SERRATE
SustainablE RuRAl Tourism Engine
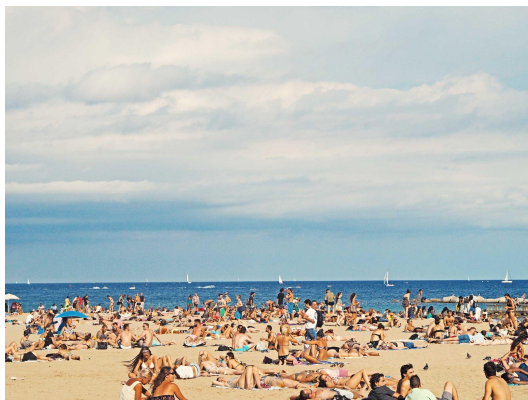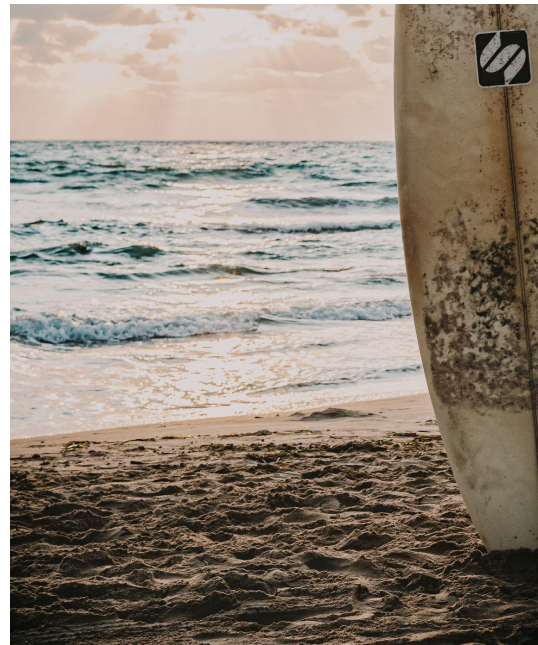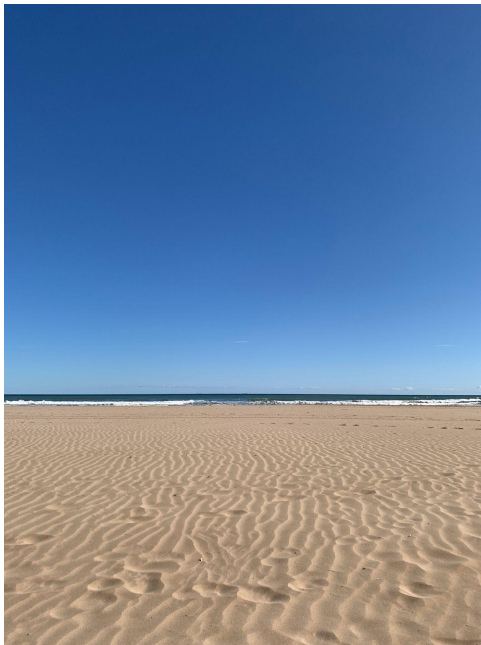
IN2

AI-powered web solutions

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REACH

Challenge: Data-driven stimulation & management of rural tourism flows

Paris, 20 May 2022

Pre-COVID: **Overcrowding leads destinations to concentrate on more sustainable tourism.**

Post-COVID: **Visitor satisfaction and retention directly linked to perceived crowding***

* Papadopoulou NM, et all. Determinants of Tourist Satisfaction and Destination Loyalty: The Influence of Perceived Overcrowding and Overtourism. *Journal of Travel Research*. April 2022.
** Dogru-Dastan et all.Responding to Visitor Density Pre and Post COVID-19 Outbreak: The Impact of Personality Type on Perceived Crowdedness, Feeling of Being Comfortable, and Anticipated Experience. Sustainability 2022, 14, 3960

The SERRATE solution

Motivate people to visit non-mainstream destinations

➔ Personalised recommendations and storytelling

➔ The right narrative at the right time on the right channel

➔ Exploit data from various sources and sectors

★ App for tourists (end-users)

★ Cockpit for DMOs (customers)

Open Data

WIKIDATA

IDEV
Infraestructura Valenciana
de Dades Espacials

Dades Obertes
PORTAL DE DADES OBERTES DE LA GENERALITAT VALENCIANA

Restricted/Closed data DMO owned

THE DATA CYCLE HUB
AI & DATA DRIVEN INNOVATION

Acquired data

Play&go
experience

JOT INTERNET MEDIA

kafka

Spark

◎ Tellit

VLC VISIT VALÈNCIA

Business model: Data Value Chain

❏ **Offer**: Solution for DMOs customised for their particular data
❏ **Revenue model**: Yearly fees (based on data volume) + consulting fees

- DMO's are usually public organisations with strict procurement requirements
  - Custom projects on a tender/award basis

- Development Costs
  - Customising SERRATE - Integration of DMO specific sources and data streams
- Operating costs
  - Data providers: Acquire/Licence data streams
  - Support and Maintenance

- End users – free app

Total market value: €181.77bn

➔ *Jan 2022, international arrivals still around half pre-pandemic levels; with signs of significant rebound*

➔ *Key trend: Attracting attention with the use of data and technology, esp. social media and real-time data*

>300 DMOs with a national or regional scope

2500 DMOs at local and city level

46 Regional DMOs in Germany, Spain and Italy

Competition

CrowdRiff

Aims to keep websites relevant and up to date (e.g. with visual galleries) and bring trusted content to visitors for that will help them discover and decide what to do.

Similar offering to Tellit, however no story/post recommendations.

citibeats

Analytics and trends on Twitter, essentially a social monitoring platform with a specific focus on what happens around a city.

Similar offering to Tellit, however no additional storytelling components and story recommendations.

TRAVEL APPEAL

Uses star ratings (e.g. from Tripadvisor), reputation metrics (also from social media) as a tool to interact with customers (e.g. as a chatbot) and decide on dynamic hotel room pricing and recommendations.

SERRATE solution is more visual and content-based and differentiates with storytelling in the medium the user is already active in.

IN2

AI-powered web solutions

Design, develop and operate web-based solutions at scale related to **data and content aggregation**, **processing**, **transformation**, **presentation, sharing and exchange**

Dr. George Ioannidis
Founder and All Around
Vision and Entrepreneurship
DevOps, AI, image analysis

Alexandru Stan
Research and Innovation
USP finding and Business model definition

Dr. Konstantina Geramani
Product Guru
Innovation management and product management

Preslav Rachev
Development Genius
BigData backends, Mobile Apps

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Achievements

Fondazione had a fruitful collaboration with IN2 on several different occasions. The IN2 team is very focused on developing technology tailored to the needs of end-users and DMOs which deal with the digital promotion of complex and world-famous destinations, like in our case the Tuscany region.

– Adriana De Cesare, Head of Unit at FST

An **official BBC supplier** (public tender award) for: Data Science and Machine Learning, Web Development, Backend Development, Host and Operate

Our platform has been used to enable content automation solutions for broadcasters, events organisers and destination management organisations

Let's Experiment :)

To realise the Data-Value-Chain for tourism first in Valencia and then worldwide

I N 2

AI-powered web solutions

https://in-two.com/contact

User experience

Signup using Twitter providing read access to tweets.

SERRATE bootstraps a user profile based on bio, posts, created lists, favourites and RTs.

Get personalised trip recommendations based on the user profile, current location and weather.

Build a list of activities liked as a (future) reference.

Connect with people who liked same trips

SERRATE updates the user profile dynamically based on relevance feedback, likes, and connections
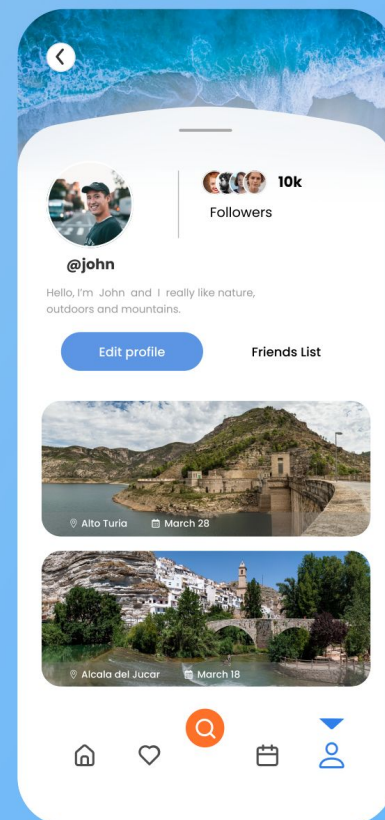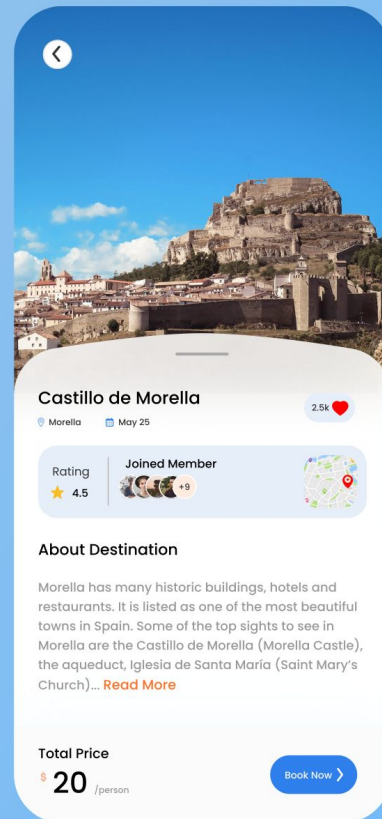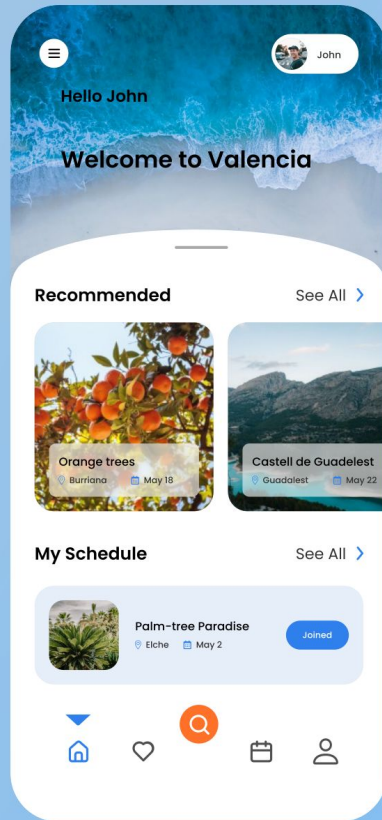
Technical scope

- Integrate **cross-domain data sources** like real-time sharing of posts on social media around the region of Valencia with info about the specific points of interests, search keywords; in order to
- **Extract sentiment, keywords, topics** using AI (e.g. NLP, image recognition) technologies from these posts,
- Matching them with a curated and extendable **storytelling knowledge base** about activities (outdoor / nature, culture, gastronomy, actual local events, e.g. festivals) and
- Replying to the same medium or social network with a relevant story **motivating tourists** to undertake activities outside of the main touristic hotspots.