

# Wellness & Tourism: a platform to enhance the territory

*A new way to attract visitors through wellness experiences*

Wellness tourism is rapidly growing, with travelers seeking rejuvenating experiences, nature, relaxation, and overall well-being.

Our platform is a comprehensive digital ecosystem, featuring a dedicated web portal and a professional area.



# Key goals of the platform

## 1 *Strengthen the tourism identity*

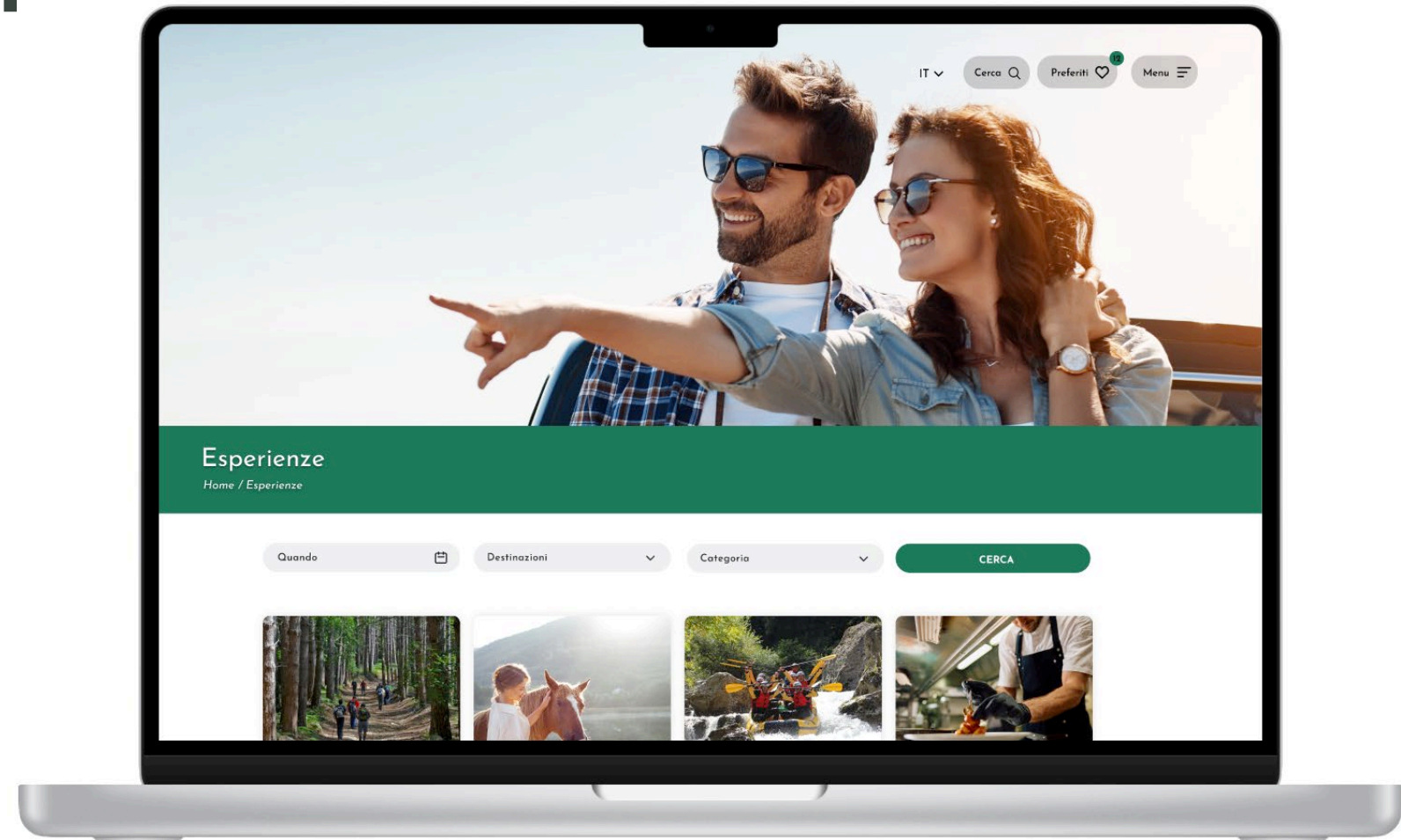
Promote the macro-region through wellness and quality of life

## 2 *Create a Digital Hub*

Aggregate offers, services, and experiential activities

## 3 *Simplify Online Booking & Purchasing*

Provide an intuitive platform for visitors to plan their wellness journeys



# A Seamless Digital Experience

*Discover, plan, and book wellness experiences in just a few clicks*



The **web portal** is the platform's core, allowing tourists to **explore** itineraries, **discover** activities, and **purchase** services easily

## Territory Offerings:

- Wellness Experiences
- Nature Activities
- Wellness Stays
- Healthy Gastronomy

## Benefits for the Region:

- Increased online visibility for local experiences
- An integrated tourism offer that positions the territory as a wellness destination
- An interactive and engaging platform to inspire visitors

# Opportunities for businesses & tourism professionals

## *A dedicated system to promote and sell experiences*

The platform's professional area enables **wellness centers, hotels, agritourisms, hiking guides, yoga instructors, and other professionals** to register and showcase their offerings.

### Key Features:

#### ***Self-Managed content***

Operators can upload, update, and promote their experiences

#### ***Online booking & payment***

Visitors can book and pay directly through the platform

#### ***Integrated payment & reservation system***

Simplifies business operations

#### ***Data & analytics***

Advanced tools to monitor sales and optimize performance

### Advantages for local operators:

- A new sales and promotion channel with no intermediary costs
- A user-friendly digital system to attract new clients
- Greater visibility for wellness and relaxation activities

# A Growing Tourism Ecosystem

*More tourism, more value for the local community*

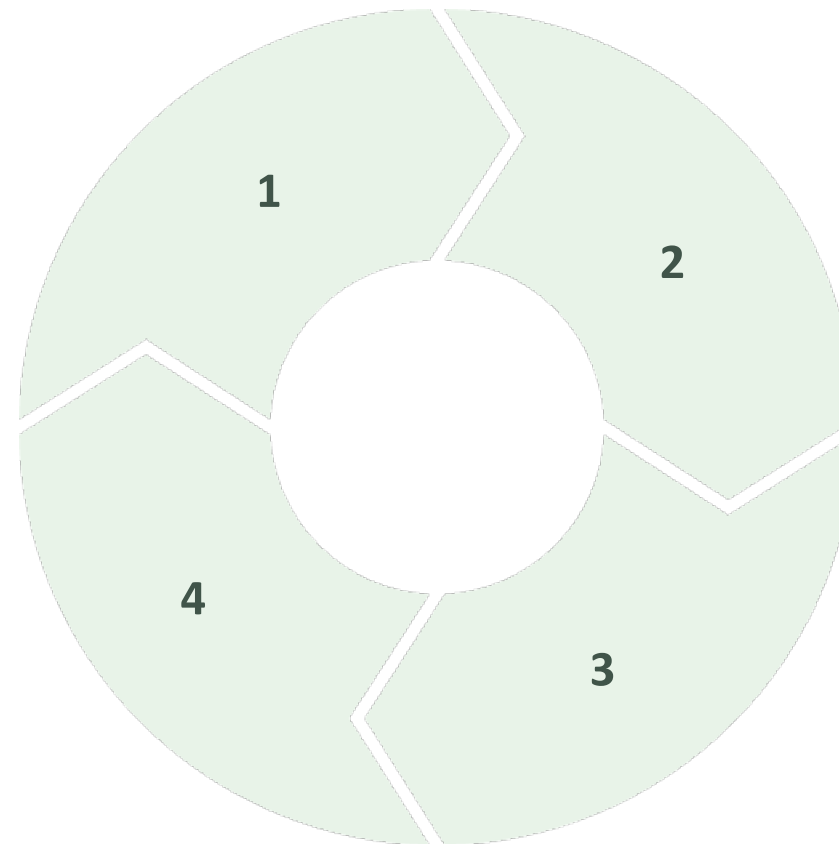
The platform not only **strengthens the territory's identity as a wellness destination**, but **generates concrete benefits for the entire tourism sector**

## ***Local Economic Growth***

Increased visibility and bookings for tourism businesses

## ***Sustainability & Heritage Preservation***

Encouraging slow and responsible tourism



## ***Coordinated Promotion***

A unified digital strategy to enhance wellness tourism

## ***Engaging Professionals***

A network of experts offering authentic, high-quality experiences

Wellness tourism attracts high-spending visitors and extends the tourism season.

# Technology, Innovation & Strategy for Wellness Tourism



## *A User-Friendly Portal*

Easy navigation for a seamless experience



## *A Dedicated Operator Area*

Self-service tools for businesses



## *Customization & Ongoing Support*

Tailored solutions for different regions



## *An Integrated Marketplace*

Selling experiences and travel packages



## *Marketing & Analytics Tools*

Optimizing promotion and increasing sales.

# Thanks for attention

The initiative is supported by:



“Montagna Italia” measure of the Development and Cohesion Plan of the Ministry of Tourism, under CIPESS resolution no. 58/2021

For more information:

Luigi Barberio

[info@destinn.it](mailto:info@destinn.it)

