

TOURISM VIVENCIAL

DMC tourism operator with a presence throughout the country. The company is actively involved with the whole of the product chain: organising the tourism offer, training public and private agents in the destination (host models), product co-creation, and promoting, digitalising and marketing the products developed.

www.turismovivencial.com



EXPERIENCES HUB

Its mission is to make small local companies more visible, boosting the region's sustainability, and adding value to the location. This process includes the digital transformation of small local businesses through six key areas:

1. **Identifying the destination's unique tourism offer** in collaboration with public and private agents and creating a regional storytelling narrative
2. **Training all stakeholders in the region** (public and private) on traveller trends, similar tourist models and implementing the "host" concept
3. **Co-creating the tourism product**, actively involving tour operators in the area with the aim of giving local tourism a reinvigorating economic boost
4. **Organising, promoting and sharing** both the current and the newly created tourism offer through a specific action plan
5. **Digitally transforming** the whole value chain, especially complementary products
6. **Marketing through multiple sales channels**, both those within its business group and through third-party agreements, including connectivity to GDS via own API and distribution through OTAs

The model proposes regional tourism planning based on the strategic plans already available in the destination. The digitalisation process is key, and is achieved through own technology and customised mentoring with each operator. Processes are simplified by the implementation of a GDS which, through its own API, provides access to OTAs. The operator must indicate availability of dates and quotas. Its booking team will work the sales back office to provide service to travellers, operating as the destination's central reservations department. The solution includes mobile technology with secure payment service. As an Experiences Hub, travellers will receive loyalty and cross-selling proposals, and suppliers will be able to receive special requests.

Scope of smart destination application

**Governance
Technology**

Solutions for destinations in the following areas



Type of solution

