



DFT

DATA FOR TOURISM

Data for every destination!

Athens, April 2023

MAIN QUESTIONS ?

- HOW MUCH WILL I PAY



- SAFETY, TRANSPORTATION



- ACTIVITIES, ATTRACTIONS



How will we effectively use the data for tourism?

“No great marketing decisions have ever been made on qualitative data”

John Sculley
CEO of Apple Inc.



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DATA FOR TOURISM

Business plan

Clients

Touristic and
commercial enterprises

Cultural organizations

Who can
download
this app?

Residents of
Greece

Tourists

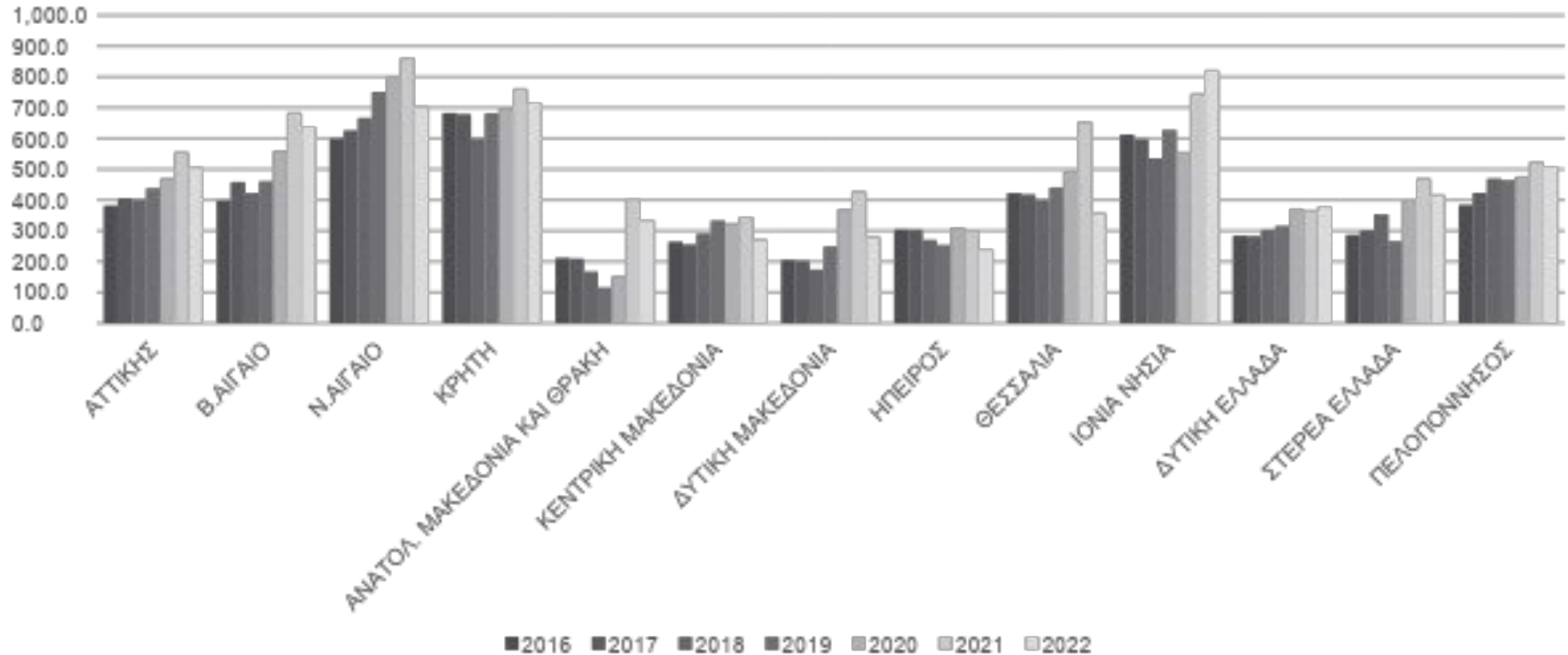
PROFIT

1. Pop-ups during
travelling

2. Advisor suggestions

3. Promotion for
businesses contracted
with the app

Expenditure per visit by region in Greece for years 2016-2022 in euros



“Board survey”

source: [Travel services | Bank of Greece](#)



DATA FOR TOURISM

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LOGIN

Login

Sign in to continue

EMAIL

happytraveler@eytyxhs.gr

PASSWORD

login



DATA FOR TOURISM



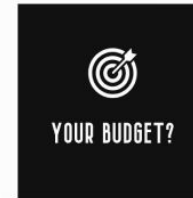
Press the button to set your budget and let us plan your next greek journey!



Every time a green icon appears, a traveler just started their journey in Greece! The next icon may be yours!



DATA FOR TOURISM



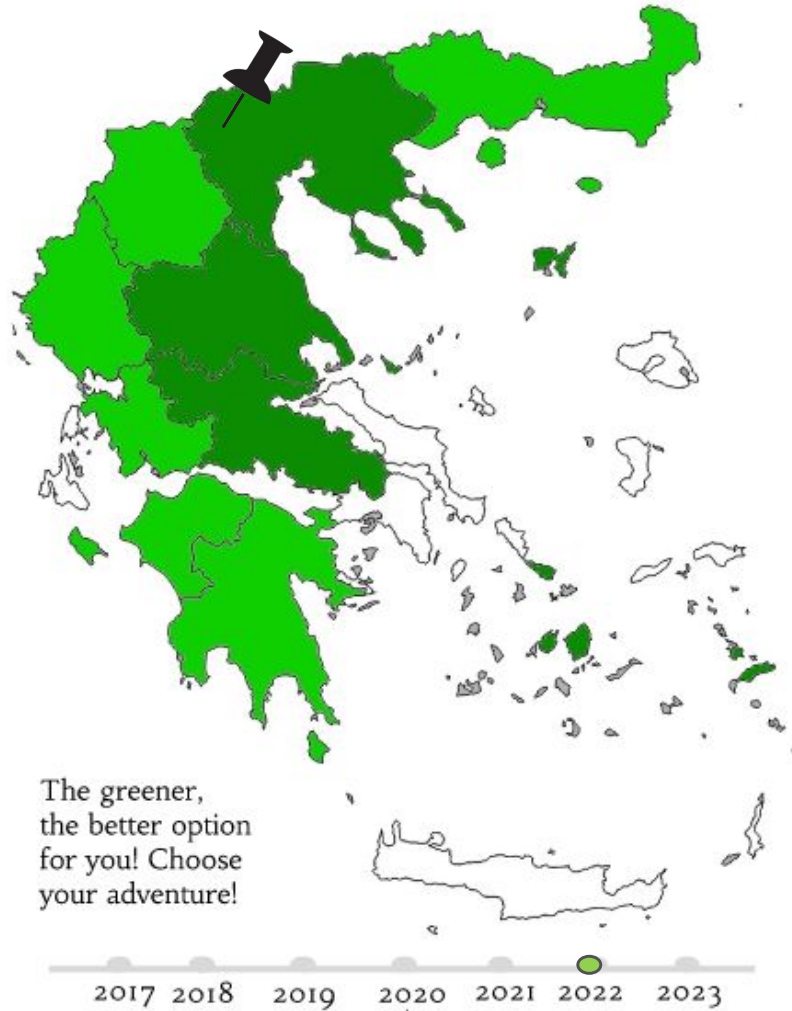
BUDGET FOR THE
ACCOMMODATION
IS 1000 EURO
FOR 2 PEOPLE PER
NIGHT



DATA FOR TOURISM

Place the pin wherever you want on the map!
A great amount of travel suggestions are going to appear!

Filtered by:
Accommodation fee



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DATA FOR TOURISM

Next pages options:

Recommended hotels

Attractions nearby

Possible activities

When the trip is over:

Survey as a feedback for the data base

Data base and survey

- The app will use survey's results as a feedback for the data base
- Continuous storage of new data
- Usage of machine learning functions for prediction models

Next steps

- Prospect of expansion at the European level
- Available for IOS/Android users
- Usage of more filters

Some Impediments

- Lack of datasets

DFT TEAM



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ΤΡΑΠΕΖΑ ΤΗΣ ΕΛΛΑΔΟΣ
ΕΥΡΩΣΥΣΤΗΜΑ



Thank you !

