



Torino+Piemonte Card

A Smart, Sustainable and
Inclusive Destination
Management Tool



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Turismo Torino e Provincia



un mondo
libero dalla SM

Genoa: 18 June 2026



Beyond a Tourist Pass: a destination platform

The Card transforms fragmented tourism services into a connected visitor journey

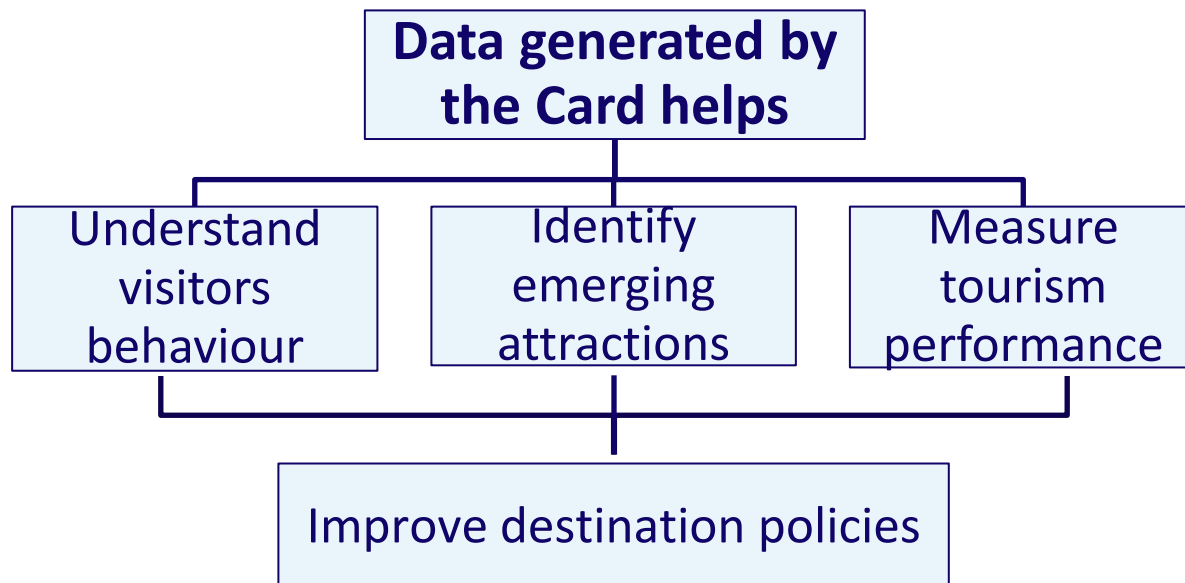


**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Smart Tourism in Action

How the Card creates a smart destination

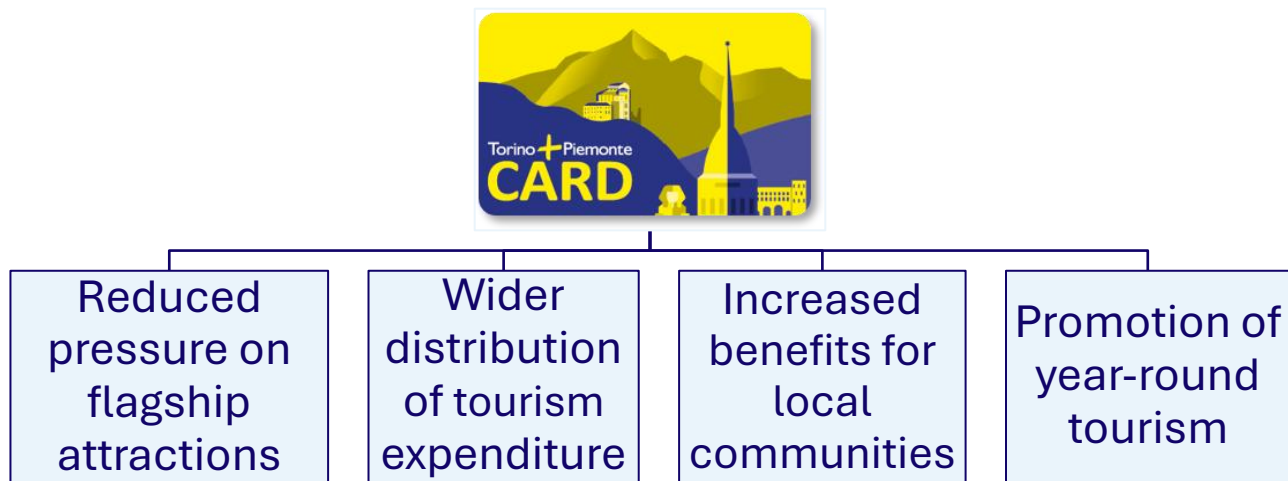


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Supporting Sustainable Tourism

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

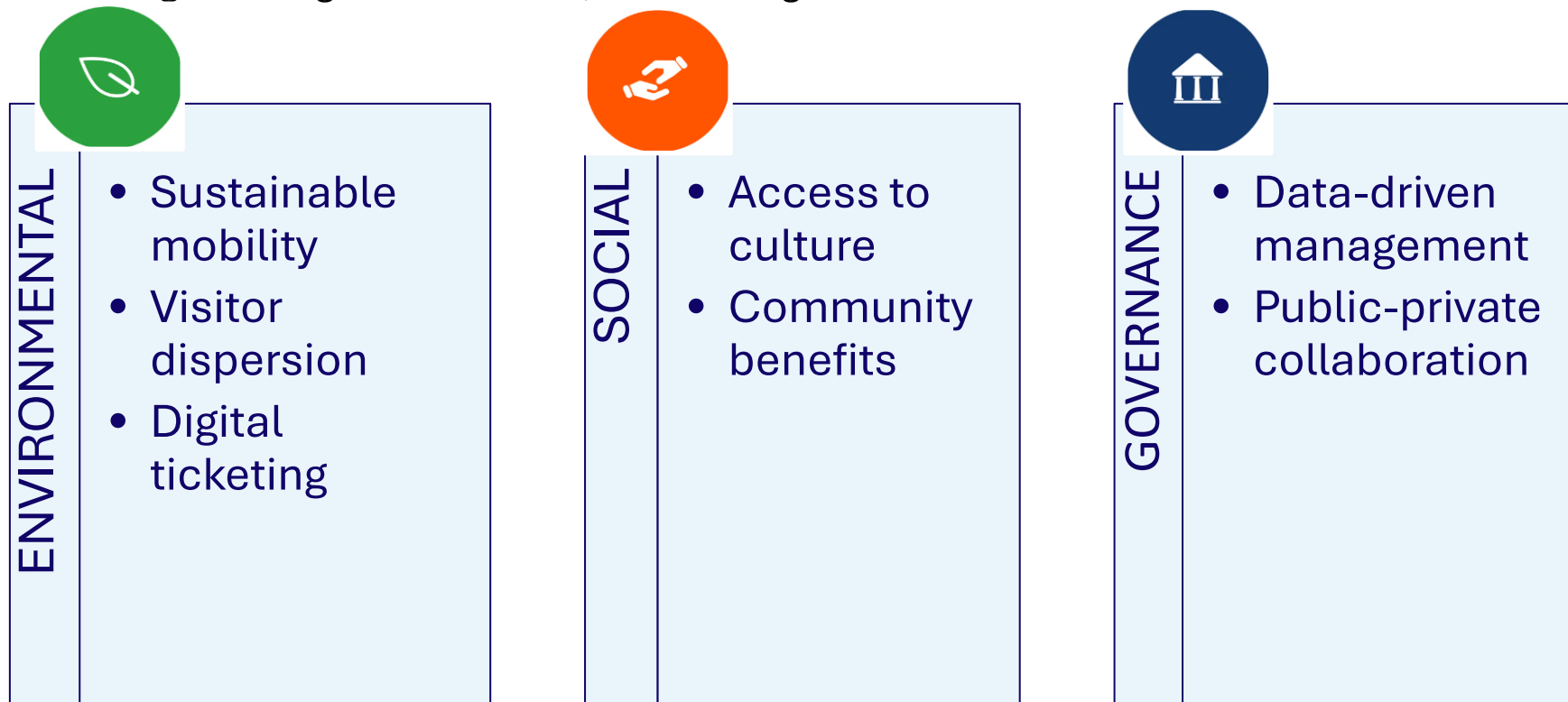
Geographic Inclusion -> Exploration beyond
traditional tourist routes

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ESG Contribution of the Torino+Piemonte Card

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



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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



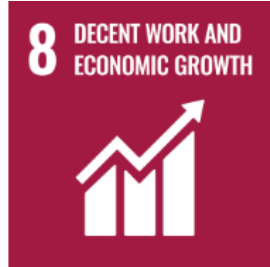
Museums
Royal Residences

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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*

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Inclusive and Smart Tourism Destinations: Strategies for innovation

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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