

WHAT'S NEW IN VENICE

RIDE-SHARING GONDOLAS AND WATER TAXIS

The new app *KiShare* is bringing ride-sharing to Venice's waterways, allowing users to join other passengers for gondola, water taxi (*motoscafi*), and road taxi rides.

A one-way water taxi fare from the city center to the island of *Murano* costs 60€, and a one-way road taxi to *Marco Polo Airport* costs 40€.

guests can take the water taxis to other destinations as well.



Shared between four people, the fare can cost as little as 10€ per person —significant savings compared to shouldering the entire cost alone.

Once users download the app, they can find and connect with other users nearby, select a meeting point, and view the closest gondola or taxi stations. Though *KiShare* calculates the water taxi prices for fixed routes,

The social aspect of the app allows solo travelers, couples, and others to meet like-minded people and travel in more comfort than in a train or *vaporetto* (public water taxi). Users can chat through the app to book rides or communicate if they are running late, share photos and exchange contact information. Users can also choose how many people they want to share the ride with, as well as their companions' age and other attributes.

The *KiShare* app is available for free on Apple and Android devices. It works from anywhere in the world and is available in nine languages. Users can book their rides months in advance or the day-of. Look for *KiShare* to expand throughout Italy.

GET HELP FROM A LOCAL, ON DEMAND

Ever wish you had a friend in an Italian city who could advise you on the best way to get around, what to do and where to go? *Prontopia* aims to change that, and is launching in *Venice* as a way to connect travelers with local Venetians who can help them at any point during their visits.

Travelers can request a local on demand for help getting around Venice, whether to greet them upon arrival at the train station or airport and guide them to their hotel, help them with their departure, or give directions. Locals can also refer visitors to qualified tour guides during their stay.



then, travelers can book assistance through the *Prontopia* website at least 24 hours in advance. The service costs 20€ per hour.

For travelers, the bonuses of "enabling a human connection to solve an immediate problem," as *Kenny* puts it, include getting to know an authentic part of Venice through a local's perspective and feeling connected to a community. The 40 locals who currently work for *Prontopia* are proud to act as ambassadors for Venice.

"We launched in Venice because it can be a challenging place to navigate," says *Shannon Kenny* who runs the site *ItaliaKids.com* and founded *Prontopia* along with *Davis Brimer*, who once worked with her at a tech start-up.



Following a test period, *Prontopia's* updated app will be released sometime this year and travelers will be able to request immediate assistance from locals for whatever their needs may be. Until

For more information, visit www.prontopia.com

— Elaine Murphy

1€ = \$1.22 at press time

The are 127 squares in *Venice*.