



**UNICI**

**We are revolutionizing the tourist experience  
in Italy through Virtual Reality**

# We are UNICI

UNICI is an innovative platform for promotion in the digital tourism sector that aims to revolutionize the tourist experience in Italy, offering a complete solution for municipalities, businesses, and leisure activities that intend to showcase their historical and cultural heritage and their services through cutting-edge tools related to Virtual Reality.

Thanks to its easy replicability in other countries, thanks to its multilingual configuration, UNICI aims to increase interest in the cities and villages of our country, ensuring tourists an immersive experience capable of exciting them and providing local activities with new perspectives for growth with a positive impact on the entire community.

Specifically, **UNICI is a multilingual platform that initially aims to offer an almost real entertainment form to digital tourists**, providing them with an immersive and personalized experience through VR headsets. This allows them to explore locations, virtually move within environments, and plan their vacations in advance by directly purchasing products and services online. Additionally, UNICI aims to enhance and internationalize historical and cultural places of interest in Italian municipalities and villages, as well as local businesses and leisure activities, in order to expand tourism and make visitors more aware of the various available destinations and attractions.





IMMERSIVE  
EXPERIENCE



# VISION

To become the leading reference platform in the experiential digital tourism sector in Italy, and in the future, internationally, UNICI aims to offer innovative solutions that:

- **enhance the tourist experience;**
- **support local economies;**
- **promote the discovery and valorization of Italy's historical and cultural heritage.**





To create and encourage an immersive and personalized digital tourist experience that supports and enhances Italian municipalities and local businesses, making tourists the true protagonists and contributing to the sustainable development of national tourism, UNICI strives to achieve this goal.

# MISSION

# What we offer to **TOURISTS**



Thanks to the UNICI platform, digital tourists can explore virtual environments, choose points of interest, delve into multimedia content, and access the services offered by local businesses by booking or purchasing directly online. This allows them to plan their vacations in advance and experience the wonder of a journey that will soon become tangible and highly efficient.

The platform is designed to cater to the interests of tourists from around the world. It supports up to 26 languages and can be accessed using VR headsets with the guidance of an Avatar. It is also compatible with various types of technological devices such as smartphones, tablets, smart TVs, and PCs. With its high-resolution mapping using real 16K photographic images, including the assistance of state-of-the-art drones, UNICI provides an engaging and emotionally immersive tourist experience within a single digital container.





UNICI



AUGMENTED  
REALITY

Select language

# What we offer to municipalities, businesses, and leisure activities

# UNICI

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Appropriately considered as a marketing tool, joining our UNICI platform can provide the right impetus to a targeted territorial marketing strategy, revitalizing local tourist and economic flows.

Through the platform, it is possible to showcase cultural destinations, hotels, luxury properties, B&Bs, beach resorts, and restaurants, as well as services such as car and bike rentals, sports activities, and excursions. Additionally, it promotes locally sourced products that truly represent the nature of different Italian regions, all available for online booking during virtual navigation.

UNICI also offers mapping of natural paths to encourage cycling tourism, contributing to the spread of sustainable tourism that extends to the discovery of new locations and reduces the pressure of mass tourism.





## Together for **QUALITY TOURISM**

UNICI promotes collaboration between municipalities and local businesses, facilitating the sharing of best practices and the development of common strategies to attract and satisfy tourists. The platform welcomes and encourages the creation of integrated tourist packages that include accommodations, transportation, guided tours, and other experiences, making it easier for visitors to organize their own stay entirely made in Italy.

In this way, cities grow, the commercial network grows, and the bond between tourists and our rich territory grows.

# Where **UNICI** comes from

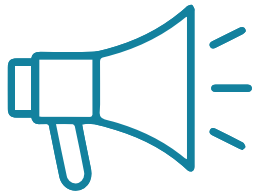
The tourism industry in Italy is rapidly evolving, driven by travelers' desire to experience emotional, personalized, and sustainable experiences.

However, despite the progress made, the tourism market still has a number of unmet needs and emerging demands that require different solutions.

It is from these needs that we started to develop our proposal.







### **VISIBILITY AND PROMOTION**

Many local communities and businesses in Italy struggle to effectively promote their historical-cultural heritage and offered services. This is often due to limited resources, a weak online presence, and a lack of new models and appropriate territorial marketing strategies.



### **COORDINATED PLANNING**

Tourists often face a multitude of fragmented information and services across different channels and platforms, making it difficult to plan and fully enjoy their visit and journey. This creates stress and frustration for the tourists and limits opportunities for local communities and businesses.



### **SUSTAINABLE TOURISM**

The growing demand for sustainable tourism experiences requires innovative solutions and models that facilitate the discovery of new places and reduce the pressure on well-known tourist destinations. This would allow for a positive environmental and social impact on the territory, with a more equitable distribution of visitors throughout the country.



### **ACCESSIBILITY**

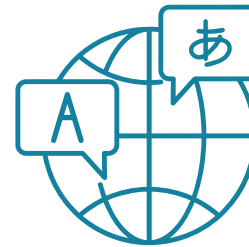
Tourists with special needs, such as people with disabilities or families with children, may find it challenging to access detailed and specific information regarding the accessibility of places and services. UNICI integrates accessibility information to ensure that all tourists can find what they need by consulting a single digital platform.





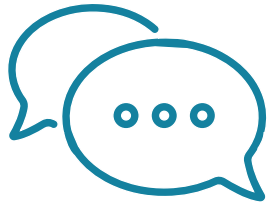
### **PERSONALIZATION AND RECOMMENDATIONS**

Tourists increasingly seek personalized and emotional experiences based on their interests, needs, and budgets. UNICI offers tailored recommendations and suggestions based on user profiles and needs, enabling them to have a more engaging and fulfilling tourism experience.



### **LINGUISTIC SUPPORT**

Italy is visited by tourists from all over the world, and the language barrier can be an obstacle for many of them. The UNICI platform integrates multilingual support (up to 26 languages) to facilitate access to information and services, including through the guidance of an Avatar.



### **COMMUNICATION AND CONNECTION BETWEEN TOURISTS AND BUSINESSES**

There is a clear need to improve communication and connection between tourists and businesses to better understand customer needs and provide more personalized services. UNICI implements messaging and review functionalities to enable greater interaction between the involved parties.



### **ADAPTABILITY TO CHANGES IN THE TOURISM INDUSTRY**

To maintain its relevance and attractiveness, UNICI, also thanks to user profiling, is capable of quickly adapting to new trends and developments in the industry. It offers new services and features to meet emerging needs.



# Why we are truly UNICI

The competitive advantage of UNICI lies in its ability to offer a unique and comprehensive experiential digital tourism experience, specifically focused on the Italian market and the historical, cultural, and commercial heritage of cities and villages in the country.

The platform addresses the challenges related to the identified needs by providing tools and resources to all involved parties to enhance online presence, generate interest in countries (especially those less popular), revitalize the local economy, and provide visitors with what they are truly seeking.

The focus is particularly on sustainable tourism, not as a trend but as a path towards tourism with numerous benefits for all. UNICI encourages the discovery of new places and the reduction of pressure on well-known tourist destinations, contributing to a positive environmental and social impact on the territory and promoting a more equitable distribution of visitors. The platform also helps tourists find and book eco-friendly accommodations, restaurants offering locally sourced food, and recreational activities that respect the places, people, and history.



Here's  
what  
truly  
makes us  
different  
and, for  
that reason,  
special.



### **IMMERSIVE AND PERSONALIZED EXPERIENCE**

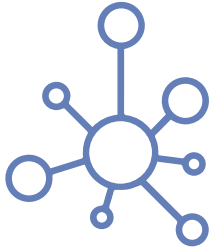
Thanks to advanced 360-degree mapping technology, VR viewers, and the ability to customize the tourist experience based on user preferences and interests, UNICI offers an engaging and authentic tourism experience in a single digital platform.



### **FOCUS ON THE ITALIAN MARKET**

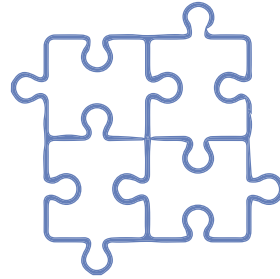
UNICI will initially focus exclusively on Italian cities and villages, showcasing the country's rich historical and cultural heritage and promoting lesser-known destinations. This approach helps reduce mass tourism and supports the local economy.





### **INTEGRATION WITH ADDITIONAL SERVICES**

We go beyond the simple promotion of points of interest by also offering additional services such as hotel bookings, luxury accommodations, B&Bs, beach resorts, sports and leisure activities, restaurants, and the purchase of goods and services typical of different Italian regions. This way, the platform becomes a unique reference point for tourists who want to organize and make the most of their vacation.



### **SUPPORT FOR LOCAL COMMUNITIES AND BUSINESSES**

UNICI addresses the specific needs of Italian municipalities and local businesses by providing them with a single platform to promote and enhance their territory on a global scale, increase visibility, and attract a wider audience.



### **TOURMAKE TECHNOLOGY**

Through a licensed partnership with Tourmake, combined with the expertise of Studi Web, a renowned digital communication company, UNICI ensures state-of-the-art and well-tested technology, providing a high-quality experience for all digital users and stakeholders involved.

Here's what truly makes us different and, for that reason, special.

# Why and how to become **UNIQUE with us**

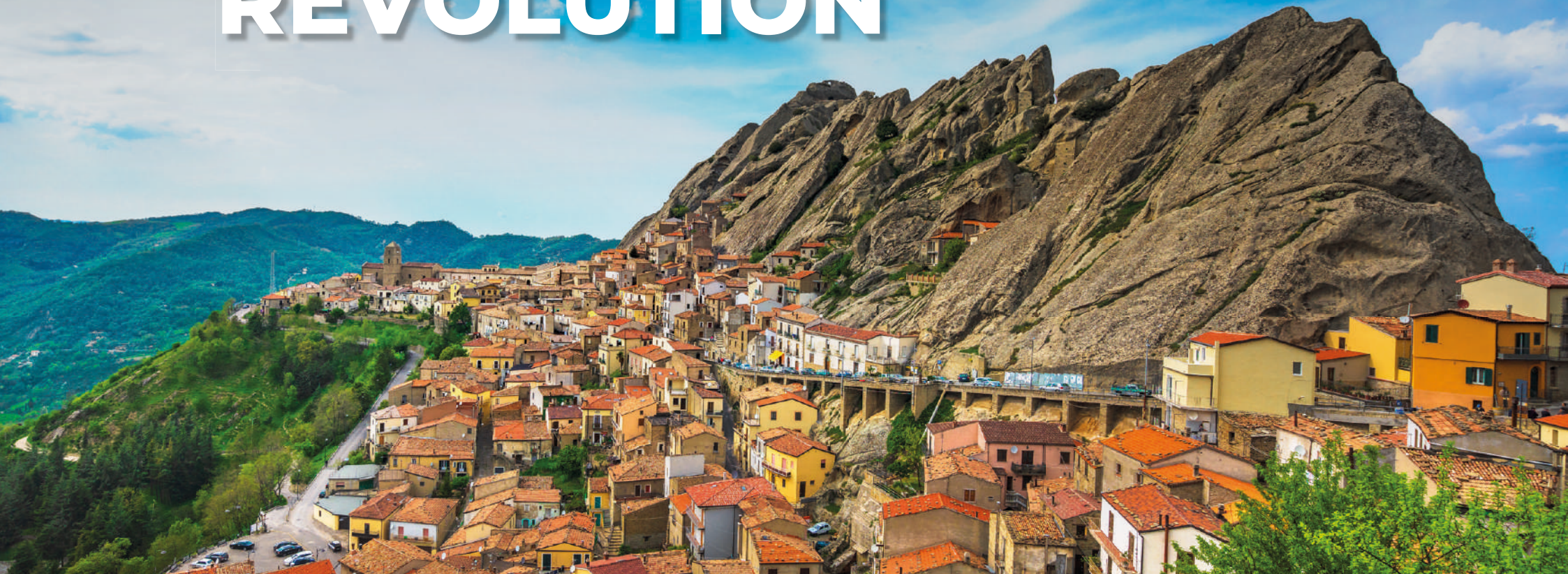
UNICI, as the unique Italian digital platform, is a revolutionary and comprehensive solution for the tourism industry in Italy, addressing unexpressed needs and market challenges by combining advanced technology, personalized services, and immersive emotional experiences.

The platform provides tourists with an original and rewarding way to discover the beauty of our country and plan their vacations while supporting local economies and the rich cultural heritage of Italy. It is internationally recognized and indexed in multiple languages in 60 countries worldwide.

# UNICI



# Join our **REVOLUTION**



**UNICI is a unique opportunity for Italian municipalities and local businesses to showcase their best, attract a broader and more informed audience, and present tourists with the possibility of tourism that can truly leave an unforgettable mark.**

**UNICI**

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