



This project has indirectly received funding from the European Union's Horizon 2020 research and innovation programme under REACH Incubator (Grant Agreement no. 951981).



SERRATE

Sustainable RuRAI Tourism Engine



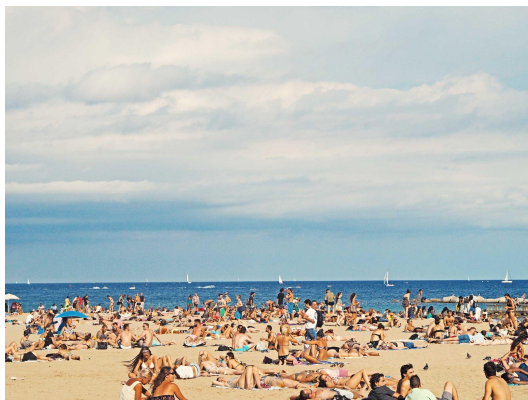
AI-powered web solutions

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

Bilbao, 19 September 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 al. Determinants of Tourist Satisfaction and Destination Loyalty: The Influence of Perceived Overcrowding and Overtourism. *Journal of Travel Research*. April 2022.

* Dogru-Dastan et al. 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 - Thanks to REACH!

Motivate people to
visit non-mainstream
destinations

- Personalised recommendations and storytelling
- Unique features that maximise user experience by taking into account sustainability of destinations
- The right narrative at the right time
- Exploit data from various sources and sectors
- ★ App for tourists (end-users)
- ★ Cockpit for DMOs (customers)

User Experience

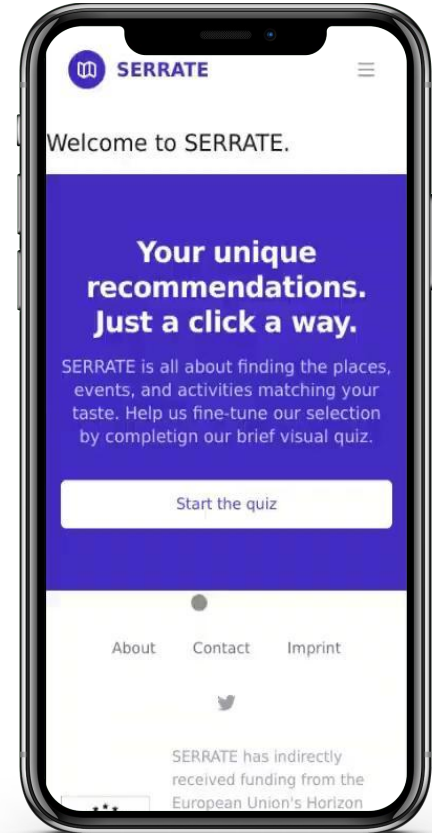
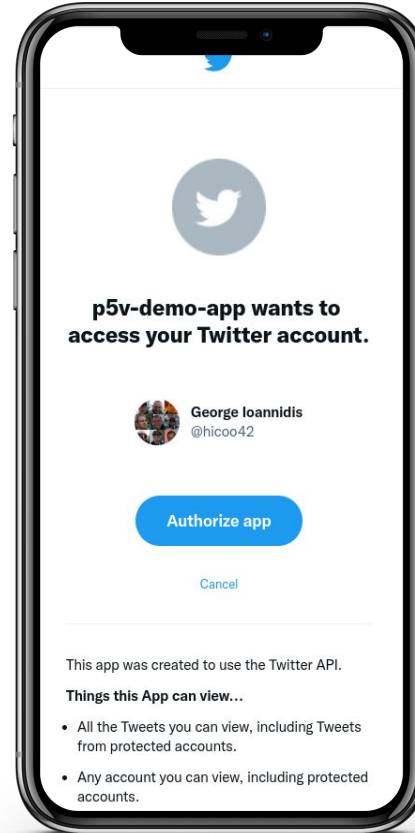
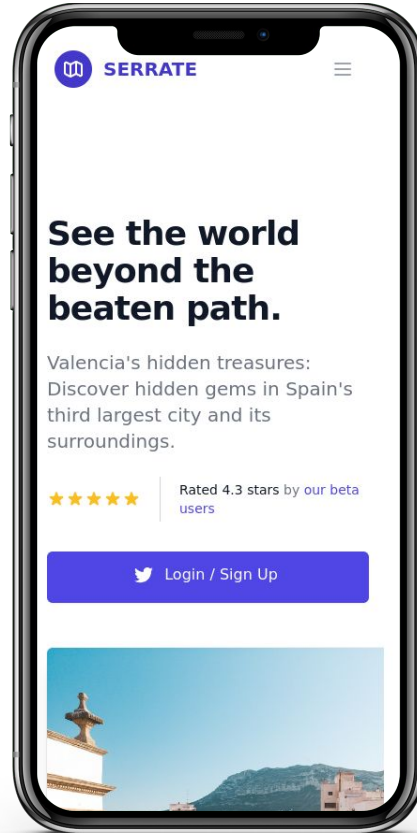
Signup using Twitter providing read access to tweets.

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

Capture the “mood of the day” with a 3x3 photo quiz

Get personalised trip recommendations based on the user profile

[Download video](#)



User Experience

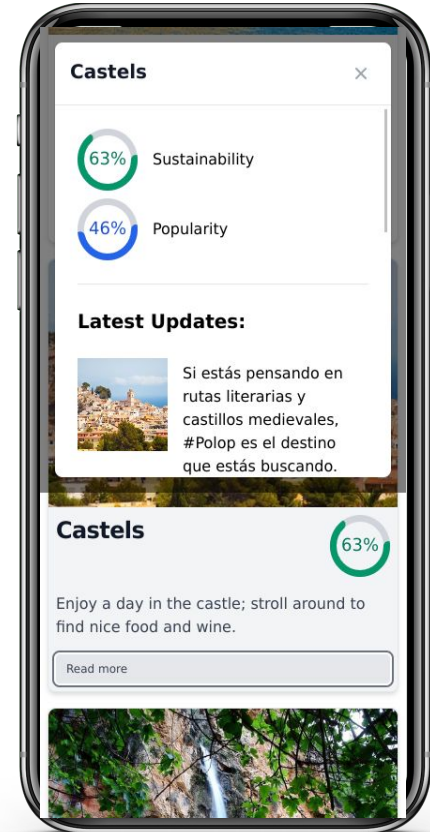
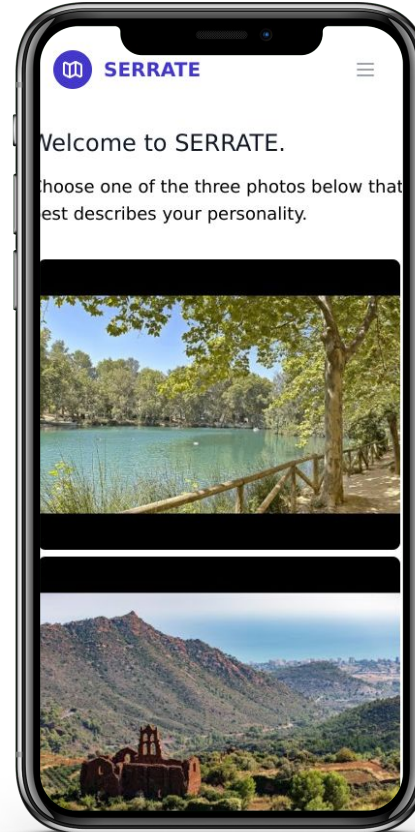
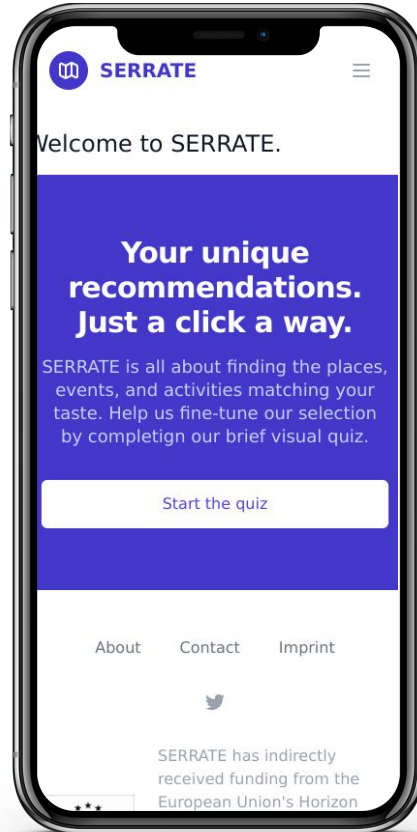
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Manage marketing content and sources, define topics, rule-based automation; review automated assignments.

Manage marketing content and sources, define topics, rule-based automation; review automated assignments.

Backoffice

The marketing content sources, define topics, used automation; automated contents.


SERRATE

HomeGroupsContentDashboard

/ Content

NEW


@visitvalencia.com NEW IN GROUP
14 minutes ago



Amor, humor e intriga te esperan en la comedia «Burundanga»


+ ADD TO GROUP

@valenciaturismo NEW IN GROUP
4 hours ago



Muchas personas ya han celebrado el #DiaMundialDelTurismo con experiencias inmersivas, visitas guiadas gratis, degustación de horchata... ¡Todavía estás a tiempo! Mira todas las actividades: visitavalencia.com 📍 Loco


@visitvalencia.com NEW IN GROUP
4 hours ago



Los productos más vendidos


+ ADD TO GROUP

@HotelCentroMar NEW IN GROUP
5 hours ago



¡Feliz día mundial del Turismo!
Happy World Tourism Day!
#HotelCentroMar #CSHoteles #Bañeros #madridcomunidad

@Valenciaturismo NEW IN GROUP
5 hours ago



Este finde, la ópera 'El Tutor Burlat' de @LesArtsValencia vuelve a salir a la calle para acercarte los mejores planes culturales. Plaza del Pilar - 30/09 Plaza Iglesia de Los Angeles - 01/10 Plaza del Maestro Vicent Ballester Fandós - 02/10 lesarts.com 📍 Loco

@visitavalencia.com NEW IN GROUP
6 hours ago

Agenda Mensual de València

+ ADD TO GROUP

@valenciaregion NEW IN GROUP

VLC @visitavalencia.com 13 hours ago IN GROUP

Sportcity Valencia

+ ADD TO GROUP

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Quick access

Culture

Valencia boasts a grand total of 34 museums of art and history, making it a place to head if you are a culture vulture. Museums here include the IVAM (modern art museum), the History of Valencia museum and the National Museum of Ceramics.

TOPIC Updated a day ago

Altea

Good weather, beaches and the labyrinthine streets with whitewashed house-fronts characterize the town. Altea is protected on the north by the bluffs of the Serra de Bèrnia, creating an especially mild microclimate. Its seafront esplanade is planted with palms.

MUNICIPALITY Updated a day ago

Natural parks

There are 20 national parks with each park having lots of walking and alpinist routes, many of which are well-known all over the world, cycle race on the territory of Sierra Calderona park. Besides the beauty of the landscape you will have an opportunity to see great monuments such as medieval patrol tower or a monastery which look very organic and are parts of the landscape.

ATTRACTION Updated a day ago

All Groups

Filter by name

Altea

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MUNICIPALITY Updated a day ago

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Innovation

- Drive the flow of tourists to less visited sites or locations
- **Beyond popularity** recommendations
 - ✓ Towards **sustainability**
- Putting together different datasets
 - Both open and proprietary
 - Automated workflow
- Gamified visitor profile creation
 - Twitter + Quiz

Street Art



Sustainability



Popularity

Latest Updates:



Un paseo por el histórico Barrio del Carmen 🇪🇸 te sorprende con mu de arte urbano y grafitis fantásticos. Te recomendamos realizar una de Street Art para descubrir estas obras al detalle.

<https://www.visitvalencia.com/shop/visitas-guiadas/visitas-guiadas->



**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

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 who manage a destination
 - 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 from different sectors/siloes
 - Support and Maintenance
- End users – free app

Go to market

- ❑ From pilot applications to first new customers to Europe
- ❑ 2 Pilots by Q2
- ❑ 7 clients in Y1
 - ❑ 5 local DMOs
 - ❑ 2 regional DMOs

- **Pilot application and reference projects** with regions we already have worked with (e.g. Valencia, Tuscany)
- Regional DMOs interested in AI solutions via fairs and exhibitions of pilots and participation in public procurement tenders → First new customers
- **Scaling to European Market**
 - Custom projects for regional / national DMOs

Competition



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.



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.



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
20+ years of experience



Alexandru Stan

Research and Innovation

USP finding and Business model
definition
15+ years of experience



Dr. Konstantina Geramani

Product Guru

Innovation management and
product management
20+ years of experience



Preslav Rachev

Development Genius

BigData backends, Mobile Apps
15+ years of experience

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, event organisers and destination management organisations



Funding Achieved

There is no easy fix to overcrowding.

Spreading visitors geographically can help distribute tourists more evenly across residential and under-visited areas and thwart bottlenecks in overcrowded locations

—
McKinsey&Company, *Coping with Success, Managing overcrowding in tourism destinations*, December 2017



Let's Evolve :)



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

- Helps us for find the perfect market fit for SERRATE in the region of Valencia
- Scale to other regions in Europe and beyond
- Create the best user experience for visitors, tourists
- Reward high quality content produced by local DMOs and touristic product owners.



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<https://in-two.com/contact>

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