

Introduction

It is often said that **Venice**, Italy, is a one-of-a-kind city. Far from being a futile cliché this sentence, is, indeed, grounded in reality, and that isn't only due to Venice's exceptional topography, but also to its very unique economy, which, famously, relies entirely on tourism.

Hence, it goes without saying that this peculiar economy has recently suffered a dramatic contraction as a result of the current pandemic, which drove down the island's yearly tourist influx by 71.7%.

However, times of crisis are often ones of business opportunities, and 2020 in Venice has been no exception, with historical Hotels selling for half their values - some of these sells made the international newspapers' headlines - and a wide plethora of properties back on the market.

In this context, we would like to propose an analysis that would help interested investors in starting a **commercial activity** - specifically a **restaurant** - in the historical island of **Venice**, or in the adjacent - and commercially viable - islands of Murano and Giudecca.