



# Tourbit

Fostering digitalisation of  
European tourism SMEs

# 61 TOURISM SMES AWARDED TOURBIT DIGITAL ACCELERATION PROGRAMME

MAY 2024

## TABLE OF CONTENTS

<b>BELGIUM</b>	<b>3</b>
<b>CATALONIA (SPAIN)</b>	<b>7</b>
<b>FRANCE</b>	<b>16</b>
<b>ICELAND</b>	<b>20</b>
<b>LAPLAND (FINLAND)</b>	<b>23</b>
<b>PORTUGAL</b>	<b>27</b>
<b>SLOVENIA</b>	<b>32</b>
<b>CONCLUSION</b>	<b>33</b>
<b>BIBLIOGRAPHY</b>	<b>34</b>

## BELGIUM



### 1. Destination Everywhere: Accessible tourism

Agency specialising in accessible tourism.

#### Digitalisation project

The agency plans to develop WHEELTRIBE, a web platform that will connect travellers with local hosts, enabling them to book services adapted to disabled people without intermediaries. The aim is to create an integrated community in an online travel services marketplace that complies with European Union accessibility regulations and goes even further. Thanks to the Tourbit financial support, the company will also obtain the help of an expert in artificial intelligence to automate the management of the supplier database, maintain the commitment of the community and collect data to support the future development of the platform. In summary, the project aims to create a user-friendly platform that connects PRM travellers and local hosts, while complying with accessibility regulations and benefiting from AI expertise to improve management and automation.



HOTEL AMIGO  
BRUSSELS  
A ROCCO FORTE HOTEL

### 2. Hotel AMIGO: Sustainably committed luxury hotels



Luxury hotel in Brussels, stands out for its refined atmosphere, attentive service and quality facilities. Its privileged location close to major attractions makes it a destination of choice for discerning travellers.

#### Digitalisation project

Thanks to the support received from the TOURBIT digitalisation project, Hotel AMIGO is committed to measuring and tracking its carbon emissions, with the

aim of becoming a more sustainable business. Using a dedicated digital platform, the hotel will seek to collect accurate data, set reduction targets, take concrete action and communicate with its stakeholders. This initiative could also be replicated in other hotels in the Rocco Forte Hotels chain.

The AMIGO hotel project aims to use a digital platform to measure, monitor and reduce carbon emissions, while actively committing to sustainability.



### 3. Little Guest: *The international travel platform*

Brussels-based online platform dedicated to family travel.

#### Digitalisation project

Little Guest is looking to increase its online visibility and conquer new markets, notably the UK. To achieve this, the company will be using Tourbit financial support to develop an English-language content marketing strategy, including an audit of their natural referencing, the implementation of a digital acquisition strategy and training for their team by an external consultant. Their aim is to increase organic traffic from the UK from 8% to at least 30%, in order to better meet the needs of English-speaking families and consolidate their presence in this key market.



### 4. TERO: *Events in the service of sustainability*

TERO operates in the hospitality, sports and events sectors. It designs unusual activities and team-building events in unique locations, while at the same time serving cuisine based on local and organic products.

### Digitalisation project

TERO's project is to measure and reduce its carbon footprint while involving its stakeholders. The company is facing challenges such as a lack of expertise in carbon accounting, the dispersal of data, indirect emissions, the identification of reduction actions and the risk of greenwashing. With the help received from the European TOURBIT project, TERO will be able to use an innovative solution to accurately collect and manage carbon footprint data, propose personalised actions and facilitate transparent communication with all stakeholders.



## 5. PULLMAN HOTEL Bruxelles-midi: *Digital transformation in the hotel industry*

The Pullman Hotel, located in Brussels near Brussels-Midi station, is a top-of-the-range establishment belonging to the international Pullman Hotels & Resorts chain.

### Digitalisation project

Their project involves taking up the digital challenge by offering a more modern and immersive presentation of the meeting spaces available. Currently, the hotel uses photos and e-mail exchanges to present the conference rooms, but thanks to the support received from the TOURBIT project, they will now be able to adopt a digital solution offering an immersive visual experience. The solution envisaged is to create a 360°, 3D virtual tour of the hotel, enabling guests to visualise meeting spaces precisely, even from a distance. This virtual tour will be created in collaboration with a technology partner.

The Pullman hotel's project is to create an immersive 360° and 3D virtual tour of their meeting spaces, in order to offer an innovative experience to their customers and reduce the amount of travel (by plane, car, etc.) before the day of the event.



DISCOVERENT



## 6. DISCOVERENT: *The travel agency for sustainable tourism*

Discoverent is committed to sustainable tourism with the launch of its digital platform. Their aim is to reduce environmental impact by offering adventure trips focusing on eco-responsible accommodation, nearby destinations and local food.

### Digitalisation project

Thanks to the support of TOURBIT, each trip will now be subject to a carbon audit, the results of which will be published online, allowing customers to see DISCOVERENT's commitment to environmentally-friendly tourism. They will develop a digital solution to provide a detailed analysis of the carbon footprint of each trip, in collaboration with an expert partner. In addition, DISCOVERENT will offer training to its team to maintain this solution and improve the user experience. The digital platform project will be used to promote sustainable tourism by reducing the carbon footprint of its trips and providing transparent information to customers.



**DOLCE**  
HOTELS AND RESORTS<sup>®</sup>  
BY WYNDHAM  
LA HULPE BRUSSELS



## 7. Dolce La Hulpe hotel in Brussels: *Hotels face digital challenges*

The Dolce La Hulpe hotel in Brussels, set in verdant surroundings, is facing the challenges of digital transformation.

### Digitalisation project

To meet these challenges, the hotel is going to use the financial support received as part of the European TOURBIT project to digitise its internal processes, collect and analyse precise data on its carbon footprint, and identify specific actions to reduce it. By assessing the reduction potential of these actions, the company will be able to implement effective measures to minimise its environmental impact.

Dolce's objective is to adopt a proactive approach to sustainability through the use of digital technologies. By digitalising its processes, the hotel will be able to optimise its internal operations, reduce the resources used and improve its overall efficiency. This will strengthen its credibility in terms of sustainability and inspire other players in the industry to follow similar practices.

Thanks to this TOURBIT project, Hotel Dolce La Hulpe Brussels will be able to adapt to the challenges of digital technology and strengthen its commitment to sustainability, while offering a high-quality stay experience to its guests.

## CATALONIA (SPAIN)



### 8. TURISMO VIVENCIAL: HUB CRM of tourism experiences

Turismo Vivencial is a retail and wholesale travel agency with a presence throughout the Spanish market that operates as a receptive in Spain, Portugal and especially Morocco, but also in several EU countries. They are specialized in creating products with soul, memorable moments and positive memories through their local hosts.

#### Digitalisation project

Their project aims to digitize their 25,000+ contacts to enhance efficiency and communication with clients, suppliers, and project progress. Implementing an internal CRM system will create a protocol for processes and automate certain tasks such as generating queries, sending proposals, launching promotions, and tracking project progress. Additionally, the CRM will enable them to create a dashboard that consolidates various metrics such as leads, customers, suppliers, web analytics, social media impact, and target markets. The **HUB CRM of experiences** will contribute to the revitalization of the local economy of destinations through the organization and digital transformation of their tourism, with a special impact on rural areas and SMEs companies.



### 9. HANALEY: AI-based wizard to customise offers and increase lead conversion

Hanaley is a cutting-edge digital travel agency that specialises in curating bespoke and personalised trips for travellers worldwide. Their mission is to redefine the travel experience by seamlessly blending the expertise of a



traditional travel agency with the convenience and innovation of an online platform.

#### Digitalisation project

Currently, Hanaley acquires customers primarily through their website. However, they have recognised the need to optimise their lead qualification process for improved efficiency and customer satisfaction. They address this by developing an **AI-powered dynamic form** built on React and Python and hosted on AWS architecture. The **intelligent wizard** will engage customers with interactive questions based on their preferences and direct them to the most suitable offer and travel agent. This targeted approach will not only streamline the sales process and drive their business growth, but also ensure that each customer receives personalised attention from the outset.



### 10. POL VIATGES: *interactive online proposals for travellers*

Pol Viatges is a travel agency founded in 2001 with the intention of creating group and tailor-made trips for travellers. The main current strategic objective for the company is the transformation of its business processes through digitalization, since most of their operations are done with obsolete procedures.

#### Digitalisation project

To solve their digital challenge, Pol Viatges wants to implement a software that will allow them to create **interactive online proposals**. The solution will read information from their back office system and create a personalized and private website for each group of travellers that will be able to see their itinerary day by day (with maps, images, videos, and descriptions of destinations), to check the hotels where they will stay, and to customize their trip by adding or removing activities.

The software will 1) increase the conversion rate of the proposals; 2) increase the loyalty and retention of the travellers; 3) increase the revenue and profitability of the agency; 4) reduce the workload and costs; and 5) improve the communication and feedback between the travel agency and the travellers.



### 11. Inout Hostel: Online guest registration & improvement of website's accessibility

INOUT Hostel belongs to Icaria Social Initiatives, a non-profit organization whose mission is the social and employment inclusion of people with disabilities, who form the 90% of the workforce of professionals who work there. The workers of INOUT Hostel own 51% of the company.

#### Digitalisation project

Their project of digitalisation would allow them to automate repetitive processes such as guest check-in and check-out, reducing the workload of staff and improving operational efficiency. It will focus on the creation of an **online guest registration** and the **improvement of their website's accessibility**. The digital process of Inout Hostel will be planned considering the specific needs of people with disabilities who work in the centre. In that sense, education and training will be offered to ensure that all workers can take full advantage of the opportunities offered by digitization.





12. **OUTDOOR ADVENTOUR: Digital solution to automatically publish products on multiple OTAs.**

Outdoor Adventour is an operator who offers activities in the natural environment, as well as a local DMC specialized in the Pyrenees destination and dedicated to offer unique and exclusive experiences, always self-produced and with a great level of commitment with their territory. Most of their sales come from their website or phone contact, but they would like to reach new customers selling their activities through Online Travel Agencies (OTAs).

**Digitalisation project**

Their project is to create a **digital solution that can automatically publish and update their products on multiple OTAs**, using the information from their own booking management system. The digital solution should be able to handle products that combine services from different suppliers, promoting thus sustainable, rural and enriching experiences to a wider range of travellers.

viatges  
intergavà



13. **VIATGES INTERGAVÀ: User-friendly website and B2B portal to market online offers**

Viajes Intergavà is a retail travel agency offering management and booking services for individual vacations and corporate travel.

**Digitalisation project**

Their main digitalisation challenge is to market group and large-scale trips online, which are currently primarily sold offline. In that sense, the objective of their project is to design a **user-friendly website** to create, showcase, and sell their trips online, along with a **B2B portal**, allowing corporate clients to manage their reservations and access essential travel documentation

efficiently. To meet these objectives, they will leverage innovative technologies and analytics tools, implementing a robust customer database to segment clients and offer personalised trip recommendations. This solution will enhance profitability, communication, and real-time updates for online trip sales.



#### 14. **Sweet Accommodations: Blockchain/NFT-based membership programme**

Sweet Accommodations offers diverse accommodation options for travellers including vacation rentals, short-term rentals in private apartments, hostels, and suites, as well as midterm and long-term rentals in co-living spaces tailored for digital nomads and remote workers.

##### Digitalisation project

Their project aims to set up a **blockchain/NFT-based membership programme** with two objectives: (1) enhance guest loyalty and direct reservations by offering discounts, late check-out benefits, early check-in options, and free nights for every 10 paid (2) connect guests to local causes providing discounts and access to activities organised by positive impact organisations, measuring the value of their company to local causes through the technology. Eventually this will position them as a responsible tourism choice.





## 15. RuntheWorld: Online sales automation and booking system with immersive content

As an online travel agency, RunTheWorld organises immersive week-long trips in Global South countries, combining local immersion, social impact, NGO project visits, and sporting challenges, with a mission to transform tourism by leaving a positive footprint and giving back to local communities.

### Digitalisation project

Their challenge lies in convincing new customers to embark on adventures in less developed and touristy countries with confidence and security. To address this, they aim to automate their online sales process and enhance the user experience by transforming their website into a reliable **booking system**, implementing a payment gateway, and creating **immersive pre-trip email sequences** connected to their CRM, thus improving the connection with potential customers and increasing conversions.



## 16. Nautic Ocean: Custom management and sales tool for nautical experiences

Nautic Ocean is a travel agency focused on offering personalized and custom nautical experiences mainly to Spanish nationals.

### Digitalisation project

Their project aims to develop a custom management and sales tool, in order to boost their digital channel and make it easier to

1. Spread their ecotourism options to their target audience
2. Increase the scope of their market size and internationalize their offer
3. Help with their current limited operational capacity and hence increase their conversion and closing rates, while saving time and allowing them for careful data analysis in order to help and orient their decision-making processes.



## 17. Cerdanya Ecoresort: *Cryptocurrency using blockchain technology*

The Cerdanya Ecoresort is a family-run tourism company with over 75 years of history, including the Hotel Muntanya&Spa\*\*\*\*, the Aparthotel Ca l'Aurèn\*\*\*, the Càmping i Bungalow Park Cerdanya, Discover Pyrenees (outdoor activities company and travel agency), a family activities park, a wellness center, a farm store, and now also a permaculture farm where they offer visits and obtain organic vegetables for their 3 restaurants.

### Digitalisation project

Cerdanya Ecoresort want to transform their own eco-social currency with which they reward customers for actions that are beneficial to the environment into a **cryptocurrency using blockchain technology**. This new cryptocurrency will use two virtual wallets, one for monetary value, and another for donations. Their project will create a **community** between customers, workers, and locals using this new cryptocurrency that will promote a regenerative tourism model.



## 18. AETHNIC: *geolocation-based map feature*

The association Aethnic aims to redefine the current tourism model and create a more responsible and sustainable approach. Through the so-called Sustainable Tourism Network, they connect like-minded individuals and organisations to offer local experiences that minimise the ecological footprint of travellers and benefit the local community.

### Digitalisation project

To enhance their digital marketplace, “LaXarxa”, and reach their target audience, they aim to improve usability, accessibility, and visibility. To this end they will i.a. introduce an innovative map feature, allowing users to geolocate themselves and filter experiences based on proximity and specific criteria.



### 19. HOTEL OHLA BARCELONA: *Guest experience digitalisation*

Hotel Ohla Barcelona is a 5\* accommodation in the center of Barcelona.

Through their project they aim to enhance the guest experience by digitalising all phases of their stay. In the pre-stay phase, personalised communication will be automated, including reservation details, pre-check-in invitations, and options for additional services. Digital check-in will be offered upon arrival, utilising tablets for streamlined procedures. During the stay, a webAPP will provide information on services, catering reservations, room service, and local experiences. After check-out, an automated satisfaction survey will be launched. The centralisation of guest information through a **CRM system** will serve as a **customer data hub**.



## 20. Fox House: VA & AR version of the rural guest-house & NFT strategy

Fox House is a rural guest-house that offers a range of services to their clients: luxury accommodation for guests, private hire events, space for collaborations and events and a living art gallery and antiques emporium.

### Digitalisation project

Fox House would like to leverage the latest capabilities in the digital world to showcase the natural world they occupy with the creation of a **virtual reality/augmented reality version of their unique space**, (including a virtual art gallery and the surrounding area) and the development of an **NFT strategy** and release a first wave of tokens linking an experience at Fox House with their developing Arts theme.



## 21. Travelfy Creadores De Recuerdos: Website and booking system set-up & online marketing strategy

Travelfy is a start-up travel agency specialised in organising end-of-school-year trips for European students.

### Digitalisation project

With their project they will create a comprehensive website with online booking and payment features, abundant travel destination information, and a social media marketing strategy to expand their European audience. By developing a **user-friendly mobile-optimised website**, they aim to enhance customer customisation, secure online payments, streamline operations, and provide high-quality travel experiences to a wider audience, enhancing their position as a leading provider of European student travel experiences.



## FRANCE

### 22. Residence VAL DE ROLAND: *automatic electricity management in tourist residences*



Residence Val de Roland are tourist residences located in the heart of the Pyrenees National Park. Young, dynamic and innovative, they work to make their business as sustainable as possible.

#### Digitalisation project

Thanks to the Tourbit project they aim to put in place a system linked to their reservation software which would turn off the heating of each apartment when leaving and turn it back on automatically for arrivals. Their challenge is to use technology to improve their electricity management to make their residences more ecological and sustainable.

### 23. CHLOROPHYLL: *Digitalization of customer journey*



Chlorophyll is an event agency that designs and organizes customized corporate events throughout France. Today, they are facing issues with the digitalizing of their customer journey.

#### Digitalisation project

With Tourbit, they will implement innovative digital solutions at four complementary levels: creation of a mobile event management application for participants, website improvements, implementation of a SEO strategy to acquire new customers, and integration of a carbon calculator.

### 24. Europe Active: *creation of digital travel dossiers*



Europe Active is an adventure travel agency that offers itinerant trips (by foot, bike, motorcycle, car) in several regions around the world. The agency's specialty is self-guided tours.

## Digitalisation project

Due to the strong growth in demand for customized travel, they are facing a challenge in personalizing electronic travel documents. Through the Tourbit project they will optimise and generalise the creation of digital travel dossiers (instead of paper ones), which are then **available on the travellers' mobile through an app**. The economic impact of the project goes beyond the company, as the future solution could also be offered to other travel agencies via the company's networks.

### 25. APARTHOTEL AMMI: *Digitalization of operational management*



Aparthotel AMMI Nice Masséna (ex Ajoupa) is a mid-range aparthotel, perfect for a successful leisure or business stay. Facing the 10th anniversary of their establishment and the change of its commercial name, they have a project to renovate their image throughout the digitalisation of their operational management.

## Digitalisation project

Thanks to the Tourbit grant, they will improve their **website** to generate more direct bookings, benefit from **trainings** to increase their online presence and implement **new tools to automatize repetitive tasks**. Moreover, this project can be scalable to the other hotels from this group.

### 26. Un p'tit voyage: *affective computing solution to collect wishes and emotions*



Un p'tit voyage is a travel agency specialised in bespoke travel. Their definition of a tailor-made trip is one that takes into account practical constraints (budget, dates...) as well as the conscious and unconscious desires of the customers.

### Digitalisation project

They will use the support of Tourbit to implement an **affective computing solution that will collect wishes and emotions**. They will then analyze collected data, both at an individual and collective level, to improve the commercial offer. The objective is to improve customer satisfaction, reinforce their brand identity, qualify leads upstream, and increase productivity.

#### 27. HOTEL SAINT MAURICE: *new digital hub*

The Hotel Saint Maurice is a 2-star independent hotel located in Lille.



### Digitalisation project

The hotel is seeking to improve its digital capabilities by implementing a **new digital hub** composed of a Property Management System (PMS), a Revenue Management System (RMS), as well as a Payment Service Provider (PSP). Their goal, through the project Tourbit, is to digitalize and simplify the customer journey, automate the omnichannel management of hotel prices, upskill their team, and increase their revenue. This project is scalable and can be used as a pilot and demo for the entire Contact Hotel Group to which the St Maurice Hotel is affiliated.

#### 28. HelloBud Travel: *app for the reservation of group travels*



HelloBud is a free mobile/web platform allowing to centralize all the practical functionalities for the organization of the vacations when one leaves in group.

### Digitalisation project

The problem identified is the lack of organization before and during vacations or outdoor weekends among students and young workers. Their project is about digitalization of the reservation of travels between groups of friends. Tourbit's support will allow them to publish the beta app, analyse its usage, and get user feedback.

## 29. La Petite Vadrouille: Matchmaking solution for ultra-personalised travel experiences



La Petite Vadrouille is a travel agency specialised in ultra-personalised travel experiences with a database of 1500 unique trips in France.

### Digitalisation project

Thanks to the support they will receive from the Tourbit, they will implement a matchmaking solution between clients's requirements and personalities on one side, and the trip database on the other side.

## ICELAND

### 30. Midgard Adventure and Midgard Base Camp: *improvement of online presence*



Midgard combines an Adventure tour operator & accommodation in the South of Iceland.

#### Digitalisation project

By improving their online presence, organic search results and function of the website they hope to increase direct bookings and also to create a more sustainable digital marketing strategy. Using VR technology in their marketing will encourage other companies to use it as well.

### 31. GeoCamp Iceland: data management & CRM systems



GeoCamp Iceland is a study tour operator and travel agency.

#### Digitalisation project

They will focus on implementing data management and CRM systems within their company. With a digital solution, such as a travel management software, they will seek to increase automation in their processes, reduce errors, and improve efficiency.

### 32. Hamrar Camping: *digitalization of the booking and registration process*



Hamrar Camping is one of the biggest camping sites outside of Reykjavík.

#### Digitalisation project

The camping wants to digitalize the booking and registration process, to go from handwritten receipts and stickers to automation the registration and bookkeeping of their business. This will allow them to speed up the registration and help make the customer journey more pleasant.

### 33. Hotel Breiddalsvik



#### Digitalisation project

Through their digitalisation project, they expect to achieve several positive impacts on their small boutique hotel in East Iceland. These impacts include: Improved Internal Operations, Enhanced Client Relations, Scalability and Environmental Benefits.

### 34. Blábjörg Resort



#### Digitalisation project

We lack analytics from data, to see where we can improve and enhance the productivity of the company, so the company can run in the best way possible. We have many small service factors within the company, and to have this run the best way possible, we need to improve in these aspects, digitalization, cybersecurity as well as data analysis.

### 35. Elding Whale Watching



Nautic tour operator.

#### Digitalisation project

They hope to achieve through this project is to simplify and unload some of the unnecessary workload put on their workers from the different systems. They also hope to inspire other small scale companies that are faced with similar challenges by showcasing that these solutions are in fact obtainable.

### 36. Borea Adventures



#### Digitalisation project

Their systems need to be analyzed to find out what possibilities there are in the situation, if they already have a system that they are not using to the full or if they need to invest in new solutions and systems. They want the project to leave employees with knowledge about functional solutions and that in the future everybody will not be afraid to look for digital solutions. From here we will set our digital strategy.

## LAPLAND (FINLAND)

37. **Quality Rentals Rovaniemi: digital strategy including SEO optimization & AI content production**



Quality Rentals Rovaniemi, a family business from Rovaniemi, offers unique and authentic accommodation and program services for travellers.

### Digitalisation project

Thanks to the Tourbit support they will develop a digital strategy that will help manage data and create a responsive website with SEO optimization. They aim to use AI in content production and exploit the potential of analytics tools to improve their customer service and increase productivity.

38. **Pyhä-Luosto Travel: better online sales & reservation channels**



Pyhä-Luosto Travel rent out high quality cottages in Luosto resort. They also provide cleaning and linen services, and catering to the cottages with co-operation with a local restaurant.

### Digitalisation project

Thanks to the Tourbit support, they will add online sales / reservation channels and improve presence in social media to increase cabin occupancy in low season as well as improving digital capacities of the staff; software add-on and programming custom-made solutions to decrease manual daily work; make digitalisation strategy in order to identify the future digitalization opportunities and technologies that would help the business to grow and develop, i.e. virtual cabin tours.



39. **Taxari Travel Agency: web based service to book shared rides**



Taxari Travel Agency is a travel agency / tour operator that has been operating in the region for over 20 years in Sea Lapland.

**Digitalisation project**

Thanks to the Tourbit support, they will develop a new service concept for the Sea Lapland area, a web based service that will allow our customers to book a shared ride from/to Kemi airport.

40. **Kakslauttanen Arctic Resort: data management processes**



Kakslauttanen Arctic Resort operates in hotel and restaurant industry in Finnish Lapland. They offer their mainly foreign customers unforgettable experiences in the middle of Finnish Lapland.

**Digitalisation project**

Thanks to the Tourbit support, they will redesign their data management processes and train their employees.

41. **Lapland Deluxe: virtual journey around sheep**



Lapland Deluxe is a company that provides activities and accommodation in Finnish nature, with a focus on small private groups and Nature Empowerment.

**Digitalisation project**

Thanks to the Tourbit support, they will create a virtual journey around sheep, with the working title 'Virtualisation of a Lappish sheep', and also considers the use of on-site augmented reality on their nature trail.

**42. ProSanta: chatbot for FAQ & customer service**



Prosanta Oy is a licensed tour operator based in Rovaniemi, offering programs including activities and accommodation.

**Digitalisation project**

Thanks to the Tourbit support, they plan to use chatbot software to answer commonly asked questions and automate customer service in different languages.

**43. Polar Star Travel: CRM to market to direct customers**



Polar Star Travel is an accommodation provider and DMC. They mainly sell accommodation to their tour operator partners and via booking.com. They also have their own activity company.

**Digitalisation project**

Thanks to the Tourbit support they will develop a valid CRM to be able to market to direct customers.

**44. Experience365: improving processes with CRM & ERP**



Experience365 produce, market and sell tourism services in Kemi, Sea Lapland. The main products are Icebreaker Sampo in winter and SnowCastle area all year round.

**Digitalisation project**

Thanks to the Tourbit support, they will renew the ERP system, the sales channel, and implement a functioning CRM.

#### 45. Bearhill Husky: *central email service provider*



Bearhill Husky has been providing exceptional husky tours for 20 years.

##### Digitalisation project

Thanks to the Tourbit support, they will connect all of their online booking channels into a central email service provider, develop a review request strategy and also a lead-nurturing strategy by establishing a regularly published newsletter and potentially a referral program.

#### 46. Lucky Ranch: CRM & online shop



Lucky Ranch, a family business in Pyhätunturi, Eastern Lapland, offers accommodation, sauna, and restaurant services, as well as outdoor activities such as horseback riding tours, snowshoe tours, and more.

##### Digitalisation project

Thanks to the Tourbit support, they will start by analyzing data to define objectives, collect reliable customer and sales data, analyze and interpret the results, and take action accordingly. They will also implement a customer relationship management system to collect and analyze customer data for targeted marketing and improved services. Lastly, they will build their own online shop for accommodation sales, integrating secure payment options and optimizing marketing strategies.

## PORTUGAL



### 47. **Turaventur: digital platform for a better management**

Turaventur is a microenterprise based in Alentejo that mainly offers cycling and walking tours to tourists, teambuilding activities and accommodation at a rural tourism hotel.

#### Digitalisation project

The digitalization challenge is to transition from using manual processes, to a comprehensive digital and integrated platform that can efficiently manage client requests and communication, tour preparation and training to the staff.



### 48. **Landescape - garden studios: improvement of online presence, marketing efforts, and direct sales capabilities**

Landescape Furnas is a captivating destination nestled within the confines of a volcanic crater, offering visitors an immersive experience amidst unique natural wonders. Set in the quaint town of Furnas, this enchanting locale boasts a diverse landscape characterized by thermal pools and forest-covered cliffs, creating a picturesque backdrop for exploration and relaxation.

#### Digitalisation project

Offering a comprehensive suite of digital marketing solutions aimed at enhancing the visibility and accessibility of this captivating destination. Through strategic utilization of social media, search engine optimization (SEO), website optimization, and digital marketing consultancy, this digital project endeavors to elevate Landescape Furnas to new heights of prominence within the travel industry..



#### 49. Azores Boat Adventures: comprehensive digital marketing plan

Azores Boat Adventures is a tourist entertainment company that provides a variety of sea activities that São Miguel Island has to offer. At Azores Boat Adventures, our activities offer a unique opportunity to explore the stunning coast of São Miguel Island, particularly its north coast. Our deep connection with nature sets us apart, guiding you through sea adventures led by seasoned professionals. We provide a wide range of experiences, including boat trips, surf excursions, spearfishing, snorkeling, and coastal fishing

##### Digitalisation project

Providing an extensive array of digital marketing solutions with the objective of boosting the visibility and accessibility of this enchanting destination. By strategically harnessing the power of social media, search engine optimization (SEO), website optimization, and digital marketing consultancy, this digital initiative strives to propel Azores Boat Adventure to greater prominence within the travel sector.



## 50. Casa da Avó Genoveva: improvement of service model

Casa da Casa da Avó Genoveva is a family property that has more than 400 years and it is since 1993 a rural accommodation.

### Digitalisation project

The digitalization project is to transit towards an improved model where some important areas of the business will managed more efficiently through digitization. Casa da Avó Genoveva has identified three main areas where its digitalization efforts should focus: marketing, operations and finance. Within the Tourbit framework, Casa da Avó Genoveva developed and implemented a strategy in the field of digital marketing. We believe that a proper digital marketing strategy will allow us to boost our economical results that will help us to adress the other two areas of operations and finance in a near future.



## 51. Travel 4 Experiences by TDO: Cloud based system

T4Experience is a DMC that wants to differentiate itself by integrating into its services experiences of immersion into the Portuguese culture, traditions, and way of life.

### Digitalisation project

The main digitization challenges are to transit to a cloud based system, enhancing website communication and leveraging social networks, website redesign, social media training, and LinkedIn action plan. It aims to improve collaborative innovation, streamline work processes, enhance data analytics, and boost customer base and revenue management.



## 52. Casa Velha - Turismo Rural: new website & digital marketing strategy

CASA VELHA is a country house in central Portugal. More than a Rural Tourism unit, CASA VELHA is an experience.

### Digitalisation project

With this project, Casa Velha wants to create a new website, develop a digital marketing strategy which includes social media marketing, email marketing and search engine advertising. A consultation of Revenue management expert will also be set up to optimize occupancy rates and pricing strategies.



## 53. Casa dos Vales: improvement of internal operations, client relations & online presence

Casa dos Vales is high-quality accommodation located in Abragão, Penafiel - near Oporto, specialized in offering guests a unique and authentic experience in the heart of Portugal's countryside.

### Digitalisation project

The digitalisation challenge is to improve the company's internal operations, client relations, and online presence focusing on improving the website, developing digital marketing campaigns, and adopting digital solutions to streamline their operations, while also promoting sustainability and supporting the local community.



#### 54. Futurismo Azores Adventures: up-to-date information about whale sightings

Futurismo Azores Adventures, a family-owned business born in 1990, stands as the premier operator in the Azores, boasting its own Destination Management Company (DMC). Pioneering a shift from the declining whaling industry to sustainable tourism, we envisioned and spearheaded the evolution towards whale watching, fundamentally altering the Azorean relationship with cetaceans. Our commitment goes beyond tourism, intertwining science and education to foster a deeper appreciation for nature, striving for a more harmonious coexistence between society and the environment.

From humble beginnings of whale watching and sailing, Futurismo has blossomed into a comprehensive travel curator, offering an array of unique experiences across our breathtaking archipelago. With an unwavering dedication to showcasing the culture, wildlife, and natural splendor of the Azores, we craft unparalleled active travel adventures tailored to immerse visitors in the essence of our islands. Our seamless integration across land and sea, coupled with strategic partnerships throughout the archipelago, ensures every detail is meticulously cared for, delivering authentic memories amidst the pristine Azorean backdrop.

With over three decades of expertise in the Azores, Futurismo has honed the art of the active holiday, elevating travel experiences to unparalleled heights. Our dedicated team of over 60 professionals, spanning from travel designers to marine biologists, shares a common vision of creating unforgettable connections between travelers and our land. Serving as a hub for international research and collaboration, we welcome scholars and organizations focused on oceanic and wildlife conservation, furthering our commitment to preserving the natural wonders of the Azores for generations to come.

##### Digitalisation project

The digital challenge is linked with the need to provide customers with dynamic, engaging, scientific, educational, accurate, and up-to-date information about whale sightings with two tools: #1 Multiple Dynamic and Interactive Cetacean Sighting Charts- related to the "Preparation" stages of experiences. #2 On-Demand Tour Photo Print, the "Immersion" stage (post-tour).



## SLOVENIA

### 55. Skladnost - hotel Vitranc: App to improve customer experience



Boutique hotel with minimalist elegance and comfort in the mountain area.

#### Digitalisation project

The hotel will introduce a mobile application which will improve relations with guests by providing easy access to information about the hotel and its services. The mobile application will allow guests to quickly book services which will increase the efficiency and sustainability of the processes.

### 56. KAMP MENINA: Software for event management



Camping Menina offers various services from accommodation, sports activities and others to organisation of events and team buildings.

#### Digitalisation project

Within the project they will digitize their internal processes with the aim of improving efficiency, productivity and consequently customer experience.

### 57. MAYA TEAM: digital booking system



Agency, specialising in sports and business tourism.

#### Digitalisation project

The company will implement a digital booking system that provides real-time availability and pricing information in order to automatise their booking processes and improve customer satisfaction. Their objective is to reduce the time and resources required to manage bookings and to promote sustainable and responsible digital practices. By implementing this solution, they will also enhance their online presence.

**58. ŠPEL: *Digital marketing strategy***

New provider of accommodation in an environment rich with outdoor activities.

**Digitalisation project**

The project will focus on the preparation of the company's first digital strategy. It will pay special attention to the preparation of the user requirements for the establishment of the first modern website. The digital strategy will help the company to position itself online and to enhance the visibility of their brand.

**59. Apartmenti Portorož: *Comprehensive digital marketing strategy***

Apartments at the Slovene coast.

**Digitalisation project**

The company will develop a comprehensive digital marketing strategy which will also include capacity building in the field of marketing communication using modern, innovative digital tools and solutions to improve customer relations and online presence. The goal is to attract more guests, especially outside the main season.

**60. Vila Robida: *Inclusion of modern digital content into their existing digital strategy***

Family boutique accommodation in a renovated typical stone house.

**Digitalisation project**

The company wants to upgrade the existing website with modern digital content. The goal is to comprehensively and attractively present all their rooms, offer, nearby activities and to enable potential guests to experience the house as best as possible even before arrival. Also, they want to include in their strategy the use of new created materials for digital promotion on social media.

61. **NASTANITVE GREEN ISTRIA TRUŠKE**: *Digital support to the innovative service Istria breakfast*



Family business aiming to include local providers.

**Digitalisation project**

This accommodation offers a unique service called Istria breakfast which allows guests to order a breakfast consisting of produce from local farms in the village and region. As the company continuously expands their partner network and increases the number of products on offer, they want to digitise the service and upgrade the manual ordering and communication with providers. This will reduce errors and delays, improve inventory monitoring, reduce food waste and ensure a better overall experience for guests and better cooperation of providers.