

City Card Solution

Tallinn card example

Problem Statement



For tourists, navigating a new city presents challenges of **high costs**, **fragmented experiences**, and **limited access** to local attractions and services.



Simultaneously, city governments struggle to promote tourism, stimulate economic growth, & implement sustainable practices





Solution

Introducing the City Card app



Your city's passport to unforgettable experiences! With just one digital card app, visitors gain access to a world of convenience, savings, and exploration.



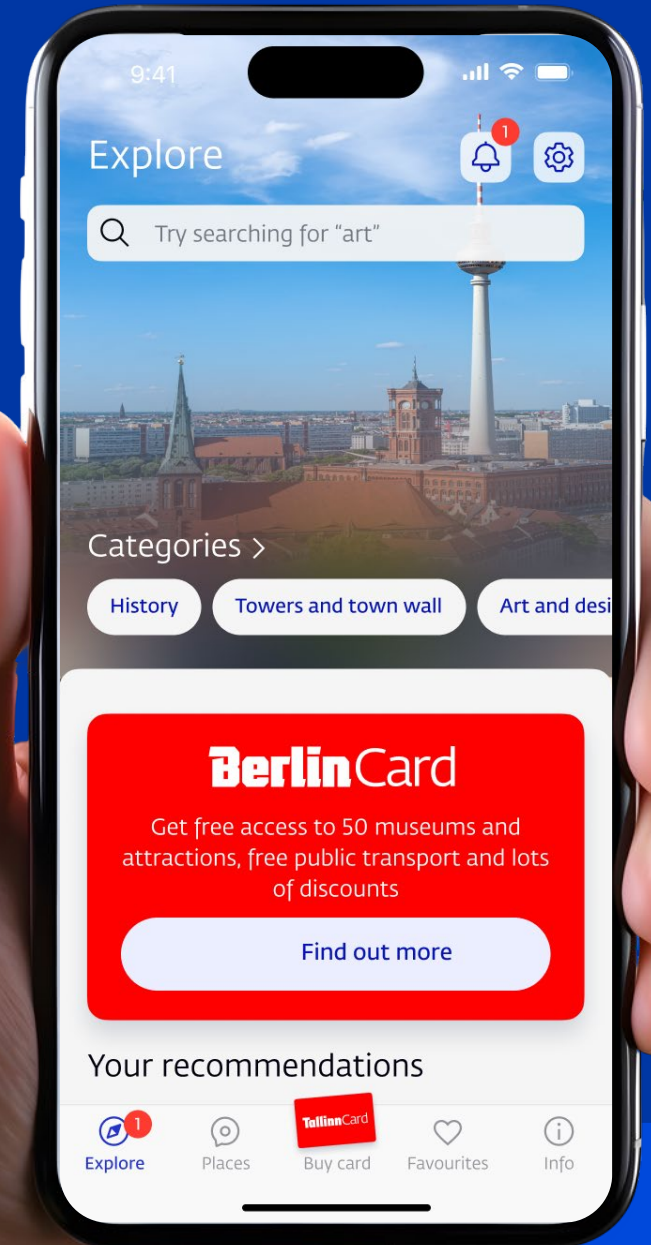
From iconic attractions to hidden gems, our comprehensive solution offers tourists hassle-free access to the best your city has to offer.

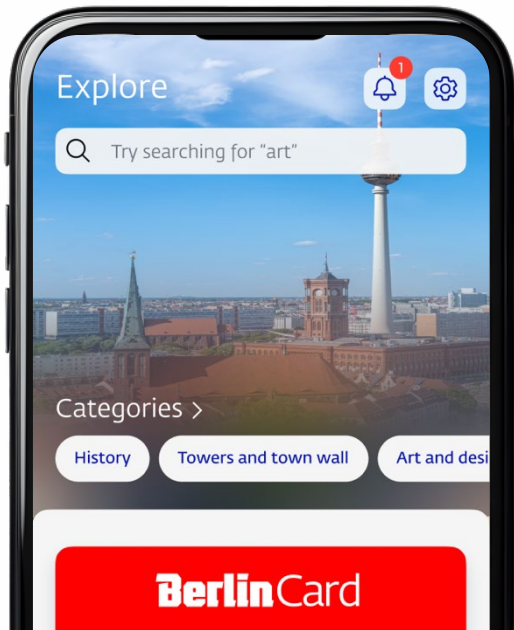


Boost tourism, support local businesses, and enhance visitor satisfaction with the City Card



Let's partner to elevate your city's tourism experience together





The City Card app offers a comprehensive solution



For Tourist

Providing cost-effective, convenient access to attractions, transportation, and exclusive benefits.



For City Governments

Serves as a tool for driving tourism, boosting local businesses, and promoting sustainable urban development, ultimately enhancing the visitor experience and fostering economic prosperity.



Benefits

Benefits for Tourist



1 Cost Savings
on tickets



5 Comprehensive Coverage
of attractions



2 Convenience having
all on one app



6 Enhanced Visitor
Satisfaction



3 Flexibility to choose own
pace and interests



7 Customization & Personalization
of visit experience



4 Exclusive Benefits what
local businesses can offer



8 Sustainability and Eco-
Friendly Travel

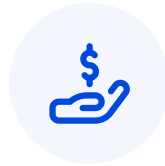
Benefits for City Government



1

Tourism Promotion

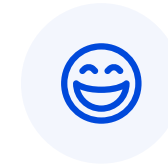
Attract more tourists to the city



2

Economic Stimulus

providing access to attractions & services provided by local businesses



3

Enhanced Visitor Experience

Happy tourist by seamless and enjoyable visitor experience

Benefits for City Government

Contd.



4

Sustainable Tourist Practices

Promote usage of public transport, bike rentals and walking tours



5

Data Insights

get info of tourist behaviour, spending patterns and preferences



6

Supporting Local Businesses

Local business attractions and services can get more attraction & revenue



7

Ease of Distribution

Promote just one app everywhere



Benefits

Benefits for City Government

Contd.



Overall, the City Card solution helps local city governments create a welcoming and visitor-friendly environment, driving economic growth, promoting sustainable tourism practices, and ensuring that tourists have a memorable and rewarding experience during their stay in the city.

Package Options

1



Integrate existing public transport ticketing infrastructure OR add new public transport ticketing infrastructure system

2



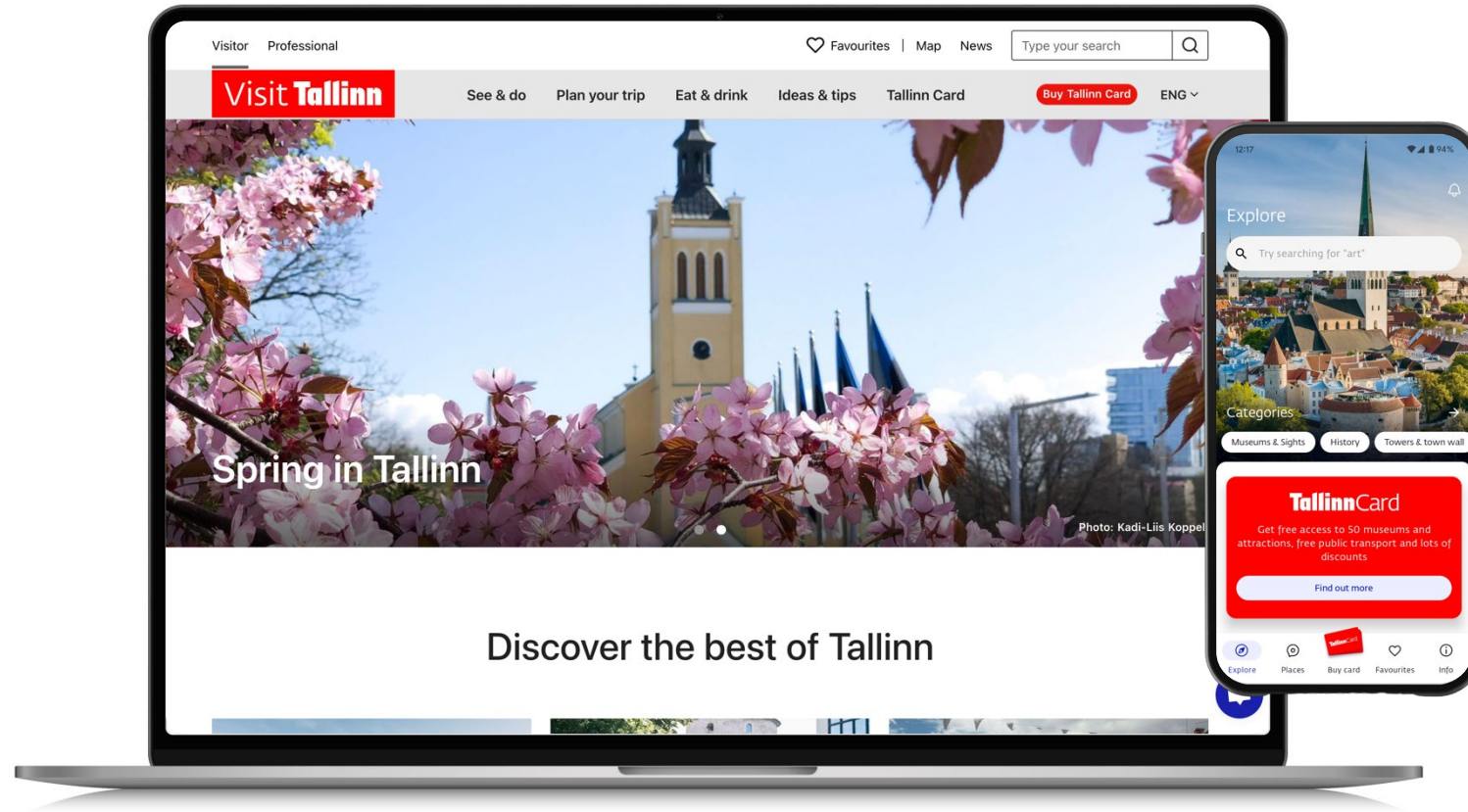
Integrate existing ticketing infrastructure OR add new ticketing infrastructure for attractions, museums etc

3



Potentially more infrastructure integrations possible based on the city needs and current infrastructure availability

Tallinn Card Example



Video

https://youtu.be/_83JD...



Website

www.visittallinn.ee



iOS App

<https://apps.apple.com/pl...>



Android Apps


<https://play.google.com/st...>


 Contact

Get in touch

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tourism experience together

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FOB SOLUTIONS 

Thank you