



Torino+Piemonte Card

A Smart, Sustainable and Inclusive Destination Management Tool

Genoa: 18 June 2026



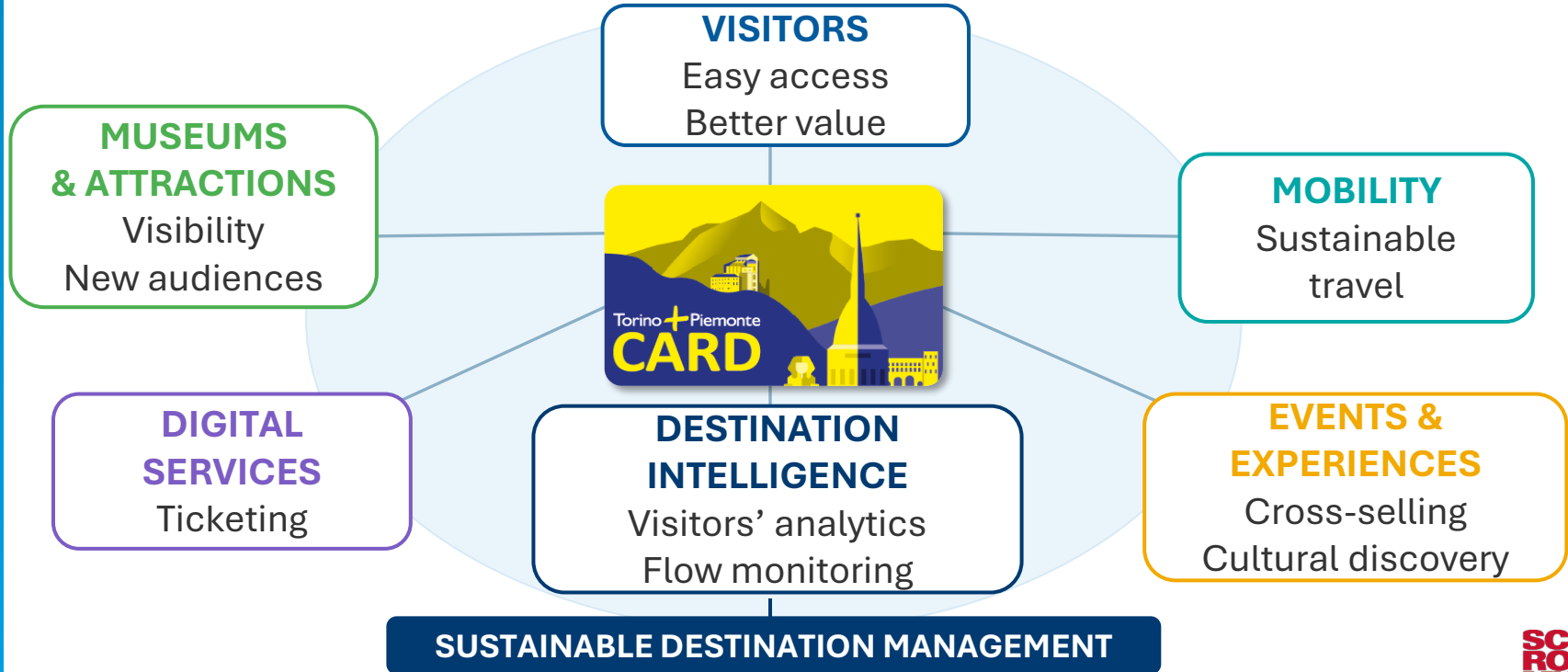
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Beyond a Tourist Pass: a destination platform

The Card transforms fragmented tourism services into a connected visitor journey

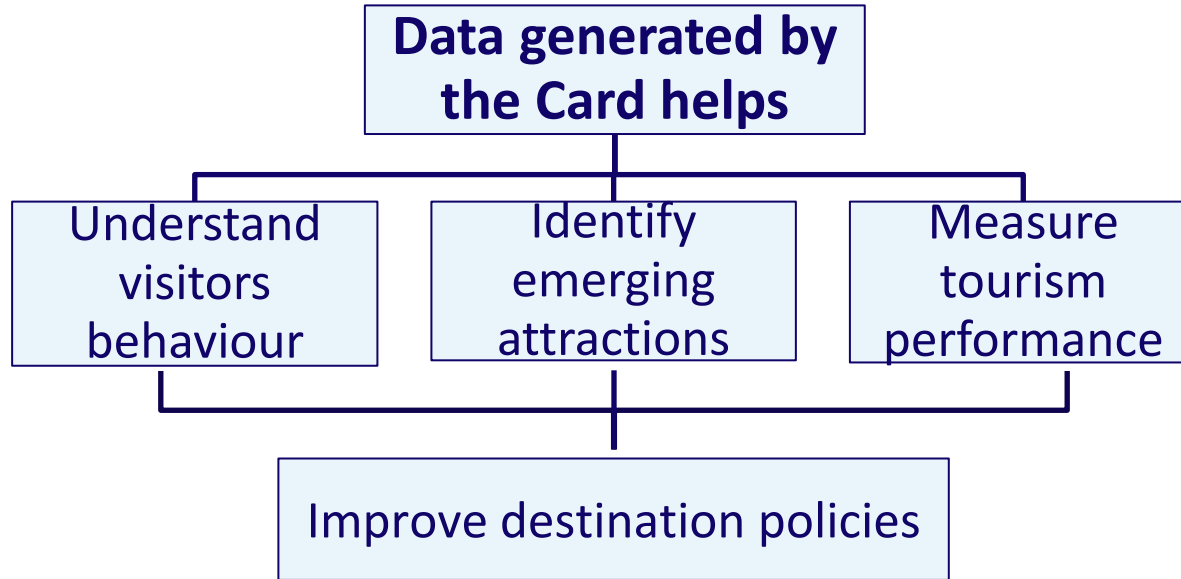


**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Smart Tourism in Action

How the Card creates a smart destination

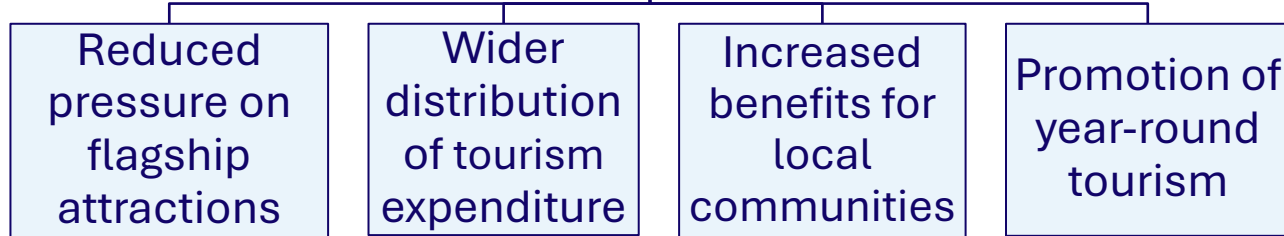


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Supporting Sustainable Tourism

Sustainability is not only environmental; it is also territorial and economic balance



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Inclusive and Accessible by Design

Making Culture easier to access

The Card
reduces
barriers

Economic Inclusion -> Better value
compared to individual tickets

Information Accessibility -> One product &
one source of information

Cultural Inclusion -> Access to diverse
cultural experiences

Geographic Inclusion -> Exploration beyond
traditional tourist routes

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ESG Contribution of the Torino+Piemonte Card

One card generating environmental, social and governance value across the destination



ENVIRONMENTAL

- Sustainable mobility
- Visitor dispersion
- Digital ticketing



SOCIAL

- Access to culture
- Community benefits



GOVERNANCE

- Data-driven management
- Public-private collaboration

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Alignment with the **European Smart Tourism Framework**

The Torino+Piemonte Card embodies all four dimensions of Smart Tourism



Easy access
Cultural participation



Visitor flow distribution
Territorial development



Digital ticketing
Visitors analytics



Museums
Royal Residences

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Contribution to the **UN SDGs**

A destination card can become a practical instrument for implementing the SDGs



Economic benefits distributed throughout Torino and Piemonte



A more resilient and culturally vibrant destination



More efficient and responsible management of tourism resources



A stronger and more integrated tourism ecosystem

Inclusive and Smart Tourism Destinations: Strategies for innovation





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The Torino+Piemonte Card is not simply a tourist pass
It is a platform for smart governance, sustainability
and inclusion

A smart tourist destination is not defined
by technology alone, but by its ability to
create value for visitors and residents
alike, with regenerative tourism driven
policies.

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