



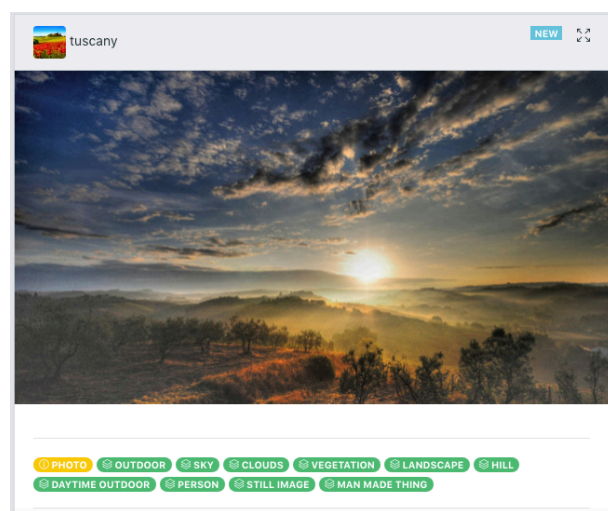
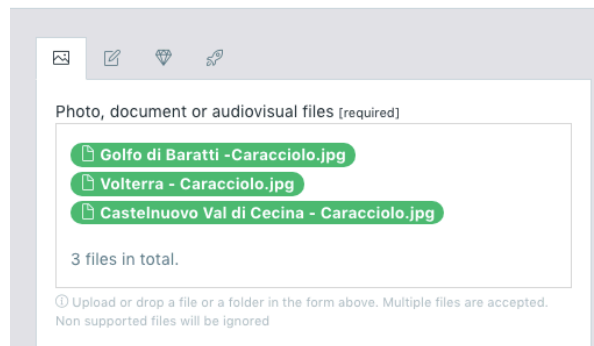
[visittuscany.com](http://visittuscany.com)





**Visittuscany** ([www.visittuscany.com](http://www.visittuscany.com)) is the official tourism portal of Tuscany region, managed by FST and recently renewed in terms of branding and structure. It is a digital tourism ecosystem of 7 integrated sites with over 9,000 content pieces in Italian and English and 8 databases aiming. The redesigned portal aims to offer the Tuscany destination a strong and renewed identity and to tourists from around the world an immersive, timely and rewarding experience. The portal is enriched by the contents and opinions of those who have already been in Tuscany or are visiting it now, through the integration of social media and review sites.

Hub /  / Add Media



**Problem and Task:** FST communication staff produces and manages everyday lots of content to promote and strengthen the brand Tuscany as one of the major worldwide tourism destinations. The vast archive of visual contents (partially stored on a local server and another part on a cloud storage) represents an important support for the activities unrolled for the promotion of Tuscany destination. Having the contents in different systems requires more time and effort to locate the right photos when writing a new article.

**Solution:** EMMA made it possible to have a central content hub where all the content that VisitTuscany owns can be searched and made it ready to be embedded, exploited and shared. EMMA works alongside the CMS used for the portal and the other systems used for online storage of content. Staff can import media via a batch upload process, while the system automatically extracts relevant metadata, such as copyrights, description, size, geotags or place names. Moreover, the photos managed with EMMA are visually analysed and their tags automatically enriched. Now, the editorial staff is able to more easily find the content they need. Collections of contents can be easily curated and published on different channels or be privately shared local stakeholders.

