

Travel Startups Incubator®



# Destination Travel Technology & Innovation

*What's Happening Today*

*What's Next*

*How DMO's Can Benefit*

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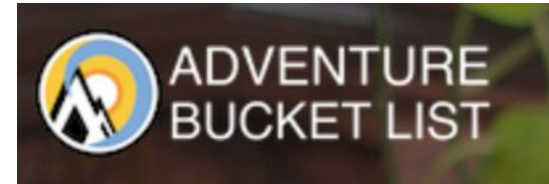
[www.travelstartups.co](http://www.travelstartups.co)

### 3 Innovative Destination Marketing Technology Companies

**Streetography** - Photo-Mapping Technology

**Flip.to** - Traveler Advocacy Platform

**Adventure Bucket List** - Destination Booking Platform



# **NEW Technologies and Innovations**

Mobile Phones

Artificial Intelligence

Messenger Apps

Machine Learning

Internet of Things

Mapping

Experience Platforms

## **Creating Movements in Travel**

Live Like A Local

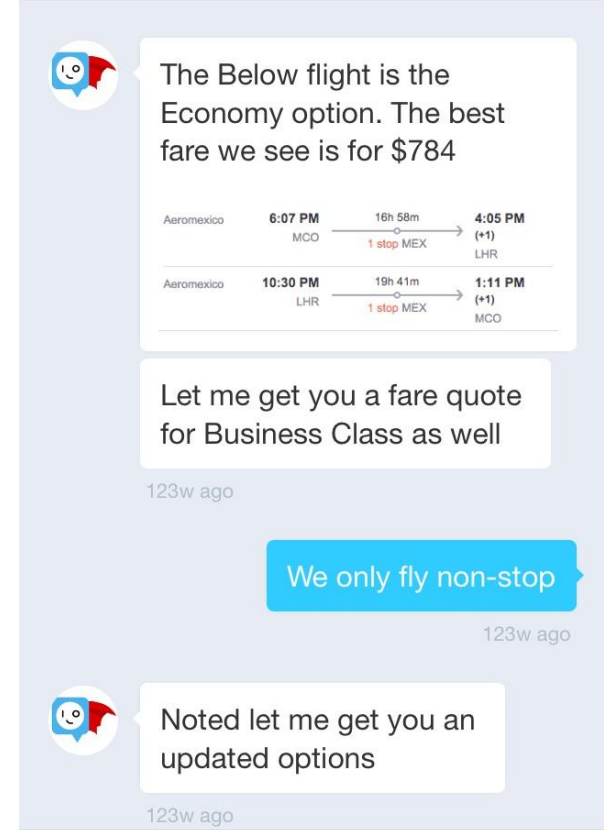
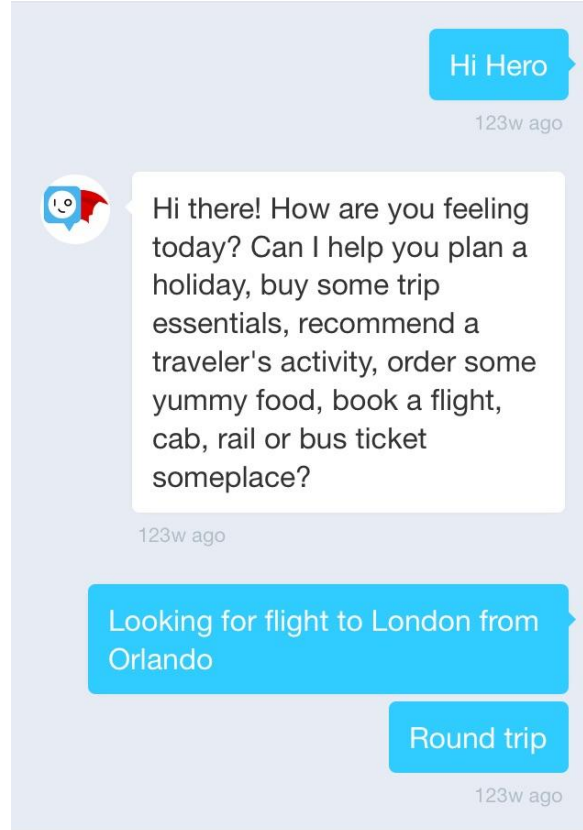
Travelers Not Tourists

Micro-Destination Businesses

# AI/Machine Learning

## Travel chat-bots

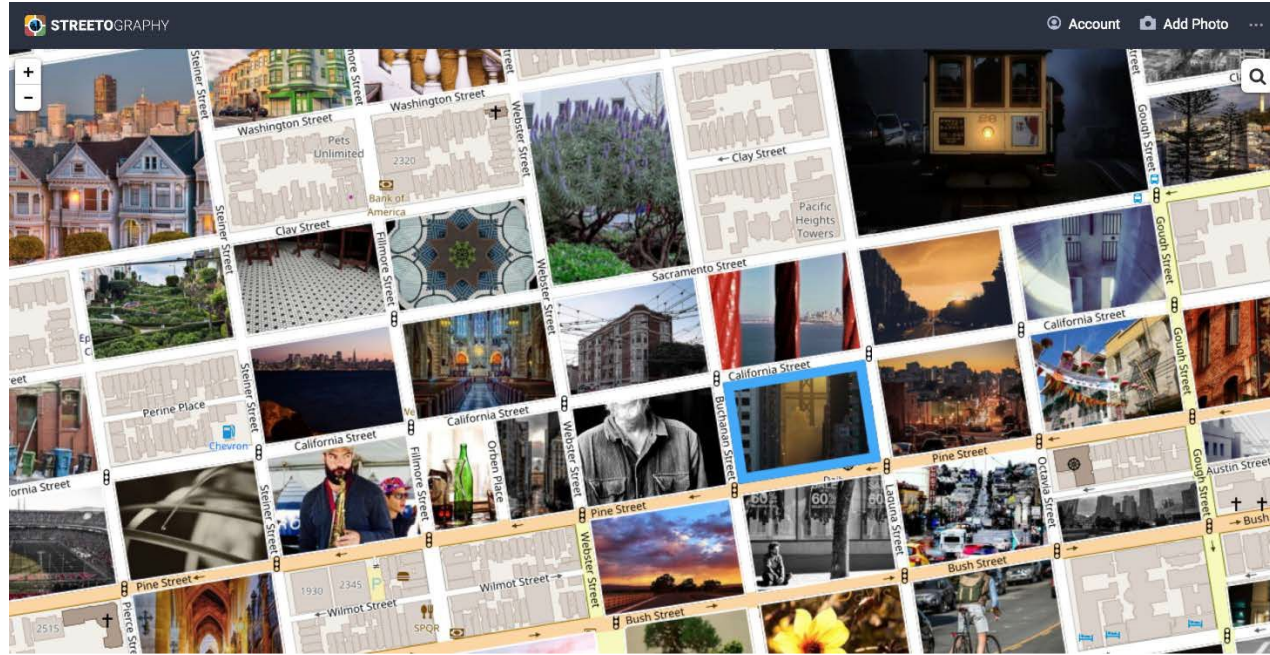
- enables real-time engagement
- Sales, bookings
- customer service
- via Messaging apps
- Facebook Messenger
- WhatsApp
- Slack
- MEZI/Amex \$125M



# Photo-Mapping

## Visual Place Discovery

- A picture tells a thousand words.
- Enables users to see what a place is like without being there.
- Increase a users time on your website/app.
- Increase engagement through social proof.

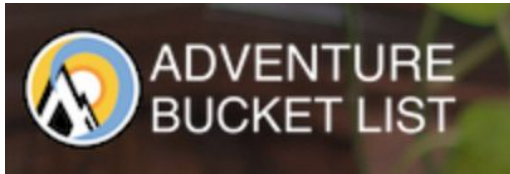


Streetography

# Experience Platforms

## In-Destination Experiences

- Driven by Mobile.
- Marketplaces for activities.
- Selling new underutilized services in-destination.



### For Locals

Treat yourself to a day of peaceful relaxation. Enjoy luxury pools and spas, savory food, and delicious drinks at a hotel in your area. Bring your family and friends to your own local paradise!

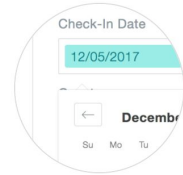
### For Travelers

Staying somewhere without a pool or amenities? Book a Daycation at a hotel near you and enjoy all the luxury amenities they have to offer, without having to pay for the overnight stay.

### How It Works



Explore our list of hotels and resorts in your area. We're always adding new properties.



Once you've picked a hotel or a resort, select a date and book your Daycation.

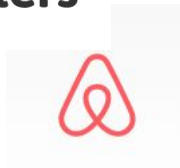


Check-in at the hotel and enjoy the good life! Relax, swim, eat, drink, and laugh.

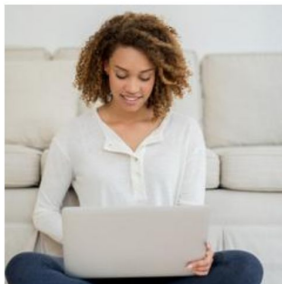
# Micro Destination Businesses

## Entrepreneurial Movement

- Driven by Millennials.
- Experience local life.
- Reduces the cost for people to travel.
- Increasing the # of travelers into destinations.



## What You Get



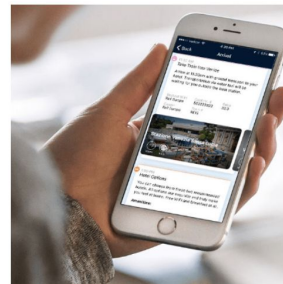
### Trip Consulting

One-on-one consulting with Hero via email before trip to discuss travel needs. Continued support via phone during trip.



### Travel Arrangements

All arrangements secured in advance - from tours & guides to private dinners to dance lessons!



### Personalized Guidebook

Packed with custom [itinerary](#), descriptions & pictures, local recs, & country-specific travel info. Runs offline in an app!



### Offline Map Navigation

[Tailor-made map](#) loaded with all places in your itinerary plus additional Hero recs. Runs offline in an app!

## A new way of living

*Join interesting people in interesting places - for a week or a lifetime.*

Roam is a network of global coliving spaces that provide everything you need to feel at home and be productive the moment you arrive. Strong, battle-tested wifi, a coworking space, chef's kitchen and a diverse community.

1

### Comfort

Feel home immediately with privacy and comfort

[Learn More](#)

2

### Community

Show up and find community everywhere

[Learn More](#)

3

### Productivity

Get work done in coworking spaces with redundant high-speed internet

[Learn More](#)

# How To Leverage The New Technologies, Innovations & Movements

## **1) Market More In-Destination**

- The most authentic stories to share and promote can be captured at the street level.

## **2) Embrace the new Micro-Entrepreneurs in your destination. Provide resources to help them build their businesses.**

- Run a photo-contest highlighting all the Airbnb Hosts in your destination using the Streetography app and widget.

## **3) Pilot New Technology**

- Create a Technology Pilot Program.
  - Test 10 new technologies a year.