

15 ways to experience hiking in Ticino

THE CHALLENGE / An integrated service for tourists, invaluable to the area

Ticino is the region with the most extensive network of walking trails in Switzerland. A resource that already generates a significant return on an economic level and that could be even more strategic for the local economy in the future. The goal of the project was to fully exploit the routes' potential, attracting an increasing number of people and provide tourists with an unforgettable experience before, during and after their trip.

VISION / Inspire, welcome, guide

The idea behind the project was simple: provide an integrated experience encompassing both the physical and digital world, which can create expectations for all types of hikers/tourists and, at the same time, allow those arriving in the area to discover and explore the routes.

PROJECT / An engaging experience: before, during and after the trip

We designed an integrated ecosystem made up of 15 physical and digital touchpoints (app, website, info-advertisements, interactive displays, etc) that guides people throughout the trail cycle. We expanded the points of contact - by integrating new tools with the existing structure - to ensure that anyone, at any time, can discover the best route for them and can be supported throughout their exploration.

The outcome is a service that:

1. Promotes the routes to the medium/long range tourists who want to take a trip which requires little planning or directly on site;
2. Creates awareness about the existing routes to all the local people and support regarding guidance and organization;
3. Supports walkers and hikers on site with prompt tools and information;
4. Lets people share their routes on social media channels and talk about their own experiences.

RESULTS

An average of +1000 daily page views on the itinerary section of the website and 5.000 downloaded app since the launch day (10 July 2015). In the future, other indicators will be tracked (printed papers, people on trails, analytics, economic return) to evaluate the effectiveness of the project.