



# **GUIDE, LIBRI DI VIAGGIO E MAPPE**

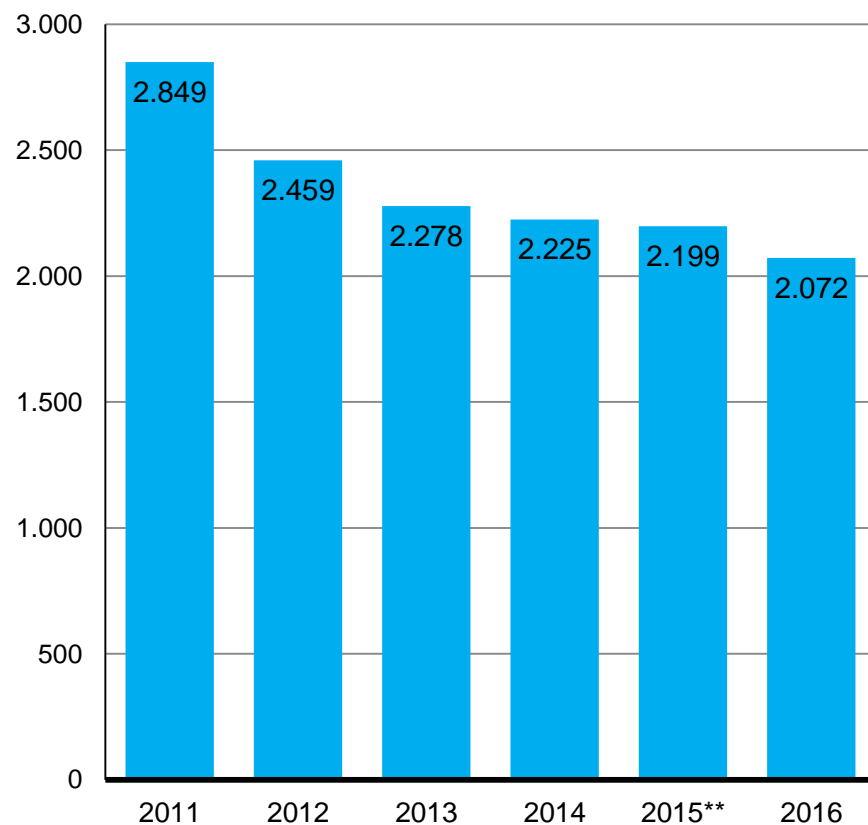
Dinamiche e approfondimenti

Monica Manzotti  
Milano, 19 Aprile 2017

# LE GUIDE

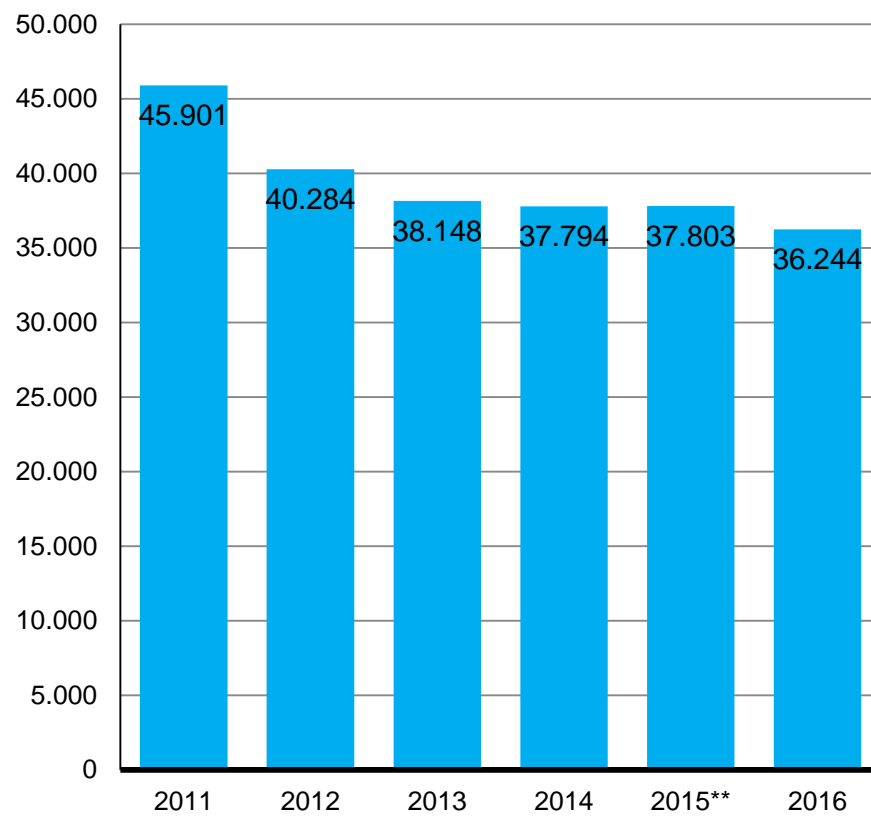
# IL MERCATO DELLE GUIDE NEGLI ANNI

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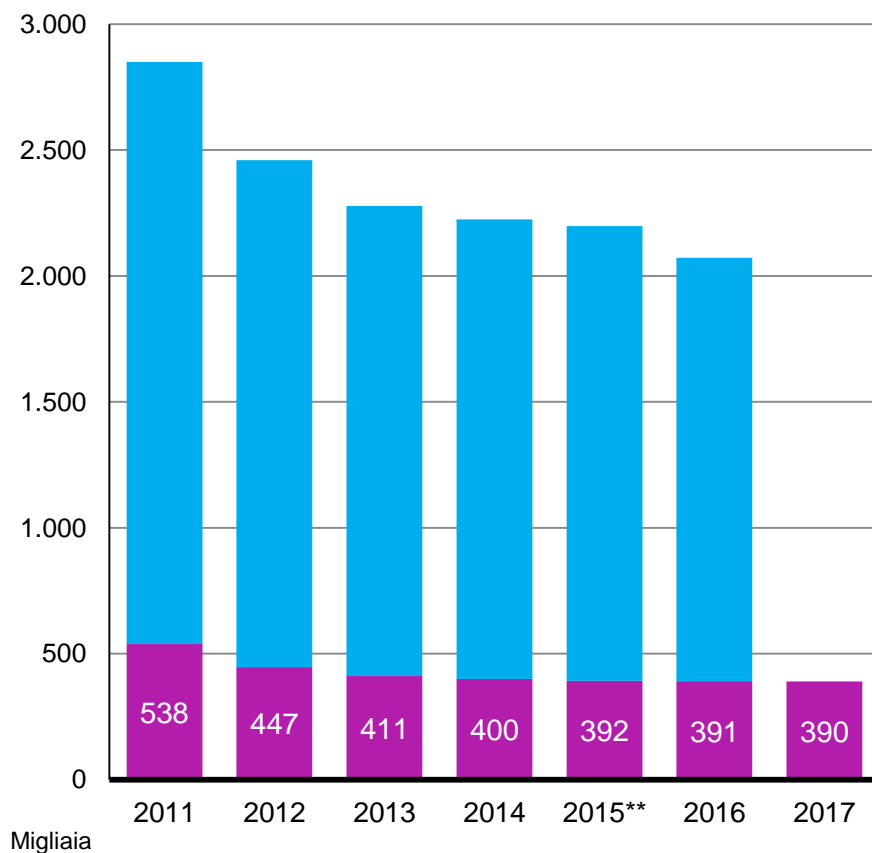
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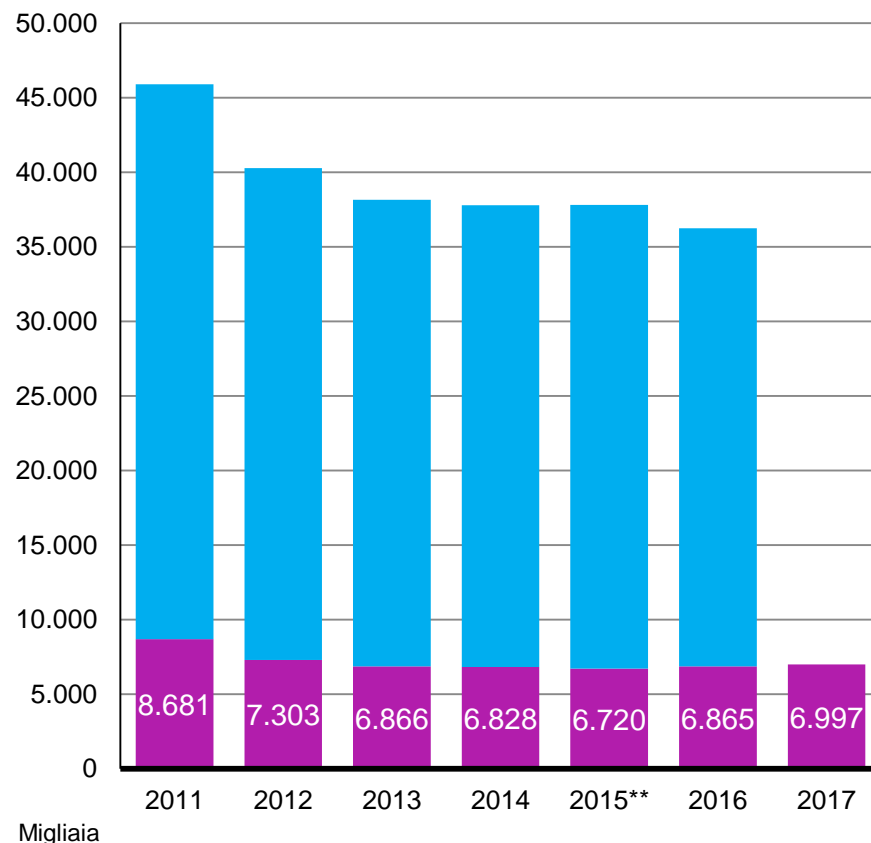
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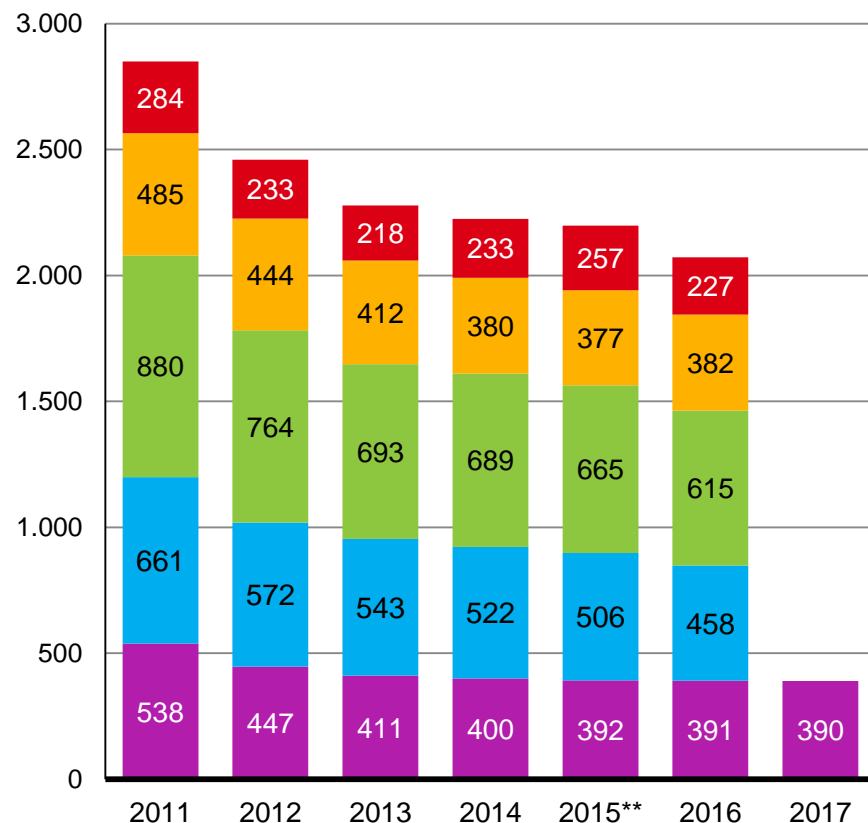


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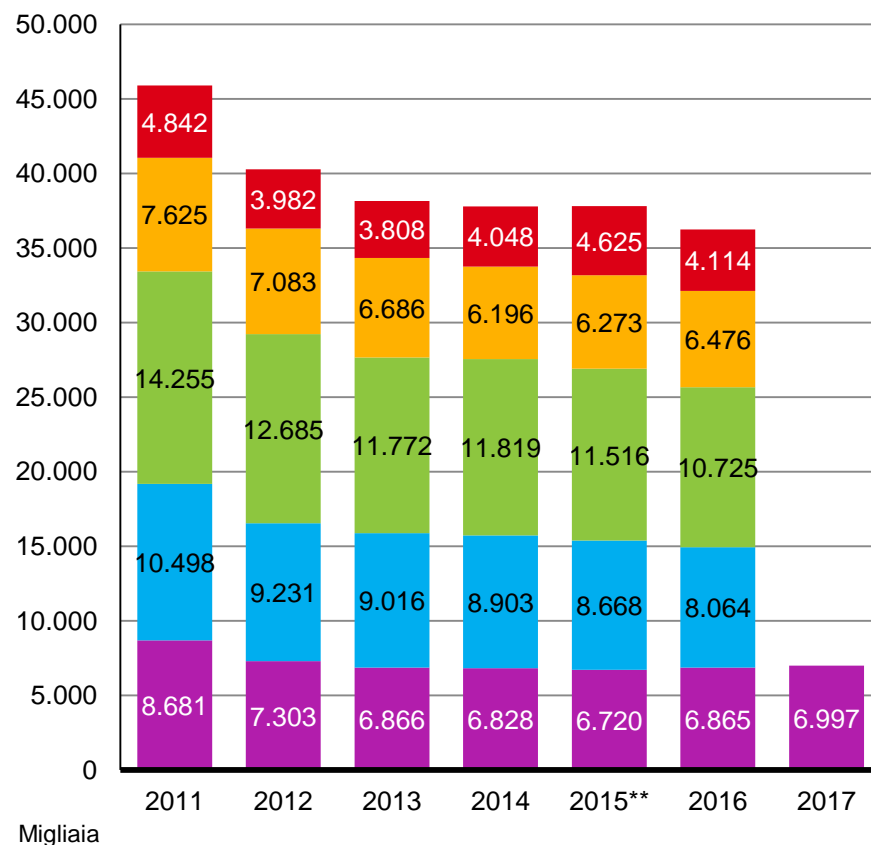
# IL MERCATO DELLE GUIDE PER QUARTER

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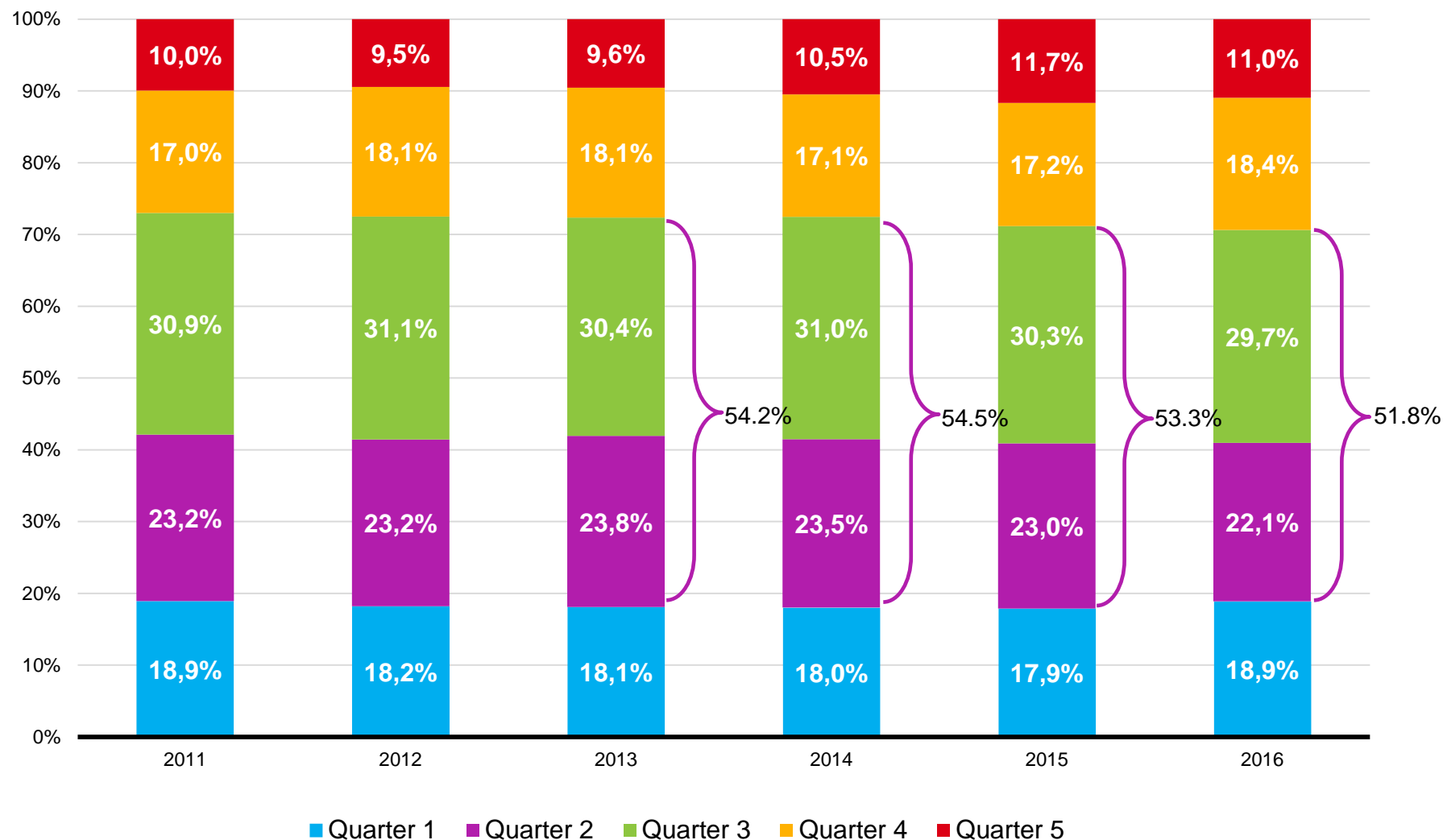
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■ Quarter 1 ■ Quarter 2 ■ Quarter 3 ■ Quarter 4 ■ Quarter 5

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# QUALE STAGIONALITÀ

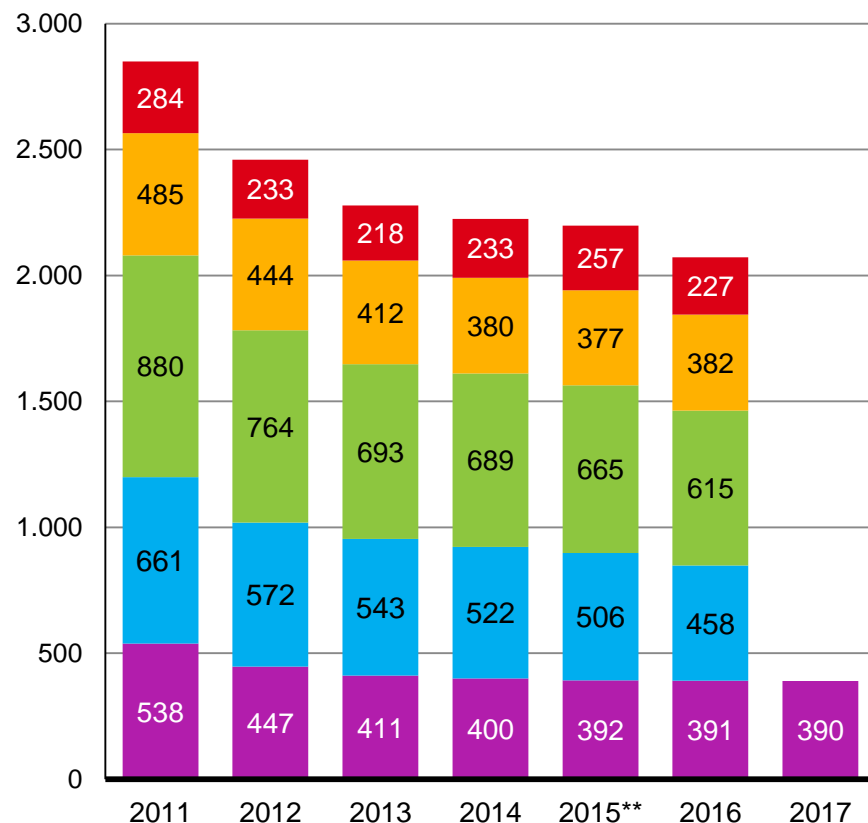
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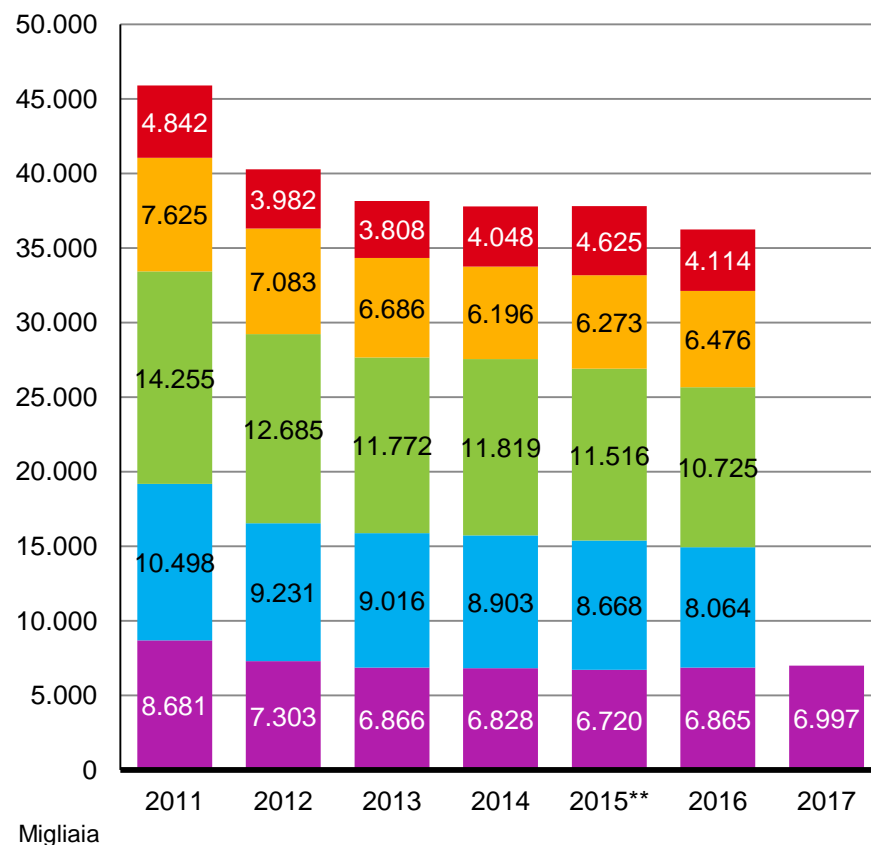
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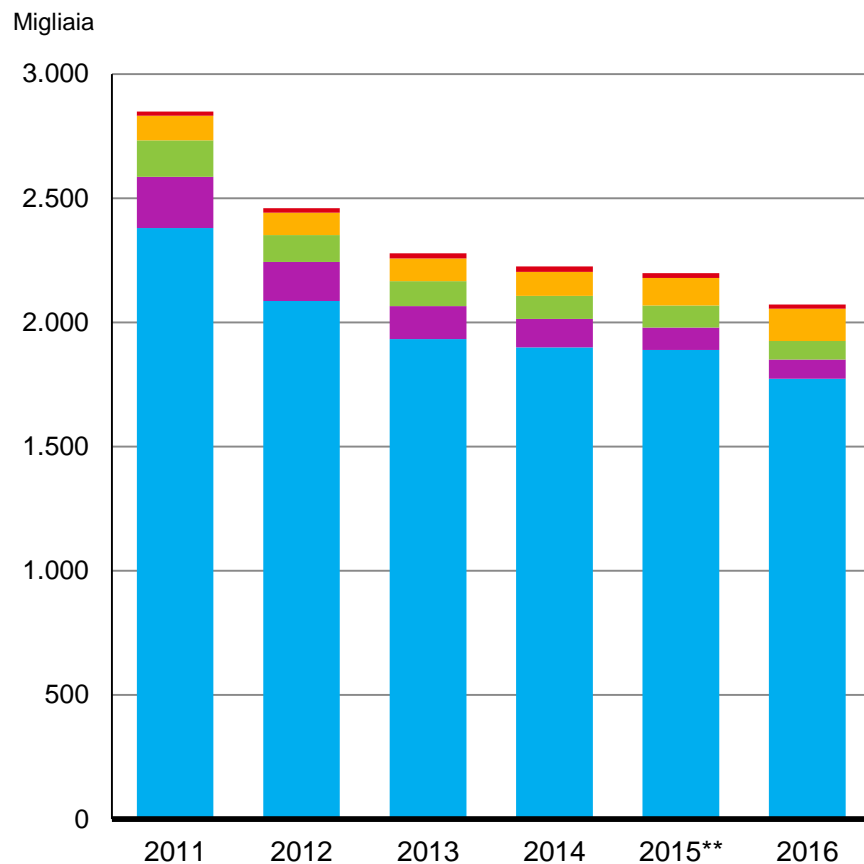
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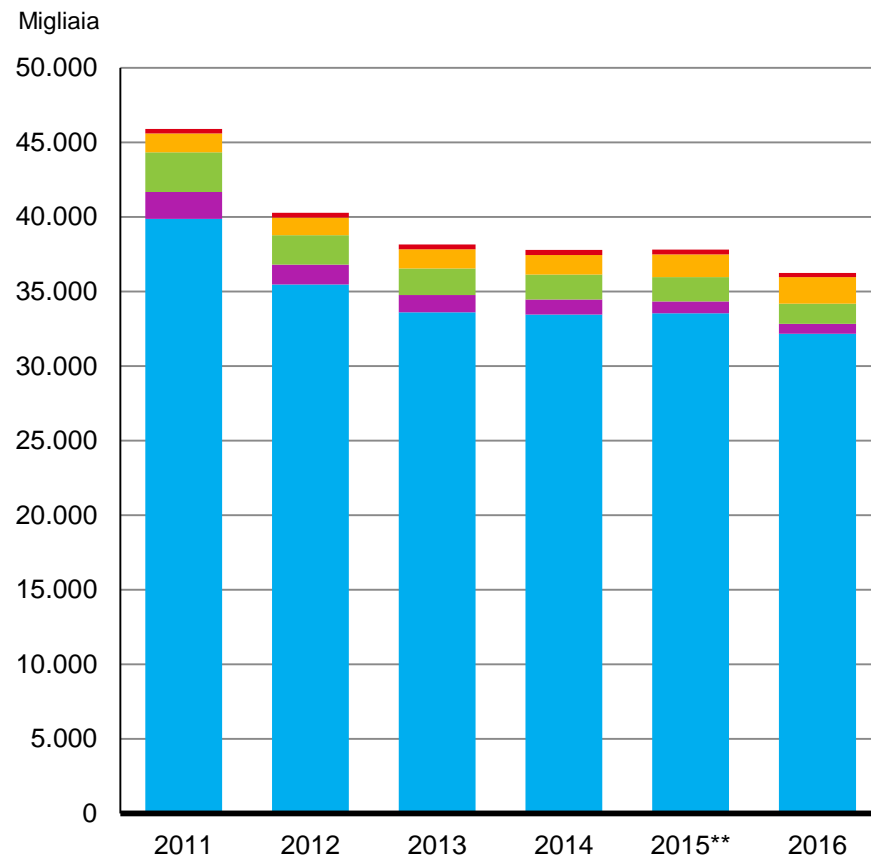
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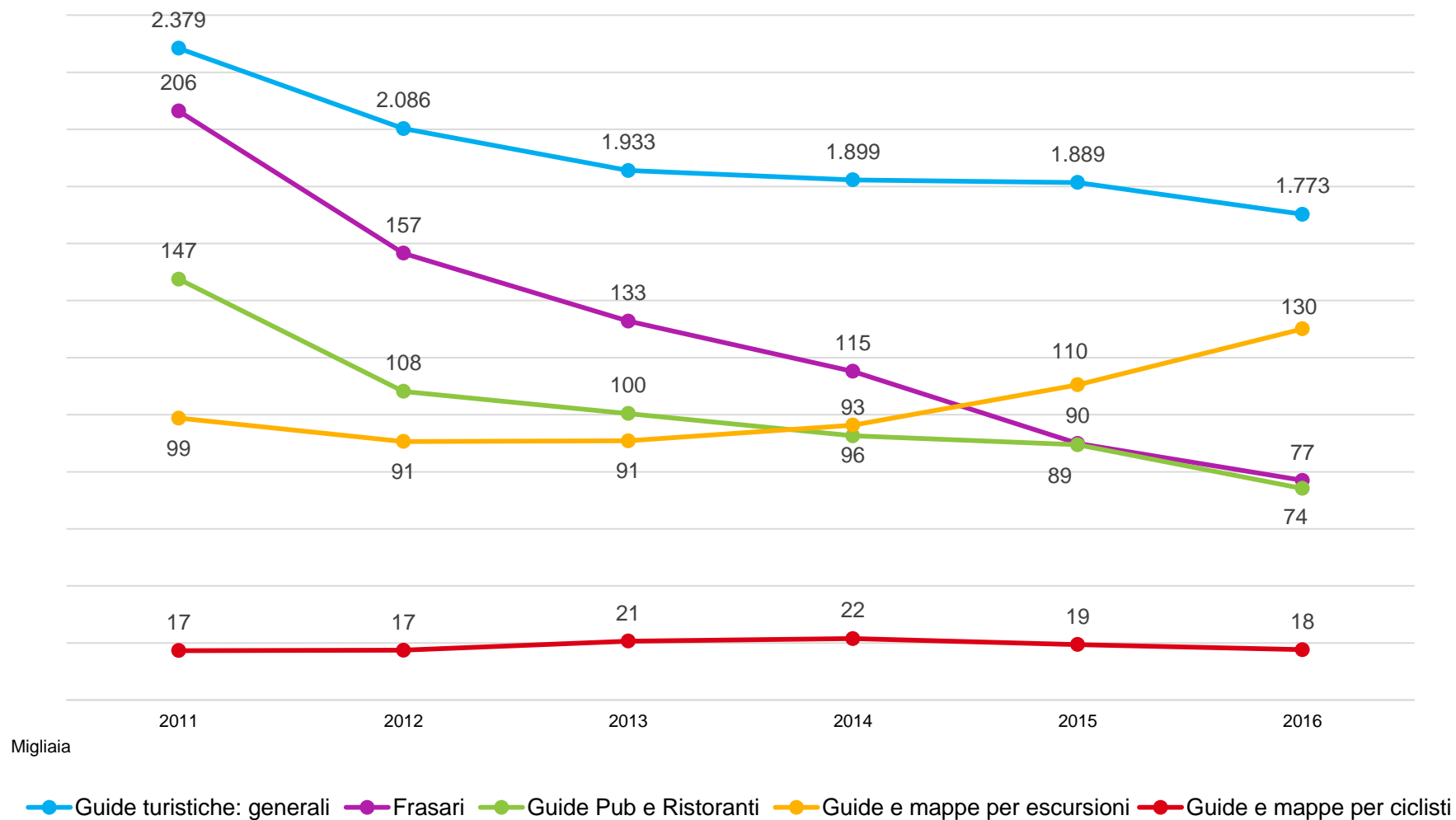


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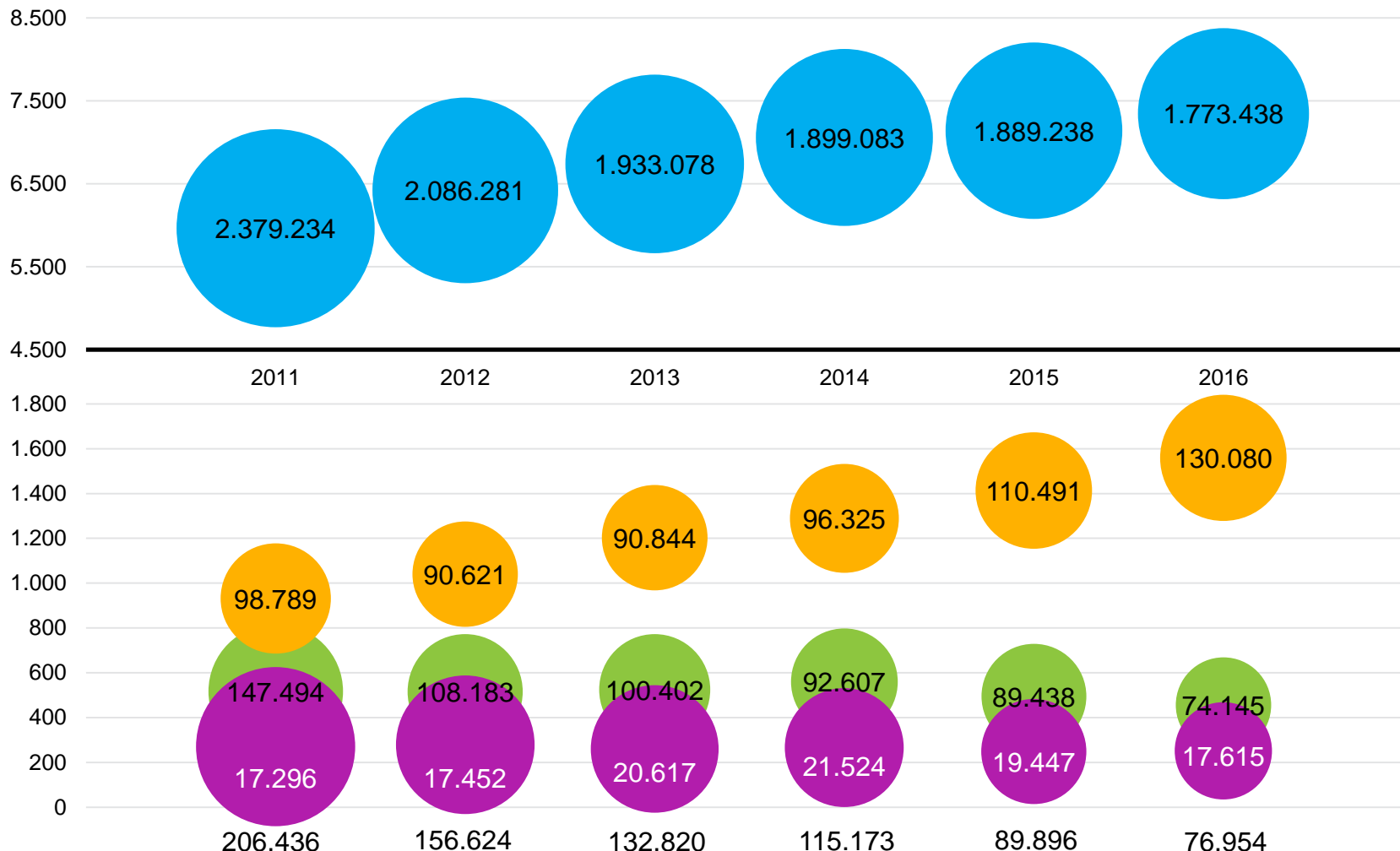


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# INFLUENZA DEL NUMERO DI REFERENZE

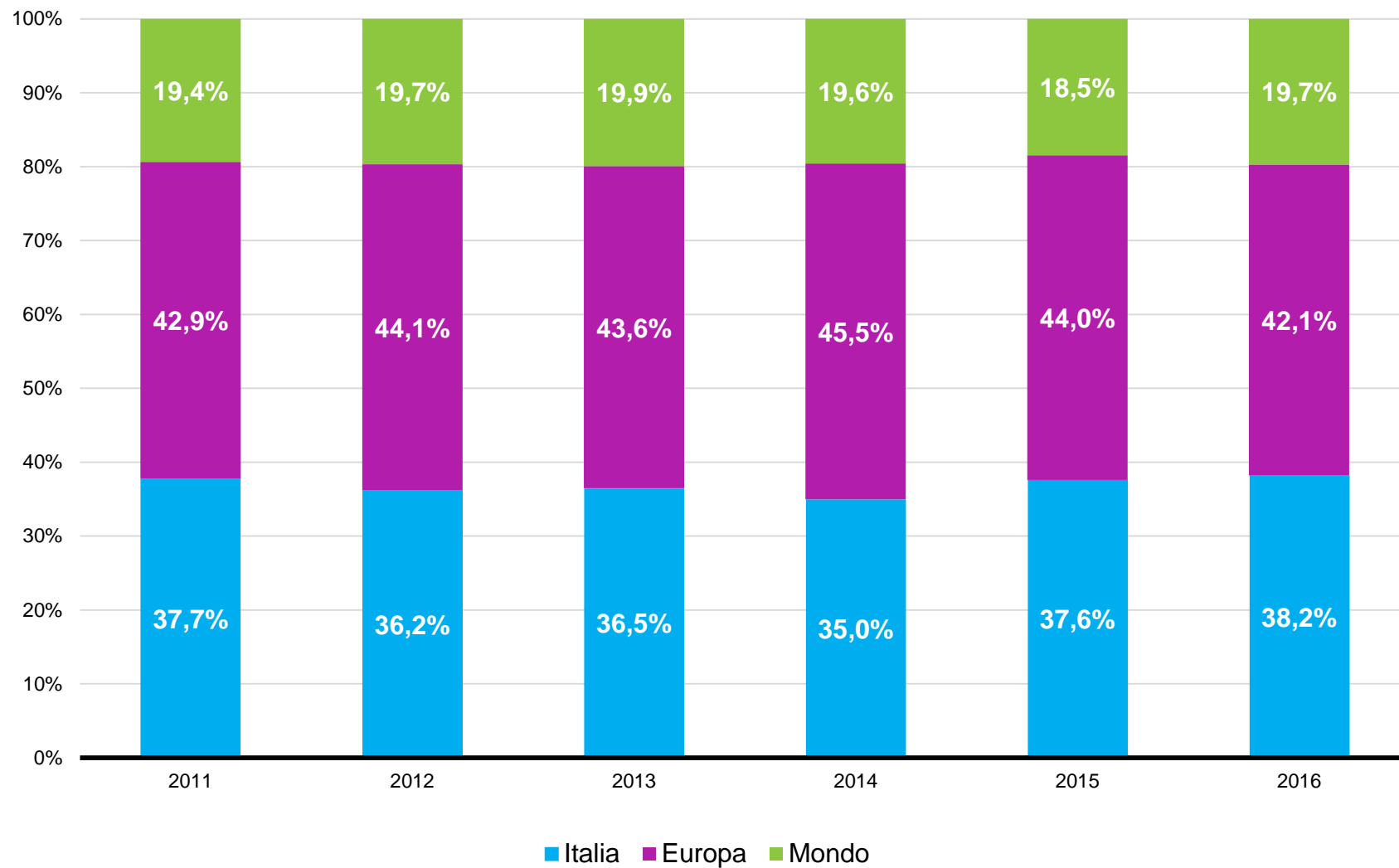
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 ■ Frasari 
 ■ Guide Pub e Ristoranti 
 ■ Guide e mappe per escursioni 
 ■ Guide e mappe per ciclisti

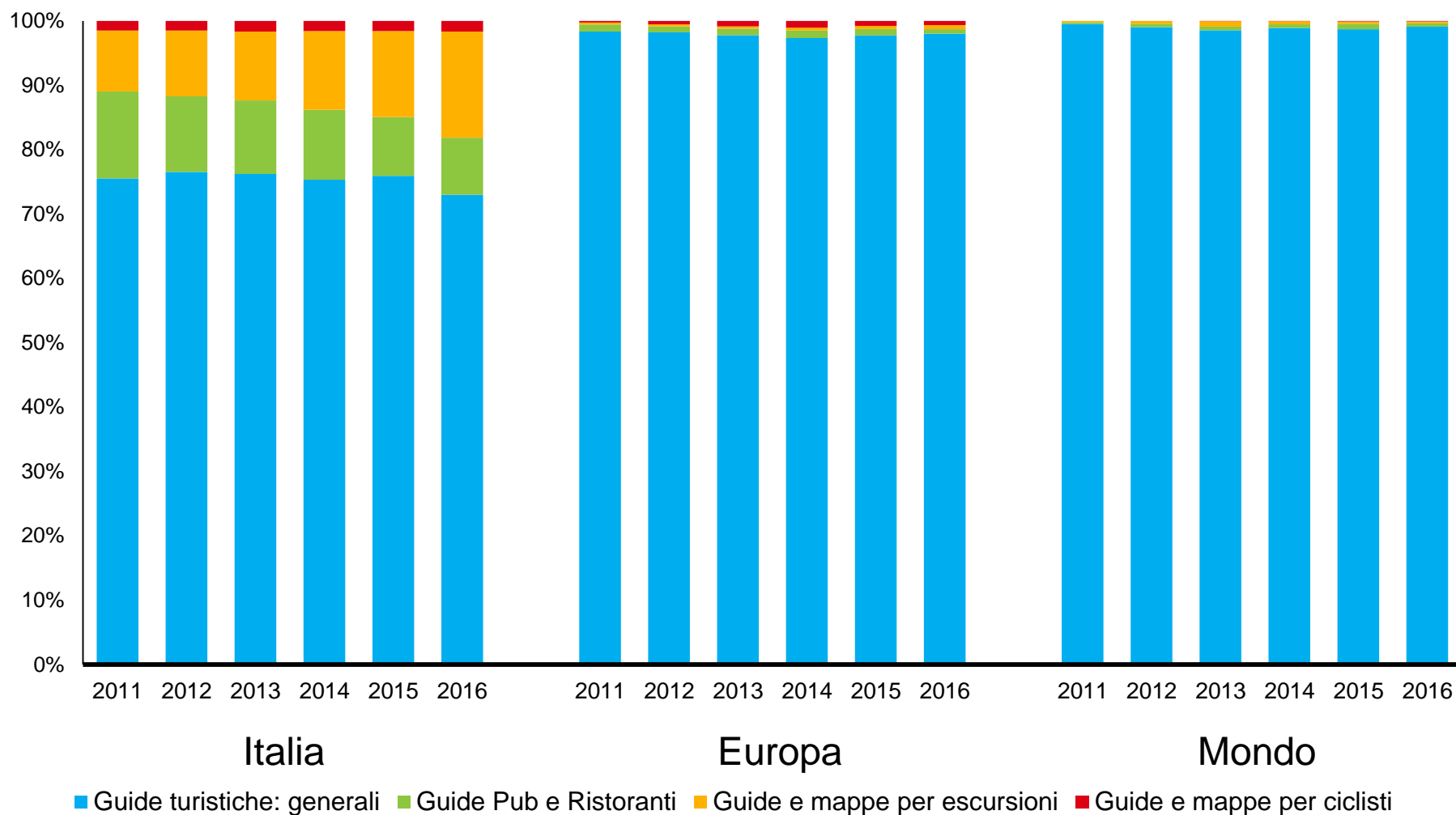
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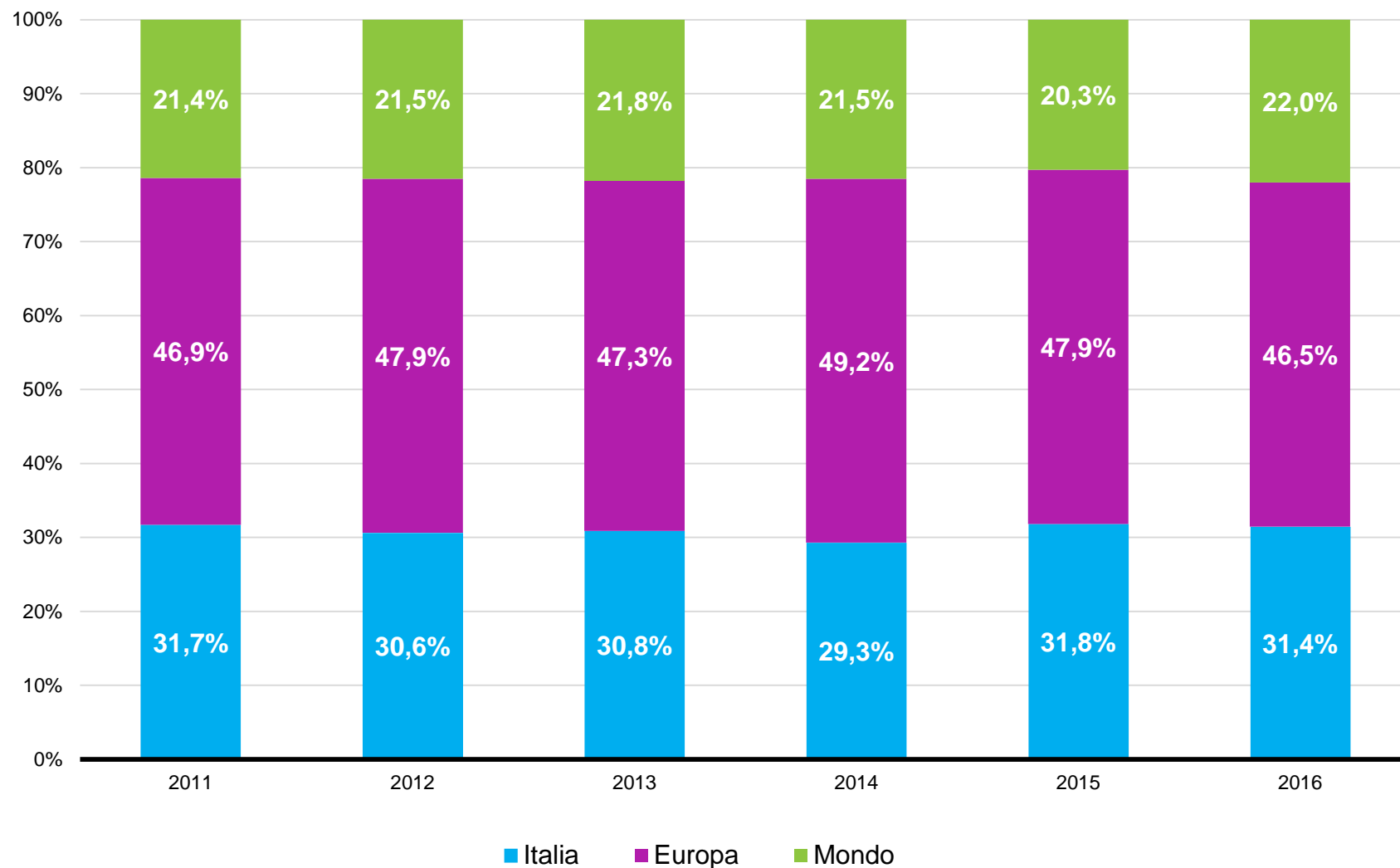
# I SOTTOGENERI PER DESTINAZIONE

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# GUIDE TURISTICHE PER DESTINAZIONE

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