MYSTREETBOOK

Company specialised in Artificial Intelligence technology for hyper-personalisation of travel, with a pioneering recommendation software that creates intelligent routes tailored to each person.

www.mystreetbook.es

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MyStreetBook is a cutting-edge artificial intelligence system that creates and recommends smart itineraries based on visitors' likes, profiles and needs.

Hyper-personalised trips through a web app.

It recommends tailor-made interactive routes that are generated automatically for each individual, each moment and each situation. Each route expertly combines existing attractions (monuments, nature, businesses, gastronomy, events, etc.) with a wide range of variables such as the time available, opening hours, prices, transport, accessibility, the traveller's likes and needs, trends and reviews.

The web interface is aimed at inspiring visitors and helping them plan from their place of origin, while the app guides and accompanies the traveller in the destination and receives feedback. The interfaces are inserted into the tourist destination's promotional channels.

Analytics and data for Smart Destinations

The destination's managers will have visitor footfall data platform:
1. Segmented traveller profiles and trends
2. Smart mobility - busy areas, routes and reviews
3. Tracking per resource - the most often visited resources and visitor profiles.

This information is compatible with other platforms, and can be downloaded in various formats. Regular qualitative analysis reports are also generated to help the tourist destination improve.

Digitalisation of tourism strategy and resources.
- Identification of existing tourist attractions and untapped potential, in-demand attractions: diversity
- Unification of information
- Digitalisation of local businesses and existing routes
- Incorporation of the cultural calendar and temporary events.

Control Panel to manage content.
This is set up for destinations that want to manage resources directly. The database is interoperable and exportable.
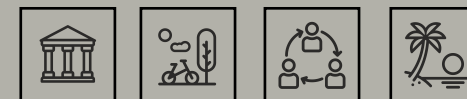
Traveller Notification Service
A traveller notification service is set up within the interfaces to inform visitors about levels of crowding or other programmed topics.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		