The legend of Mark’s *apparitio* had a profound effect on Venetian hagiographic standards. The following paper seeks firstly to uncover the extent to which the trope dominated Venetian hagiography. It further explores how the *Vitae* of Venice’s local contingent of saints and *beati* alluded to Mark’s well-known and sanctioned prototype in order to validate new, dubious or unfamiliar cults. The unusual prominence of the motif in Venice more generally, particularly after Mark’s famous *apparitio* of 1094, suggests that *apparitiones* were used as part of a broader strategy to validate Venice’s self-perceived identity as God’s favoured *locus sanctus*. 