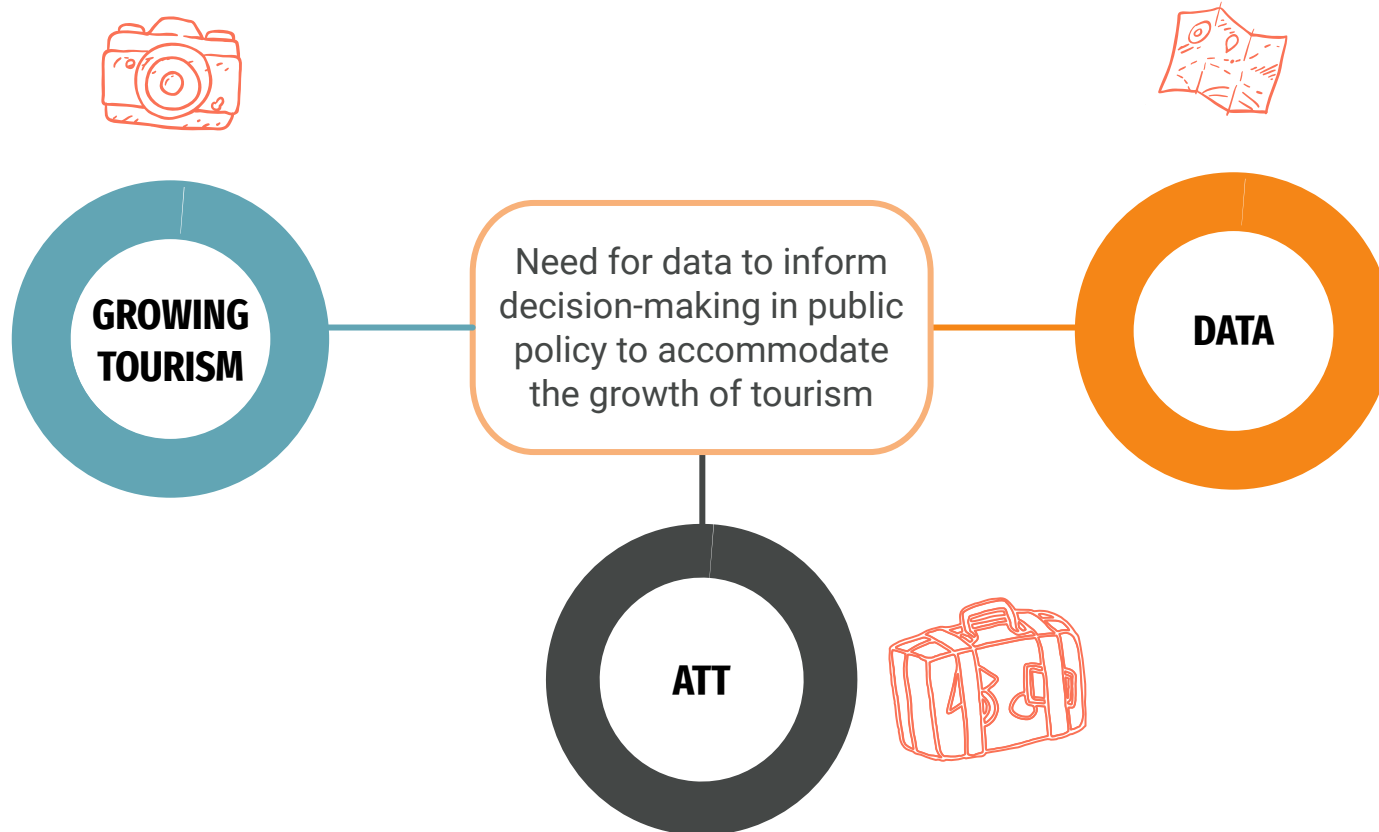




**Blaze New Trails, Forge New Tales**



# Context



# Problem

## Disparate Platforms for Each Service Type

- Inability to Draw Conclusions from Disparate Data
- Requires Management Across Different Platforms, Causing Discomfort Among Users



## Low-Density Regions Challenges in Tourist Destination Management

- Limited Infrastructure
- Sparse Population
- Incompatibility with Mass Tourism Models

Obstacles in Promotion, Marketing, and Visibility

# Solutions

## Integrated Platform

Develop a unified platform that aggregates all services in a centralized hub



## Data Analytics

Collect and analyze data from various sources, enabling stakeholders to gain insights into tourist behavior, preferences, and trends.



## Centralized Management

Facilitate seamless management of diverse services within a single interface



# Goals

## Tailored Experiences

TrailBlazer offers personalized travel recommendations, ensuring every journey is uniquely crafted to match individual preferences.



## Market Insights

Gain a competitive edge with Trailblazer's predictive analytics, providing valuable insights into emerging trends and traveler preferences for informed decision-making.



## Automation

Optimize workflows using automated tagging and sentiment analysis, reducing manual tasks to improve service quality and efficiency in the tourism sector.



# Key Features



## Personalized Recommendations

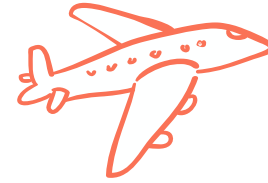
Customized travel ideas based on preferences.

## Sentiment Analysis

Insights from feedback to improve service and customization

## Predictive Analytics

Using data to anticipate trends for informed DMO decisions.



## Curated Activities

Tailored experiences promoting provider offerings.

























## Market Insights

Valuable data insights for attraction providers.

## Auto-Tagging

Enhances recommendation and analysis by tagging feedback and events.

# The State of Related Work

	 VisitPortugal	 Expedia	 Booking	 TrailBlazer
Destination Management System				
Personalized Recommendations				
Auto-Tagging				
Sentimental Analysis				
Predictive Analytics				

# The Team





# Advisors

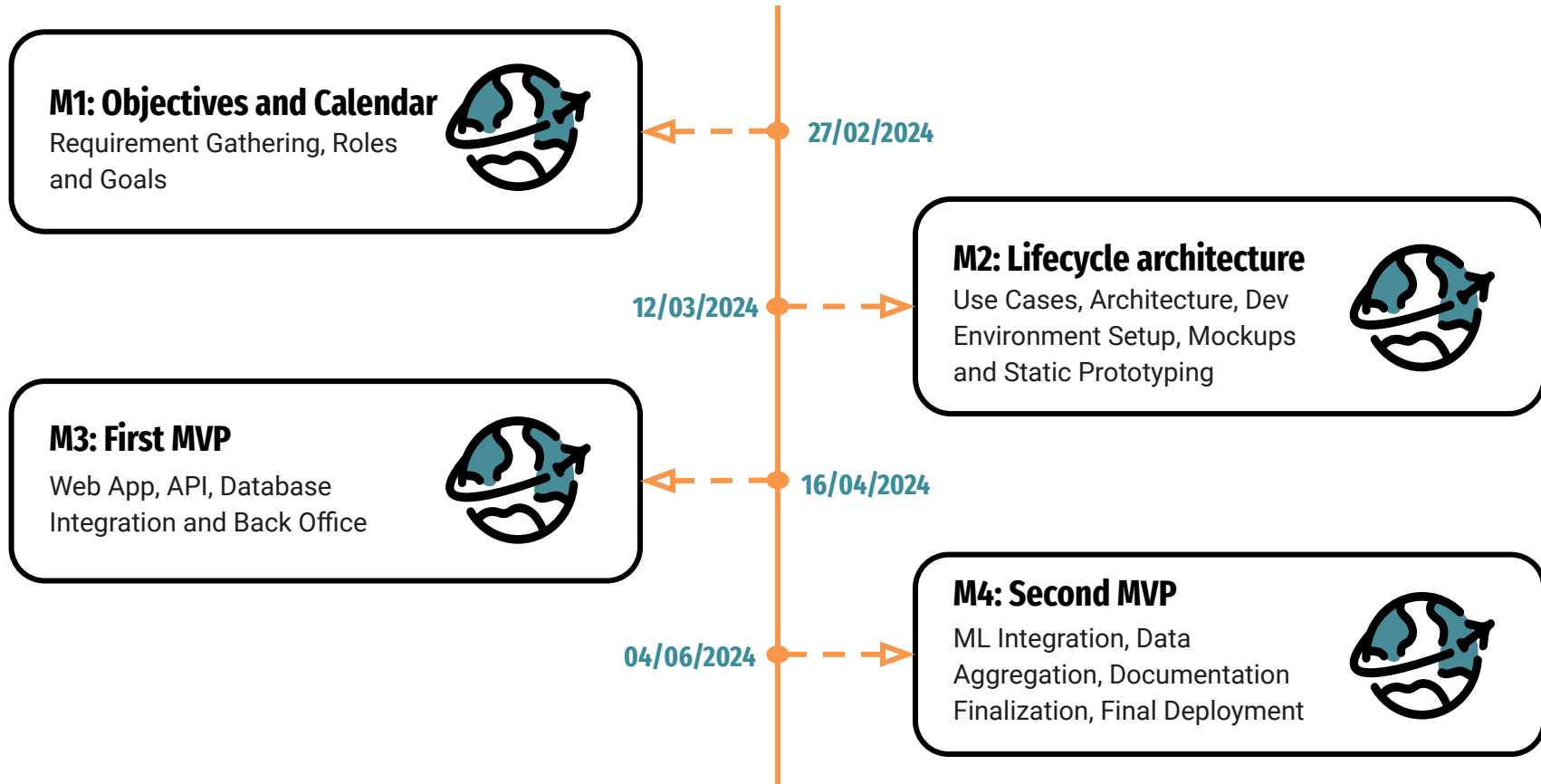
**Dr. Osvaldo Pacheco**

**Daniel Ferreira**

**Dr. Rui Costa**



# Blazing Milestones



# Thank You!

Trailblazer Documentation Sprints

GitHub Jira Drive

## Trailblazer

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### Predictive Analytics

Trailblazer empowers DMOs with advanced predictive analytics, allowing them to foresee tourism trends and make informed decisions in infrastructure, marketing, and sustainability practices.



### Personalized Travel Experiences

The system analyzes tourists' feedback to enhance service quality and personalize travel experiences. A recommendation engine curates activities tailored to individual interests, fostering seamless exploration of new experiences.



### Sustainable Tourism Development

DMOs are equipped with sophisticated analytical tools for sustainable tourism development, ensuring a balance between tourism growth and environmental conservation.



<https://pi-trailblazer.github.io/microsite/>