

Exploring digital Tourism, innovation and projects at Ticino Turismo from a tourist and provider perspective

The background of the slide is white and features a sparse, random distribution of small squares. These squares are in various colors, including light blue, light green, light orange, light purple, and light grey. Some squares are solid, while others are outlined.

Angelo Trotta

Director

TICINO TURISMO

Promotion

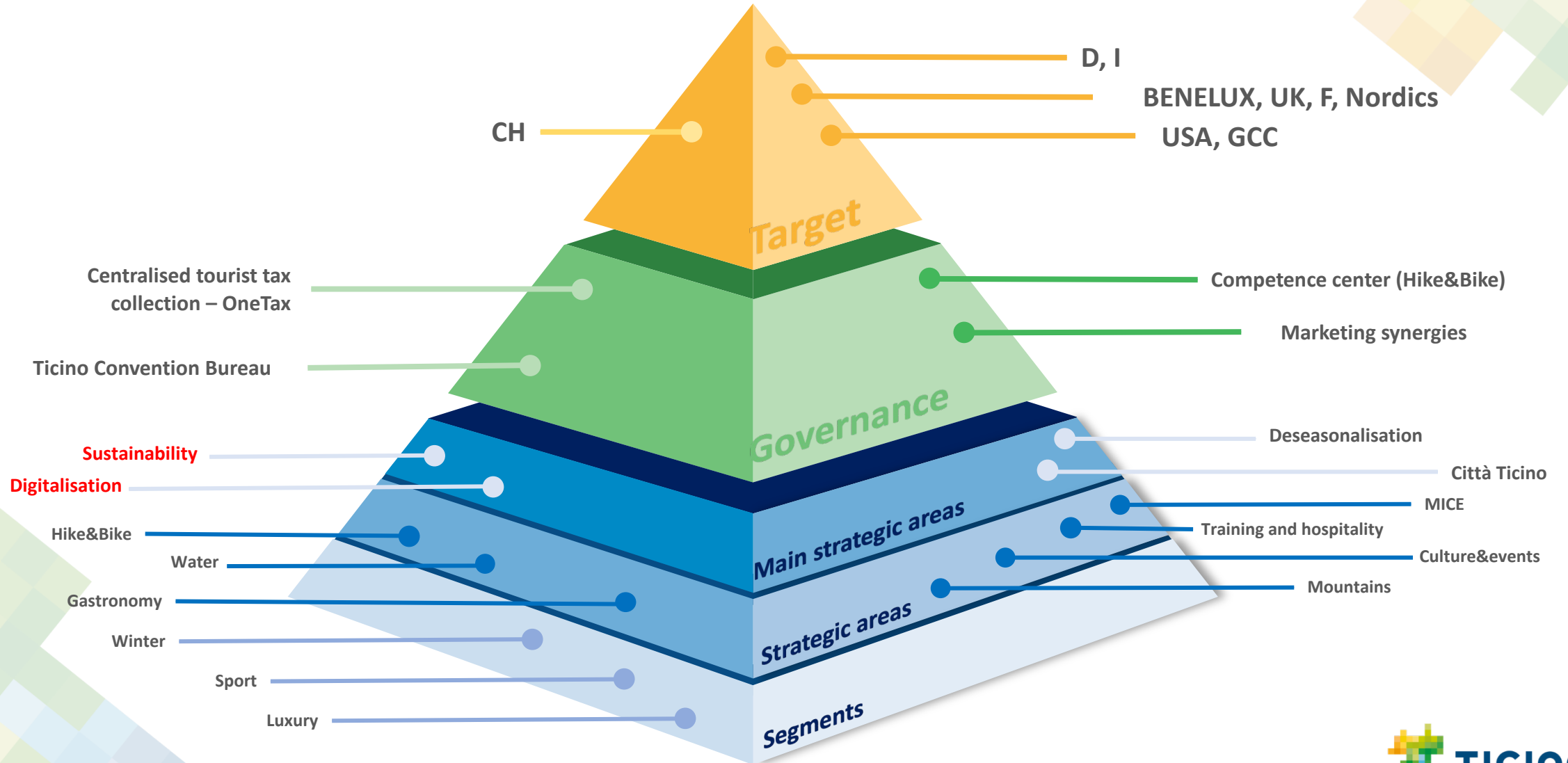
Coordination

Development

What is a DMO and tourism system of a destination



Strategy



Ticino Ticket



Ticino Ticket: what it is and how it works



The Ticino Ticket is a **free ride on public transportation** for tourists during their stay in hotels, hostels or camping sites.

It facilitates ski lifts, boating and **major tourist attractions** from the time of check-in to the day of check-out.

The ticket must be shown at the ticket counter of each attraction for it to be valid as a free transportation ticket.

2017

>400'000

tickets

>27

attractions

>200

hosters



2021

>800'000

tickets

>110

attractions

>510

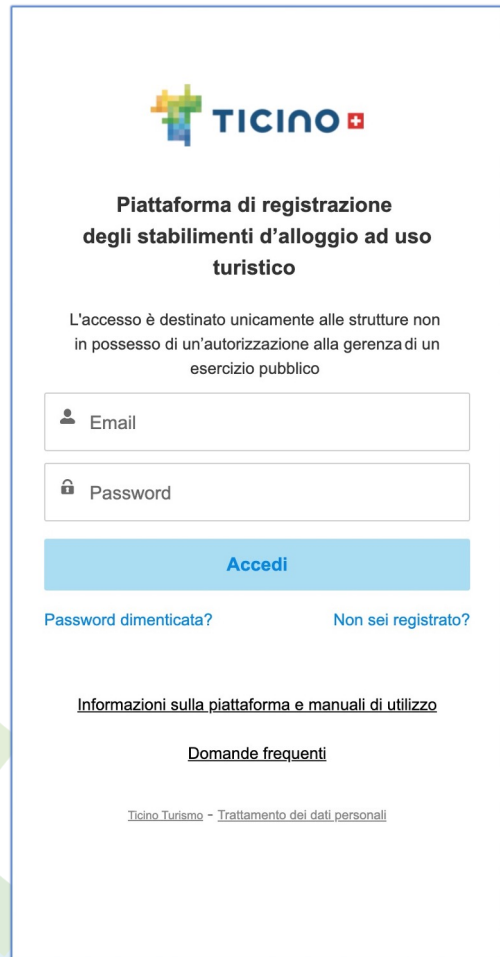
hosters





A serene sunset scene over a calm lake. Two kayakers are visible in the foreground, their silhouettes reflected in the water. The sky is a mix of soft orange, yellow, and grey clouds, with the sun low on the horizon. In the background, dark, silhouetted mountains and hills rise from the water's edge. The overall mood is peaceful and scenic.

Registration Platform for Tourist Accommodations

Registration Platform for Tourist Accommodations





The screenshot shows the login page of the 'Piattaforma di registrazione degli stabilimenti d'alloggio ad uso turistico' in Ticino. It features the Ticino logo at the top, followed by the platform's name. A disclaimer states that access is for non-public exercise establishments. There are input fields for 'Email' and 'Password', a blue 'Accedi' button, and links for 'Password dimenticata?' and 'Non sei registrato?'. At the bottom, there are links for 'Informazioni sulla piattaforma e manuali di utilizzo', 'Domande frequenti', and 'Ticino Turismo - Trattamento dei dati personali'.

 **TICINO** 

**Piattaforma di registrazione
degli stabilimenti d'alloggio ad uso
turistico**

L'accesso è destinato unicamente alle strutture non
in possesso di un'autorizzazione alla gerenza di un
esercizio pubblico

 Email

 Password

Accedi

[Password dimenticata?](#) [Non sei registrato?](#)

[Informazioni sulla piattaforma e manuali di utilizzo](#)

[Domande frequenti](#)

[Ticino Turismo](#) - [Trattamento dei dati personali](#)

The number of beds rented out for tourist use in the Canton has seen a **significant increase over recent years**, accounting for almost 25% of the total offer.

In February 2022, a project was launched on behalf of the Canton **to ensure quality, competitiveness and security** within this sector.

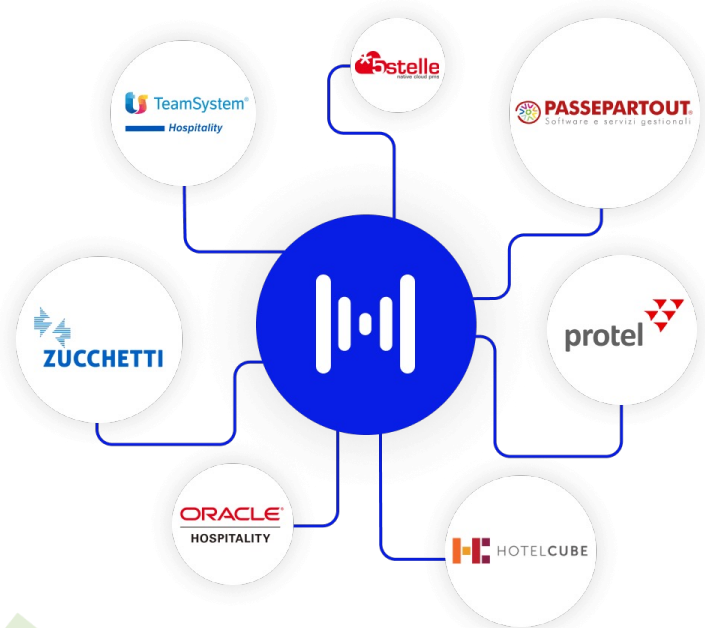
All short term rentals must **register on an online platform** and obtain a code that they must display on any online or offline advertisement.

In one year, a total of 2,900 objects were collected for a total of more than 8,600 beds.

An aerial photograph of a large body of water, likely a lake, with a vibrant blue-green hue. In the upper left, a small, forested island is visible. To its right, a larger, elongated island features a cluster of green trees, a small building with a grey roof, and a wooden dock extending into the water. Further to the right, a long, narrow stone pier or breakwater extends into the lake, topped with some vegetation. Numerous sailboats with white sails are scattered across the water's surface. The text "Hospitality data intelligence" is overlaid in white on the left side of the image.

Hospitality data intelligence

Hospitality data intelligence



A hospitality data intelligence platform was adopted to **provide real-time indicators** on hotel performance.

This tool makes it possible for hoteliers and destinations to **adapt their marketing strategies** according to past and expected performances of the facilities.

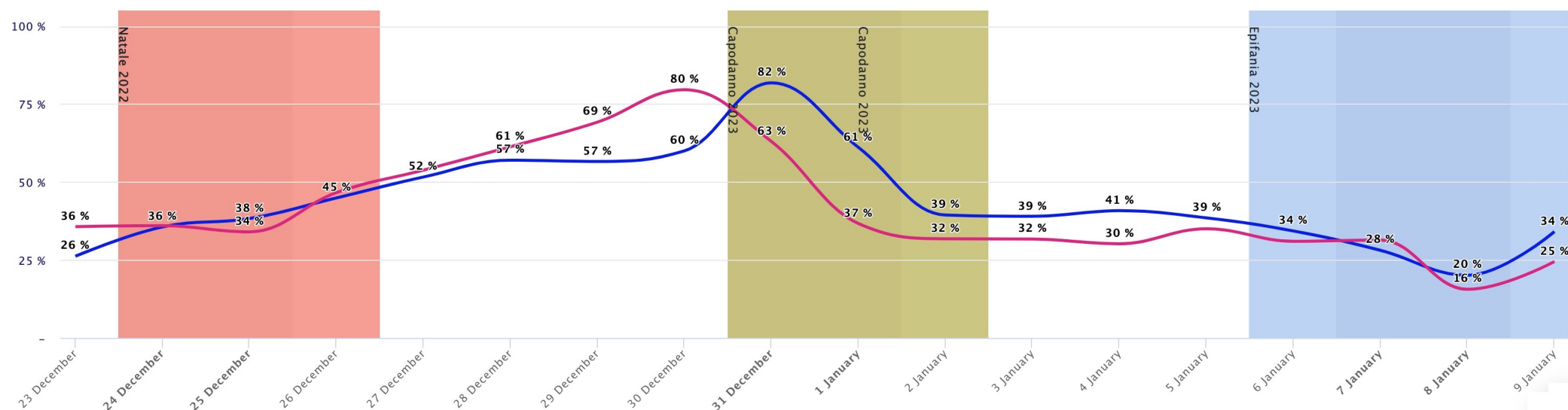
Initially, a trial phase of this tool was conducted with 65 hotels throughout the territory in 2023, which is now being extended by doubling the number of facilities involved.



OCCUPANCY	ROOM NIGHTS	ADR	REVPAR	TOTAL REVENUE
<p>▲ 1,6 pp</p> <p>vs. Previous Year</p> <p>45,4 % vs 43,8 %</p> <p>▲ 3,7 %</p>	<p>▲ 422</p> <p>vs. Previous Year</p> <p>13 K vs 12 K</p>	<p>▼ - 17,1 CHF</p> <p>vs. Previous Year</p> <p>230,8 CHF vs 247,9 CHF</p>	<p>▼ - 3,6 CHF</p> <p>vs. Previous Year</p> <p>104,9 CHF vs 108,5 CHF</p>	<p>▼ - 91,7 K CHF</p> <p>vs. Previous Year</p> <p>3,3 M CHF vs 3,4 M CHF</p>

Ticino

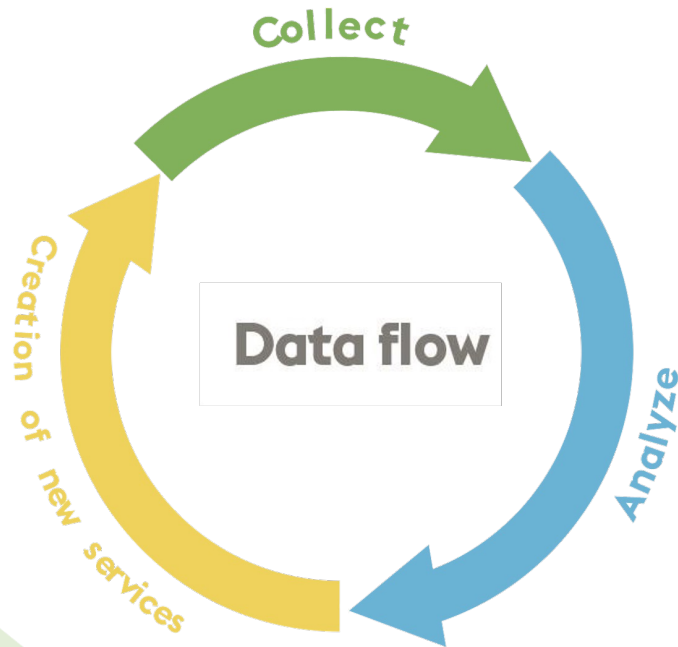
■ Current **45,4 %**
■ Previous Year **43,8 %** ▲ 1,6 pp



A scenic landscape featuring a vineyard in the foreground, a church with a tall bell tower in the middle ground, and mountains in the background under a dramatic sky.

Digital Destination Evolution System

Digital Destination Evolution System

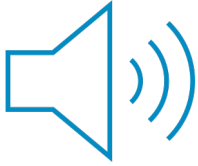


Its aim is to improve **personalisation of services** offered to tourists and enable them to gain more information on guests' habits.

Latest-generation tools will be used for **real time interaction with guests** for proposing the right service at the right time.

The collected data will not only be used for promotion but also as a database that allows greater optimisation of investments and measuring performance.

Upcoming digital services



Itineraries to listen to: tales that speak of the area through a sensory itinerary of scents, flavours, music and tactile sensations.



Welcome Kit: a free welcome pack provided to tourists in digital form, to be received by e-mail, and in physical form, to be collected at a tourist info point.



Experience Finder: a multilingual digital chatbot present on the web portals of destinations and which, through targeted questions, indicates to tourists the best experience for them.

**THANKS FOR
YOUR ATTENTION**