

# COMPANY PROFILE

EXPERIENCE CULTURE AT FIRST HAND

# ABOUT US

Aditus' mission is to bring culture to all.

Aditus promotes the Italian cultural heritage through an industrial approach that improves the offering, increases visibility and makes the experience exciting.

Aditus is the Italian culture platform on which everyone can build their own personal experience (from online ticket purchase with a simple procedure, secure and assisted, up to the enjoyment of a wide range of services).

The result of a huge investment in technology and people, the Aditus platform creates new opportunities and new jobs in the community.

Aditus was created to promote Brand Italy and its enormous potential: from the promotion of museums and archaeological parks to the conception of events and the digitalisation of works, artefacts and culture sites.

EXPERIENCE CULTURE

AT FIRST HAND



# DATA



The Aditus team is highly specialised in cultural tourism.

Our professional expertise ranges from the management of events and cultural experiences, to the development of marketing strategies based on growth hacking, to the in-house implementation of the best platforms to manage the flow of online and onsite purchases.

# VISION & MISSION



## Vision

We believe in culture as an engine for growth, as a compass to guide us and, not least, as a primary necessity. Cultural activity, in the plurality of its languages, must be appreciated in its key human, social and civilising role.

## Mission

Move the focus to culture as a lever for generating economic growth in the community, the human capital of its inhabitants, urban regeneration and enhancement of its venues, and the vitality of its tangible and intangible identity heritage.

Embark on a path of creative entrepreneurship, working in the direction of growth and promoting 'audience development'- oriented actions that foster access to culture for all.



# WHAT WE DO

## MIMS

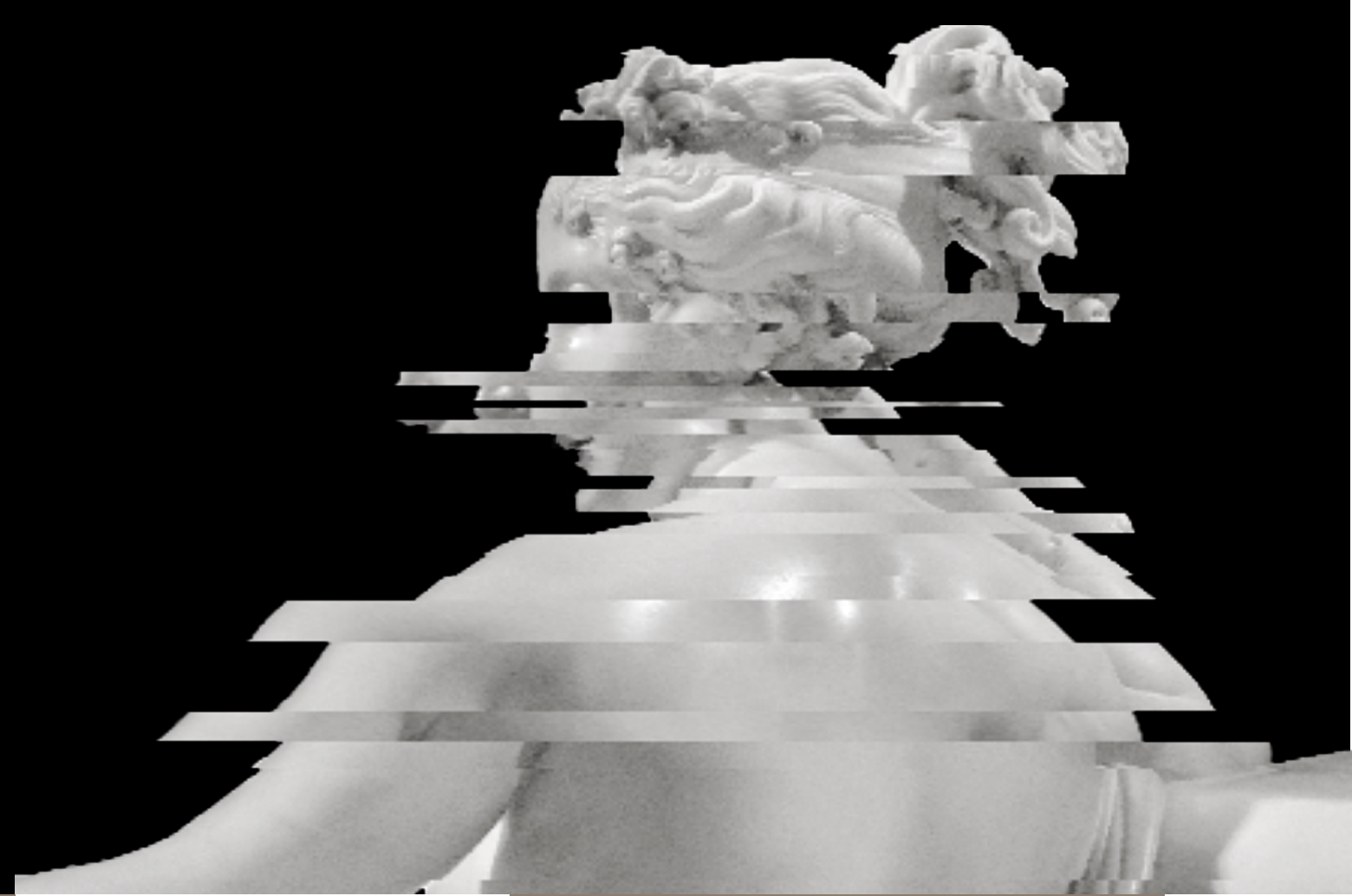
We manage the flow of online and onsite bookings for private individuals as well as for schools and tour operators through a platform developed in house.

## PERSONNEL

We take care of providing the personnel to manage cultural sites and parks, training them and ensuring the necessary numbers.

## DIGITAL MARKETING

We provide a team dedicated to the promotional activities of sites and museums, developing marketing strategies to boost the number of visits.





# MUSEUMS

Official concessionaire for numerous Italian archaeological sites and museums.

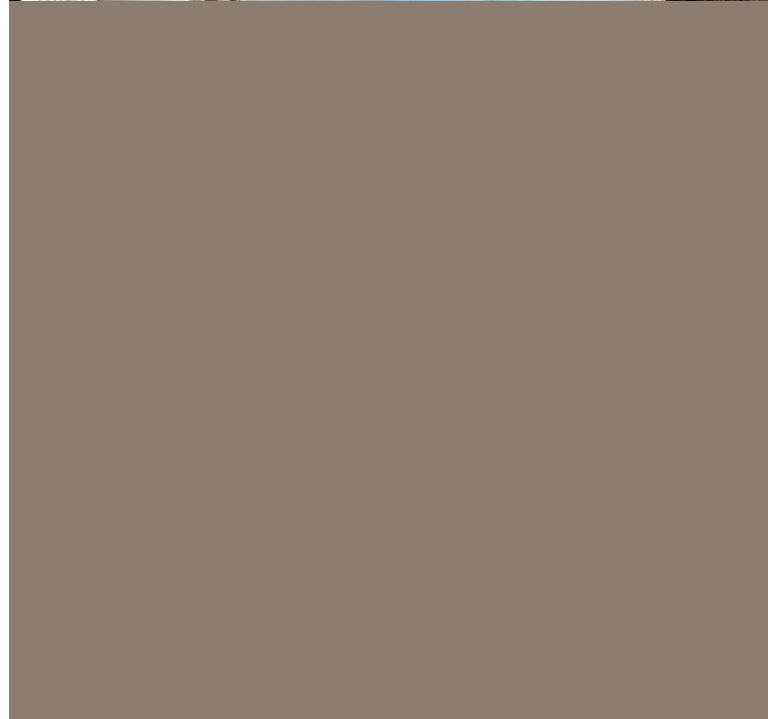
Aditus manages booking, ticketing, guided tours, didactic resources, promotion and communication.





# EXHIBITIONS

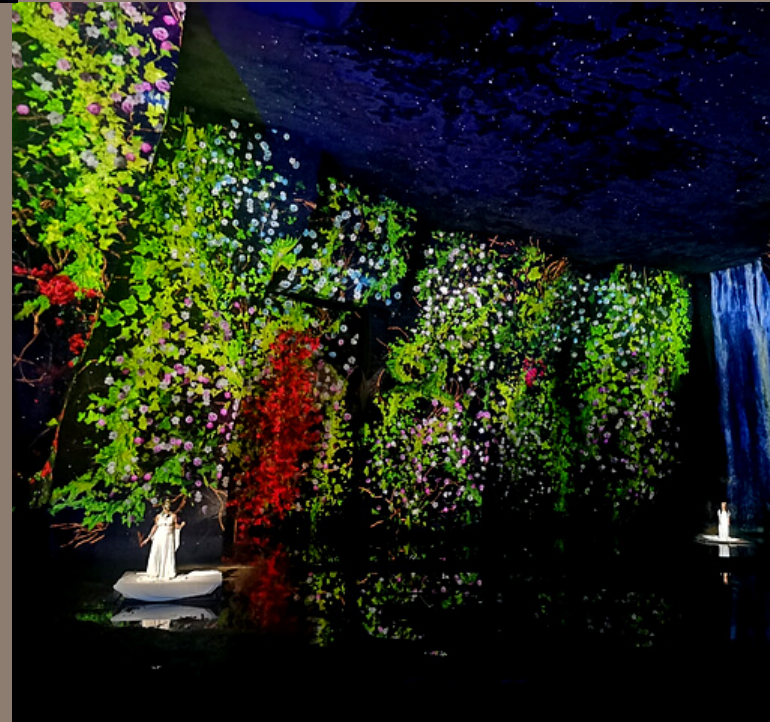
Aditus creates and manages exhibitions, integrating analogue and digital tools to bring culture to life in an exciting way for visitors of all ages, backgrounds and interests.





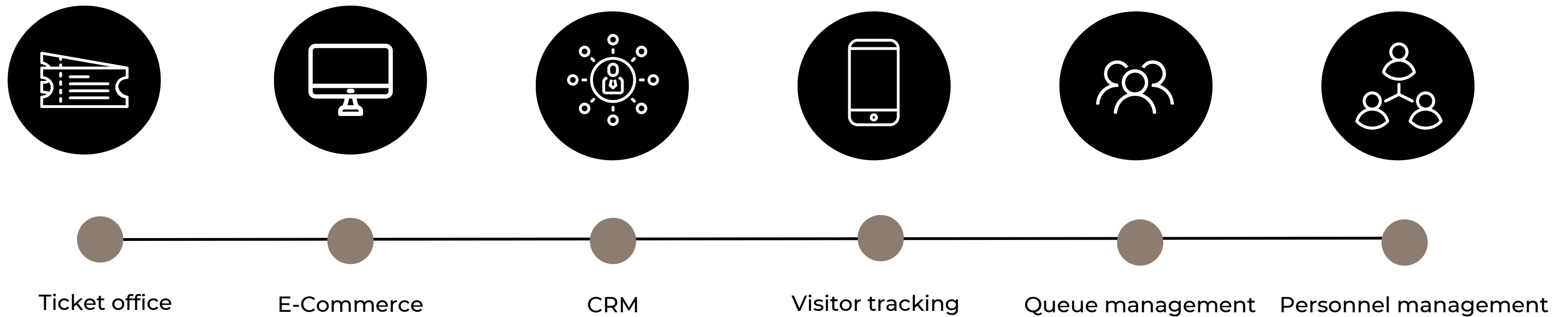
# EVENTS

Aditus organises B2B and B2C events promoting the beauty of Italian cultural sites.



# MIMS

## MUSEUM INTEGRATED MANAGEMENT SYSTEM



We have developed in-house a web platform - MIMS - for the integrated management of museum activities: from ticket sales, bookshops and educational services, to queue monitoring and personnel management.



# MIMS

- Multisite

- Can be integrated with third parties

- Scalable

- Responsive

- User role

- Business Intelligence Reporting

- Disaster recovery

- Code security

**+2,5M TICKETS SOLD PER ANNUM**

**+5000 SCHOOLS ENROLLED**

**+400 TO/AV RECORDED**

**+1M UNIQUE USERS ON THE SITE**

# DIGITAL

# TRANSFORMATIONS

Culture as an immersive process, as an integral part of the user's daily life.

To think of the cultural sector as something purely analogue or physical would be to preclude access to culture for many, too many people.

This is why we have digitalised the cultural experience through a simple, fast and secure purchasing methodology.

Not just for private individuals, but also for schools and tour operators, who will find a varied offering of cultural experiences on our platform at the best prices.

DISCOVER

CREATE

GET IMMERSED





# ADITUS CULTURE

<https://aditusculture.com>

For informations write to [info@aditusculture.com](mailto:info@aditusculture.com)