

# Tourism & Technology

Enhancing growth, valorizing cultural attractions, enabling better accessibility.

Culture, tourism, and technology **support** and **drive towards** the common goal of being democratic fields, sources of knowledge and growth for individuals, communities, and territories.

● METAVERSE

DIGITAL EXPERIENCE ●

● PUBLIC-PRIVATE PARTNERSHIP

**NATIONAL RECOVERY AND RESILIENCE PLAN** ●

## 01 A NEW STRATEGY

Through digital means, we contribute to **breaking down barriers**, increasing the tangible value of heritage and the perceived value of the experience, expanding tourist flows, moving beyond traditional circuits, and **enabling socioeconomic revival**.

## 02 FACTS

**74+ MILION** Total number of **international tourist arrivals** in Italy (2022)

**16+ MILION** Number of **Visitors** to state museums, monuments, archaeological sites, and museum complexes in Italy (2021)

**107 BILION €** Domestic tourism spending in Italy (2021)

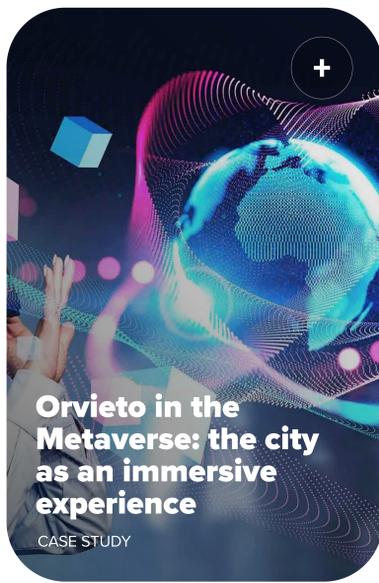
Data source Statista

## AN INTEGRATED APPROACH

Technological innovation **enables** and **supports** the process of enhancing **services, participation** and **preservation** of the historical and cultural heritage. From fragmented initiatives to a coordinated promotional system governed by a single authority.

- + **New technologies for governance and experience**
- + **Increased interaction between local government and city users**
- + **Artificial Intelligence & Big Data**

## Discover More



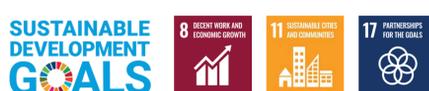
## WHAT'S NEXT

### KEY TAKEAWAYS

- Bringing tourists to big cities and also to small locations
- Attracting people and keeping them, going beyond the "hit-and-run" tourism logic
- Making the narrative of the offer more immersive, sensory, and customizable
- The generated business helps finance conservation and dissemination activities

### EXPECTED RESULTS

- Multichannel access and payment
- Digital assistant
- Immersive technologies
- Visitor experience
- On-demand park
- IoT and blockchain

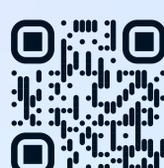


### OUR Ecosystems

- + Wellbeing
- + Wealth & Commerce
- + **Digital Citizenship**
- + Energy Resources & Sustainability
- + Mobility

### OUR ToolBox

- + PODCAST
- + VIDEO
- + PAPER
- + CASE STUDIES
- + RESEARCH PROJECTS



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