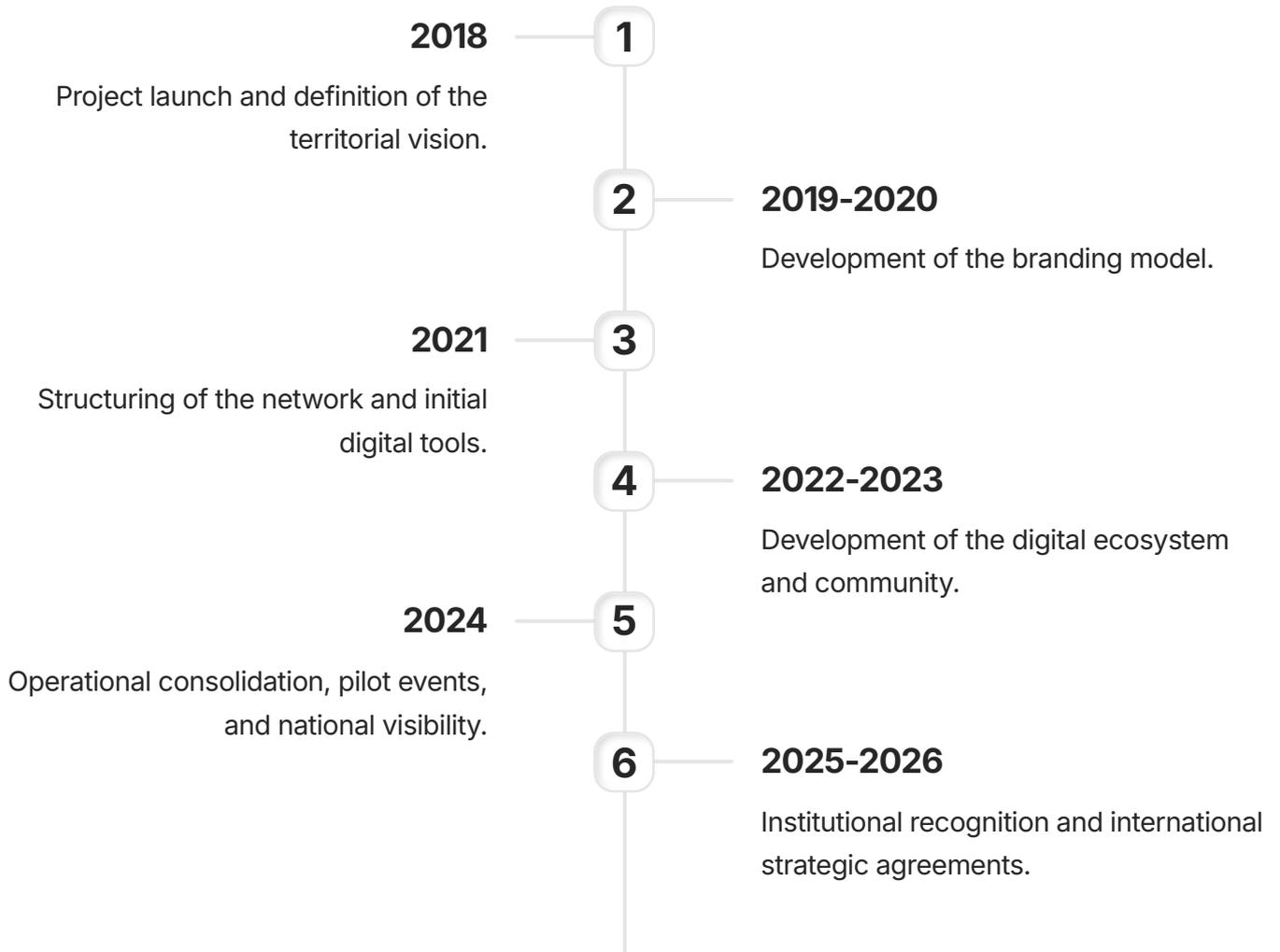
The governance coordinates the network, tools, and initiatives through a clear operational model that integrates territorial collaboration and management autonomy.



The governance ensures strategic coherence, operational continuity, and scalability of the project.

# Project Evolution

A summary of the main operational milestones and measurable results.



The milestones summarize activities already initiated or completed as of the publication date of this document.



Full timeline and updates: <https://www.rivieracristallina.com/en/evoluzione.html>

# Press Boilerplate

Standard texts for media, press, and institutional communications

## Standard Version (100 words)

- ❑ **Riviera Cristallina** is a territorial development and tourism innovation project based in Italy, integrating branding, local network, and digital tools to build a contemporary destination in Ionian Calabria.

The project unites 40 Municipalities of the Ionian Calabrian coast and hinterland into a single ecosystem governed by a scalable and measurable model. It operates through three pillars: territorial identity and branding, shared network and governance, and a digital ecosystem with dedicated tools (App, AI Travel Planner, geofencing). The model is supported by national and international strategic partnerships.

## Short Version (50 words)

- ❑ **Riviera Cristallina** is a territorial development project in Ionian Calabria that integrates 40 Municipalities into a coordinated ecosystem. It combines branding, structured governance, and dedicated digital tools (website, app, AI Travel Planner) to make tourism measurable and scalable.

## One-liner for subtitles

**Riviera Cristallina:** Territorial project integrating 40 Calabrian Municipalities into a coordinated and measurable tourism ecosystem.

## Correct use of the name

- ❑
  - Official name: "**Riviera Cristallina**" (always capitalized)
  - No abbreviations (avoid "RC", "La Riviera", etc.)
  - Article: "the Riviera Cristallina" or "Riviera Cristallina" (without article)
  - Official hashtag: #RivieraCristallina

Official texts usable by media and institutions. For updated versions: [https://www.rivieracristallina.com/en/press\\_room.html](https://www.rivieracristallina.com/en/press_room.html)



Media & Institutional Information

# Contacts & Media Assets

All official Riviera Cristallina materials are available online. For press inquiries, partnerships, or institutional uses, dedicated contacts are listed below.

## CONTACTS

Press Office / Media Requests

Email: [ufficiostampa@rivieracristallina.com](mailto:ufficiostampa@rivieracristallina.com)

Governance & Partnership

Email: [info@rivieracristallina.com](mailto:info@rivieracristallina.com)

Official Website

[www.rivieracristallina.com](http://www.rivieracristallina.com)

## MEDIA ASSETS

[Official Press Room](#)

Press releases, media reviews, institutional updates.

[Press Kit](#)

Updated version of this document.

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Press Room



Press Kit



Riviera Cristallina

Territorial development and tourism innovation project