

OFF THE BEATEN TRACKS: WALKING AND BIKING TOURS IN ROME

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Background

Based on factual-based survey, up to 76% of modern travellers consider their **smartphone as the most important travel companion!**

Therefore, the trend of traveling is changing, more people are using technologies and are looking to discover new adventures.

Objectives of the Project

KO1. Contribute to a more **equitable distribution of tourists** in Rome, thanks to innovative tours concept (walking and biking);

KO2. **Steer touristic flow to less and off-the-beaten tracks sites** in Rome and “monitor” the visitors flow by comparing heatmaps before and after publishing the new content on Audio Guide. This is rather relevant for a city like Rome, to be “flooded” by more than 20M people in 2025 for the Jubilee and holy year;

KO3. **Promote local providers**, restaurants, coffee shops, local brands which usually cannot afford to spend much for the advertising. Focus on the **neighbourhoods** rather than in the most prestigious monuments which are suffering of over-tourism.

Solutions:

1. SmartGuide (SG) digital provider fulfils project expectation **with one solution for digitizing and publishing** the guides on the platform for independent travellers.
2. Tourists **without a local SIM card** can download the full guide also for offline;
3. Classical walking and bike Apps lack the ability to indicate the routes which cyclists/tourists must follow. SG technology offers these solutions.

Benefits for Rome

1. Tourism Deconcentration

Benefits for the travellers

2. Listen personal stories rather than verbose description;

3. Affordable prices. Paid audio guides cost less than traditional guides, this way every traveller can afford to learn about the city even with a small budget;

4. Inclusive tours. Self-guided tours are more inclusive, since allow tourists to explore the city whenever it suits them and at their own pace.





Stay Tuned!
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