

## Bologna Congress Card – user guide

The [Bologna Congress Card](#) is a free, digital card designed for conference participants and their companions, allowing them to discover and experience the city by taking advantage of numerous discounts and promotions valid on event days on transportation, merchandising, tours and restaurants.

The card is offered by the Bologna Convention Bureau, business unit of Bologna Welcome, Convention & Visitors Bureau of the city of Bologna, which is responsible for the development and management of tourist reception activities and the promotion of Bologna and its territory nationally and internationally, both in business and leisure tourism.

Bologna Convention Bureau, dealing with event organizers, defines the creation of the Bologna Congress Card for events hosted in the city, and event participants and their companions will be able to use it to obtain discounts.

**The card is digital and customized for each event** with the logo and the dates of the event. BCB also creates **a dedicated web page**. The card and the page containing all the usage information will be shared with event organizers, who agree to share it to all event participants.

The validity period of the card includes the days explicitly defined on the dedicated web page.

**The card is exclusively digital and not named:** in order to obtain the dedicated discounts, participants will simply have to show merchants the artwork downloaded from the website.

### Services and discounts included in the Bologna Congress Card

#### Transportation – discounts for services that can be purchased through BW Travel Agency

Bologna Congress Card holders will benefit from offers on high-speed trains and flights.

For rail transportation: **40% discount** in First Class (Flex Fare only) for **Italo**.

For air transportation, Card holders benefit from **15% discount** with **Air France, KLM and partner companies**.

Offers can be activated upon individual request by sending an e-mail to [agenzia@bolognawelcome.it](mailto:agenzia@bolognawelcome.it) (office hours: Monday-Friday 8:30 a.m.-5:30 p.m.).

#### Merchandise – direct discounts

By showing the digital Bologna Congress Card at the Bologna Welcome info point in the city center (Piazza Maggiore, 1/e), you will be able to use special discounts on Bologna Welcome merchandise.

Specifically, you will be able to benefit from a **20% discount on "it's Bologna" branded merchandise and a 10% discount on all the other products**.

### **Bar and Restaurants – direct discounts**

Bologna Congress Card offers a list of affiliated bars and restaurants, which give card holders a **10% discount**; you just need to show them the digital card downloadable from the website.

There are currently more than 20 places available for discounts and these are constantly changing and growing. Find all the bars and restaurants that adhere at the following link:

<https://www.bolognaconventionbureau.it/en/bars-restaurants-affiliated-with-bologna-congress-card/>

### **Experiences and tours – discounts for services that can be purchased on-line**

The Bologna Congress Card also gives access to discounts on experiences and tours: upon activation, on the dedicated web page participants will be able to find a **link to a section of tours provided by BW accessible through 10% discount and food and wine experiences by Cesarine discounted by 5%**. In order to take advantage of the discount, buyers will need to enter the discount code provided on the web page dedicated to the card during the purchase process.

***How to properly use the discount code:** click on “selected tours organized by Bologna Welcome” on the dedicated web page, choose the experience, click “Book Now,”, select a date in the period for which the card is valid, a departure time and the number of participants (on “Full price” ticket) and add to cart. After clicking “Checkout”, select “Apply discount or gift codes”, enter the code and press “Check”. Finally, select the discounted rate, enter your e-mail and complete the purchase.*

The experiences are customized according to the event and cover various clusters of interest, including culture, motors, food and outdoor (depending on the availability during the relevant period).

### **Exclusive tourist package – discounts for services that can be purchased on-line**

Bologna Congress Card holders will also have the opportunity to purchase an exclusive tourist package, which includes access to the three main tourist attractions at more than half the price (**€10, instead of €23**), namely:

- **Clock Tower - Torre dell'Orologio**, one of the city's landmarks, located in Palazzo D'Accursio, in the heart of Bologna, from which one can enjoy a magnificent view of the city;
- **Municipal Art Collections – Collezioni Comunali d'Arte**, a fascinating museum of ancient art, in Palazzo D'Accursio, whose collection ranges from the most classic paintings, from the Middle Ages to the present day, to special art objects of various kinds, such as furniture, porcelain, textiles, lace, embroidery, miniatures and wooden crucifixes;
- **Discover Bologna, a guided tour of the historic city center**, ideal for discovering the secrets of the city and its main monuments; available in Italian, English, French (Saturdays only) and Spanish (Saturdays and Sundays only).

**The exclusive tour package can be purchased only from the link provided in the Bologna Congress Card tab of the event.** Access to the discounts on transportation, merchandise, tours and restaurants listed above is independent of the purchase of this tour package.

After purchasing, the exclusive tourist package remains valid until the included services are all exhausted, and in any case no later than 15 days after using one of the three services provided. We remind you that the Bologna Congress Card entitles you to only one use of each included service.

Once the purchase is completed, the experiences have different ways of redemption: as for the rise to **the Clock Tower and the Discover Bologna guided tour**, they will be redeemable **by using the code received at the time of purchase** in online booking; for the **Municipal Art Collections**, access will be allowed (within six months of purchasing the card) **by showing the museum-specific voucher received by e-mail at the museum ticket office**. In any case, those who purchase the package will receive more details via e-mail regarding how to access the experiences.