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.

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.

FACTS

74+ MILLION

Total number of international tourist arrivals in Italy (2022)

16+ MILLION

Number of visitors to state museums, monuments, archaeological sites, and museum complexes in Italy (2021)

107 BILLION €

Domestic tourism spending in Italy (2021)

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

Digital Experience: culture and tourism in “360”

Orvieto in the Metaverse: the city as an immersive experience

Digital Experience: Culture & Tourism

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

New technologies for governance and experience

Increased interaction between local government and city users

Artificial Intelligence & Big Data

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.

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.

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.

FACTS

74+ MILLION

Total number of international tourist arrivals in Italy (2022)

16+ MILLION

Number of visitors to state museums, monuments, archaeological sites, and museum complexes in Italy (2021)

107 BILLION €

Domestic tourism spending in Italy (2021)

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

Digital Experience: culture and tourism in “360”

Orvieto in the Metaverse: the city as an immersive experience

Digital Experience: Culture & Tourism

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

New technologies for governance and experience

Increased interaction between local government and city users

Artificial Intelligence & Big Data

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.

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.