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WE MAKE IT EASY

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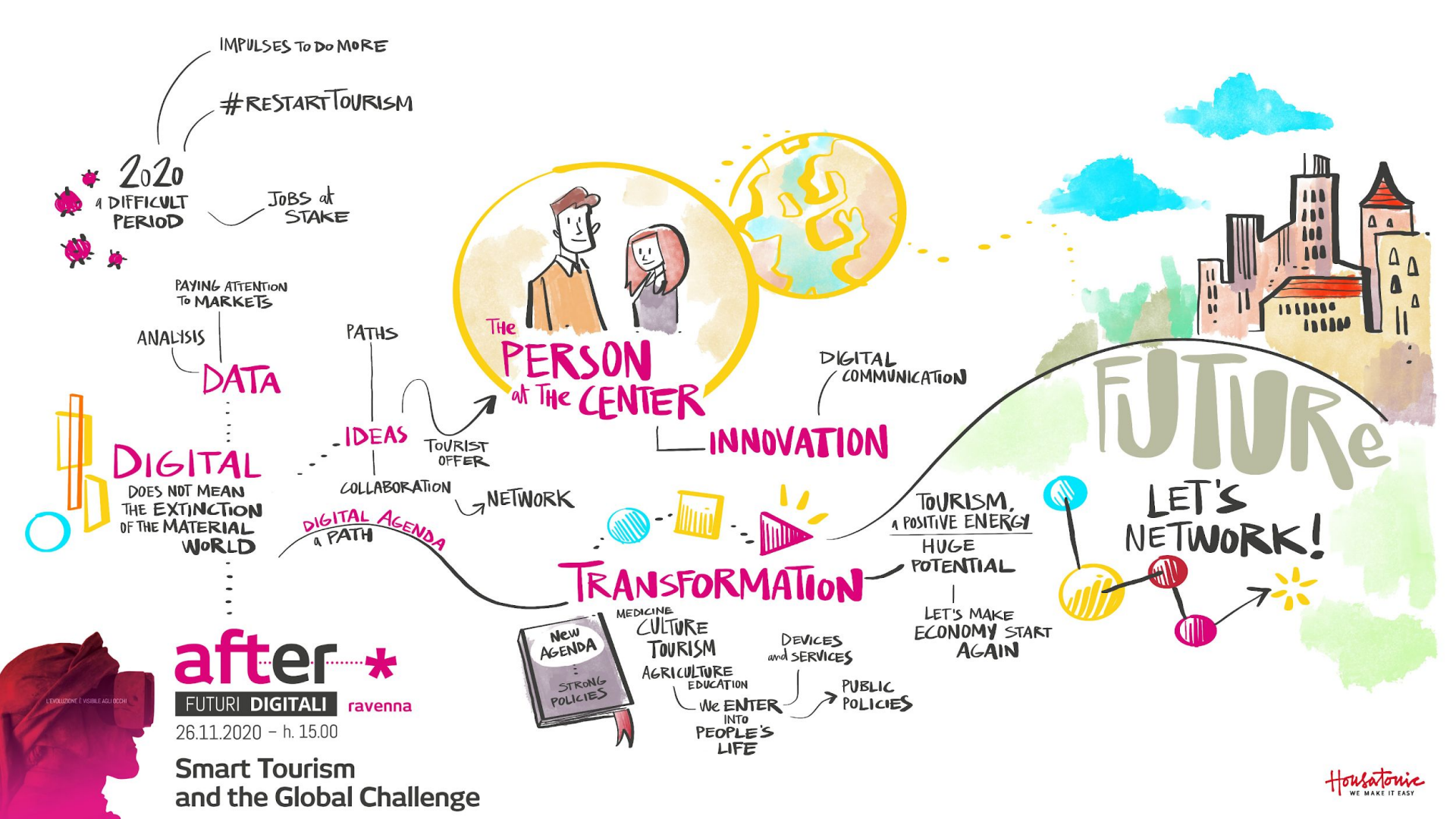


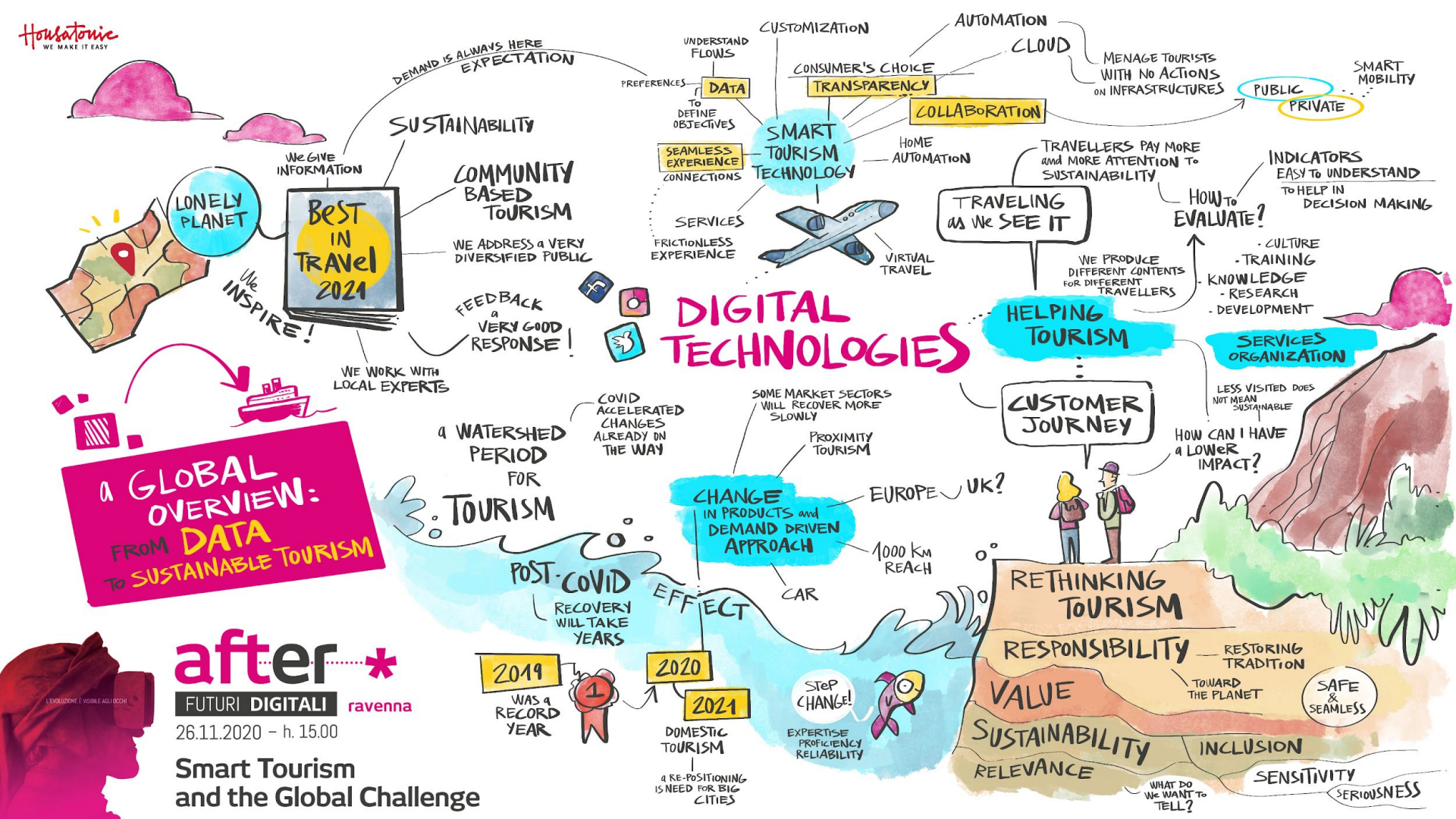
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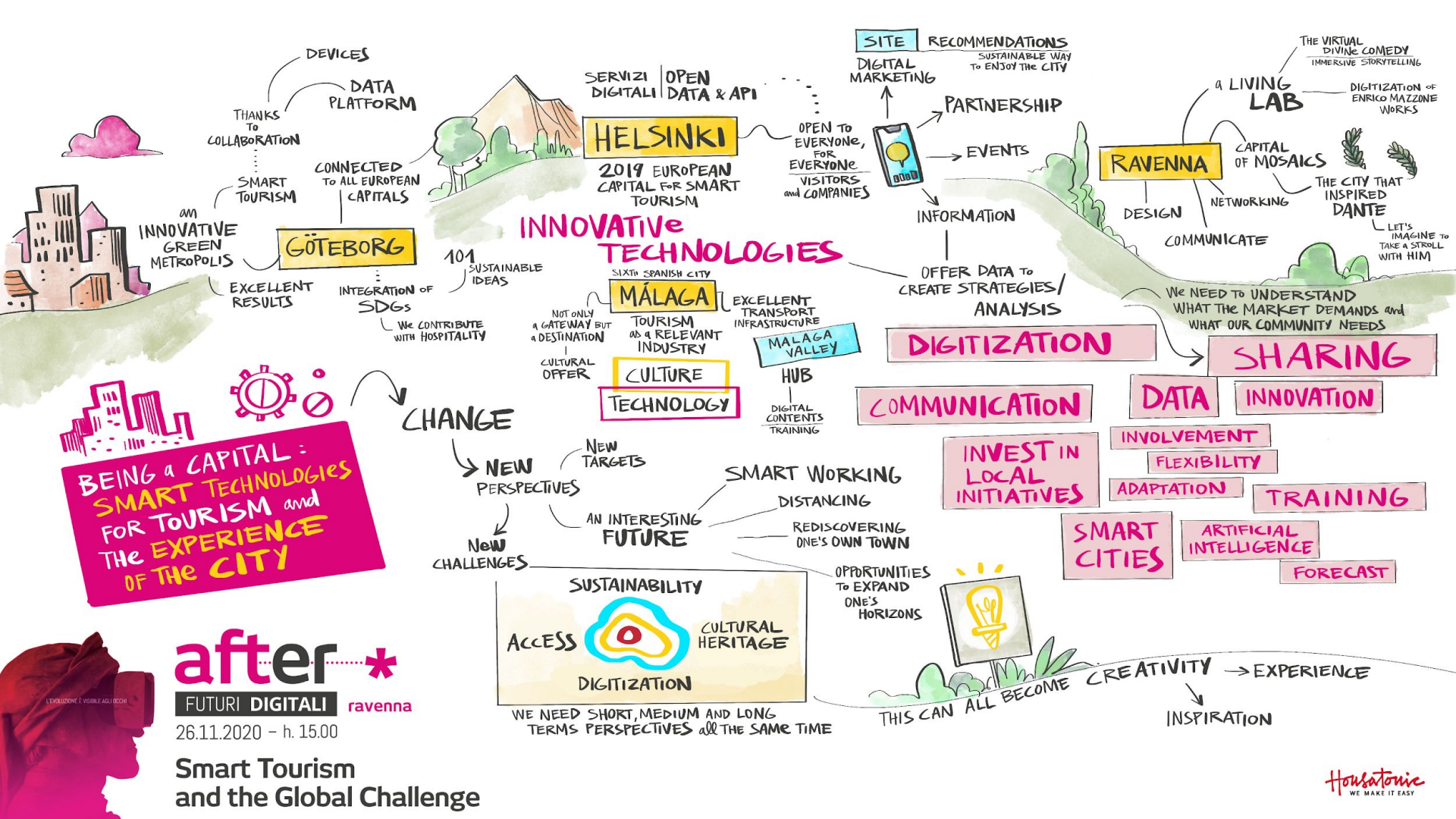
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Smart Tourism and the Global Challenge


IMPULSES TO DO MORE
#RESTARTTOURISM
2020
A DIFFICULT PERIOD
JOBS at STAKE
PAYING ATTENTION TO MARKETS
ANALYSIS
DATA
PATHS
IDEAS
TOURIST OFFER
COLLABORATION
NETWORK
DIGITAL
DOES NOT MEAN THE EXTINCTION OF THE MATERIAL WORLD
DIGITAL AGENDA
A PATH
The PERSON at The CENTER
DIGITAL COMMUNICATION
INNOVATION
TRANSFORMATION
New AGENDA
STRONG POLICIES
MEDICINE
CULTURE
TOURISM
AGRICULTURE
EDUCATION
We ENTER INTO PEOPLE'S LIFE
DEVICES and SERVICES
PUBLIC POLICIES
TOURISM, A POSITIVE ENERGY
HUGE POTENTIAL
LET'S MAKE ECONOMY START AGAIN
FUTURE
LET'S NETWORK!
L'EVOLUZIONE È VISIBILE AGLI OCCHI
after
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WE MAKE IT EASY


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WE MAKE IT EASY
DEMAND IS ALWAYS HERE
EXPECTATION
SUSTAINABILITY
COMMUNITY BASED TOURISM
WE ADDRESS A VERY DIVERSIFIED PUBLIC
FEEDBACK a VERY GOOD RESPONSE!
WE WORK WITH LOCAL EXPERTS
WE INSPIRE!
WE GIVE INFORMATION
LONELY PLANET
BEST IN TRAVEL 2021
A GLOBAL OVERVIEW: FROM DATA TO SUSTAINABLE TOURISM
UNDERSTAND FLOWS
PREFERENCES
DATA
TO DEFINE OBJECTIVES
CUSTOMIZATION
AUTOMATION
CLOUD
CONSUMER'S CHOICE
TRANSPARENCY
COLLABORATION
MENAGE TOURISTS WITH NO ACTIONS ON INFRASTRUCTURES
PUBLIC
PRIVATE
SMART MOBILITY
SEAMLESS EXPERIENCE
CONNECTIONS
SMART TOURISM TECHNOLOGY
HOME AUTOMATION
SERVICES
FRICTIONLESS EXPERIENCE
VIRTUAL TRAVEL
DIGITAL TECHNOLOGIES
TRAVELLERS PAY MORE and MORE ATTENTION TO SUSTAINABILITY
TRAVELING as We SEE IT
HOW TO EVALUATE?
INDICATORS EASY TO UNDERSTAND
TO HELP IN DECISION MAKING
WE PRODUCE DIFFERENT CONTENTS FOR DIFFERENT TRAVELLERS
HELPING TOURISM
· CULTURE
· TRAINING
· KNOWLEDGE
· RESEARCH
· DEVELOPMENT
SERVICES ORGANIZATION
LESS VISITED DOES NOT MEAN SUSTAINABLE
CUSTOMER JOURNEY
HOW CAN I HAVE a LOWER IMPACT?
a WATERSHED PERIOD FOR TOURISM
COVID ACCELERATED CHANGES ALREADY ON THE WAY
SOME MARKET SECTORS WILL RECOVER MORE SLOWLY
PROXIMITY TOURISM
CHANGE IN PRODUCTS and DEMAND DRIVEN APPROACH
EUROPE
UK?
1000 Km REACH
CAR
POST-COVID EFFECT
RECOVERY WILL TAKE YEARS
2019
WAS a RECORD YEAR
2020
2021
DOMESTIC TOURISM
a RE-POSITIONING IS NEED FOR BIG CITIES
STEP CHANGE!
EXPERTISE PROFICIENCY RELIABILITY
RETHINKING TOURISM
RESPONSIBILITY
RESTORING TRADITION
TOWARD THE PLANET
VALUE
SAFE & SEAMLESS
SUSTAINABILITY
INCLUSION
RELEVANCE
SENSITIVITY
SERIOUSNESS
WHAT DO WE WANT TO TELL?
L'EVOLUZIONE È VISIBILE AGLI OCCHI
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