

PRESS RELEASE

## THE FIRST REGIONAL INFOPOINT GATE TAKES OFF FROM MILAN BERGAMO AIRPORT (BGY)

On the morning of 31st May, Milan Bergamo International Airport (BGY), third in Italy for number of passengers (more than 12 million in the last year), had the honour of launching the first of the Infopoint Gates planned by regional resolutions approved in recent years in order to enhance, innovate and upgrade the facilities which receive the main tourist flows to the region, that is, those located in main transport network hubs such as airports and railway stations.



It was a grand opening of the new tourist information office that, situated in the arrivals area of the airport, has a fundamental role in welcoming people that arrive in our territory for various reasons.

A role that VisitBergamo has carried out for a long time with a facility that boasts significant numbers, such as approximately 200 daily visitors on average, distributed over 12 hours each day, 364 days a year. The airport point needed, however, to adapt to the requirements of an airport in continuous movement and transformation, an airport that connects Bergamo with a good 300 destinations in 35 foreign countries (Europe, the Mediterranean and North Africa) and millions of people 2.0.

For this reason, an important restyling has been carried out. It combines elegance, functionality, visibility and technological innovation, to the benefit of users, directly-involved companies and the territory in general.

The project has been promoted by the Lombardy Region and Explora, in collaboration with VisitBergamo. The total costs of the work (around 100 thousand euros) have been shared between the Lombardy Region, the Bergamo Chamber of Commerce and VisitBergamo itself. The project has also been carried out with the support of SACBO, the company that manages Milan Bergamo Airport, the Municipality of Bergamo and the Province of Bergamo. All works have been coordinated with the technical management of SACBO.

The inauguration ceremony was borne out of two distinct moments: the first one was dedicated to the press conference for the presentation of the innovative Infopoint in the airport. Participants included: VisitBergamo, with President Luigi Trigona; the Lombardy Region, represented by the new Councillor for Tourism, Territorial Marketing and Fashion, Lara Magoni; Explora; the Bergamo Chamber of Commerce, with President Paolo Malvestiti; SACBO, with the presence of Director-General Emilio Bellingardi; the Municipality of Bergamo, with the Mayor, Giorgio Gori.

The official opening ceremony followed the conclusion of the press conference, with a traditional ribbon-cutting ceremony and a reception at the new Infopoint Gate, to enable the authorities and users to take a look at the large transformations and technological innovations brought to the facility.

*“We are honoured and at the same time happy that Bergamo has been chosen to establish the first gate-type Infopoint in the Lombardy network”, underlines **Luigi Trigona, President of VisitBergamo**. “For many years at Bergamo Airport, VisitBergamo has carried out that important and indispensable role of tourism promotion and hospitality. In fact, it was in 2003 that, thanks to a fruitful collaboration with SACBO, the company that manages the airport with optimum results, we opened the first tourism point in the airport; first in the departures area and then afterwards, more strategically, in the arrivals area. Our tourist office immediately showed itself to be very important for the Bergamo territory, but our task has become increasingly important and valuable faced with the growth of “Il Caravaggio” airport, and the attention towards Bergamo and its territory from the world media and an ever-greater number of tourists. For these reasons - Trigona observes -, the debut of the first regional Infopoint Gate in this location is wonderful news for everyone, above all travellers. I thank the Lombardy Region and all the organisations that have contributed in various ways to this new and valuable facility, made up of lots of technology of course, but also of highly-capable people, who always provide the true added value when welcoming guests”.*

*“The inauguration of the first Infopoint Gate in Lombardy,” says **the Regional Councillor for Tourism, Territorial Marketing and Fashion, Lara Magoni**, “is a clear signal of the importance that tourism assumes for the Region. The choice of Bergamo's “Il Caravaggio” is strategic: as well as being one of the bigger Italian airports, it certainly ranks among the large European hubs and represents an important access point not only for the Bergamo territory, but for the whole region, considering the annual transit that exceeds 12 million passengers. That is why the Infopoint Gate will be the ideal business card for tourists arriving in Lombardy, the main entryway to a region that, from lakes to mountains and art cities to gastronomic delicacies and wines, represents a priceless heritage of culture and natural landscapes”.*

The project, designed by the studio CN10 Architetti of Sotto il Monte (BG), has given the Infopoint both a new functionality (for staff and users) and an attractiveness able to arouse curiosity and promote the territory's activities and beauty in the best way. The project uses logos and colours in line with the identity conceived by the Region for tourist information centres.

The new office, fully accessible also to people with reduced mobility, has a more correct and defined division between the front office (the section dedicated to public relations or helping customers) and the back office (the area dedicated to employees of VisitBergamo, closed to the public).

The area dedicated to travellers is divided into three well-defined areas: the entrance, the desk area for welcoming people, and the area dedicated to in-depth information for users that, as well as displaying informative materials, provides computer stations and reference books and materials on all of Lombardy.

The new **entrance**, equipped with ample seating, welcomes visitors allowing them to wait their turn or simply use their own electronic devices to search for information. A large backlit image of the territory connects the space with the outside context. The touch screen point allows visitors to find information about the territory without necessarily having to ask the office staff. The **welcome desk** area is in the centre of the overall space, and allows staff to manage and help visitors to their best abilities as well as being more visible to those coming from the airport's arrivals hall. The final part of the Infopoint is dedicated to providing **in-depth information**, here the customer can go into detail on the subjects dealt with by the informative material.

Technological innovations, together with diverse new services and the fundamental work carried

out by staff, give the user the best welcome and assistance possible. Here are some of the new office's trump cards:

- The front-office counter has an innovative system of integrated touch screens that allow users to autonomously and privately input their personal data required for making bookings.
- The 24h availability of multimedia points outside the office allows travellers to find information at any time regarding their stay and be able to make bookings.
- Thanks to an agreement with Booking.com, the world's top player in Online Travel Agencies (OTA), it will be possible to book accommodation in real time at the best available rate.
- It is possible to book active experiences in the territory. Soon these will also be available through online purchase that will include a ticket office service for the events.

In addition, another important feature is planned to arrive soon: VisitBergamo is finalising a co-management agreement with the tourist information office that will allow it to broaden the range of tourism services offered to passengers in transit and will at the same time lengthen the opening hours, therefore guaranteeing daily opening times that will go from 7 a.m. to 11 p.m.

Finally, the first Infopoint Gate's opening foresees the use of a new, extremely-innovative technology that is being tested by Explora for the first time right in Bergamo Airport. It is a system of cameras positioned inside the office that allows visits to be tracked in an automatic way (within regulations on privacy), counting the real flow of people entering, and supplying a series of useful data for statistical evaluations.

With the new Infopoint Gate, national and international travellers that have just landed at Bergamo will immediately be able to “know and live” our territory.

Bergamo, 31st May 2018

The project was carried out with the support of:

