



Webmarketing e Innovazione nell'Ospitalità Green

Simone Riccardi



Simone
Riccardi

CEO Ecobnb

Zero-Emissions House

Parma's hill, Italy





ViaggiVerdi.it

Viaggiare in Armonia con la Natura



FULBRIGHT **BEST**

Ucla

Marketing's 4Ps

Place

Price

Product

Promotion

Green Marketing

People

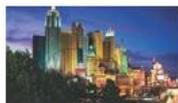
Planet

Green... What?

I top Hotels Eco Friendly
in Las Vegas...



Top Trending Eco Friendly Hotels in Las Vegas

 **New York-New York Hotel & Casino** ★★★★★
3790 Las Vegas Blvd S, Las Vegas 89109 - Map **\$65**
Last booking: 16 minutes ago
122 others viewing this hotel now [Check availability](#) ✓
4.1 out of 5 (15,787 reviews)

Fronted by replicas of the Brooklyn Bridge and the Statue of Liberty, this New York-themed hotel recreates Manhattan's ...[More](#)

 **ARIA Resort & Casino** ★★★★★
3730 Las Vegas Blvd, South, Las Vegas 89109 - Map **\$139**
Last booking: 12 minutes ago
181 others viewing this hotel now [Check availability](#) ✓
4.5 out of 5 (11,946 reviews)

At the heart of the Las Vegas Strip, ARIA Resort & Casino offers a luxurious resort experience with technologically advanced ...[More](#)

 **Excalibur Hotel Casino** ★★★★★
3850 Las Vegas Blvd S, Las Vegas 89109 - Map **\$31**
Last booking: 17 minutes ago **\$44**
159 others viewing this hotel now [Check availability](#) ✓
3.6 out of 5 (32,837 reviews)

Located at the southern end of the Las Vegas Strip and close to McCarran Airport, this castle-shaped hotel features royal ...[More](#)

 **Bellagio** ★★★★★
3600 Las Vegas Blvd S, Las Vegas 89109 - Map **\$166**
Last booking: 37 minutes ago
160 others viewing this hotel now [Check availability](#) ✓
4.5 out of 5 (8,113 reviews)

About 1,000 fountains dance to music and light in front of this European-style hotel set along the Las Vegas Strip, next to ...[More](#)



Green per davvero!



Nuove Piazze Digitali

The background of the image is a black field filled with vertical columns of green digital code, resembling a 'Matrix' style data stream. The code consists of various characters including letters, numbers, and symbols, arranged in a way that creates a sense of depth and movement. The overall aesthetic is futuristic and technological.

Come scegliere la propria Vetrina Online?



Gli “Elementi Essenziali”



Foto, Foto, Foto











Ti Arrivano le Email?



**Ecobnb (ViaggiVerdi)**

Sep 11 (2 days ago) ☆

ti ha mandato un messaggio. Puoi controllare i dettagli qui so...

3 older messages

**Simone at Ecobnb**

Sep 12 (1 day ago) ☆

**Silvia - ViaggiVerdi Ecobnb**

Sep 12 (1 day ago) ☆

to me ▾

Hi. This is the gmail-send program at mxavas12.aruba.it.
I'm afraid I wasn't able to deliver your message to the following addresses.
This is a permanent error; I've given up. Sorry it didn't work out.

Hi. This is the gmail-send program at mxavas12.aruba.it.

I'm afraid I wasn't able to deliver your message to the following addresses.

This is a permanent error; I've given up. Sorry it didn't work out.

<[redacted]>

213.186.33.29 failed after I sent the message.

Remote host said: 554 mail server permanently rejected message (#5.3.0)

Below this line is a copy of the message.

Return-Path: <silvia.ombellini@gmail.com>

Received: (qmail 23919 invoked by uid 89); 12 Sep 2016 13:28:42 -0000

Delivered-To: reservations@sacreterre.com

Received: (qmail 23912 invoked by uid 89); 12 Sep 2016 13:28:42 -0000

Received: from unknown (HELO mxcmd02.ad.aruba.it) (10.10.10.66)by mxavas12.ad.aruba.it with SMTP; 12 Sep 2016 13:28:42 -0000Received: from mail-ff0-f43.google.com ([209.85.215.43])by mxcmd02.ad.aruba.it with bizsmtp

id UH1t04A0wIEax01dUIdH; Mon, 12 Sep 2016 15:28:42 +0200

Received: by mail-ff0-f43.google.com with SMTP id u14so87087883fd.1for <reservations@sacreterre.com>; Mon, 12 Sep 2016 06:28:42 -0700 (PDT)

DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;

d=gmail.com; s=20120113;

h=mime-version:in-reply-to:references:from:date:message-id:subject:to

:cc;

bh=SmveUw7XyLgbETZ+d50Feb9Vf4WXrRKC8iIHolGrjA=;

b=XIKXPvrT9XfCv4hYXMVVCMKbs+PL6nNmuv/Xv3hD+xZa1kNV4aaSqc/FwD3+INXX6

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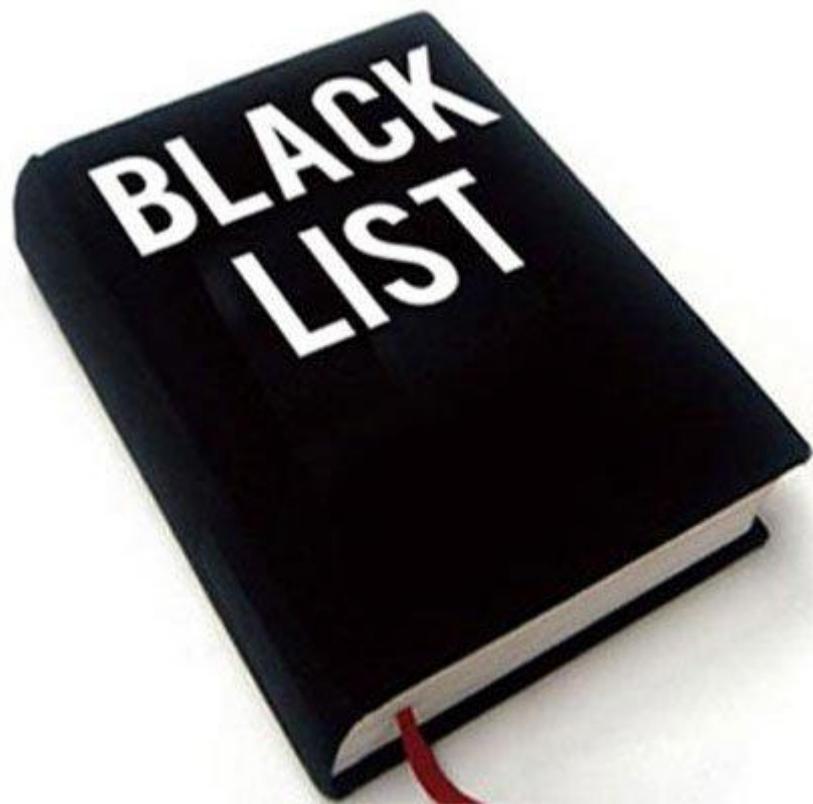
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yDMA==

X-Google-DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;

d=1e100.net; s=20130820;

h=x-gm-message-state:mime-version:in-reply-to:references:from:date



Perchè sono in Blacklist?

1. Server Compromesso
2. SMTP usa invio “open relay”
3. Hai fatto SPAM?

Socials? Quali?



Hai la tua pagina su:

Google My Business



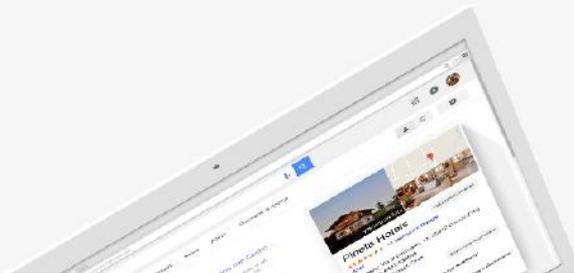
Mostra a tutti la tua attività commerciale.

Mostra l'orario di apertura, il numero di telefono e le indicazioni stradali della tua attività commerciale nella Ricerca Google e su Maps tramite Google My Business.

[INIZIA ORA](#)

VANTAGGI

Assicurati che le informazioni sulle tue attività





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 pineta club hotel
 pinetarsol
 pineta park deluxe hotel

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Upcoming reservation

Pineta Hotels

Sep 23 – Sep 25 · Via al Santuario, 17, 38010 Coredo TN, Italia

Learn more · Feedback

Pineta Hotels: Hotel in Val di Non, Hotel Trentino con Centro Benessere

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Loading. RT @Ecobnb_it: #innovare la #ricettività in chiave #green? No parliamo domani a #Roverto
 https://t.co/651VP89VeX con @PinetaHotels @pnab...

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Pineta Hotel - Il nuovo albergo Design a Monsano, Jesi

www.pinetahotel.net/en/

After two years from the opening, the evolving of Pineta Hotel of Monsano – Jesi, starts a new resty...
 ... The Pineta Hotel in Monsano – Jesi is searching every day now innovative pieces of design in line
 w/... Pineta Hotel in Monsano-Jesi-Ancona-Marche is tourist tax free!50 ...

Pineta Hotel - Il nuovo albergo Design a Monsano, Jesi

www.pinetahotel.net/ · Translate this page

Pineta Hotel si trova a Monsano, in provincia di Ancona. Business Design Hotel, un esempio di
 ecosostenibilità unico nelle Marche, un'oasi di tranqui...

Pineta Hotel (Monsano, Italy) - 2016 Hotel Reviews - TripAdvisor

www.tripadvisor.com · Province of Ancona · Monsano · Monsano Hotels

Rating: 4.5 - 432 reviews · Price range: \$86 - \$98 (Based on Average Rates for a Standard Room)

Book Pineta Hotel, Monsano on TripAdvisor: See 25 traveler reviews, 240 candid photos, and great



Pineta Hotels ★

Website

Directions

4.0 ★★★★★

3-star hotel

Overlooking the Dolomite mountain range, this relaxed, family-run hotel occupies 3 chalet-style buildings and adjacent cabins. It's 11 km from Santuario di San Romedio and 12 km from Val di... More

Address: Via al Santuario, 17, 38010 Coredo TN

Phone: 0463 036866

Book a room

Check in

Check out

Booking.com

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€235

Expedia.it

€221

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Amenities



Free Wi-Fi



Free breakfast



Free parking



Laundry service



Room service



Kid-friendly

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← Ads



Tue, Sep 20

Wed, Sep 21

Price Rating Hotel class Amenities

Sort by

Pineta Hotels

4.8 ★★★★★ · 3-star hotel
Chalet-style complex & a wellness area
Free Wi-Fi Free breakfast

€221



Hotel Pineta

3.8 ★★★★★ · 3-star hotel

€62



Active Hotel Pineta

4.4 ★★★★★ · 3-star hotel
Casual, lakeside lodging & dining

Visit website



← Offerte di Booking



← Tue, Sep 20 Wed, Sep 21

Price Rating Hotel class Amenities

Sort by: **Relevance** Price Rating

Hotel Alpin Garden Wellness Resort 5 Stelle A... €264

Ad 4.6 ★★★★★ · 5-star hotel
Luxe mountainside lodging offering free breakfast, plus a spa, 2 pools & fine dining.

Free Wi-Fi Free breakfast

Hotel Cendevaves €224

Ad 4.7 ★★★★★ · 4-star hotel
Laid-back rooms in a slopeside chalet offering an indoor pool, plus free breakfast & dinner.

Free Wi-Fi Free breakfast

Pineta Hotels €221

4.8 ★★★★★ · 3-star hotel
Alpine-vibe rooms & cabins in 3 chalet-style buildings, plus dining & a spa with an indoor pool.

Free Wi-Fi Free breakfast

Hotel Pineta €62

3.8 ★★★★★ · 3-star hotel

Active Hotel Pineta Visit website

4.4 ★★★★★ · 3-star hotel
Relaxed lakeside lodging with subdued rooms, plus a laid-back restaurant & bar.

Pineta Pastry Hotel Visit website

4.4 ★★★★★ · 4-star hotel
Relaxed, country-style pick with dining, a bar & a mountain-view terrace, plus a spa & a gym.

Free Wi-Fi Free breakfast

Review summary

Write a review



Rooms - 4.4 ★★★★★
Rooms had views - Guests liked the large rooms

Location - 4.8 ★★★★★

Service & facilities - 4.5 ★★★★★
Guests appreciated the friendly, professional staff - Guests spoke highly of the reception staff

Google reviews

L **Leo Pizzo**
2 weeks ago
★★★★★ Enjoyed a very good lunch

Response from the owner In the last week
tkx Leo.. we ara waiting you!!

S **Stefano Perin**
6 months ago
★★★★★ Camere stupende, staff cortese e preparato e paesaggio incantevole!
Inonco per un periodo di relax

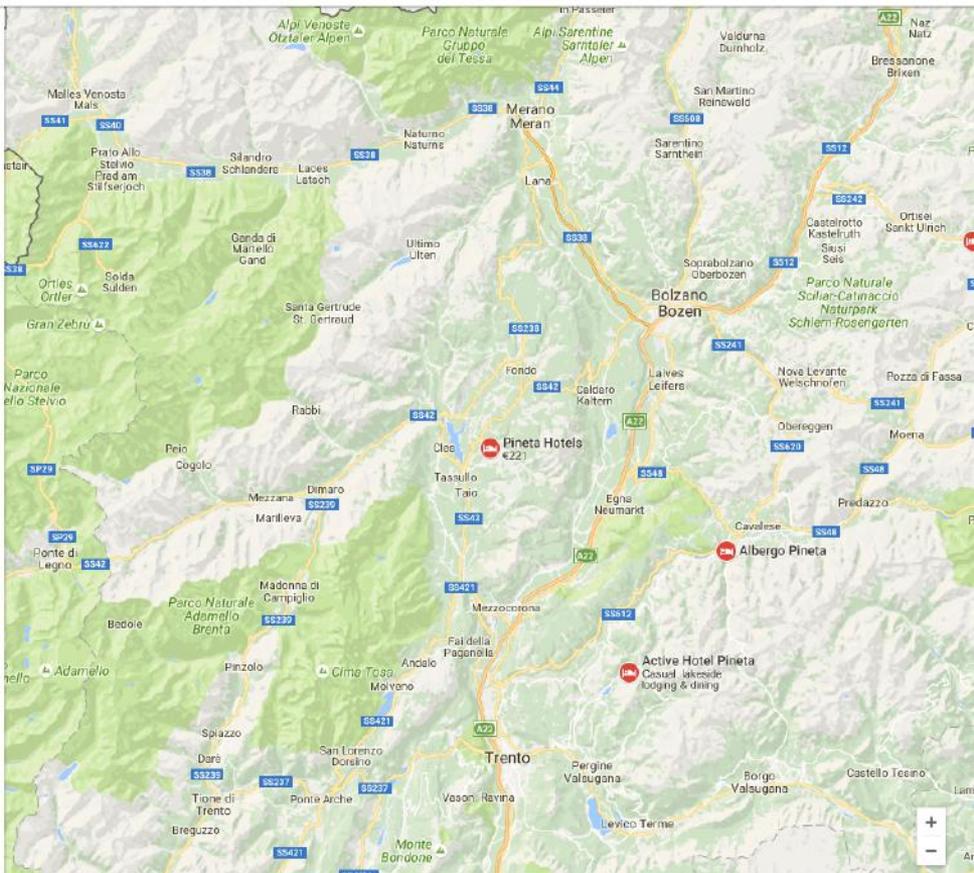
Response from the owner 6 months ago
Il PinetaStaff ti ringrazia per il messaggio! Ti aspettiamo ancora per farti trascorrere qualche giorno di relax con noi!

Nicola Micheli
9 months ago
★★★★★ Nice place, service very gooo

Response from the owner 9 months ago
Tks Nicola a presto!

More Google reviews

Reviews from the web





Tue, Sep 20 Wed, Sep 21

Price Rating Hotel class Amenities

Sort by: Relevance Price Rating

Hotel Alpin Garden **€264**
 Wellness Resort 5 Stelle A...
 4.6 ★★★★★ - 5-star hotel
 Luxe mountain-side lodging offering free breakfast, plus a spa, 2 pools & fine dining.



Free Wi-Fi Free breakfast

Hotel Cendevaves **€224**
 4.7 ★★★★★ - 4-star hotel
 Laid-back rooms in a slopeside chalet offering an indoor pool, plus free breakfast & dinner.



Free Wi-Fi Free breakfast

Pineta Hotels **€221**
 4.8 ★★★★★ - 3-star hotel
 Alpine-vibe rooms & cabins in 3 chalet-style buildings, plus dining & a spa with an indoor pool.



Free Wi-Fi Free breakfast

Hotel Pineta **€62**
 3.8 ★★★★★ - 3-star hotel



Active Hotel Pineta **4.4 ★★★★★ - 3-star hotel**
 Relaxed lakeside lodging with subdued rooms, plus a laid-back restaurant & bar.



Pineta Pastry Hotel **4.4 ★★★★★ - 4-star hotel**
 Relaxed, country-style pick with dining, a bar & a mountain-view terrace, plus a spa & a gym.



Free Wi-Fi Free breakfast

Pineta Hotels ★

4.8 ★★★★★
 3-star hotel

Address: Via al Santuario, 17, 38010 Coredo TN

Phone: 0463 536866

Website Directions

Overlooking the Dolomite mountain range, this relaxed, family-run hotel occupies 3 chalet-style buildings and adjacent cabins. It's 11 km from Santuario di San Romedio and 12 km from Val di...

Save €67 if you stay Thu, Sep 22 - Fri, Sep 23

Book a room

Check in: Tue, Sep 20 Check out: Wed, Sep 21

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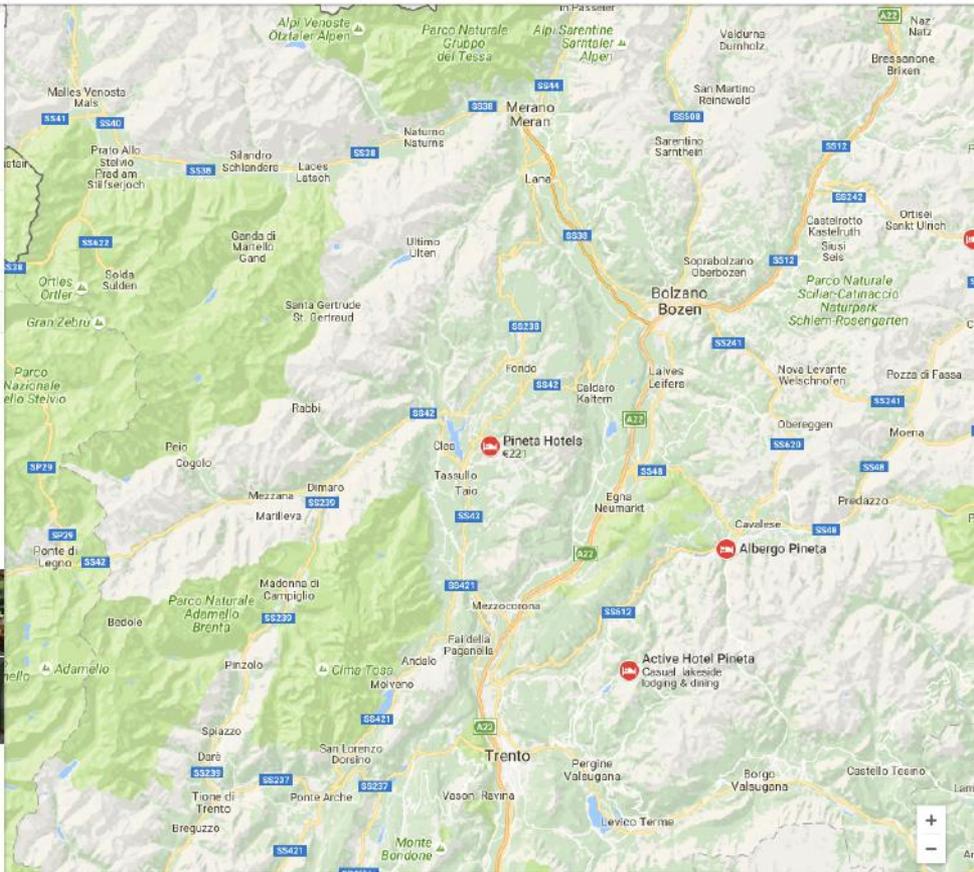
Expedia.it **€221**

View more rates



Amenities

- Free Wi-Fi
- Free breakfast
- Free parking
- Laundry service
- Room service
- Kid-friendly





Tue, Sep 20 Wed, Sep 21 Price Rating Hotel class Amenities

Sort by: Relevance Price Rating

Hotel Alpin Garden €264
 Wellness Resort 5 Stelle A...
 4.6 ★★★★★ 5-star hotel
 Luxe mountain-side lodging offering free breakfast, plus a spa, 2 pools & fine dining.
 Free Wi-Fi Free breakfast



Hotel Cendevaves €224
 4.7 ★★★★★ 4-star hotel
 Laid-back rooms in a slopeside chalet offering an indoor pool, plus free breakfast & dinner.
 Free Wi-Fi Free breakfast



Pineta Hotels €221
 4.5 ★★★★★ 3-star hotel
 Alpine-vibe rooms & cabins in 3 chalet-style buildings, plus dining & a spa with an indoor pool.
 Free Wi-Fi Free breakfast



Hotel Pineta €62
 3.5 ★★★★★ 3-star hotel



Active Hotel Pineta
 4.4 ★★★★★ 3-star hotel
 Relaxed lakeside lodging with subdued rooms, plus a laid-back restaurant & bar.
 Visit website



Pineta Pastry Hotel
 4.4 ★★★★★ 4-star hotel
 Relaxed, country-style pick with dining, a bar & a mountain-view terrace, plus a spa & a gym.
 Free Wi-Fi Free breakfast
 Visit website



3.0 Expedia reviewer, 11 months ago
 *Nice hotel, great staff. But our Junior Suite (room 302) was only a normal room with a view of a wooden (privacy) wall that hid all sight of the ... Full review

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Profiles



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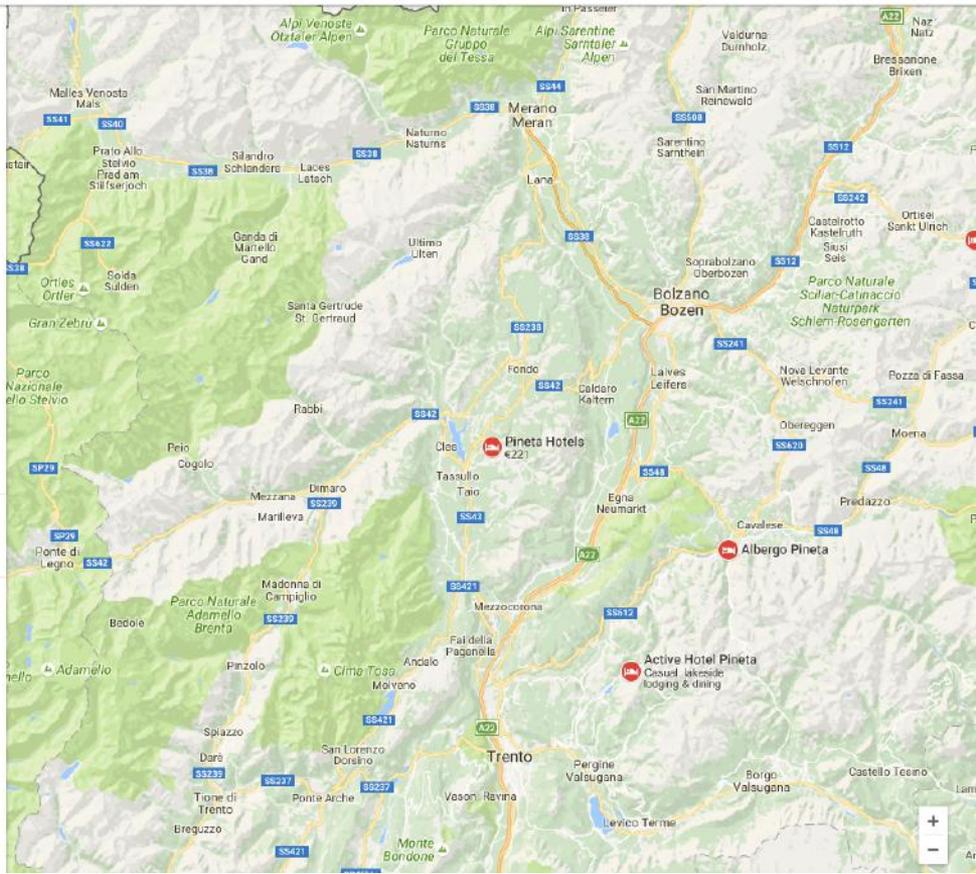
Wellness Hotel Miravalle 3-star hotel
Hotel Cavallino Bianco 3-star hotel
Lady Maria Hotel 3-star hotel
Hotel Casez 4-star hotel
Hotel Rosa Resort 3-star hotel

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Web results

Pineta Hotels: Hotel in Val di Non, Hotel Trentino con Centro Benessere
www.pinetahotels.it/
 Il Pineta Hotels è più di un semplice Hotel in Trentino. Non c'è solo il relax di un ampio Centro Benessere e la comodità degli Chalet Alpini. Scopritlo ora!

Pineta Naturalmente Hotels Hotel (Coredo, Trentino-Alto Adige ...
https://www.tripadvisor.it/Hotel_Review-g1425772-d551071-Review...
 Prenota Pineta Naturalmente Hotels, Coredo su TripAdvisor: consulta le ...
 Regione: Italia > Trentino-Alto Adige > Provincia di Trento > Predaia > Coredo.



Sei in ordine con le tue Recensioni?



Stefania I

 1 review

“PESSIMO”

●○○○○○ Reviewed December 6, 2015  via mobile

[Google Translation](#)

Pessima accoglienza, insegna appena visibile, sul citofono non appare il nome..difficile da trovare . Alla reception persone poco raccomandabili. Prenotazione annullata dal proprietario senza preavviso la mattina del nostro arrivo. Posto inquietante. Non lo consigliamo a nessuno.

Stayed December 2015, traveled with friends

[less](#)

Helpful?

 [Thank Stefania I](#)

Come rispondere alle Recensioni Negative

1. Cool-off
2. Ringrazia
3. Spiega le tue Ragioni
4. Invita l'ospite
5. Cortesia, sempre

Facebook? Twitter?
Pinterest? Instagram?

“No Panic” !

**FOLLOW
YOUR
PASSION**



...and success
will
follow you

Strumenti Utili

Hootsuite



Canva



Mailchimp

