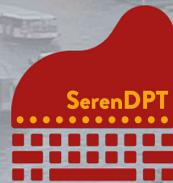


COMMERCE as an INDICATOR of SOCIAL EXCLUSION: The VENICE Case Study

2022

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Serenissima
Development and
Preservation through
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VENICE
PROJECT
CENTER



SMARTDEST
Empowering Smart Destinations through Smart City Initiatives

Tourism is Often Blamed For Store Closures



Ponte Dei Zogatoli: Bridge of Toys

Ponte Dei Zogatoli, or The Bridge of Toys, is a bridge in Cannaregio, whose name was coined due to a beloved toy shop located next to the bridge for almost 150 years. On any given day, toys and games would line the bridge, and the shop became loved by Venetians for decades. The toy store unfortunately closed in 2007, and the location was taken over by a general souvenir shop. This pattern can be seen all throughout Venice, and as such **tourism is often blamed for store closures**. While this seems plausible, there are many other factors that could contribute to the closure of stores.

Venice's Depopulation is a Factor in Store Closures

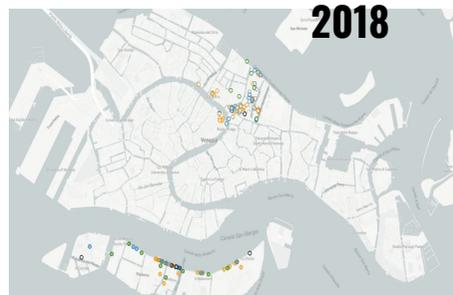
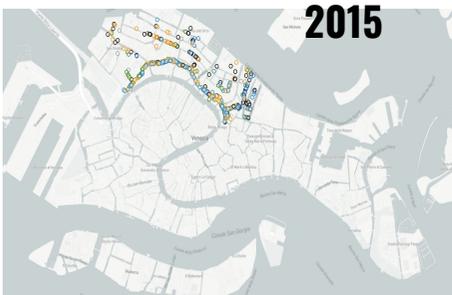
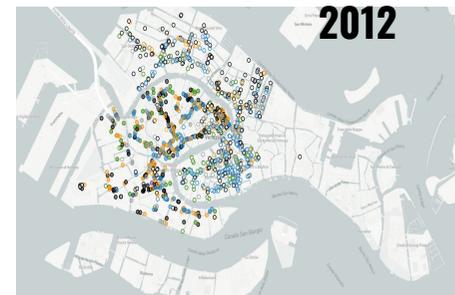
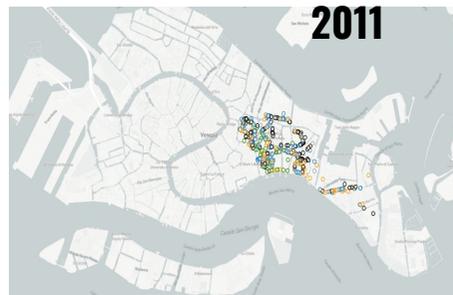
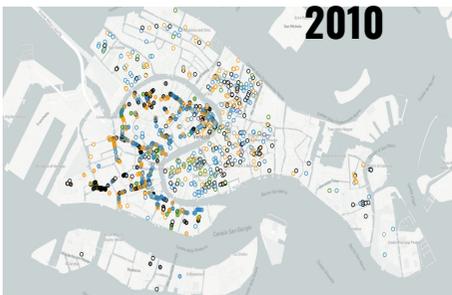
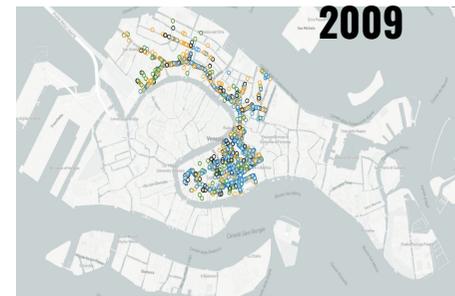
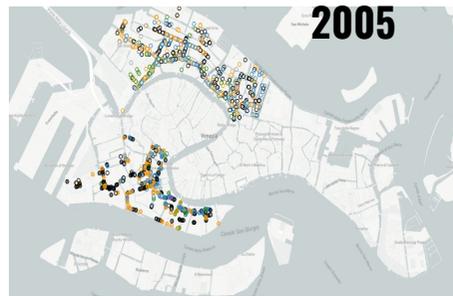
For example, Venice has been losing residents since its peak population of **175,000 people in 1951**, just dipping below **50,000 residents in August of 2022**. Including this, there could be many other factors that influence store changes, turnovers, and overall commerce trends in Venice.



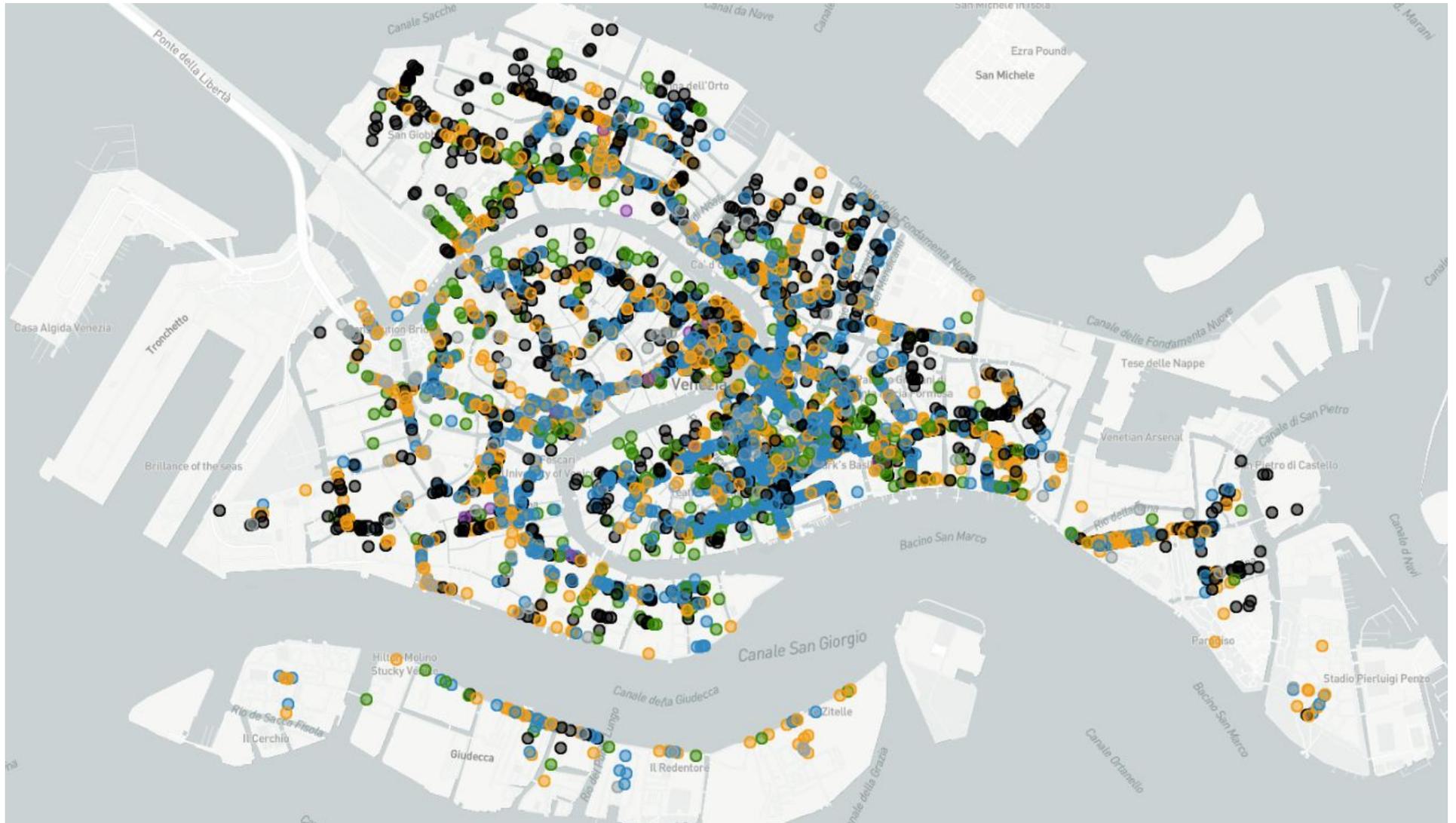
Designed by group Venessia.com, the 49.999 logo represents the decrease of Venice's resident population. Flags with this logo can be seen all throughout Venice, in protest against depopulation.



WPI Has Been Inventorying Stores Since 2004



2022 Was the First Time All Shops in the City Were Collected



Part of the VPC's student research since 2004 has focused on inventorying and finding trends in the evolution of Venice shops and hospitality businesses. In 10 different years, these teams directly observed shops in various sections of the city, recording shop names, locations, and types. Over the several periods of data collection, student researchers at the VPC collected information on each shop in Venice. Collected data included a **photo of the store, its name, address and location**, as well as its **shop type**.





Photo of Store

Store Name

Address Number

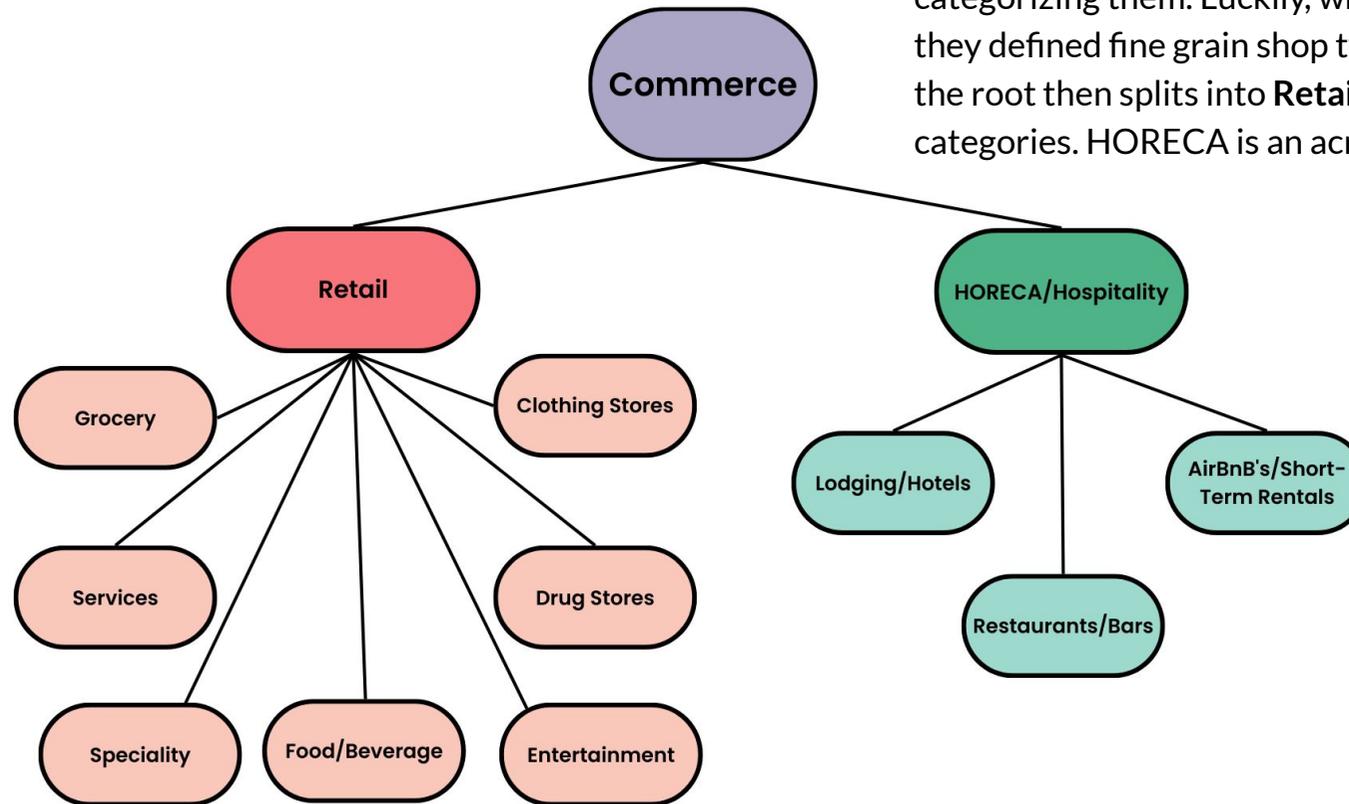
Type of Store



122 Shop Types Allow for a More Detailed Analysis

All of these stores have unique attributes and we need means of categorizing them. Luckily, when WPI started this project in 2004, they defined fine grain shop types. This starts with commerce at the root then splits into **Retail** and **HORECA** as the two main categories. HORECA is an acronym which stands for

hotel, restaurants, and catering. Each of these categories have several sub-categories with retail having 7 and HORECA having 3. There are also types that are a level below the sub-categories that allow for more specific classifications. All of these types come to a total of 122 while the Italian government categorizes retail into only 43 types, which allows for a much more detailed analysis of individual storefronts.



Shop Type Super-Categories

Clothing Stores:

Clothing, Costumes, Children's Clothing, Gloves, Men's Clothing, Shoes, Undergarments, Women's Clothing

Drug Stores:

Cosmetics, Medical Goods, Pharmacy

Entertainment:

Casino, Entertainment, Movie Theater

Food and Beverage:

Bakery, Butcher, Candy, Coffee, Dairy, Gelateria, Liquor, Produce, Seafood, Wine
Grocery Stores & Supermarkets: General Store, Grocery Store

Lodging:

Bed and Breakfast, Guest Houses, Hotel, Hotel with Restaurant, Hostel

Restaurants & Bars:

Bar, Cafe, Fast Food, Pizzeria, Restaurant

Services:

Apartment Rental, Bank, Barber, Car Rental, Computer Services, Delivery, Dry Cleaner, Electronics Repair, Film Studio, Fitness, Funeral Services, Graphic Design, Hair Salon, Hospital, Jewelry Repair, Laundromat, Leather Repair, Library, Masseuse, Money Transfer, Nail Salon, Perfume, Photo Store, Photocopy, Photographer, Post Office, Printing, Real Estate, Repair, Spa, Study Agency, Swim, Tailor, Tattoo and Piercing, Transportation, Travel Agency, Veterinarian, Warehouse, Wedding

Specialty Stores:

Accessories, Antiques, Art, Art Gallery, Boat Supplies, Books, Coins and Stamps, Computer, Electrical Appliances, Electronics, Exchange, Eyewear, Fishing, Florist, Furniture, Glass, Hardware, Household Goods, Jewelry, Knives, Leather Goods, Light Store, Luxury, Mask, Metal Work, Music, Musical Instruments, Newspaper, Office Supplies, Pawn Shop, Pet Store, Picture Frames, Souvenirs, Sporting Goods, Stationery, Tobacco, Textiles, Toys, Woodwork, Other Retail

Other:

Closed, Undefined, Radio and Television, Stall

2022 Catalog

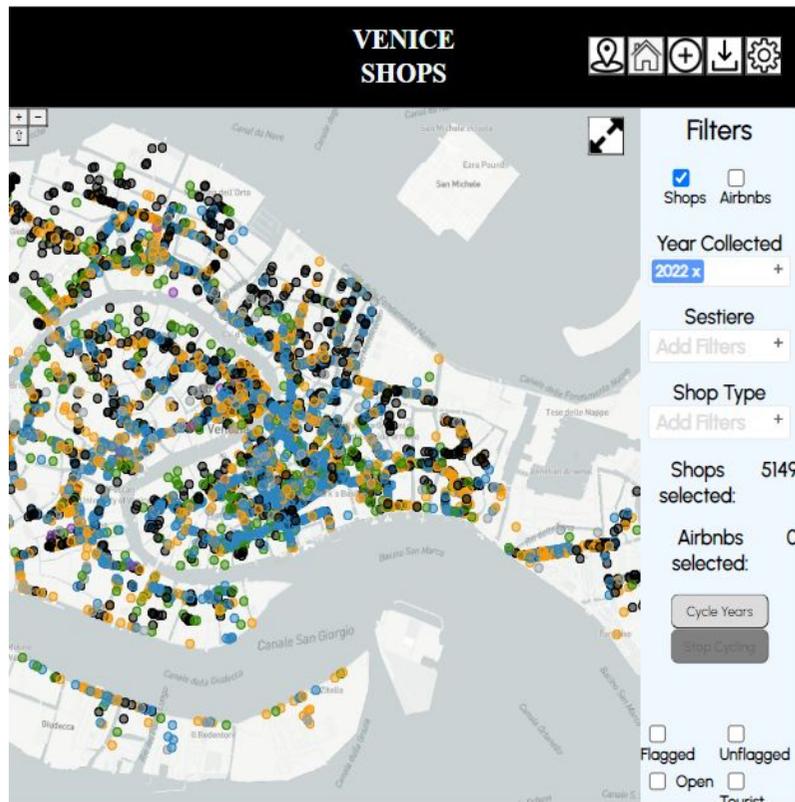
The 2022 catalog was the first to collect the first **full inventory** of all the shops in Venice that will assist our sponsor SmartDest and serve as a baseline for future projects.



To achieve our project goal, we visited all **32,403 addresses** in the historic city of Venice. In doing so, we became the **first** Venice Project Center team to accomplish a complete inventory of the entire city.

We were able to collect and display all shop data using **Venice Shops**, an application developed by a 2021 VPC project team.

We used the **Venice Shops** application to feed collected data into a repository where users can filter the data by shop type, year, location, and store status (open/closed), producing visualizations that display trends. The application can then display shop information by selected the circle at which a shop is located. The application can also filter live by year, shop type, sestiere, as well as more advanced filters, like tourist or resident-based businesses, open and closed locations.



Sestiere:	Giudecca	Clear
Street:	Fondamenta Santa Eufemia	Clear
Number:	658	Clear
Latitude:	45.4268681505182	Clear
Longitude:	12.324418854160244	Clear

✎ + 🗑️ 2022

Find Coordinates



Choose File 2022Giudecca 670.jpeg

Name:	Osteria Da Moro	Clear
Year:	2022	Clear
Type:	Restaurant	Clear
Note:		Clear

Flagged

cancel
submit

Osteria Da Moro

Giudecca 653



Fondamenta Santa Eufemia 653

Restaurant

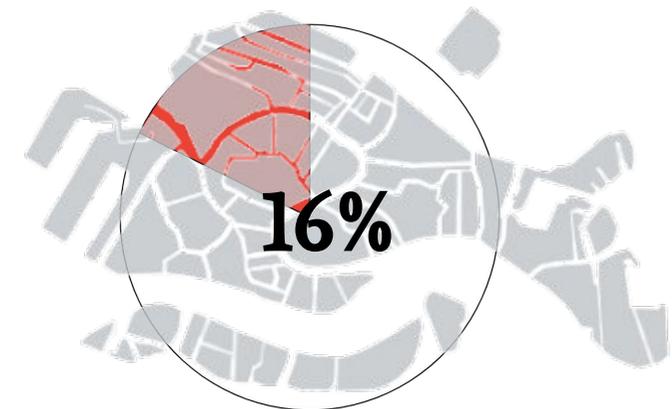
Previous Entry
Next Entry

There are 5,149 Stores All Over the City

We found that shops make up about 1/6 of all addresses*

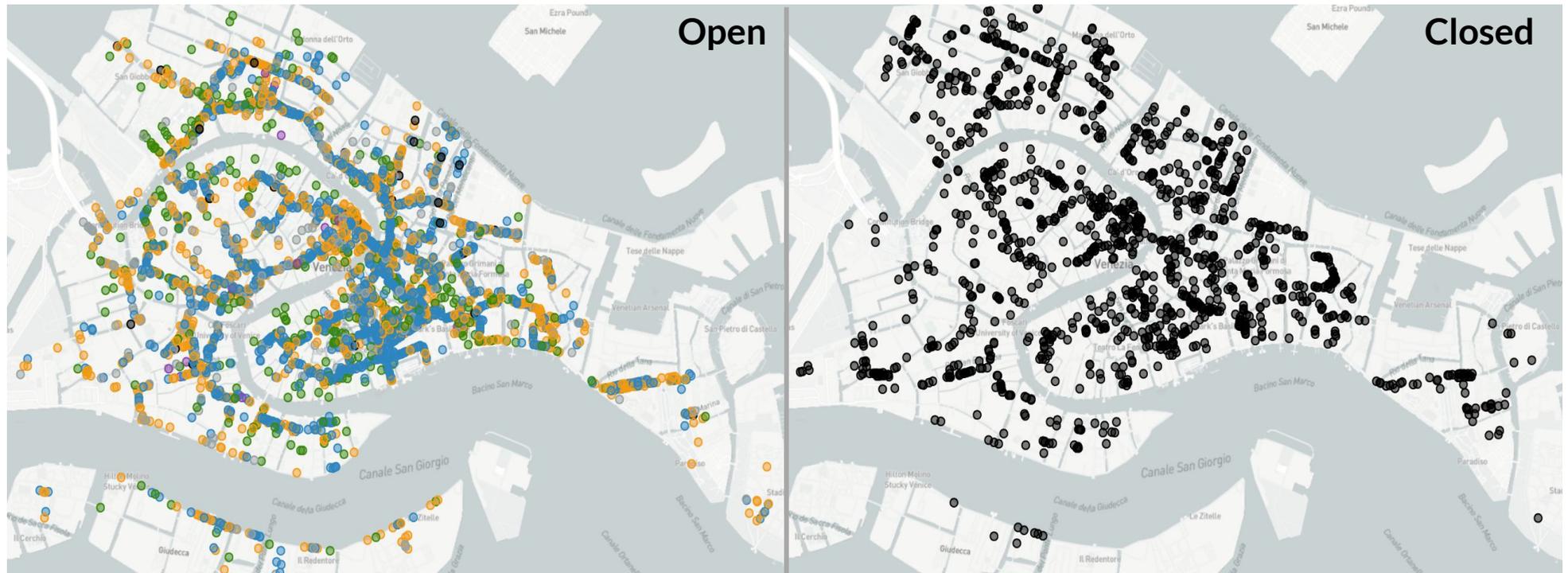


32,403 addresses | 5,149 shops



* This number is likely higher, as shops can occupy more than one address.

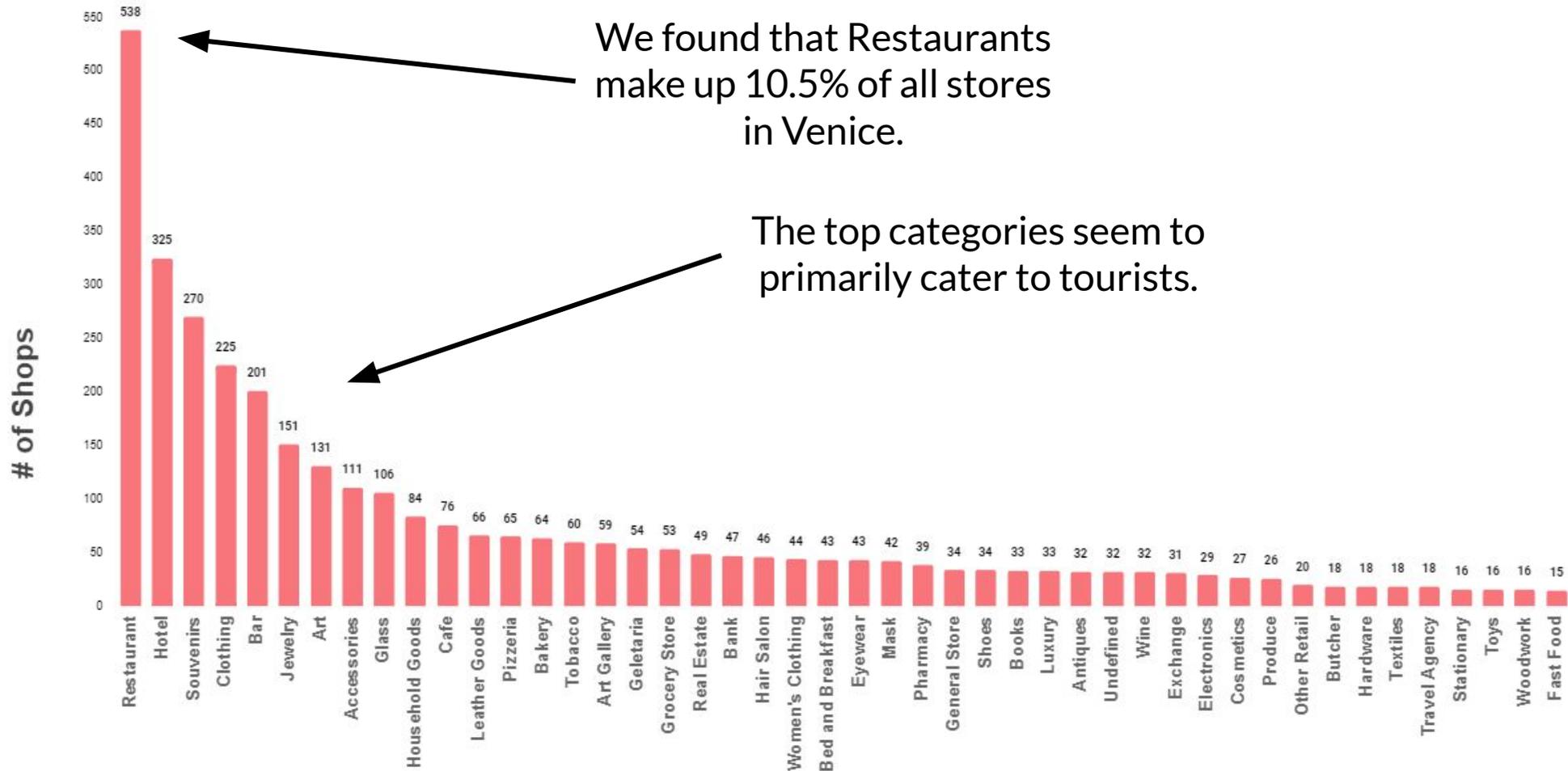
We found 3842 Open Storefronts and 1293 Closed Storefronts in 2022.



Many of the closed storefronts have been closed since 2004, or have converted in residences.



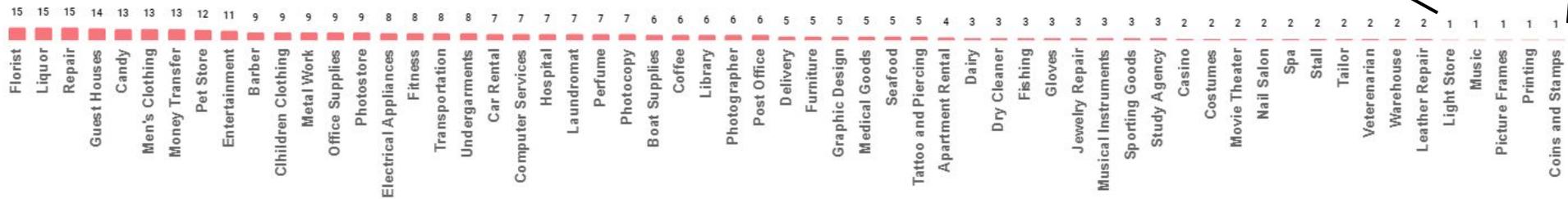
How many shops of each type are there in Venice?



The data closely follows **Pareto's Principle**, which states that for many events, 80% of the effects come from 20% of the causes. In this context, Pareto's Principle would mean that 20% of commercial shop types account for 80% of all Venetian businesses. We found that the top 20% of most frequent shop types comprised 76% of the total number of shops.

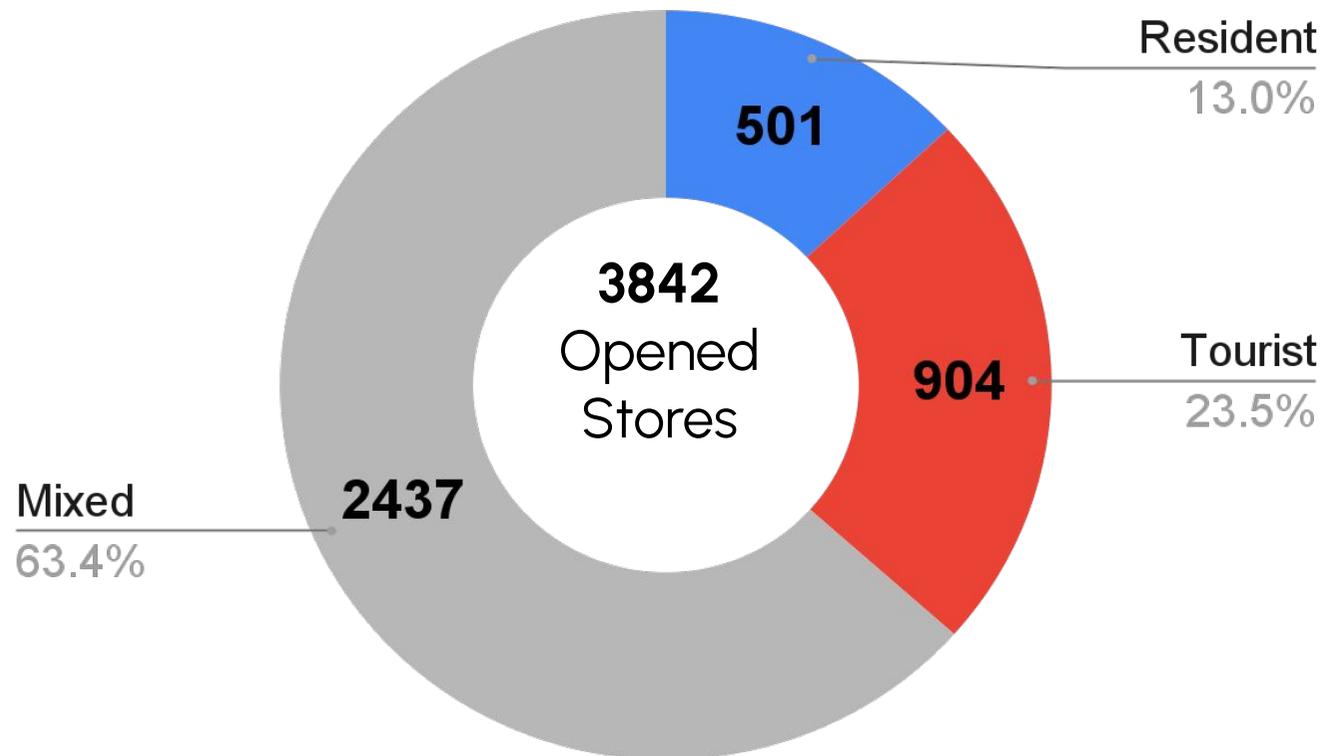
Many of these businesses seem to be resident oriented services. As such, residents that require the services from businesses of these shop types may have to travel longer distances. The small number of stores also lack variety, and as such the only option to meet their needs is to travel to the mainland.

Store Type	Number of Stores
Light store	1
Music	1
Picture Frames	1
Printing	1
Coins and Stamps	1



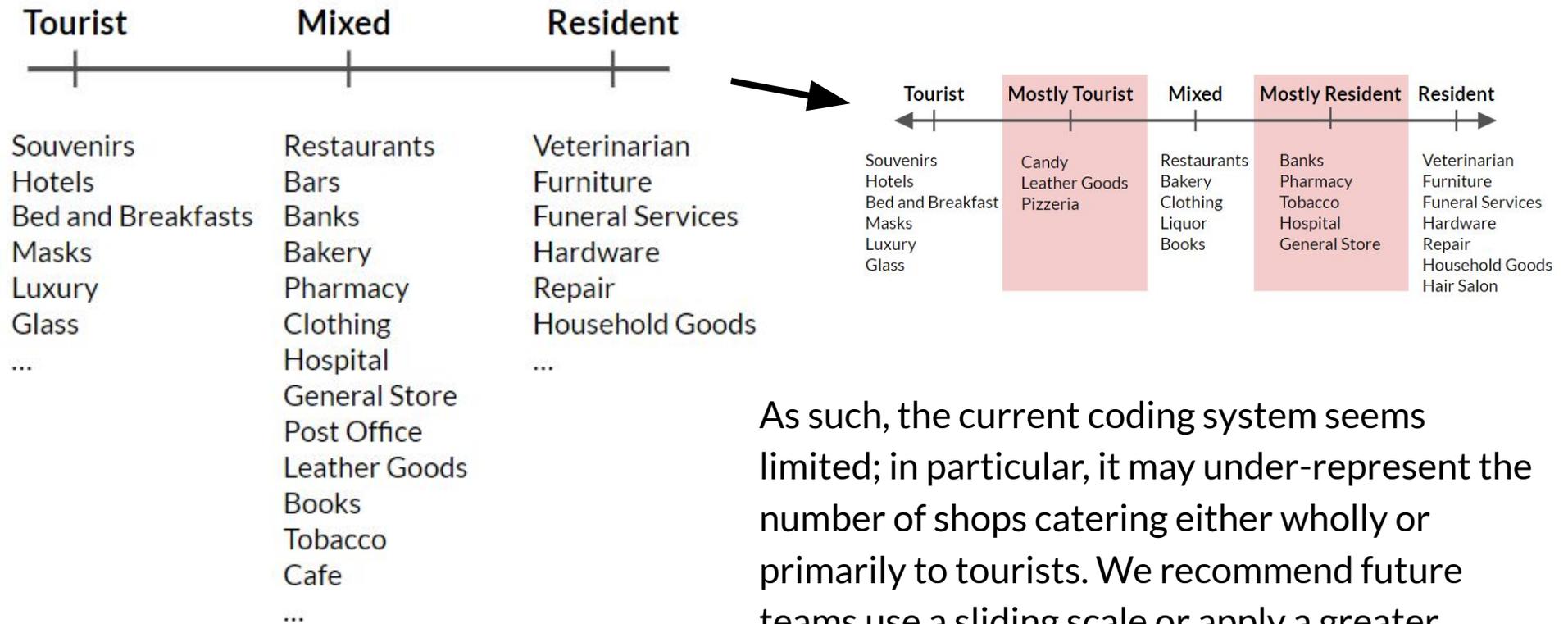
Who are the target customers for these shops?

There are Almost Twice As Many Tourist Shops as Resident Shops



An existing feature on the application automatically categorizes shop types by whether they cater to tourists, residents, or a mixture of both. According to this coding system, there are almost **two times as many** tourist shops as resident shops in 2022.

Future Analyses Will Include A More Nuanced Sliding Scale

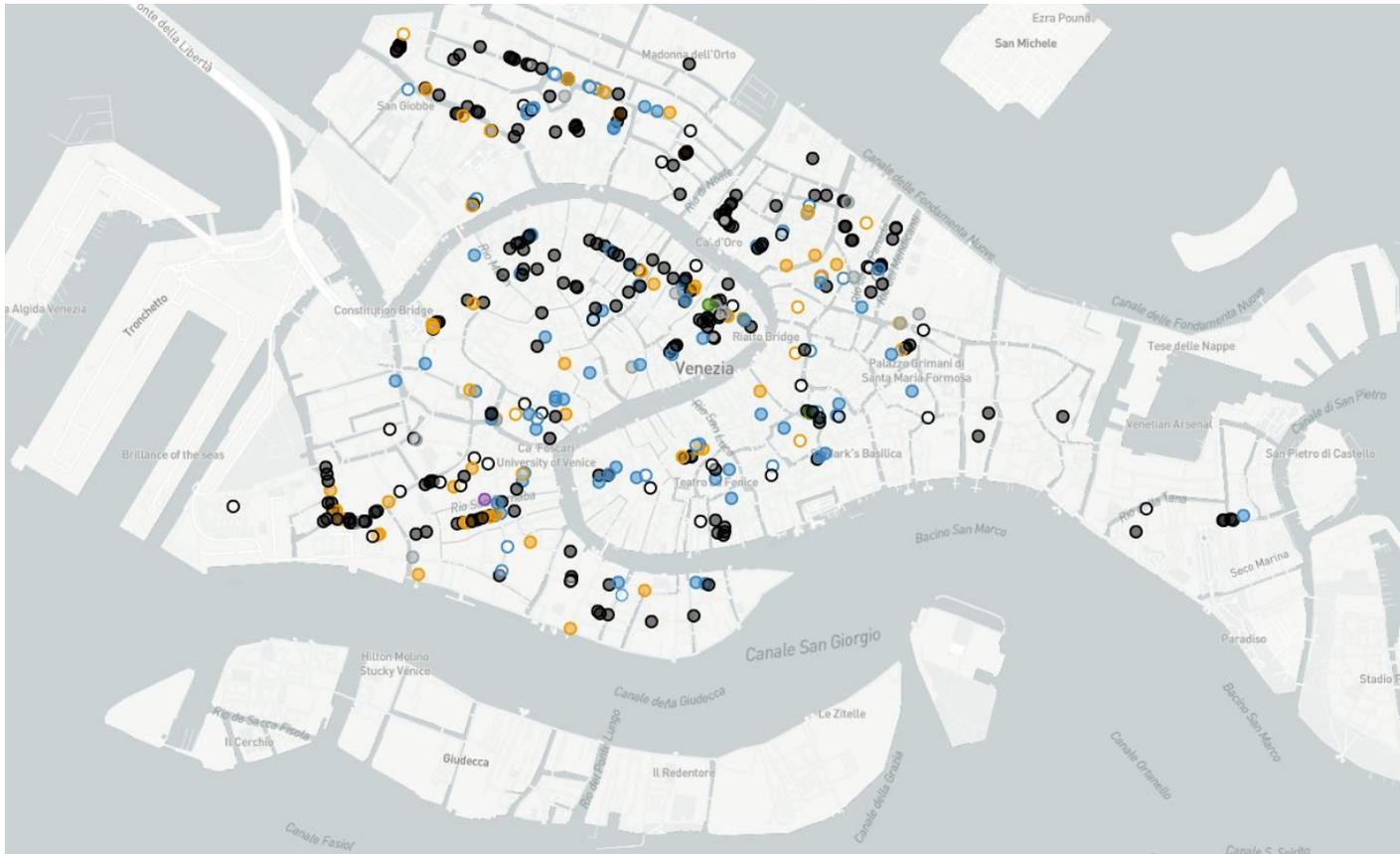


Many of the shop types automatically labeled as mixed, because they theoretically offered goods or services both tourists and residents might use

As such, the current coding system seems limited; in particular, it may under-represent the number of shops catering either wholly or primarily to tourists. We recommend future teams use a sliding scale or apply a greater number of coding categories, and that they do so for each individual store, based on their best judgement.

How have shops changed over time since 2004?

125 Stores that were Closed in 2004 Reopened in 2022



2004	2022	#
Closed	Restaurant	22
Closed	Souvenirs	11
Closed	Art	9

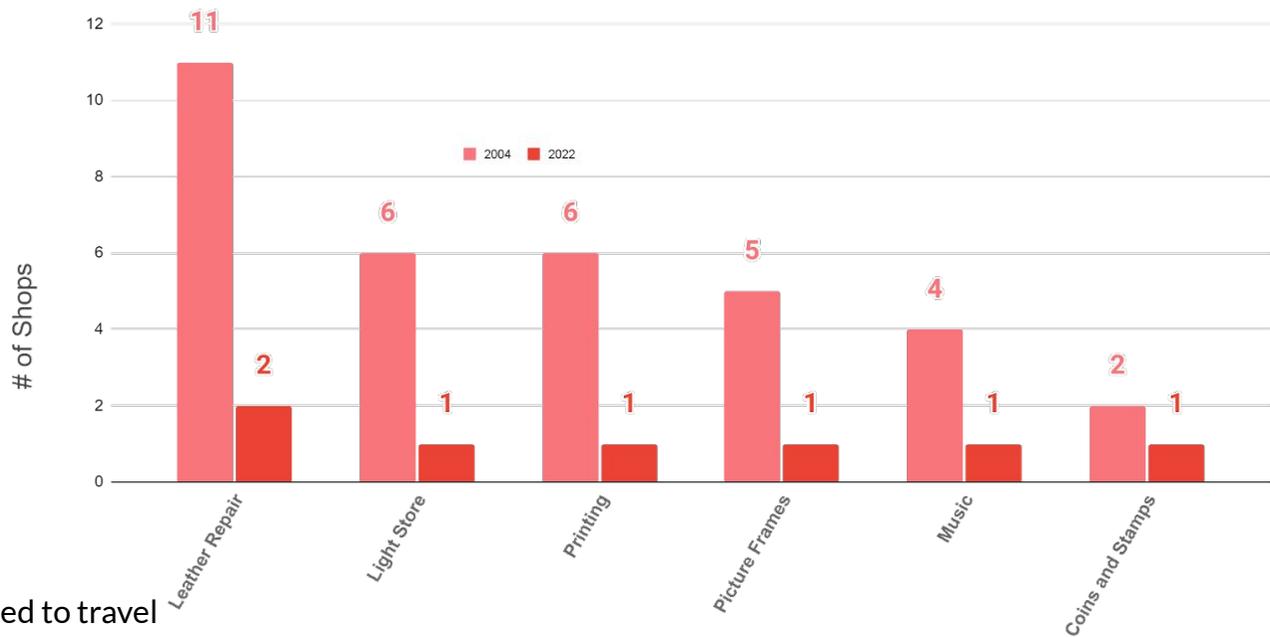
When looking at the 2681 comparable data points from 2004 and 2022, we noted that many stores changed from closed

to open. Of the 125 stores that reopened since 2004, 22 changed into restaurants, 11 changed to souvenir shops, and 9 turned to art shops. Thus, we saw some shift towards tourists as customers.

6 Types of Stores Are In Danger of Disappearing

When looking at all store types that only had one store in 2022 and comparing these to the same types of shops in 2004, we found that **all of them had decreased markedly over the past 18 years**. These shop types may be in danger of disappearing from the historic city. Many of these necessary shops could be needed or much of the elderly population of Venice, who would need to travel across several bridges and islands to reach a store.

As an example, one of the last cobblers of Venice recently announced its closure after being open for decades. At a similar time, another announced its opening, which shows there may be hope for some resident-oriented shop types with no competition to fill the gap. **While the incentive of no competition may guarantee some shop types' existence in Venice, it is difficult to say for certain whether shops may fully disappear from the historic city.**



IL GAZZETTINO

Il calzolaio Aronne chiude bottega:
«Magari qualcuno volesse subentrare»

NORDEST > VENEZIA
Venerdì 9 Dicembre 2022 di Marta Gasparon

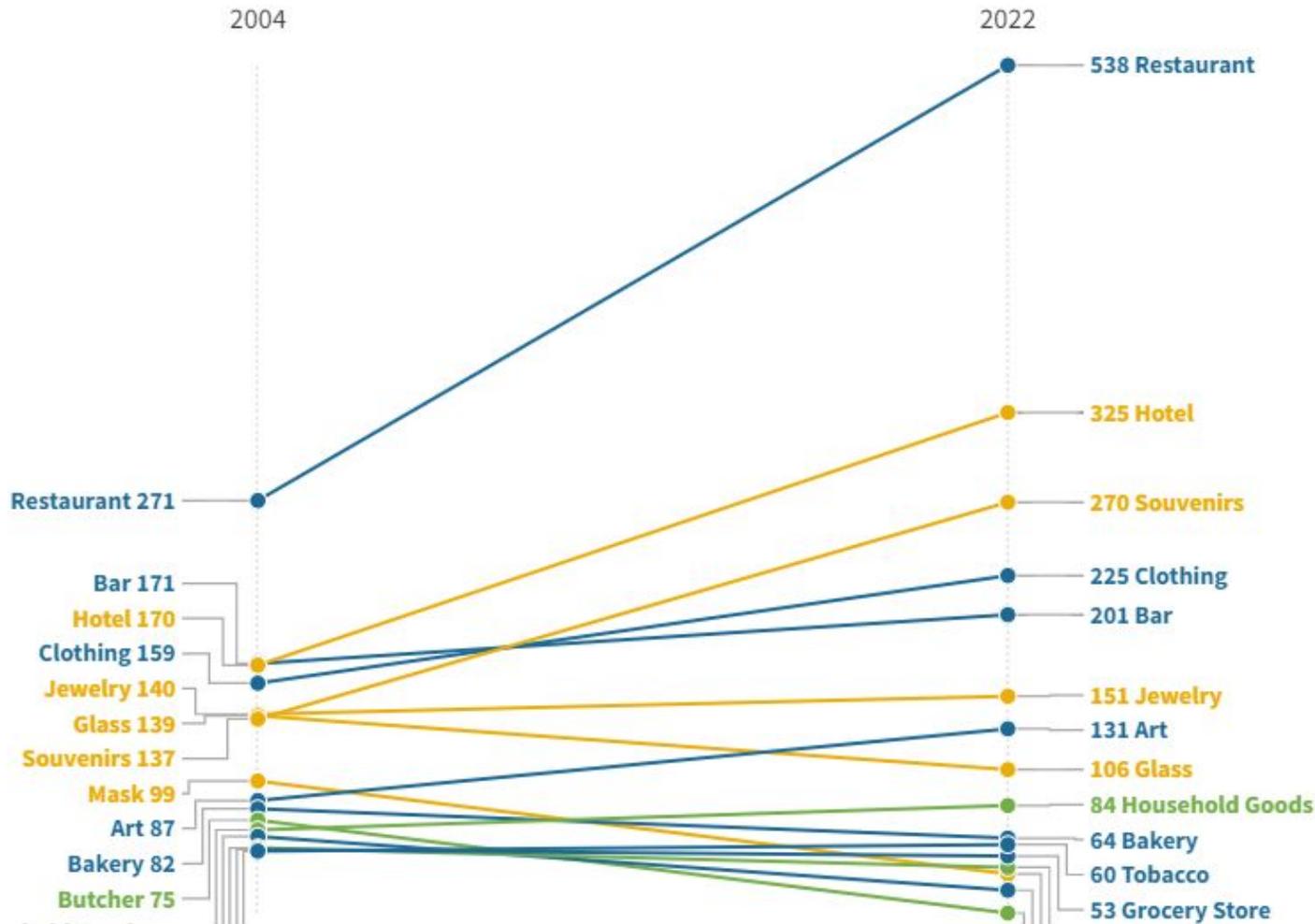


Marghera), molto presto diventerà una scelta inevitabile, in affitto dai primi anni Novanta (il primo laboratorio l'ha gestito invece a Marghera), molto presto diventerà una scelta inevitabile, a meno che qualcuno non decida di prendere in mano il testimone che Aronne vorrebbe passare.

VENEZIA - Il suo piccolo laboratorio La clinica della scarpa si trova in calle de le [Do Spade](#), poco distante dalla Pescheria di [Rialto](#), e in città lo conoscono in molti. Veneziani, turisti che necessitano di una riparazione veloce o lavoratori che approfittano per farci un salto prima di entrare in ufficio: al calzolaio **Nerone Francesco Pagano** anche se tutti lo chiamano **Aronne**, in ricordo di quel nome che la madre avrebbe voluto dargli la clientela non manca, nonostante il calo dei residenti. Tuttavia il mezzo secolo di vita dedicato ad un'attività che gli ha permesso di tessere relazioni preziose, comincia a farsi sentire, insieme ai problemi di salute che lo affliggono da qualche tempo. Abbassare la serranda di quello spazio che ha in affitto dai primi anni Novanta (il primo laboratorio l'ha gestito invece a

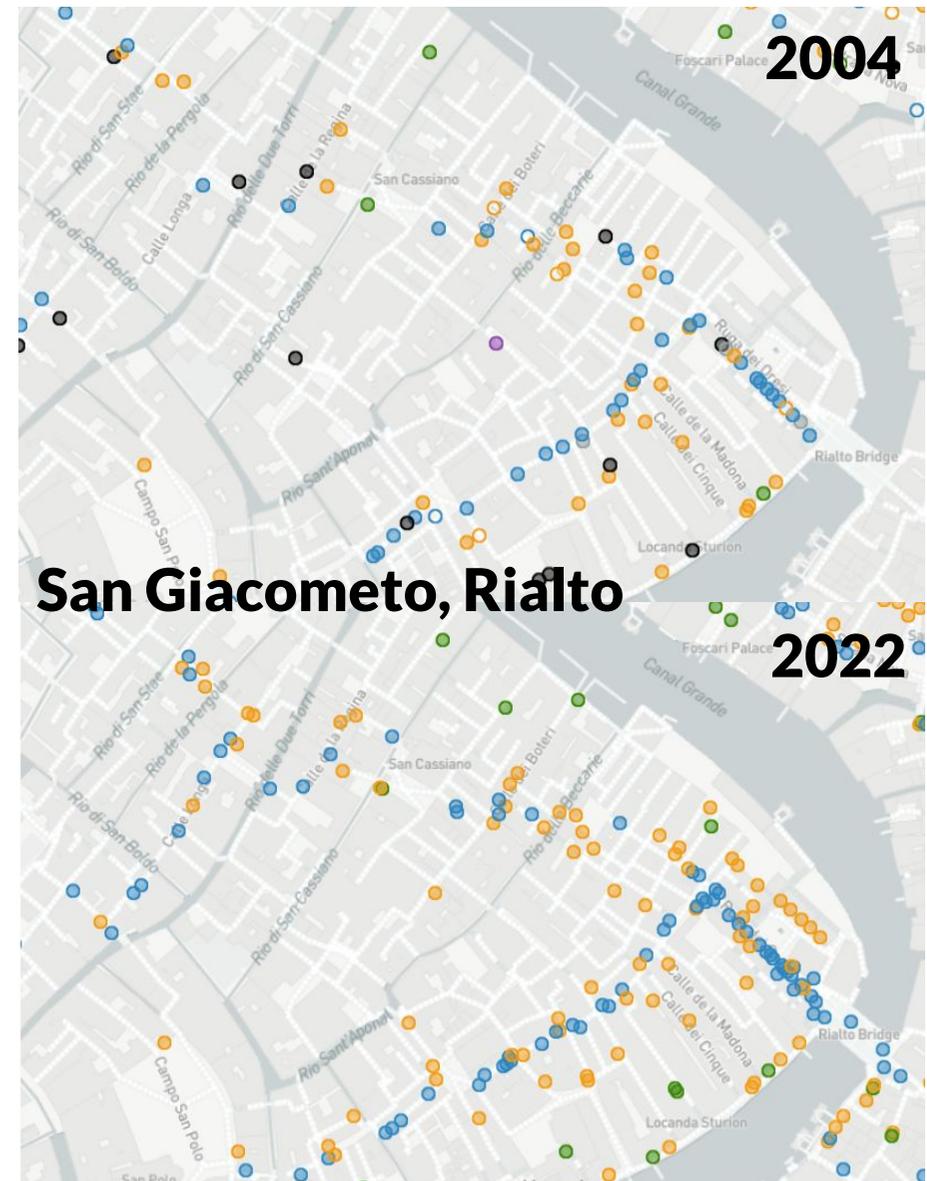
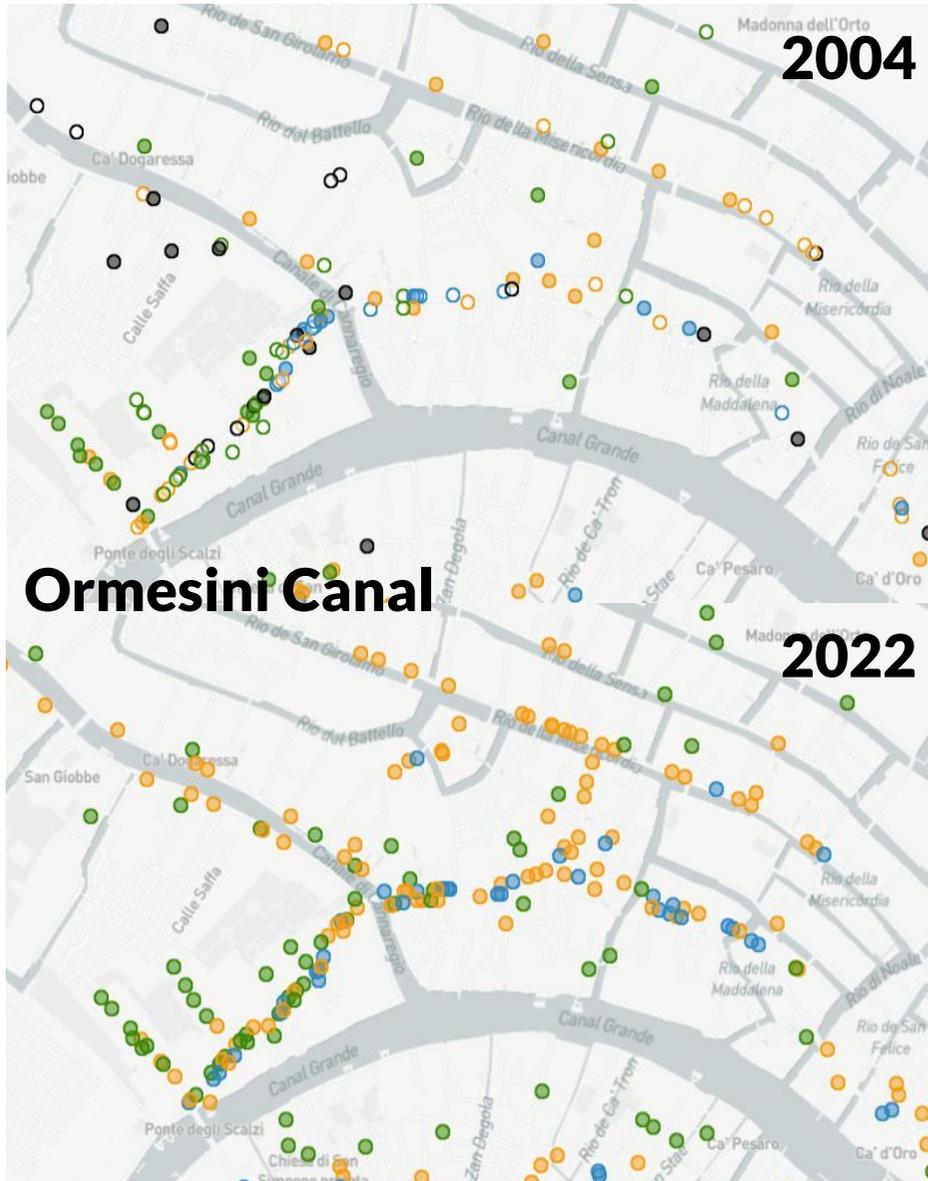
Tourist Stores were Dominant in 2004 and Have Grown Since

Customer Type ■ Mixed ■ Tourist ■ Resident



The five most frequent shop types in both 2004 and 2022 consisted of shops catering towards the **tourist** and **mixed** categories. The number of shops in tourist oriented businesses are also increasing.

Many of these newer shops have been opening in more touristy areas, such as the **San Giacometo** area near Rialto and the **Ormesini Canal** near Strada Nuova.



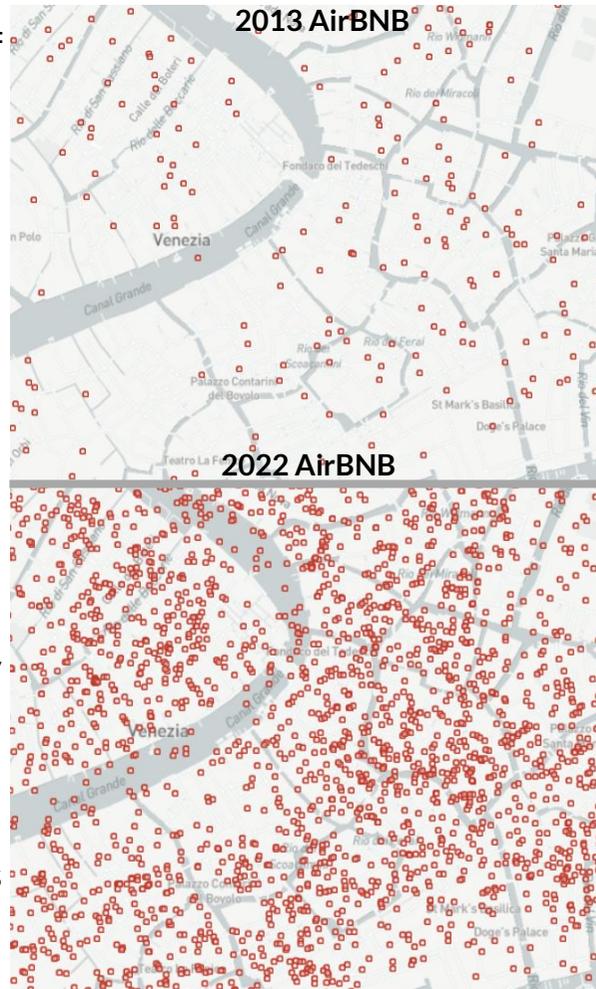


Restaurants increased most in the past 18 years, from 271 recorded businesses in 2004 to 538 in 2022. **Many of these new restaurants in 2022 were previously other types of businesses in 2004.** The majority of new restaurants opened at a storefront that was previously closed. Additionally, most of the other storefronts used to exist as a resident catering business, or at least at a mix. Similar patterns can be seen with souvenir shops, which increased from 137 locations in 2004 to 270 in 2022. This shows that tourist shops are replacing resident shops in Venice.

Change in Type for 2022 Restaurants from 2004

Type	Closed	Grocery Store	Bakery	Cafe	Cosmetics	Wine	Clothing	Souvenirs	Antiques	Bank	Hardware	Hotel	Travel Agency	Books	Butcher	Electronics	Exchange	Florist	Furniture	Glass	Hair Salon	Household Goods	Laundromat	Leather Goods	Mask	Pet Store	Photo Store	Photo Copy	Real Estate	Shoes
Number	22	5	4	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

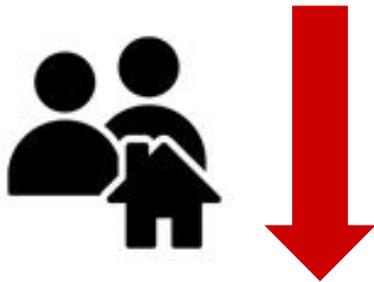
This graphic shows the trend of grocery and general stores in Venice. As a type of business that primarily caters towards residential customers, one might assume that the number of stores would decrease. However, the number of general and grocery stores increased from **60 locations in 2004** to **88 locations in 2022**. A possible reason for this increase is the rising popularity of **short-term tourist rentals** equipped with kitchens. 2013 AirBNB data and the locations of general and grocery stores is compared to the same data from 2022 in an area around the Rialto Bridge. With the large increase of AirBNBs in 2022 came an increase of grocery and general stores. **Although the residential population decreased in this time period, such stores had a growing customer base of tourists using AirBNBs and other short-term rentals.**



Conclusion



Tourist Stores Are Increasing

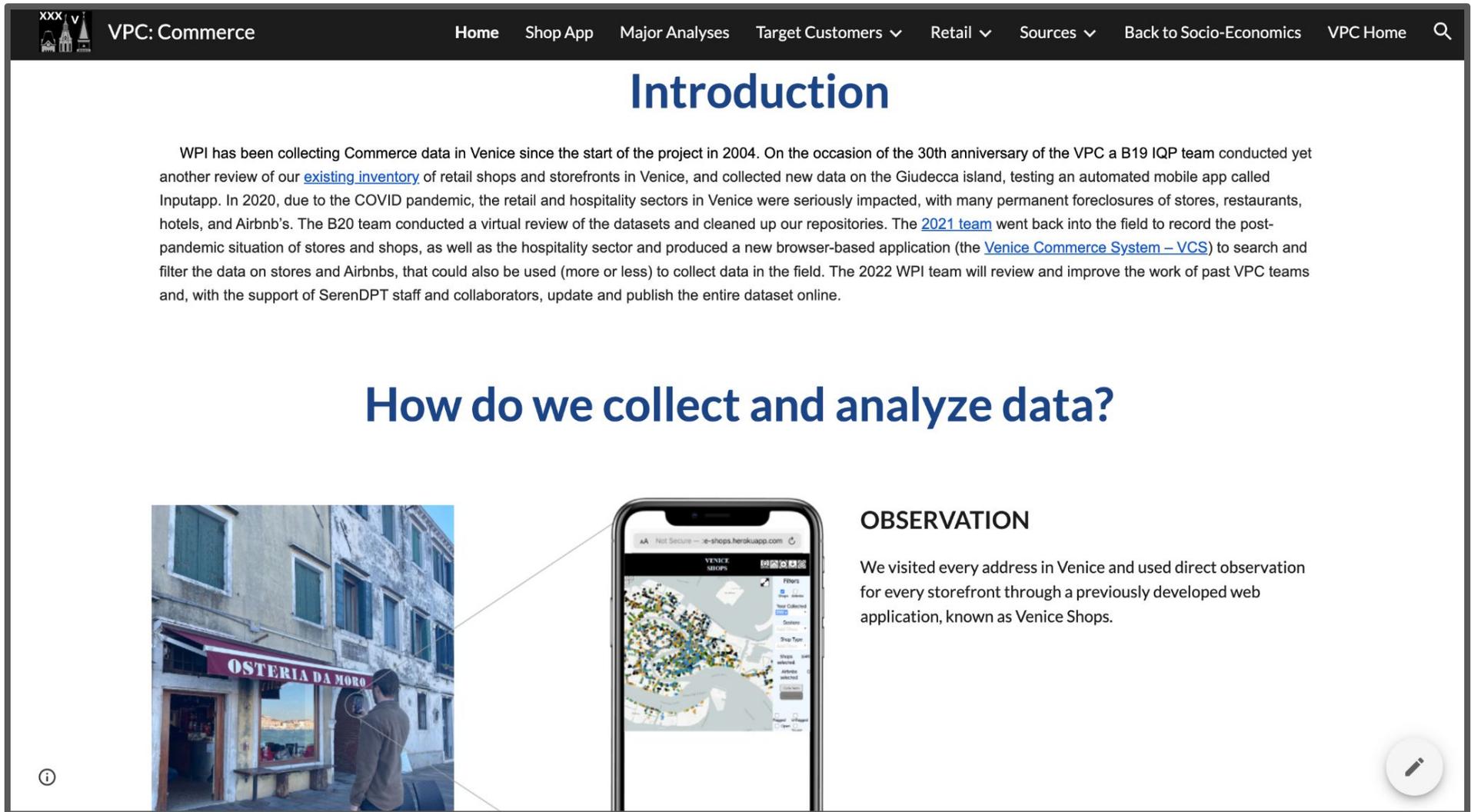


Resident Stores Are Closing or in Danger of Disappearing

In collecting data on all shops in Venice, we confirmed that **many of its shops and businesses are shifting towards goods and services that serve a growing tourist customer base**, while **many resident oriented stores are disappearing**, along with the local population. In the case of a resident, acquiring necessities may require travel across many canals and islands. There may not be a great variety of goods and services to choose from, and in some cases, residents may need to travel to the mainland to find what they need. Yet, there is still a customer base in the city, and enterprising businesses may jump in to fill gaps when certain types of stores disappear entirely. But the question remains:

If Venetians leave, will this contribute to the demise of resident-oriented shops? If there is no customer base, and if at the same time new opportunities for profitable tourist businesses come available instead, what will happen to resident-oriented businesses? Since shifts in businesses may happen in response to an ever shifting customer base, number of competitors, and other contextual factors, like the COVID-19 pandemic, **it is difficult to predict where commerce may go next**. Changes in the number of grocery stores (first declining, then later increasing with new AirBNB businesses) shows what could be a pendulum-like shift in commerce and that it may be difficult to predict exactly how tourism, itself evolving, may affect the rise and fall of store types in Venice.

Use Our Repository Website for Analyses and Commerce Project Information



The screenshot shows the VPC: Commerce website. The navigation bar includes links for Home, Shop App, Major Analyses, Target Customers, Retail, Sources, Back to Socio-Economics, and VPC Home. The main content area features a large blue heading 'Introduction' followed by a paragraph of text. Below this is another large blue heading 'How do we collect and analyze data?' which is followed by two images: a photograph of a storefront labeled 'OSTERIA DA MORO' and a smartphone displaying a map of Venice with numerous colored pins. To the right of the smartphone is the heading 'OBSERVATION' and a short paragraph of text. A small circular icon with a pencil is visible in the bottom right corner of the screenshot.

VPC: Commerce

Home Shop App Major Analyses Target Customers Retail Sources Back to Socio-Economics VPC Home

Introduction

WPI has been collecting Commerce data in Venice since the start of the project in 2004. On the occasion of the 30th anniversary of the VPC a B19 IQP team conducted yet another review of our [existing inventory](#) of retail shops and storefronts in Venice, and collected new data on the Giudecca island, testing an automated mobile app called Inputapp. In 2020, due to the COVID pandemic, the retail and hospitality sectors in Venice were seriously impacted, with many permanent foreclosures of stores, restaurants, hotels, and Airbnb's. The B20 team conducted a virtual review of the datasets and cleaned up our repositories. The [2021 team](#) went back into the field to record the post-pandemic situation of stores and shops, as well as the hospitality sector and produced a new browser-based application (the [Venice Commerce System – VCS](#)) to search and filter the data on stores and Airbnbs, that could also be used (more or less) to collect data in the field. The 2022 WPI team will review and improve the work of past VPC teams and, with the support of SerenDPT staff and collaborators, update and publish the entire dataset online.

How do we collect and analyze data?



OBSERVATION

We visited every address in Venice and used direct observation for every storefront through a previously developed web application, known as Venice Shops.

Commerce Repository



Commerce 2022 Team Website



Any Questions?

**Contact us at
ve22.comm@gmail.com**

Venice Shops Application

