



*THEmatic Transnational
church Route development
with the Involvement of
local Society*



3.3.2 - Good Practice Collection

Title of the Good Practice

Valle Susa Card

Area Identification Information

Area:

Susa Valley

Population:

aboute 90.000 inhabitants

Number of Churches:

30

Detailed description of the Good Practice (please provide details also on: stakeholders involved, target groups, main and specific goals of the Good Practice, elements of sustainability)

The "Valle Susa Card" is a tool to promote customer loyalty and to arouse will of knowledge of the territory's nuances: art, culture, nature, food and wine products. A large number of high quality museum, art and natural sites, little hotels, holiday farms and houses and bed & breakfast involved in a overall system, all togheter ready to welcome and offer to tourist a nice and interesting stay during which is possible to discover a fascinating and rich of treasure territory. All the facilities ensure an excellent quality level certified by the "Yes! Torino Quality" for Travellers label released by the Turin Chamber of Commerce, the "B&B Doc" label of the Province of Turin and by the European label for ecological quality "Ecolabel". The card, valid for an year, it grants rebates and discount (10% discount on a two-night stay, half board of full board and lunch and dinner) and gives to tourist the possibility to gain a final prize if one complete it by collecting all (8) stamps needed.

Actions implemented

- activation of two working groups among:
 - the associations and the management bodies of cultural sites
 - the food, wine and facilities management operators in the valley
- drafting of a public agreement among public and private operators

Achieved results

- increased visibility of the territory and its religious monuments in the national and European context
- raising of the awareness of the issues of heritage and hospitality
- Improved awareness of the local population on the importance of its cultural assets and landscape
- Increased number of tourists in Susa Valley
- Diversification of tourist offer: high Valley (winter tourism)/low valley (niche tourism interested in cultural heritage)
- Increased earning opportunities for the local operators
- customer loyalty
- in seven months have been activated about 2000 Valle Susa Card and reached about 350 final prizes (that meaning at least eight sites, belonging to the circuit of Susa Valley, visited by tourist participating in the initiative)

Timing

The initiative of "Valsusa card" has been running for three years. The first initiative was in fact the summer of 2010. The card is valid for one year from 1 June to 31 May of the following year.

Added value at a local level

The Susa Valley Card is intended to be a tool to retain visitors to the valley, and an incentive to connect tourists and tourist operators, a tool to inform about local initiatives to stimulate "slow tourism".

Are there elements of transferability at a transnational level?

The project management experience applied to a large area and dealing with transnational issues can be usefully used as a pilot project for the development of activities on a larger scale, for example, to develop initiatives aimed to exploit territory resources. This model of governance between public and private operators is an example of transferability to similar situations.

Contact details (please provide contact details of a reference person for the Good Practice)

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