# Collecting Culture

Group 5 – Pitch Deck

# The Team



Luca Soto De Graeve

Flor Sanders

Tim Ramlot

Gill Eeckelaert

Costas Barrientos Rojas

2

# What keeps tourists away?

Caged inside the museum

Tours don't adapt to you

Can't participate in experiences.

Hard to find Ghent's international history/experience

Corporations overshadow local businesses

3

# Solution

Tools for the city to curate a tour and create rich and varied experiences

Remarkable locations, inside and outside
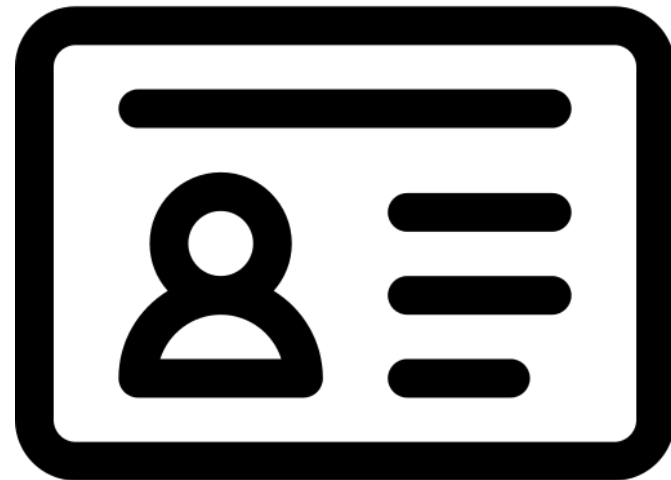
International cuisines and shops

Choose experiences suitable for your needs

4

Demo

5

# Demographic

## The typical tourist

43 years old

Stays 1,75 nights on average in Ghent

And 2,05 nights in the art cities

Monuments, museums, churches

Gastronomic experience

shopping

"Heritage is the most important reason to visit the art cities"

[1] https://toerismevlaanderen.be/sites/default/files/assets/documents_KENNIS/onderzoeken/Art_citiesresearch_18.pdf

# Market size

## Ghent

**1.3M**
Overnight tourists per year

**€ 150**
Spending per night

**€ 1M**
Additional annual spending

**10%** Target group

**5%** Increased spending

**20%** Taxation

**€ 200k**
Additional tax revenue

# Business model

The city pays a fee for the development and use the tools

Local businesses pay to be promoted on the tour

8

# Business model

## Development

**€ 200k**

Additional tax

**€ 100k**

Development cost

**€ 100k**

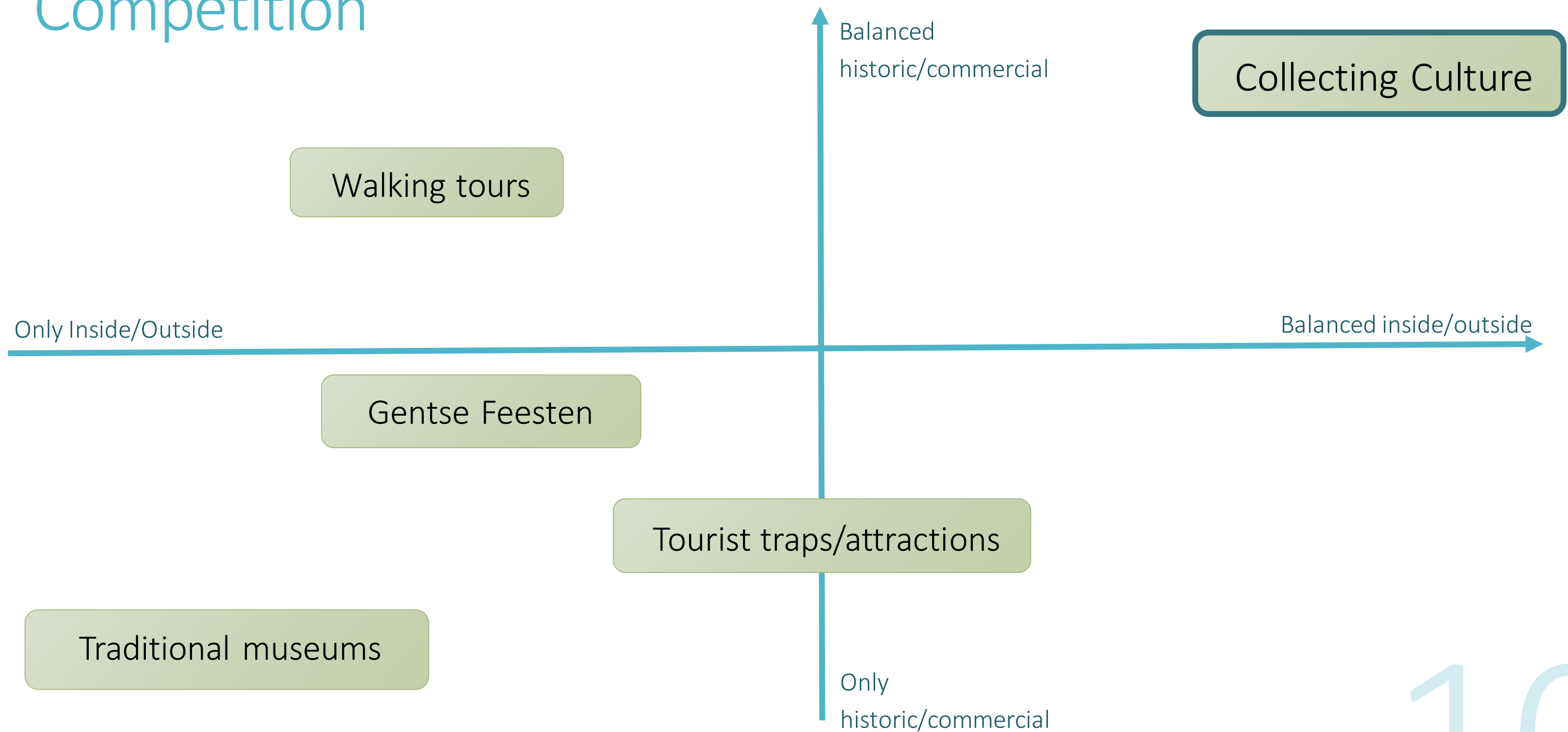City council profit

## Recurring revenue

**€ 50**

Monthly
promotional cost

**±50**

Participating
businesses

**€ 30k**

Annual revenue

# Competition

Balanced
historic/commercial

Collecting Culture

Walking tours

Only Inside/Outside

Balanced inside/outside

Gentse Feesten

Tourist traps/attractions

Traditional museums

Only
historic/commercial

10

# Competitive Advantage

The use of a unique linked dataset

Local knowledge as compared to Google

Ease of us as compared to websites and travel guides

11

# Go-To market

**Pilot**

Demonstrate advantages and ease of use

**Ghent**

First city to receive the tools

**Belgium**

Expand to other art cities

**International**

Go to other art cities in other countries

12
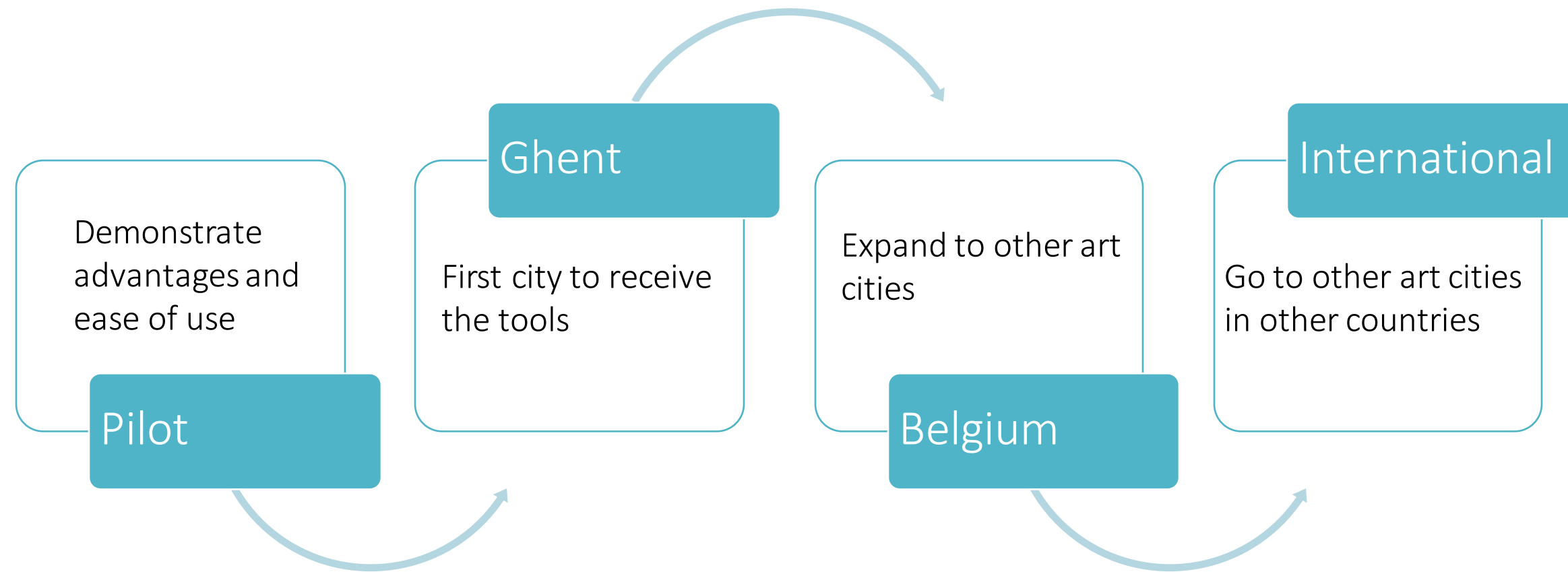
# Future Work

Integrate more data sources  (yelp, OpenStreetMap, etc.)

Ranking of search results

Expand to other cities

Help cities setup their linked datasets

13