**For an experience-filled holiday**

**THE MANY FACES OF TRENTINO IN ONE CARD**

**Nature, art, history, fine dining and wining, wellness. Trentino has many “souls” that you can savour, perhaps by treating yourself to the luxury of leaving your car at home for a completely relaxing holiday**. **All you need is a Trentino Guest Card in your pocket to be able to use all public transportation means free of charge and discover the great attractions the territory has to offer, taking advantage of special discounts**

Is there a way to keep Trentino in your pocket? The answer is yes! Just a few centimeters in size, one card – the Trentino Guest Card – holds a whole territory of attractions waiting for you to visit and cherish. The best way to enjoy not just a mere holiday but an entire gamut of experiences involving culture, nature, fine dining and wining and much more.

**The card. A world of opportunities and perks**

This card is available in over a thousand hotels, campsites and other guest structures participating in the project and offers an “experiences included” package: practically a holiday containing many holidays, to be enjoyed in line with your personal preferences.

The Trentino Guest Card makes it possible to travel by **public transportation** for free and gives you free entrance or special discounts to **over a hundred attractions**, including museums, castles, visitor centres of the three nature parks in Trentino, spas, acroparks, cellars, hydropower plants and much more.

**New features for 2016**

For access to a world of dynamic, dedicated services, all you need to do is scan the QR code with your smartphone to access the new web app; the specific app for Android and iOS will be downloadable from June 2016.

In 2016 it will be even easier to own a Trentino Guest Card: besides the growing number of operators offering it, there is a new online “self-issue” function on many tourist portals and hotel sites. This way, visitors and guests can create their own card, which will then be activated by their accommodation facilities or at the APT (Trentino Tourist Board) or tourist offices.

To complete the (already large) number of initiatives, there are new services such as a free motorboat ride on the Trentino part of Lake Garda, the Bicibus (bike bus), free entry to the Museo Ladino di Fassa and to BoscoArteStenico. This year, too, the card will open the doors to places of great historical and cultural importance even outside the provincial borders thanks to the agreement with the City of Verona. The collaboration with this organization gives the opportunity to visit the Arena and The Gallery of Modern Art free of charge.

Info: [www.visittrentino.it/trentinoguestcard](http://www.visittrentino.it/trentinoguestcard)

The hashtag for this project is **#trentinoguestcard**

(L. Io.)

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