Exploring digital Tourism, innovation and projects at Ticino Turismo

from a tourist and
provider perspective

Angelo Trotta

Director

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TICINO TURISMO

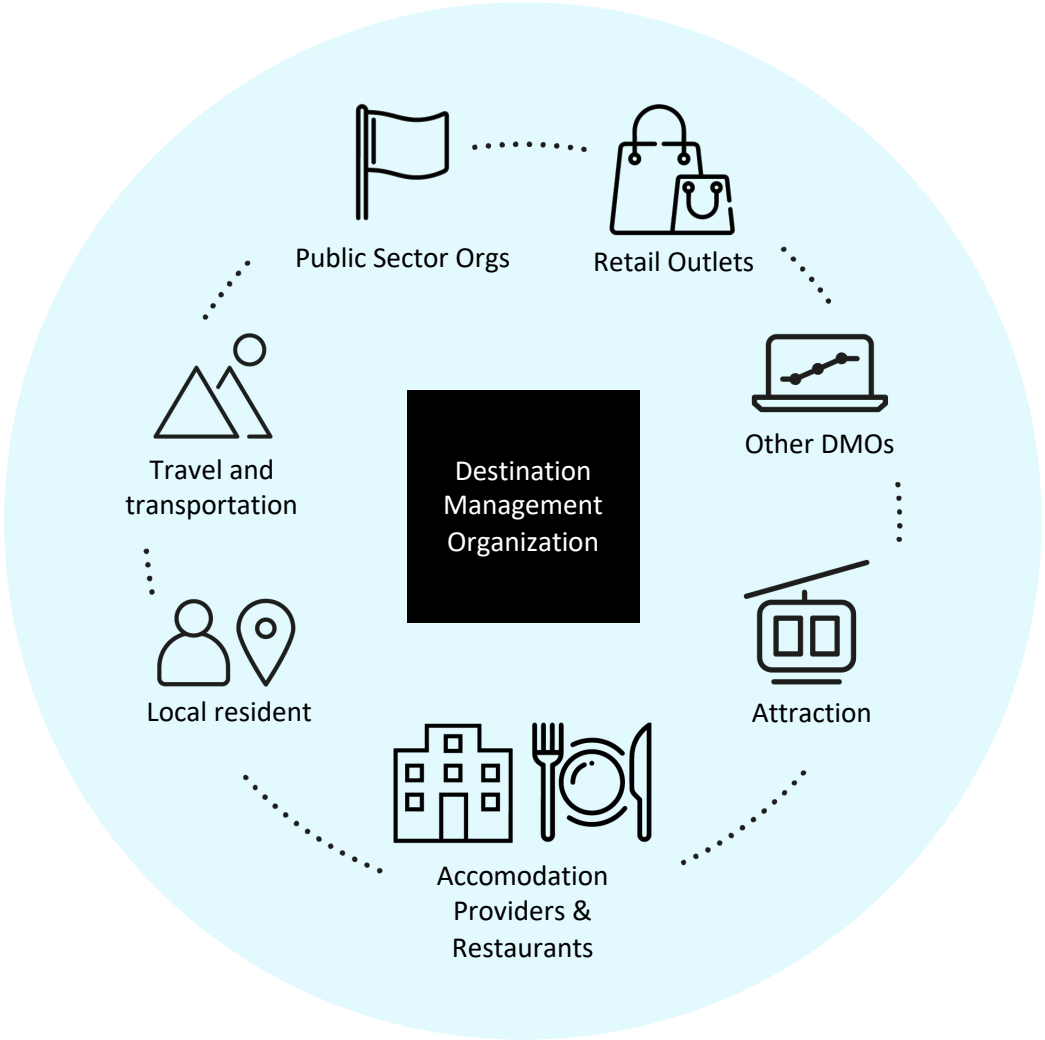
Promotion

Coordination

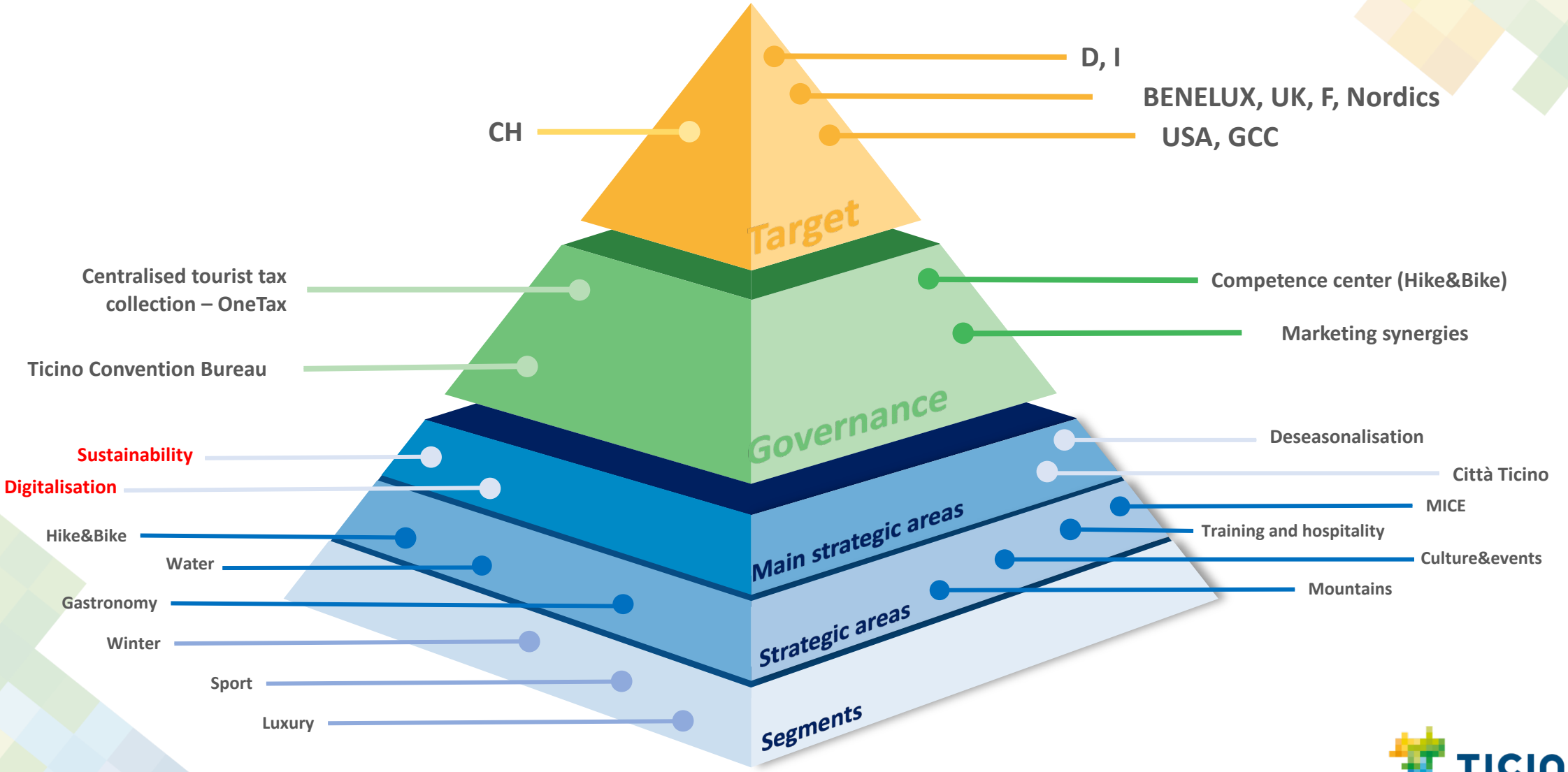
Development

TICINO

What is a DMO and tourism system of a destination



Strategy


D, I
BENELUX, UK, F, Nordics
USA, GCC
CH
Target
Centralised tourist tax collection – OneTax
Competence center (Hike&Bike)
Marketing synergies
Ticino Convention Bureau
Governance
Sustainability
Digitalisation
Deseasonalisation
Città Ticino
MICE
Training and hospitality
Culture&events
Mountains
Hike&Bike
Water
Gastronomy
Winter
Sport
Luxury
Main strategic areas
Strategic areas
Segments

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.

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2017	2021
>400'000 tickets	>800'000 tickets
>27 attractions	>110 attractions
>200 hosters	>510 hosters

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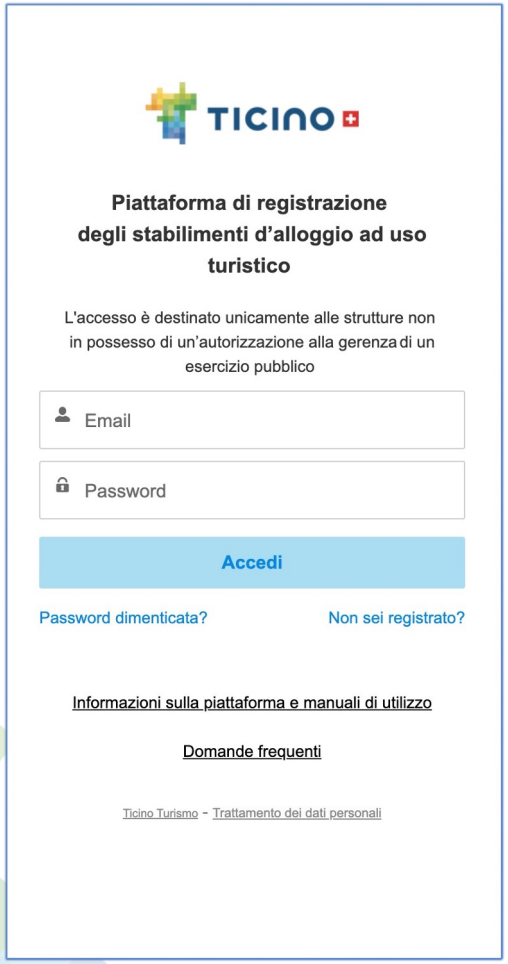
Registration Platform

for Tourist Accommodations

Registration Platform for Tourist Accommodations



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.

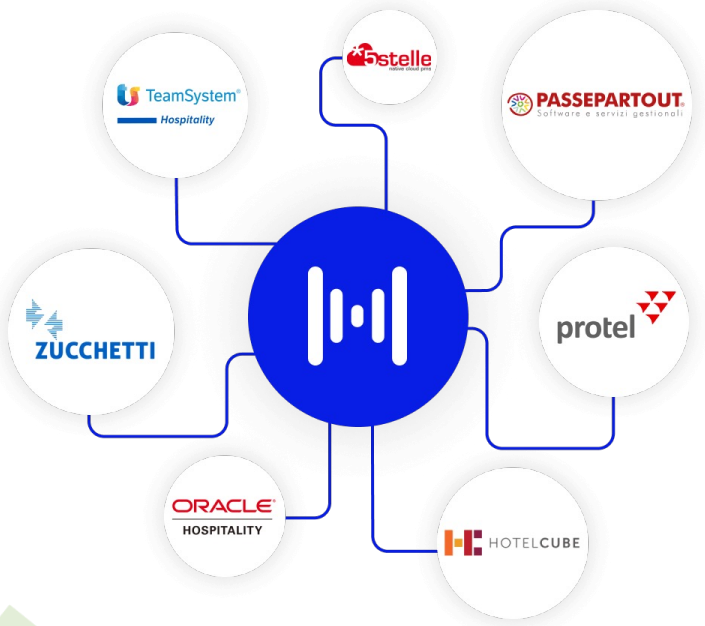
In February 2022, a project was launched on behalf of the Canton **to ensure quality, competitiveness and security** within this sector.

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.

Hospitality data intelligence

Hospitality data intelligence

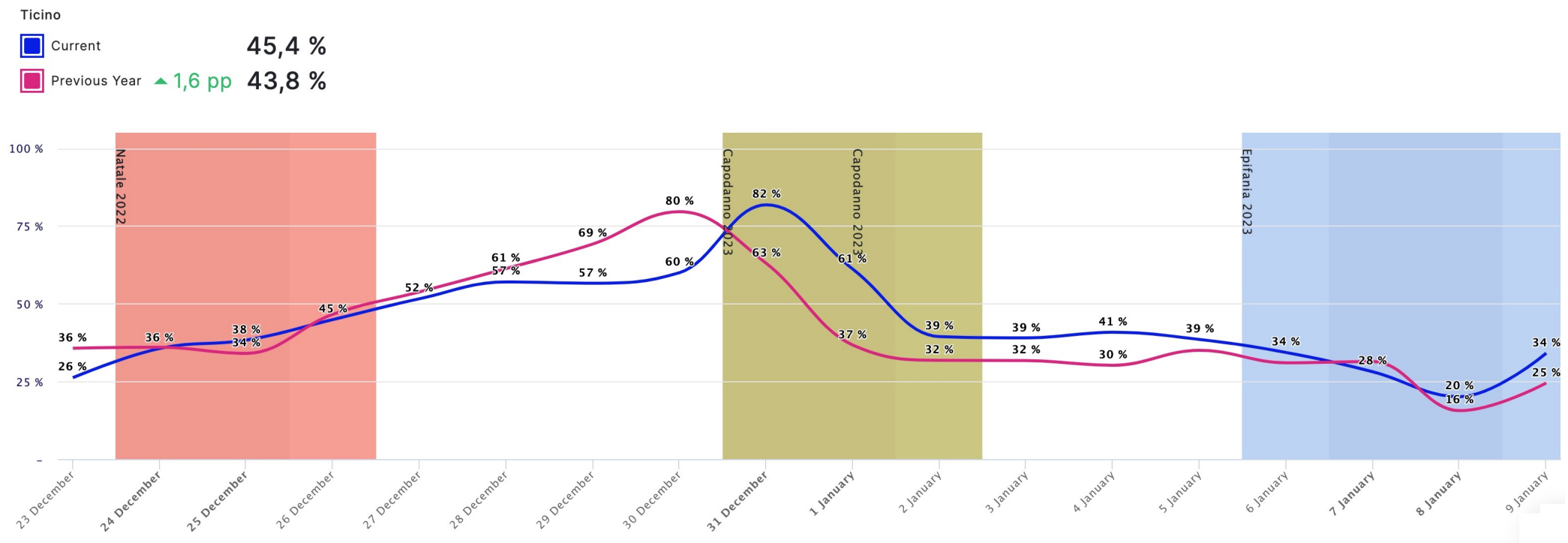


A hospitality data intelligence platform was adopted to **provide real-time indicators** on hotel performance.

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

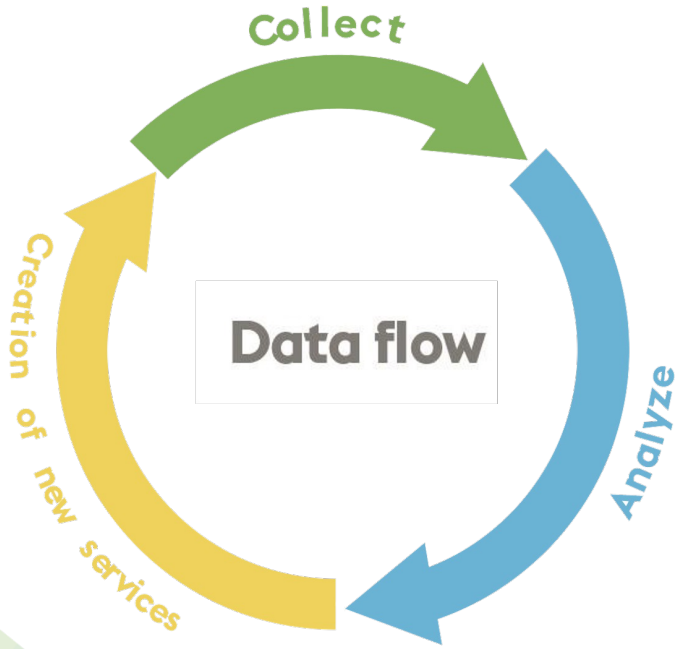
Initially, a trial phase of this tool was conducted with 65 hotels throughout the territory in 2023, which is now being extended by doubling the number of facilities involved.

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



Digital Destination Evolution System

Digital Destination Evolution System

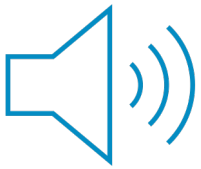


Its aim is to improve **personalisation of services** offered to tourists and enable them to gain more information on guests' habits.

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.

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THANKS FOR YOUR ATTENTION

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