FRACTAL MIND
Enhancing Experiences

GAME-BASED MAPPING OF TOURISM SERVICE OPPORTUNITY

REACH-2020-READYMADE-PLAY&GO_2.2

REACH

FRACTAL MIND
Enhancing Experiences

With the power of Gamification and Design Thinking

we're changing the world with our clients. Who will be next?

THE PROBLEM

THE SUSTAINABILITY OF TOURISM

- The estimated **drop of 40%** in global revenue in 2020 has shown that **Tourism is a hugely profitable but fragile business**

- For the foreseeable future, travel is at a premium, so **destinations are being chosen according to overall appeal and versatility**

- Tourism bureaus need to better **understand what is driving tourist behavior** and to create a sustainable and most of all **resilient and diversified network of local service offerings**

EXISTING SOLUTIONS

NON-ACTIONABLE DATA

⟶ Existing tourist behavior analytics has **low accuracy**

⟶ Most provide **data without human context** and understanding

⟶ Most are standalone – they **don't correlate with external datasets** regarding tourist behavior drivers

⟶ Actionability of municipal tourism management is **mostly done through trial and error**

OUR SOLUTION

GAME-BASED MAPPING OF TOURISM SERVICE OPPORTUNITY

⟶ VISUAL ANALYTICS

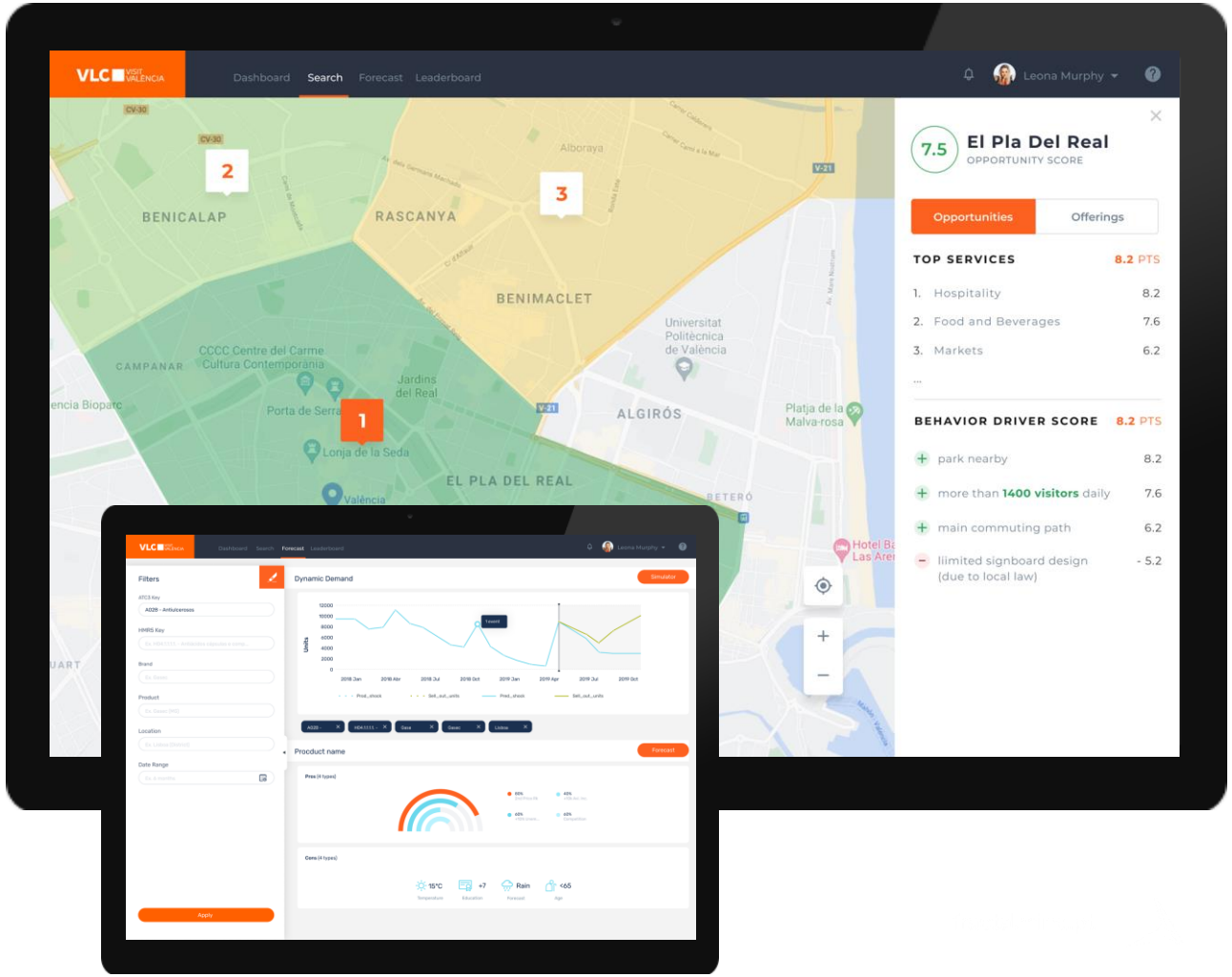
- Web-based for universal use
- Provide human relevance from data
- Network potential for resilient service offering

⟶ DYNAMIC SERVICE FORECASTING

- Accurate forecasting with multiple data sources (tourist footfall, demographics, meteorological, etc)
- Detailed forecast drivers based on tourist behavior
- Real-time simulation of business scenarios

⟶ GAME-INSPIRED UX/UI

- Game design visual guidelines to maximize usability and engagement
- Present real time added value - snapshot
- Enable holistic “big picture” analysis



OUR SOLUTION

FROM DATA TO ACTION

01
TOURIST PROFILING

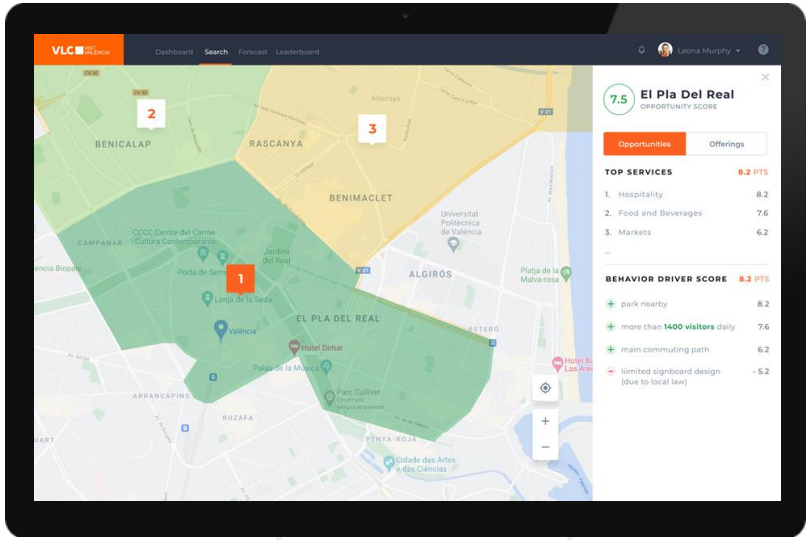
Individual choices and geolocation

Segment on routes, places of choice, time spent and potential economic value

02
DEMAND ANALYSIS

Understand patterns of mobility and decision drivers.

Identifying the characteristics of locations with most diverse demand.



03
OPPORTUNITY SCORING

Matching current location characteristics and tourist preferences

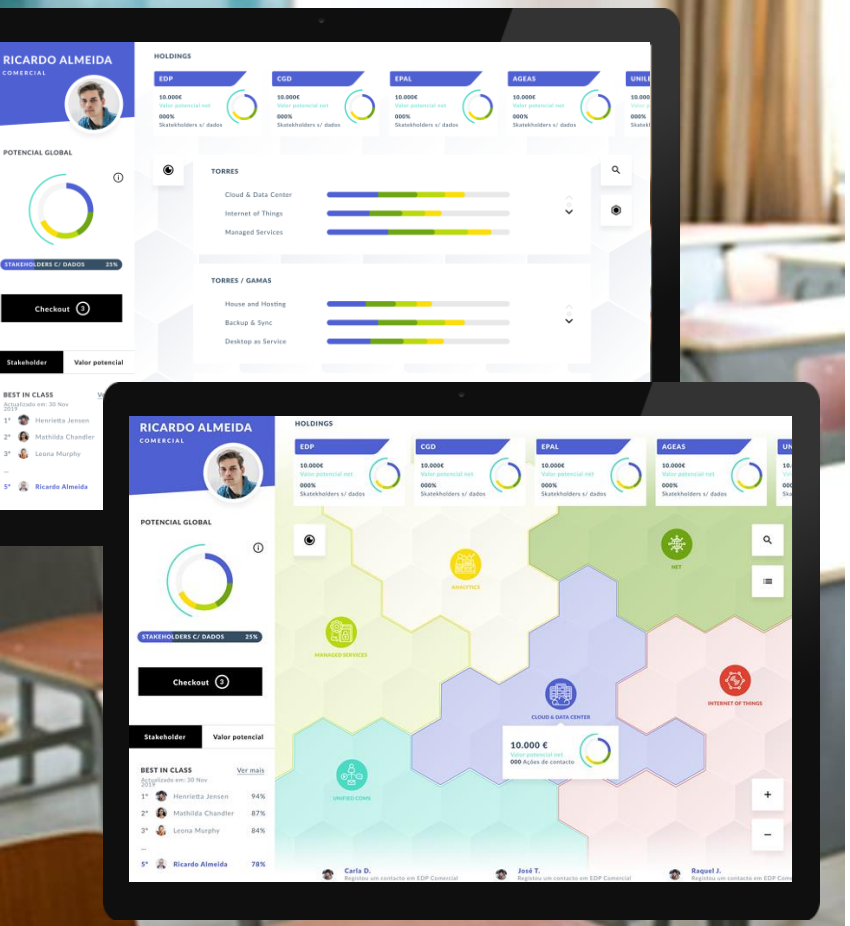
Score based on cost of opportunity of services that could be provided but have no supply

04
GEO SPATIAL SUPPLY SIMULATOR

Forecast services with higher probability of being consumed by tourist at different locations

What if simulator with different parametrizations to understand the impact of different decisions.

NOS POWER MAP



(screenshots from the platform)

GAME-TS-OPS: REACH-2020-READYMADE-PLAY&GO_2.2

OUR TRACK RECORD

EXPLORING BUSINESS POTENTIAL

- → Providing a clearer vision of the potential in each client left unexplored, regarding their portfolio
- → Get a more comprehensive understanding of the key stakeholders in each client, their influence on purchase decision and the best ways to get them

125

Salespeople and managers

+500

Sales strategies submitted

+1000

Qualified client Stakeholders profiles

+200%

Average of 4.5 client strategies per salesperson

OUR TRACK RECORD

APPLYING MACHINE LEARNING

12% Reduction in stockout

7% Reduction in shelf life

Overall margin growth

OUR TRACK RECORD

CLIENT CREDENTIALS

EMPLOYEE ENGAGEMENT

cetelem
Unilabs
VIA VERDE
S. HOTELS COLLECTION
SONAE CAPITAL HOTELS GROUP
Delta CAFÉS
GRUPONABEIRO
LG
SIEMENS
worten
Mercedes-Benz
oney
NOS

MARKETING & CUSTOMER ENGAGEMENT

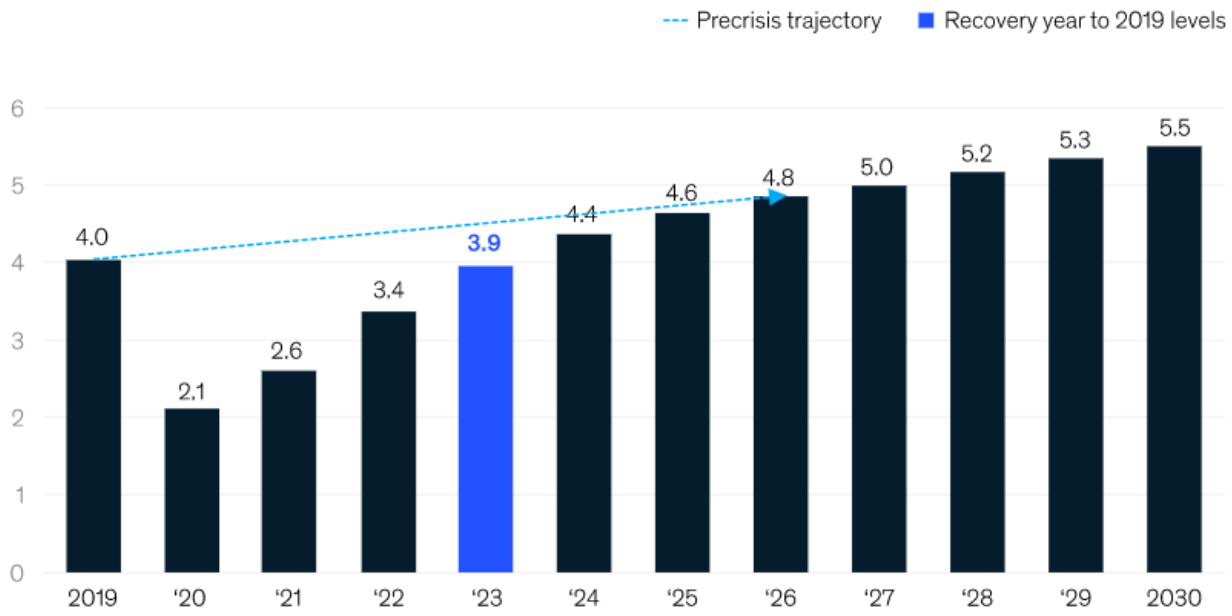
vodafone
adidas
Rock in Rio LISBOA
worten
Auchan
glintt
OSANDE

ANALYTICS AND FORECASTING BY MOD MIND OVER DATA

Audatex a Solera company
narta
ambev
AON
Pernod Ricard
TIM

SLOW BUT STEADY RECOVERY

Annual domestic and outbound tourism revenue, $ trillion, top 10 countries



Source: McKinsey tourism recovery model, A1 scenario; McKinsey Global Institute analysis

⟶ Domestic tourism will recover faster

- Europe has 50-60% of domestic tourism

⟶ Economic capability will play a role in recovery

- Most of Europe is recovering steadily
- South has been affected the most

⟶ Nonair-based travel will play critical role

- Europe has a well established network of roads and trains

ABOUT FRACTAL MIND

THE TEAM

Tiago Perdigão

CEO & BUSINESS DEVIL

+20 years in Mkt & Retail

Manuel Pimenta

CXO & EXPERIENCE SHERPA

+10 years in Soft. Dev & Gamification

David Duarte

CTO & CODING JEDI

+15 years in Soft. & Game Dev

Rui Cordeiro

FOUNDER & ADVISOR

+20 years in Game Design

Vasco Jesus

LEAD SCIENCE OFFICER

+20 yrs XP in Data and Business Analytics

Carlos Pinto

SENIOR DATA SCIENTIST

15 yrs XP in Data Science in Insurance, Gaming and Betting

www.fractalmind.pt

Tiago Perdigão
tiago.perdigao@fractalmind.pt

Manuel Pimenta
manuel.pimenta@fractalmind.pt

Member of

TRIBO GLOBAL

Thanks!