

11.11.2023 in Salzburg, Austria



Welcome to the Tourism Technology Festival

Tourism Technology Festival

Today, 11.11.2023

TIME	TOPIC
09:00	Opening & Registration
10:00	Official Greeting, Presentation of Rules and Constraints
11:30	Forming Teams and Challenge Selections
12:00	Lunch
13:00	Official Hackathon Start
18:00	Dinner
21:00	Night Hacking



Post with
#TourismTechnology

SSID: TTF2023
Password: TTF!RX23

**Tourism
Technology
Festival**



Hi from your Host

Florian Bauer

Hackathon Enthusiast



ENGAGE
TECHNOLOGY

Tourism Technology Festival

2019: GastroHackathon #1



2021:
GastroHackathon #2



Tourism Technology Festival



2022: GastroHackathon #3

Tourism
Technology
Festival

Partner



Österreich
Werbung



Eine Initiative
der Österreich
Werbung

**Tourism
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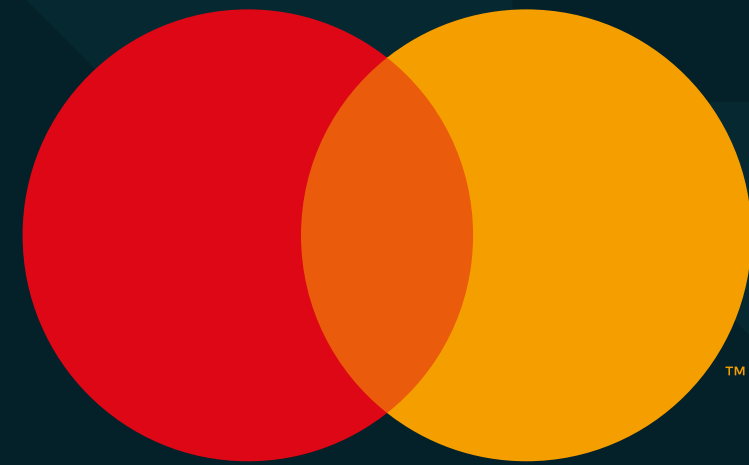
Österreich Werbung / CTA

Vittorio Bianchi

Innovation Manager

Challenge + Data Partner

Gastein



DACHSTEIN
salzkammergut



Tourism
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Community Partner



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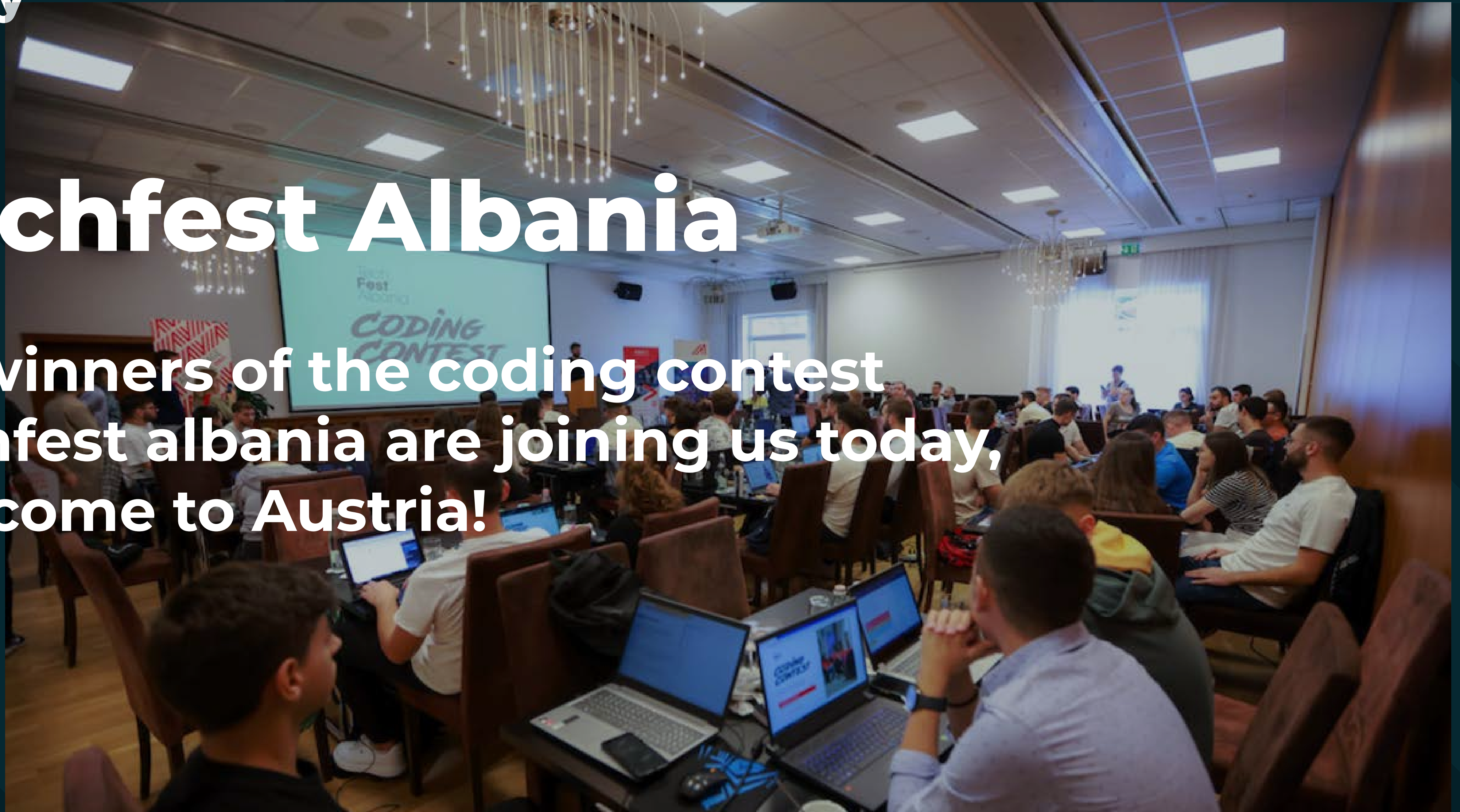
Organizing Team



**Tourism
Technology
Festival**

Techfest Albania

**30 winners of the coding contest
techfest albania are joining us today,
welcome to Austria!**



Tourism Technology Festival

+200 minds in Salzburg

**We are very excited that this many of you
decided to invest their time in our cause.**

**This is a competition, but we encourage you
to talk to each other and share this intense
experience with somebody you don't know yet.**

Thank you for your participation!



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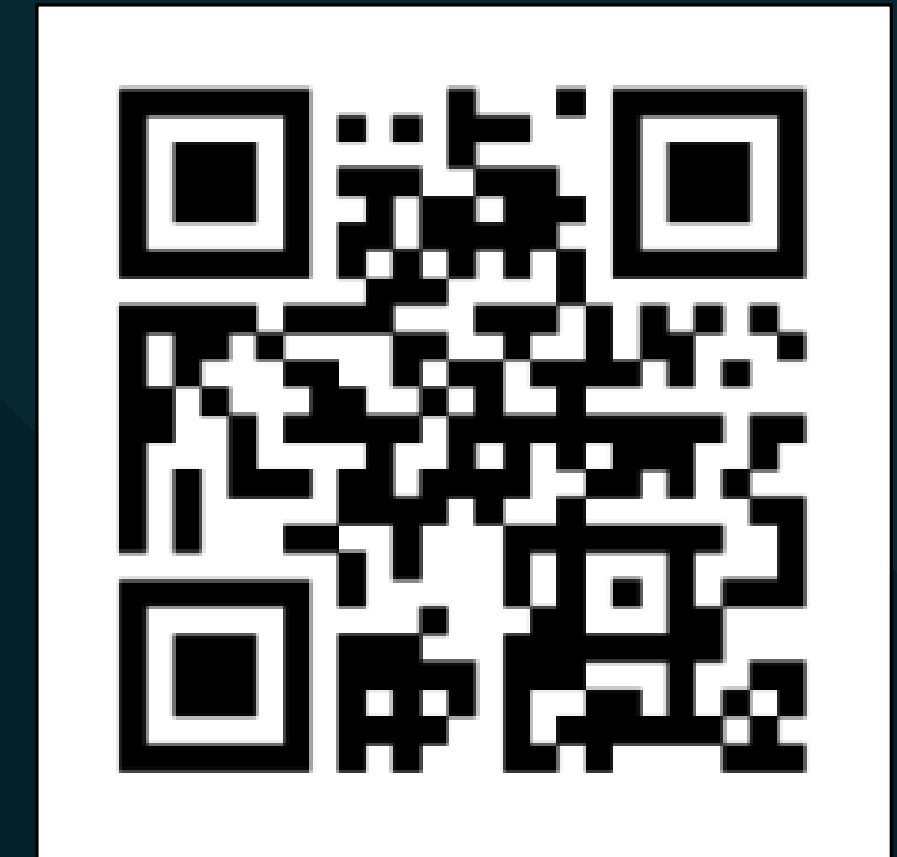
Before we start...

Communication

Please make sure that at least one member of the group is part of our discord community, use the QR code or check your emails!

The discord community will be heavily used for information, data distribution and important information. It makes sense to everybody to join.

**Thank you for
your participation!**



WIFI + Belongings

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This Area is only for Hackathon Participants, nevertheless please take care of your belongings. Your Ticket allows you to visit the Alles für den GAST at any point. Security is always present and they lock the Building over night. If you want to get out / in please talk to them.

Smoking is possible in smoking areas at the GAST..

Sleep + Hygiene

You can stay here onsite overnight, there will be security present all night, please make sure that you for no reason go on the premise but stay around the hackathon area.

You can lie down wherever you feel comfortable.

The restrooms are cleaned especially sunday morning.

You are — of course — free to leave the venue at any point, if you have a bed not too far away you can use it!

Code of conduct

Please follow our code of conduct:

www.tourism-technology.com/codeofconduct

In short:

Don't be a dick!

Please contact us if you experience any issue!

**Tourism
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Late Night Podcast Media Training

**Podcast Interview with Roman Eckschlager
(aká Herr Direktoa) at night with teams that
are still present 22:00.**

**One of your Team Members presents the Idea
in Front of the Camera and explains, why
people should care about it.**

**This is a great media training and a good way
to get feedback, but it will not affect your
final score.**



HERR DIREKTOA

Hackathon base

<https://hackathon-base.org>

**Platform, that lists most in-person
hackathons in europe**

**Hackathon Base Youtubechannel:
We will post content and snippets of this
Hackathon to the Youtube Page**



<https://www.youtube.com/@HackathonBase-mp6ku>

**Tourism
Technology
Festival**

Lets get started

Mode of operation

**Meet new people, work with
technology and have a great time**

**Participate
in a Team**

*No team yet?
Don't worry!*



**Select 1 of 4
Streams to
Participate in**



**Tackle the
Challenges
and show off
what you did**



**With luck win
some prizes!**

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Streams



**Customer
Centric
Application**
“Traditional
Hackathon”



**Data
Visualization
Challenge**
“Convince
with Data”



**Virtual
Reality
Challenge**
“Deep Dive
Experience”



**AI Foto
Challenge**
“Tourism
Imaginery”

Stream Modus

1. **A Team has to select only one stream**
2. **Stream selection until 16:00 today (!)**
3. **Make sure, that your Team Name is on the Board!**

If you don't have a team yet, come to the team board right after this and form a team with others. You should align with the others on what you would like to work on.



This Board is next to the Registration Desk!

Stream 1	Stream 2	Stream 3
Your Team Name		

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Streams



Customer Centric Application

“Traditional Hackathon”

Prize Pool:
€ 6.000

1st € 3.000,
2nd € 2.000,
3rd €1.000

Challenge:

Select one of
4 Challenges
with Tourism
Partners

Outcome:

Prototype,
that can be
presented on
stage

Decision:

3min Pitch of Main
Stage tomorrow
in Front of Jury
+ Technical
Evaluation by
Tech jury

#1 Last Mile Challenge

by Tourismusverband Dachstein Salzkammergut

Train travel is increasingly becoming a popular choice for tourists, both domestic and international. To assist with the 'last mile' of their journey, many tourism regions are offering information on how to utilize local taxi services, the region's public transport, or shuttle services provided by hotels and vacation apartments.

The Dachstein Salzkammergut tourism region has integrated all their taxi services into «Taxi Spot», an app designed to simplify the process of booking local taxis.

Challenge:

How can we enhance the travel experience for tourists, ensuring they reach their desired destinations seamlessly? What services can elevate their journey, promoting not only a better visitor experience but also sustainable travel?

Data:

Taxi companies
Pricing information about local taxi companies
General Data (Mastercard + Invenium)



Mentor:
Christian Schirlbauer

DACHSTEIN
salzkammergut

#2 Visitor Distribution

by **Oberösterreich Tourismus**

How can we use digital services to more evenly distribute visitors across available locations and activities? What services and motivation are necessary for travelers (insights about which places might be ideal to visit at specific times and days)? How can we reduce the impact of traffic for tourists to reach a certain destination.

Challenge:

As destinations attract an increasing number of tourists, many cities and regions face impacts of tourism. How can we distribute visitors across available locations and activities? What services can provide travelers with insights about which places might be ideal to visit at specific times and days? How can we – at the same time - reduce the impact of traffic generated by tourists?

This challenge invites participants to leverage technology and creativity to revive community engagement, protect cultural heritage, and ensure a sustainable balance between tourism and local life.

Data:

Aggregation data about people (Invenium + Mastercard)
General tourism information (ÖW)



Mentor:
Johannes Auer



#3 Visitor Analytics

by Kur – und Tourismusverband Bad Gastein

Tourist regions often organize events for both locals and visitors throughout various seasons. Given the high costs associated with hosting these events, it is crucial to gain a good understanding of both the demographics and the number of attendees. Detailed data is important, as is monitoring participation over multiple days, to accurately assess the event's impact and return on investment.

Challenge:

How can we leverage existing data to more accurately measure participation in events?

What additional methods could be employed to obtain more precise attendance figures, especially the differentiation between local guests, daily visitors and people who come and stay overnight

Data:

Aggregation data about people (Invenum + Mastercard)
General tourism information (ÖW)



Mentor:
Lisa Loferer

Gastein

#4 Cashless Payment Adoption

by Mastercard

Cashless payments offer a swift, secure, and straightforward means for restaurants and tourist-centric shops to accept payments. Yet, many retail outlets and kiosks still gravitate towards cash as their primary mode of transaction.

Our internal research suggests that shop owners could potentially boost their revenue by opting for cashless payment methods over traditional cash transactions.

Challenge:

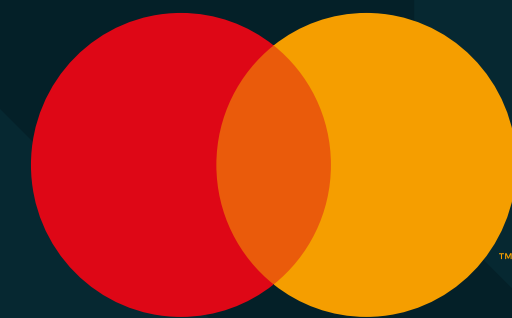
How can we design an application in collaboration with tourism regions that promotes the adoption of cashless payments through gamification?
How can you visualize the benefit of cashless payment better?

Data:

Payment Information about a region (Mastercard)



Mentor:
Oliver Gabriel





Jury **“Traditional Hackathon”**

Carolyn Zirni

Andreas Rissaweg

Brigitte Jellinek

Piero Ploner

Elisabeth Schwab

Datasets

International Spending per day per 1x1km
quadrant in Austria (by mastercard)

Mobilphone movement data (by invenium)

Tourism Data of Austria (by ÖW + TTG)

Additional Datasets can be used and integrated!



Data Visualization Challenge

“Convince with Data”

Prize Pool:
€ 1.500

1st € 1.000,
2nd € 500

Challenge:

Show
something
interesting in
data based on
the provided
datasets

Outcome:

Infographic,
Data Tool,
Advanced
Excel Sheets
→ always with
something
meaningful
to show

Decision:

5min presentation
for the jury
tomorrow at your
booth (not on
stage), discussion
with jury



Jury **“Convince with Data”**

Christian Spath

Martin Absenger

Fabio Jarz

Oliver Gabriel

Helmut Gaffl



Virtual Reality Challenge

“Deep Dive Experience”

Prize Pool:
€2.500

1st €1.500,
2nd €800
3rd €200

Challenge:

Create a VR
experience
based on
assets
provided by
us

Outcome:

A compact
experience
to try

Decision:

Each Jury members
experiences your
application and
gives you a rating
based on that

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1. Use one of the following images (full creativity allowed)
2. Use music from Anton Bruckner in your experience (fully creativity allowed)

**High Resolution Assets
will be provided via
Discord**



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Virtual Reality Challenge

“Deep Dive Experience”

Florian Jindra

Martin Wagner

Lukas Kröninger



AI Foto Challenge

“Tourism Imaginery”

Prize:

€ 1.000

for the winner,
Badges for
top 10%
Rankings

Challenge:

Create an
Image with
Topic XYZ

Outcome:

Create one
Image **only** (!)
with AI

Decision:

Rating by Jury
Members all
around the world

Everyone can participate in this
competition (also partners and
organisers)

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AI Foto Challenge **“Tourism Imaginery”**

Philipp Baumgärtel

Anna Reinhartz

Mario Banak

Regina Kandiah

Christian Bauer

Tourism Technology Festival



You

**Your team
in Stream
1,2,3**

**Ai Foto
Challenge**

Technical Evaluation

Modus: Technical Jury will visit you on sunday morning and do a deeper dive in you project

Why? Following reasons:

Fairness: we want to avoid that already prepared projects are shown, they will check if you really have worked on something

Pitch: Stream 1 only has 3min to Pitch, we want you to present in a more relaxed environment what you have done.

Prizes: We have extra prizes (stream independent) to reward teams who have done cool stuff, that didn't get accross

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Extra Prizes

selected by technical Jury

Open Source Prize

The project that cares and prepares its work and prototype for open source

Pretty cool Technology

The project that pushes the limit of technology in some way

Against the Mainstream

The best team in the challenge/stream with the least competitors (Including each challenges in stream 1, stream 2 and stream 3)

Climate & Social Responsibility

The team with focus on doing good for the environment and/or people

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Tech Jury

Alexander Hirner

Josef Füricht

Georg Polak

Thomas Dax

Thomas Mayerhofer

Ivan Jovic

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Social Media

Lucky Tombola for all users who posted

#TourismTechnology

on social media

No team yet?

We meet right after this at the Project Board

**Individuals
with ideas**



Pitch your idea
and find people
to join you



**Teams, that are
open for talent**

It is tough to work in new environments, but this is the day to meet new people and learn about something new.

Every team

- 1. Take one of those wooden booths**
(Please take care of them)
- 2. Put your Team Name on this booth and on the Stream Wall**
(until 16:00 latest)

It makes sense, that you select a responsible person in the team for these things!

- 3. Come to the registration, tell us the final members and the final name**
- 4. Get the datasets required from there as well (optional)**
The datasets are very confidential. You will sign an extra term sheet, that you ensure, that the datasets are only used for this hackathon and you will delete it afterwards. You have time to read that and not sign it.

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1st Place

Team ABCDE

**Tourism
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2nd Place

Team ABCDE

**Tourism
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3rd Place

Team ABCDE