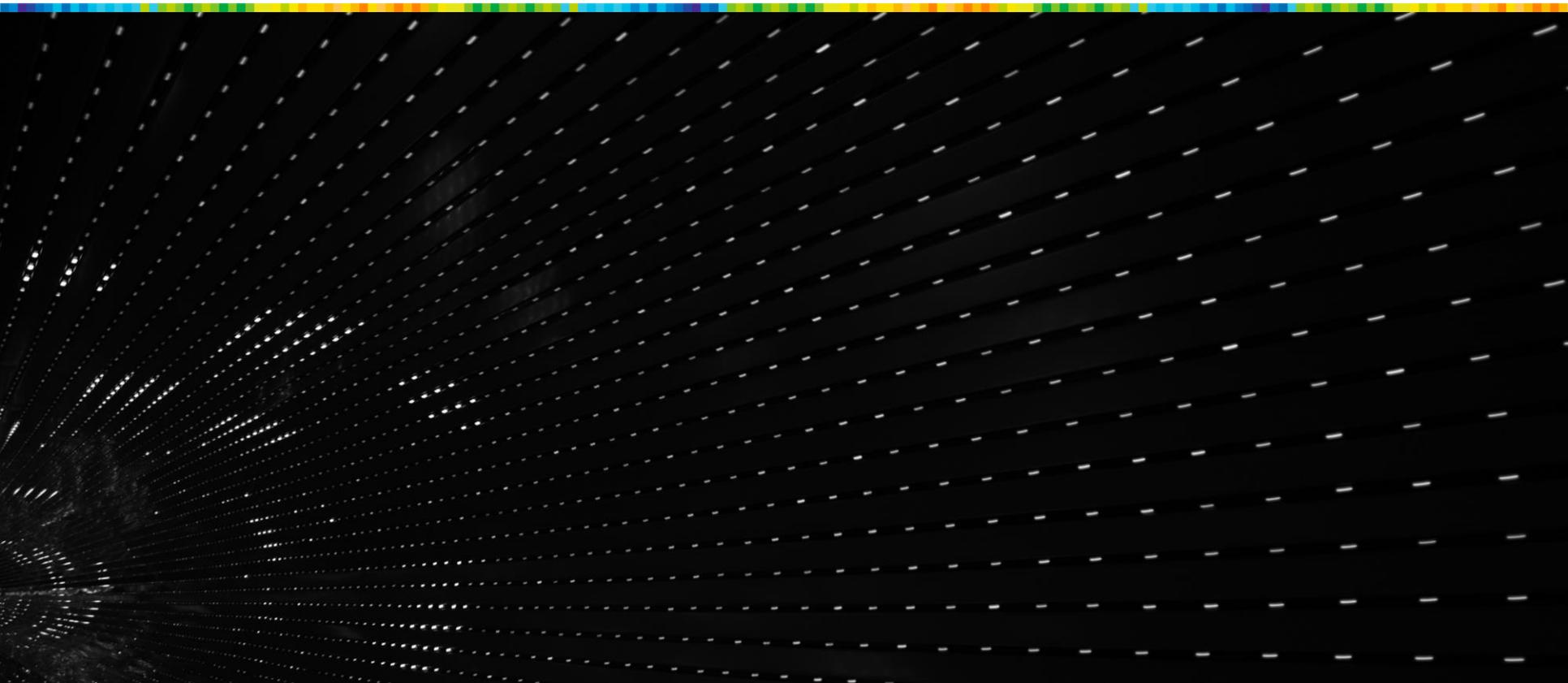


# Verso la svolta digitale: al via il progetto "DESy"

Digital Destination Evolution System



# Interreg

Fondo Europeo di Sviluppo Regionale

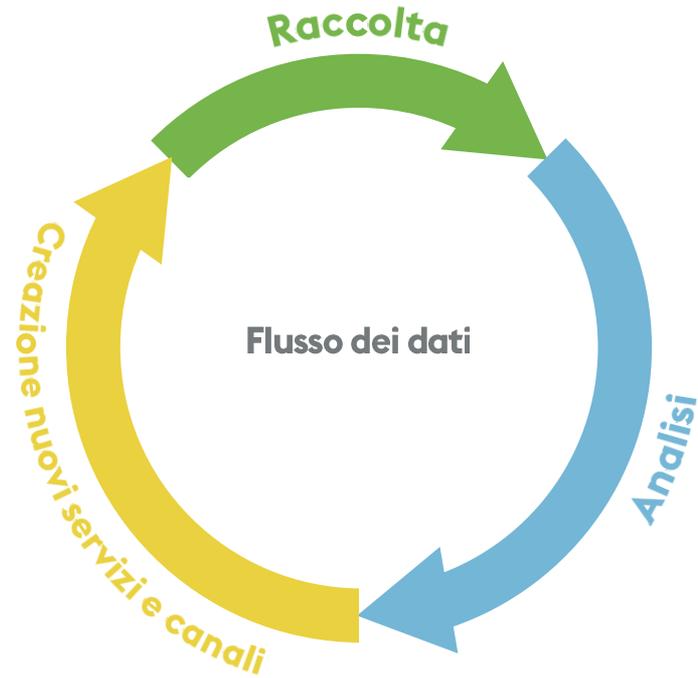
**ITALIA SVIZZERA - ITALIE SUISSE - ITALIEN SCHWEIZ**



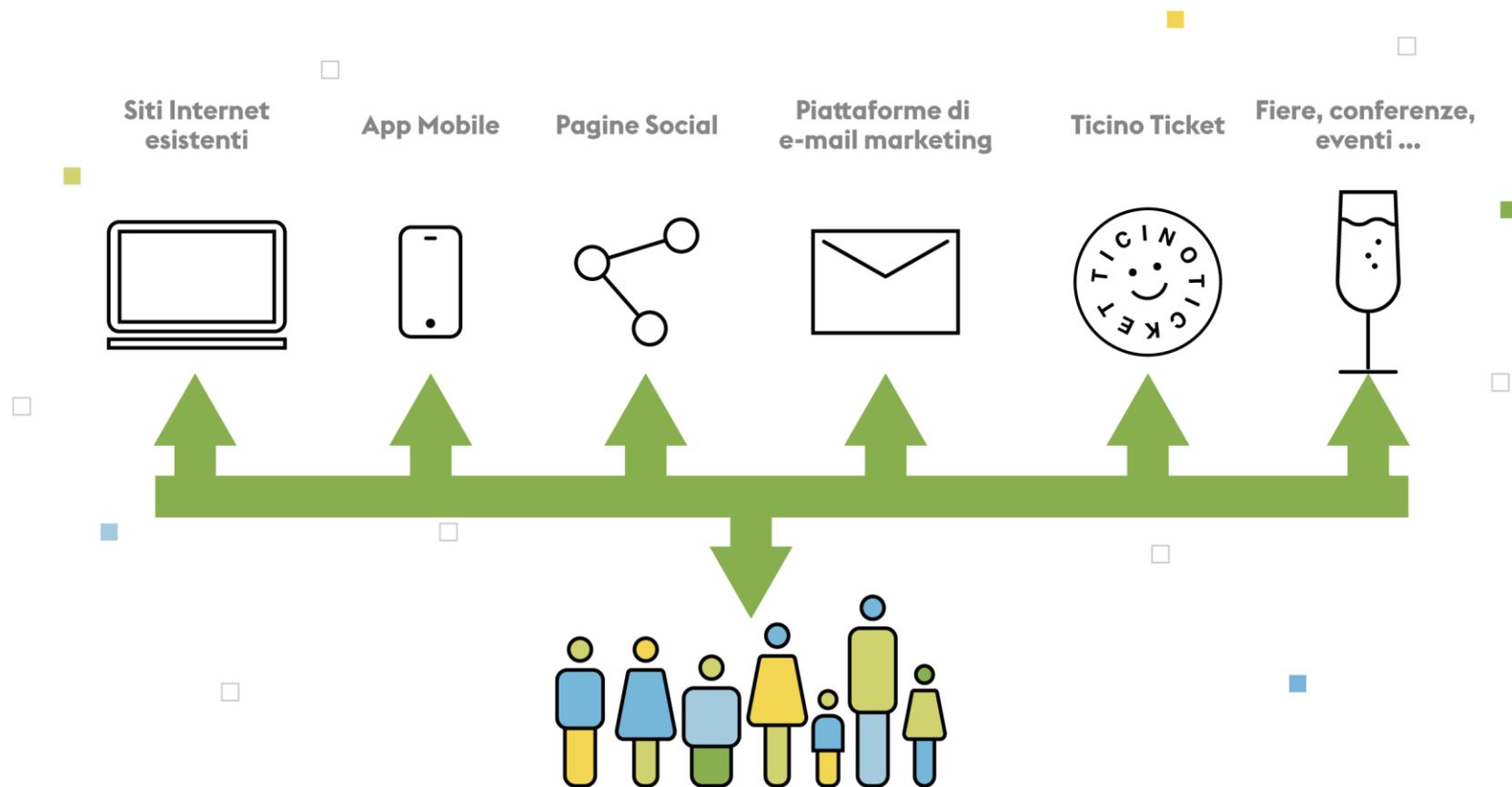
UNIONE EUROPEA



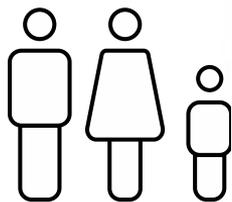
# L'idea progettuale



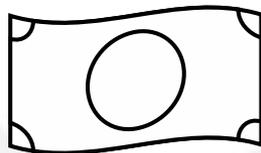
# La prima fase: raccolta dati



# La seconda fase: analisi



**Demografiche**

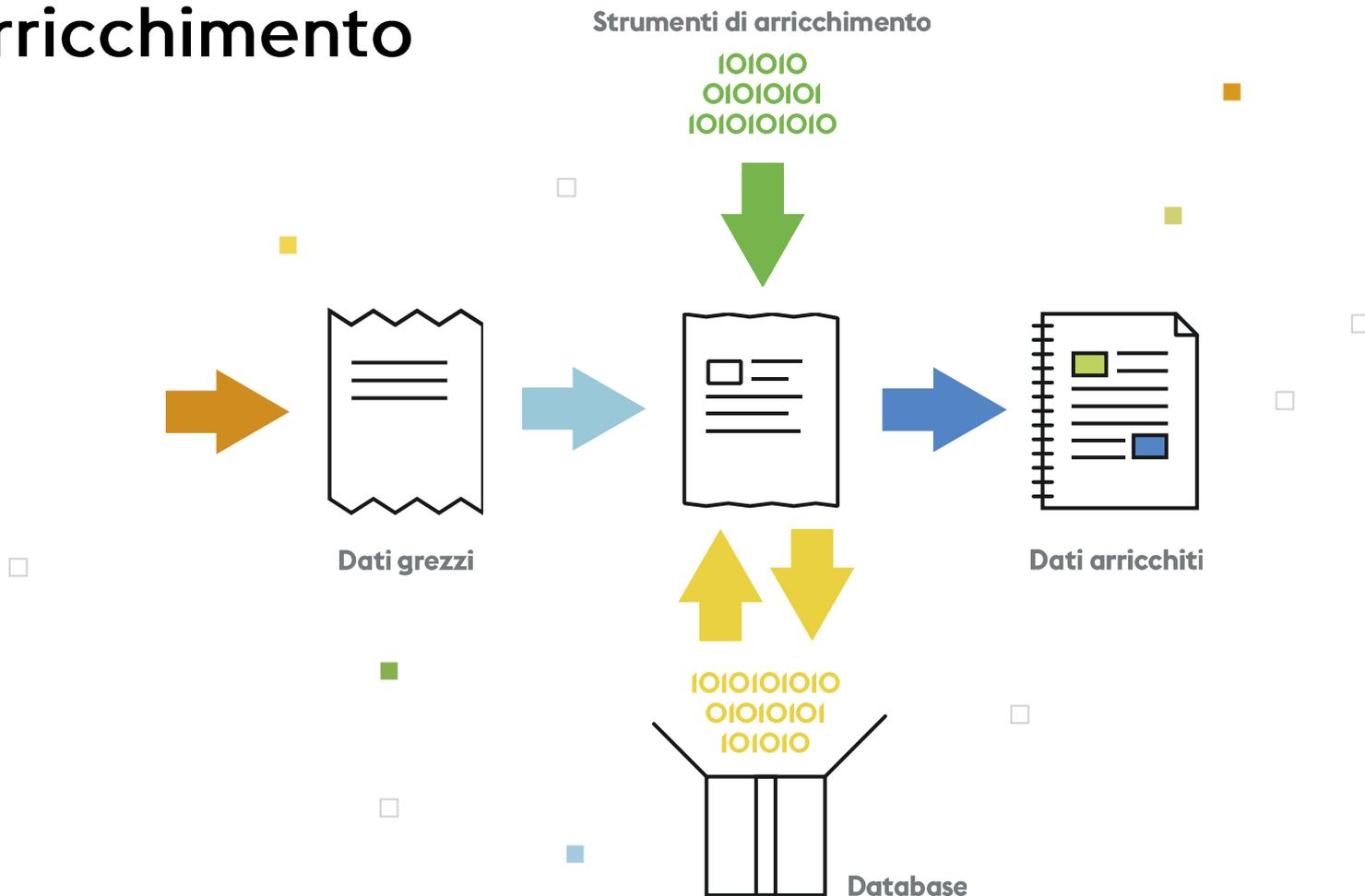


**Socioeconomiche**



**Geografiche**

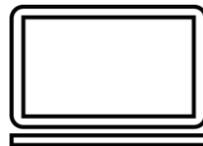
# ... e arricchimento



# Il risultato: la nascita di nuovi servizi e canali

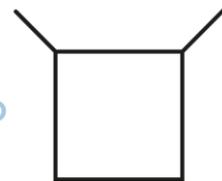


# I flussi digitali oggi

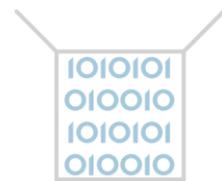


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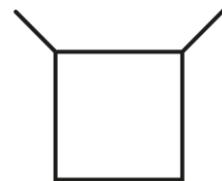


Piattaforma 1



App

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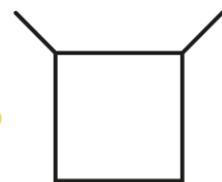


Piattaforma 2



Newsletter

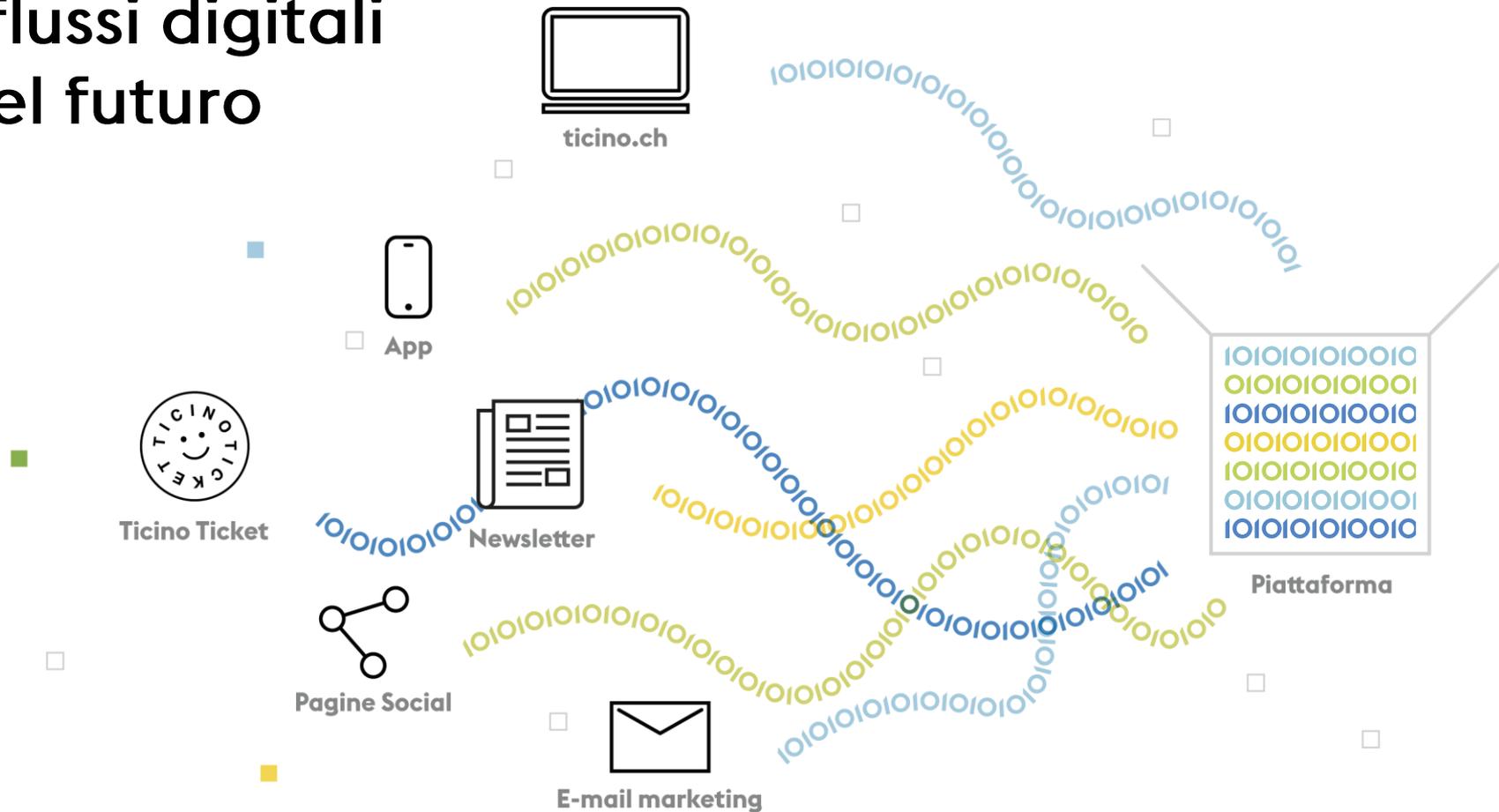
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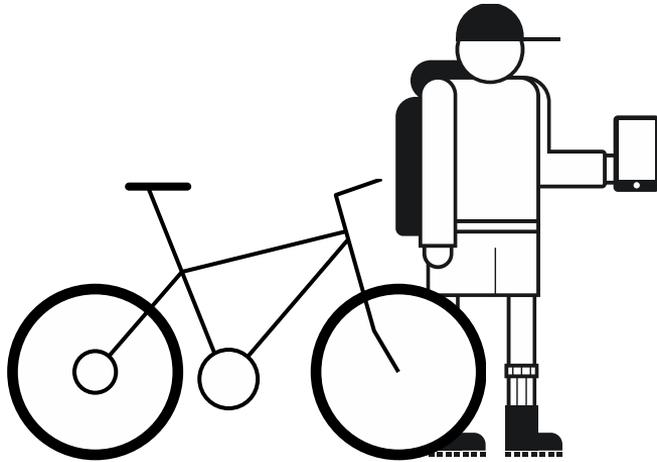
Piattaforma 3



# I flussi digitali del futuro



# In viaggio con il turista: Sam



**Chi è Sam?**

**Un giovane 34enne  
di Zurigo,  
appassionato di escursionismo  
e attività all'aperto**

# In viaggio con il turista



# Grazie

