

LA VIA DIGITALE PER IMPRESE DELLA FILIERA DI TURISMO E COMMERCIO



MIRKO LALLI

Fondatore e CEO di The Data Appeal Company

DIGITAL WAY









CEO & FOUNDER Mirko Lalli

mirko@datappeal.io

@mkl





"Without **data**, you're just another person with an opinion"

- W. Edwards Deming

www.datappeal.io





Democratize and Simplify

THE DATA APPEAL COMPANY



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THE DATA APPEAL COMPANY

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Only around 27% of the usable data we collect actually gets used. (Forrester)





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5% travel industry emissions on total carbon emissions. UNWTO

Hengistbury Head, Bournemouth, UK © Nick Fewings su Unsplash





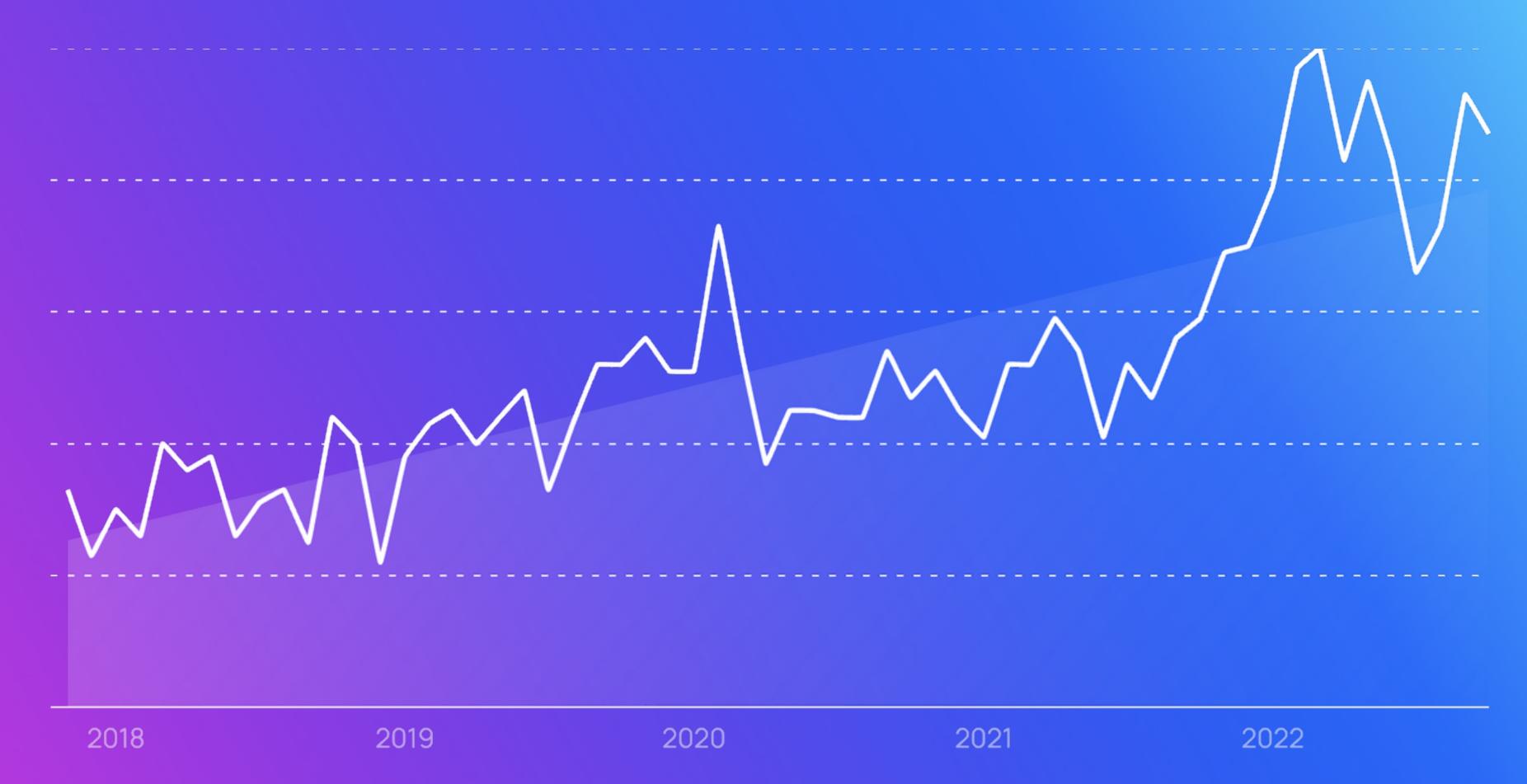
Luxury today is sustainability even if customers don't always know what

sustainable travel is









Searches for "sustainable travel" are up 162% over the last 5 years. 91% of travelers see the importance of taking ethical trips Nearly 70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.

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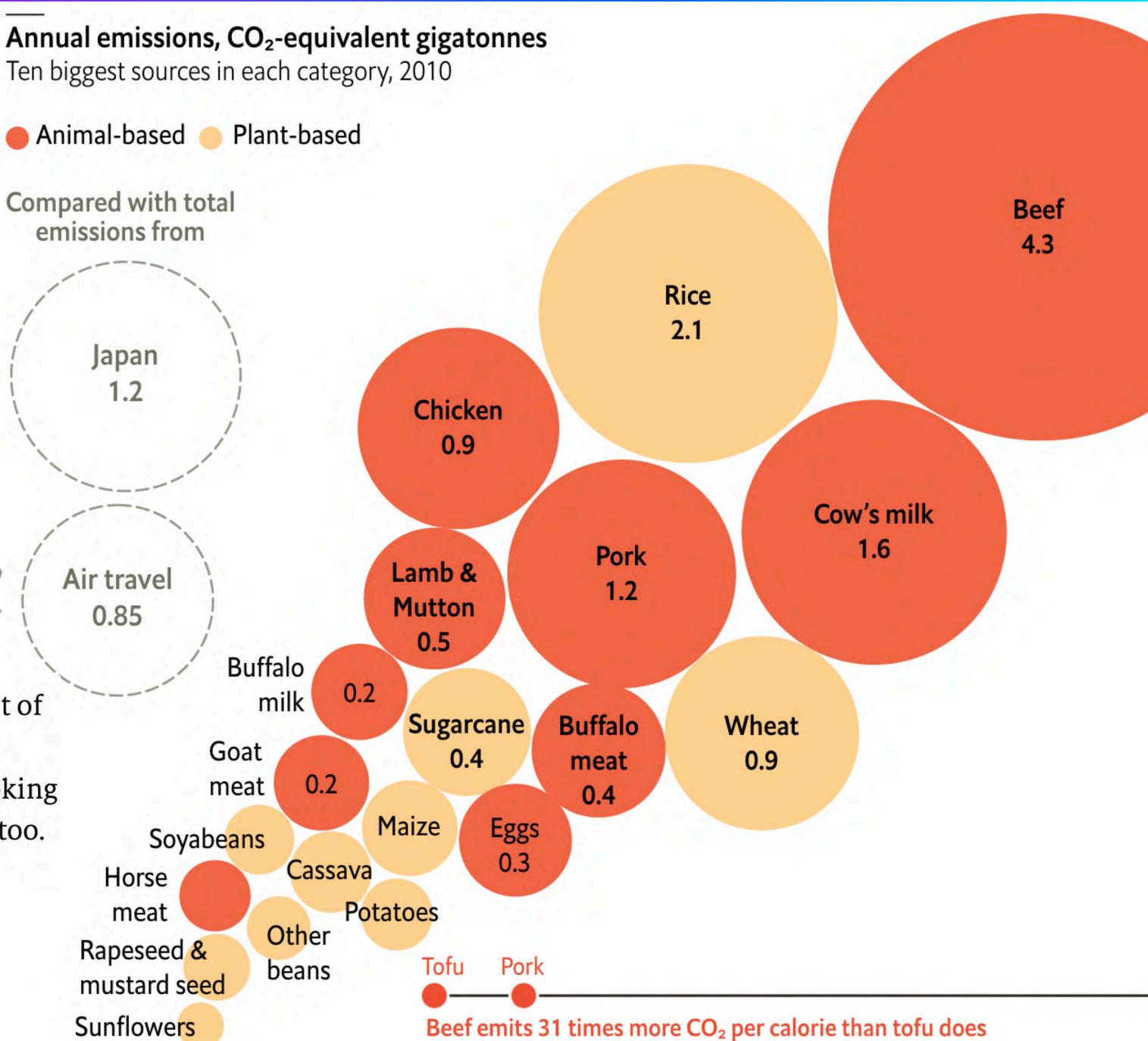
The Economist

 $F^{\,\scriptscriptstyle\rm EW\,DISHES}$ whet more palates than a juicy cut of beef. One poll in 2014 found that steak was Americans' favourite food. Unfortunately, by cooking so many cows, humans are cooking themselves, too.



Animal-based Plant-based Compared with total emissions from Japan 1.2 Air travel 0.85 Goat meat Soyabeans Horse meat Rapeseed & mustard seed Sunflowers

0





Sustainability matters

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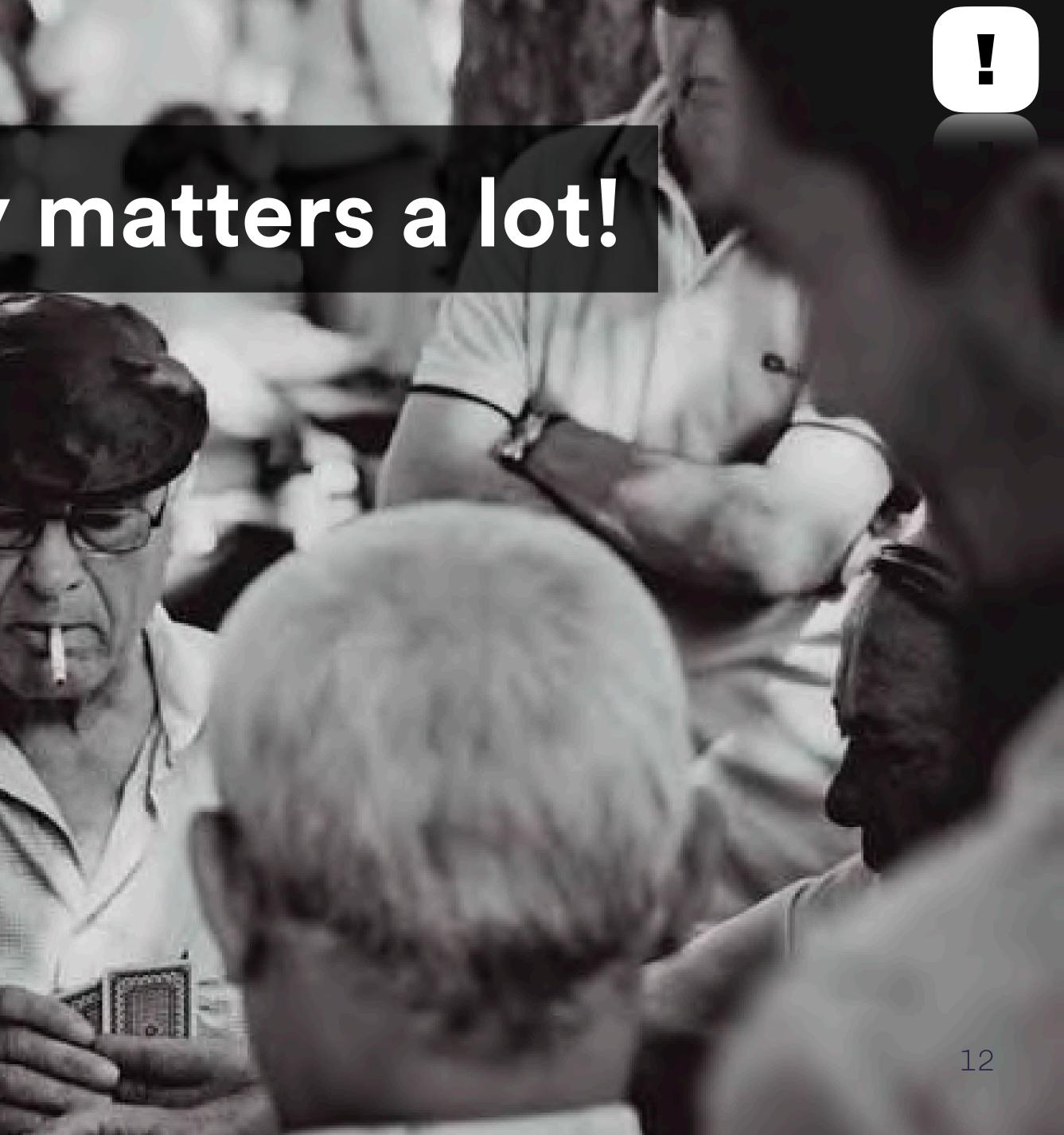
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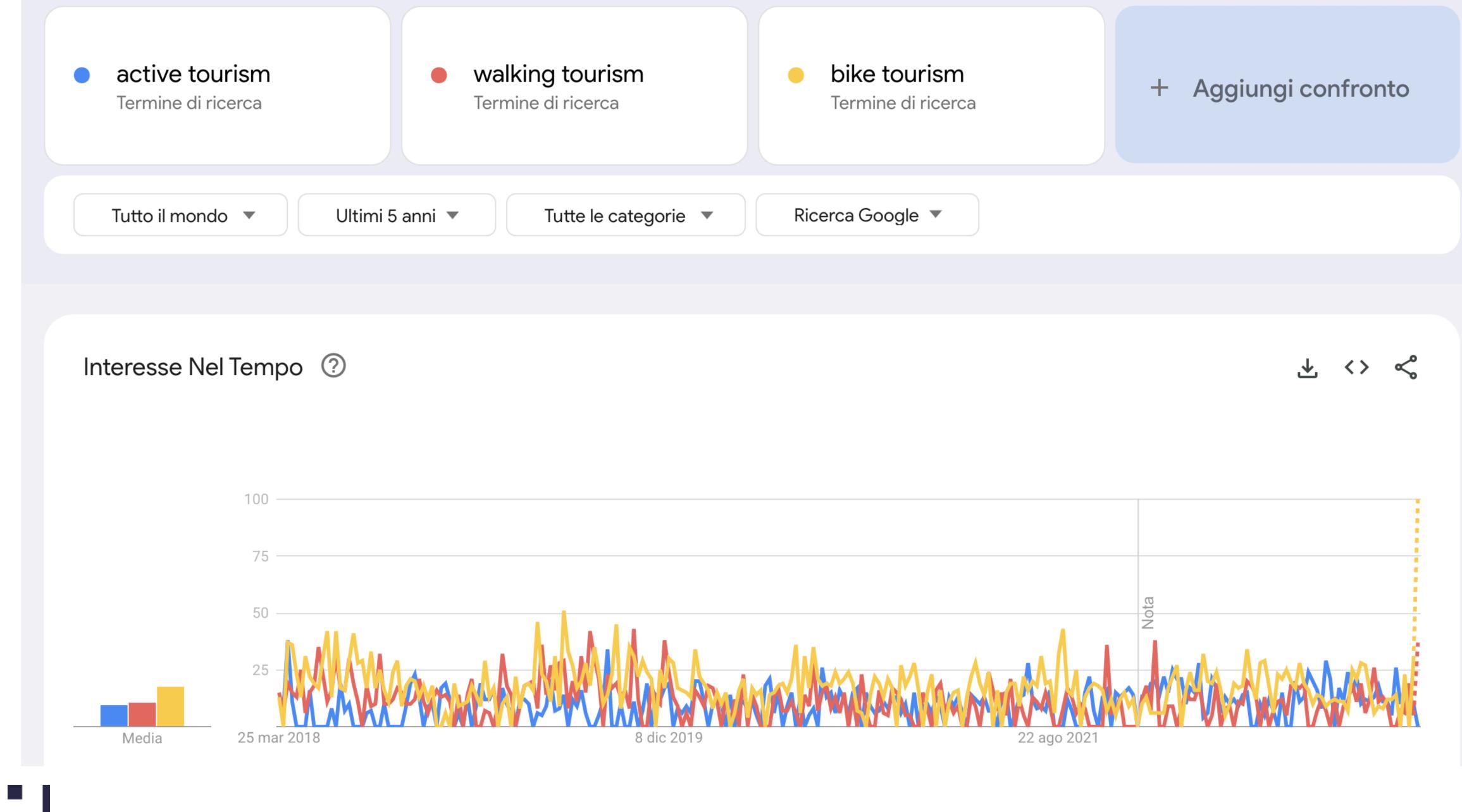


really, sustainability matters a lot!

THE DATA APPEAL COMPANY

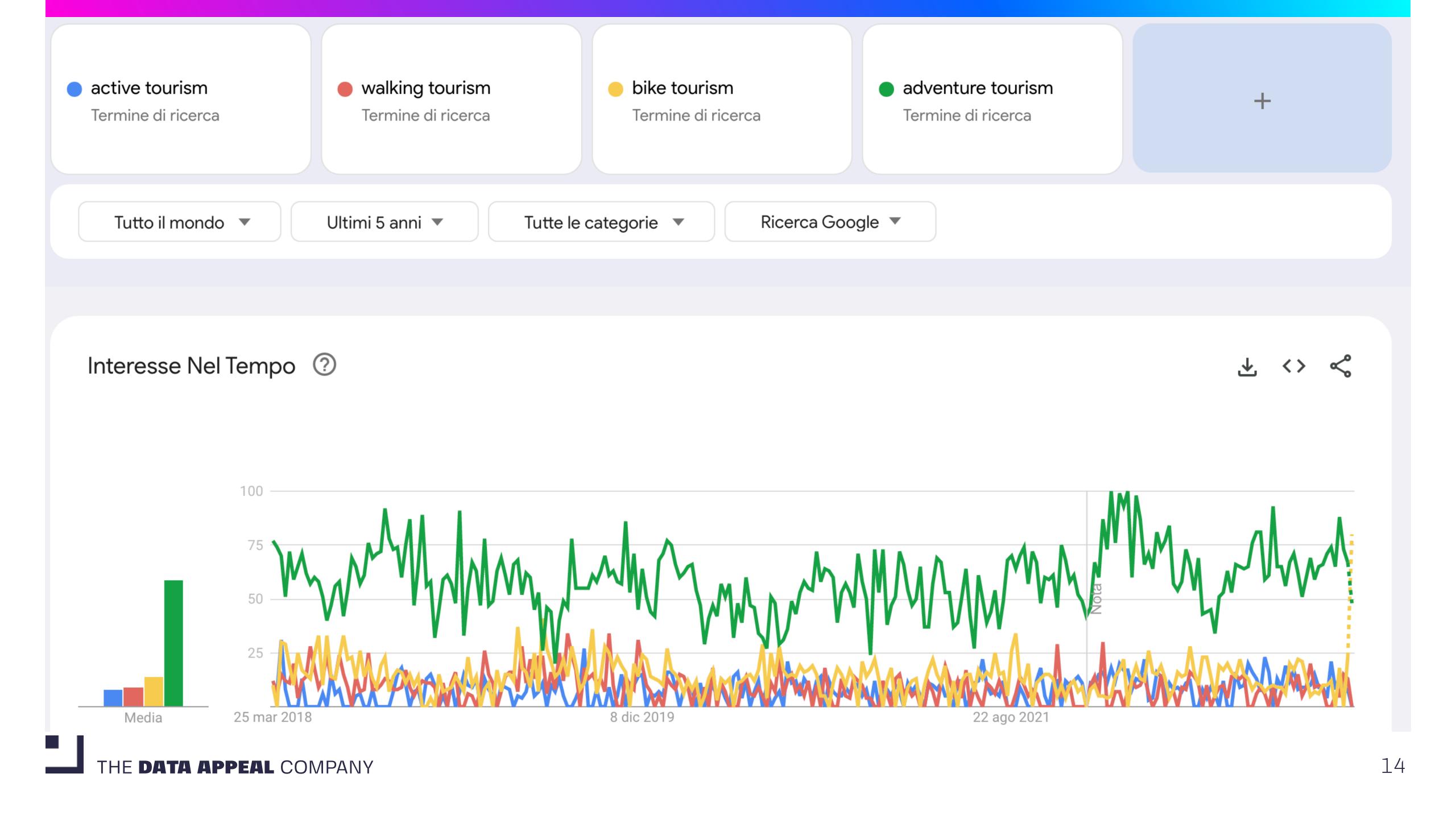
MEET THE LOCALS





THE DATA APPEAL COMPANY





The Financialization of Travel - New forms of fintech services in assorted flavors and tied to the needs of local customers are becoming a must-have feature for many travel companies.



Amazon \$1,672.60



© Austin Distel su Unsplash



The latest statistics say there are nearly 5 million digital nomads in America. The concept of being location-independent, traveling and working remotely, has become even more popular since the start of the pandemic.

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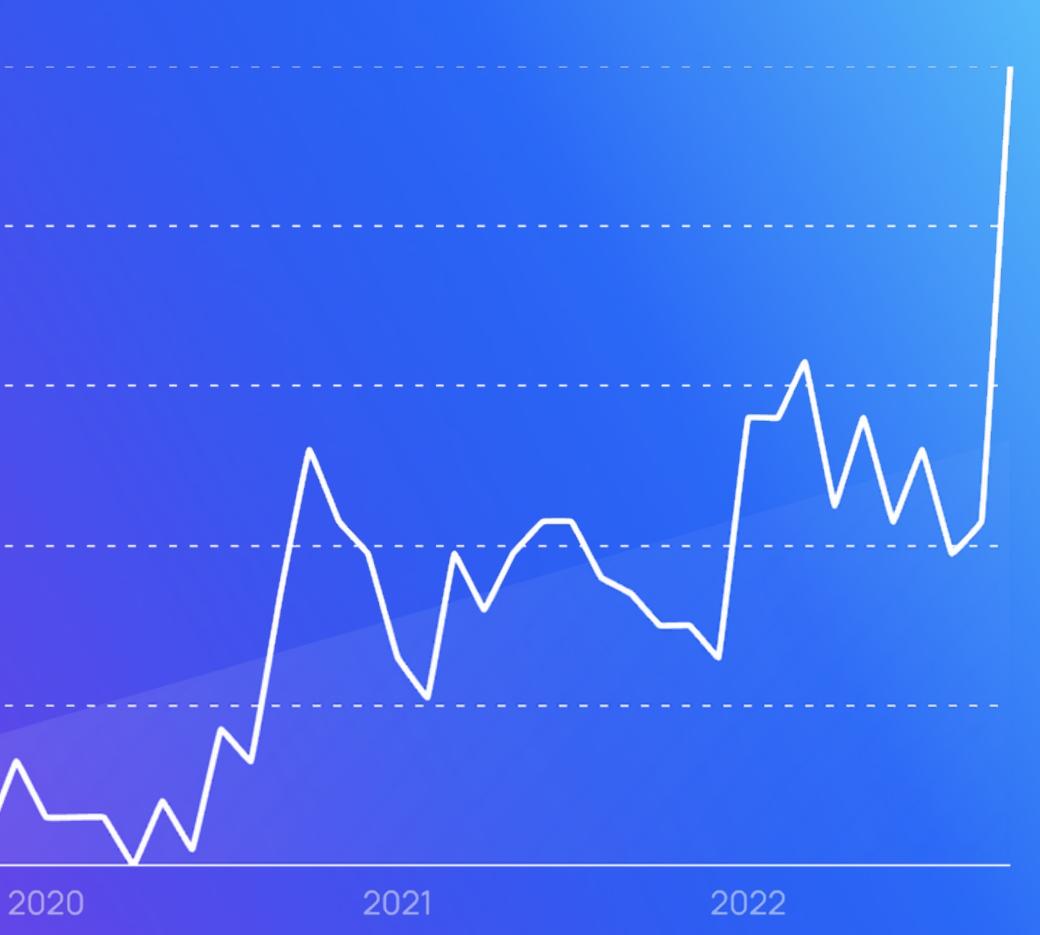


+4.500%

2018 2019

> Search growth for "workcation" fluctuates quite a bit. But is consistently growing (4,500% in the last 5 years).

THE DATA APPEAL COMPANY





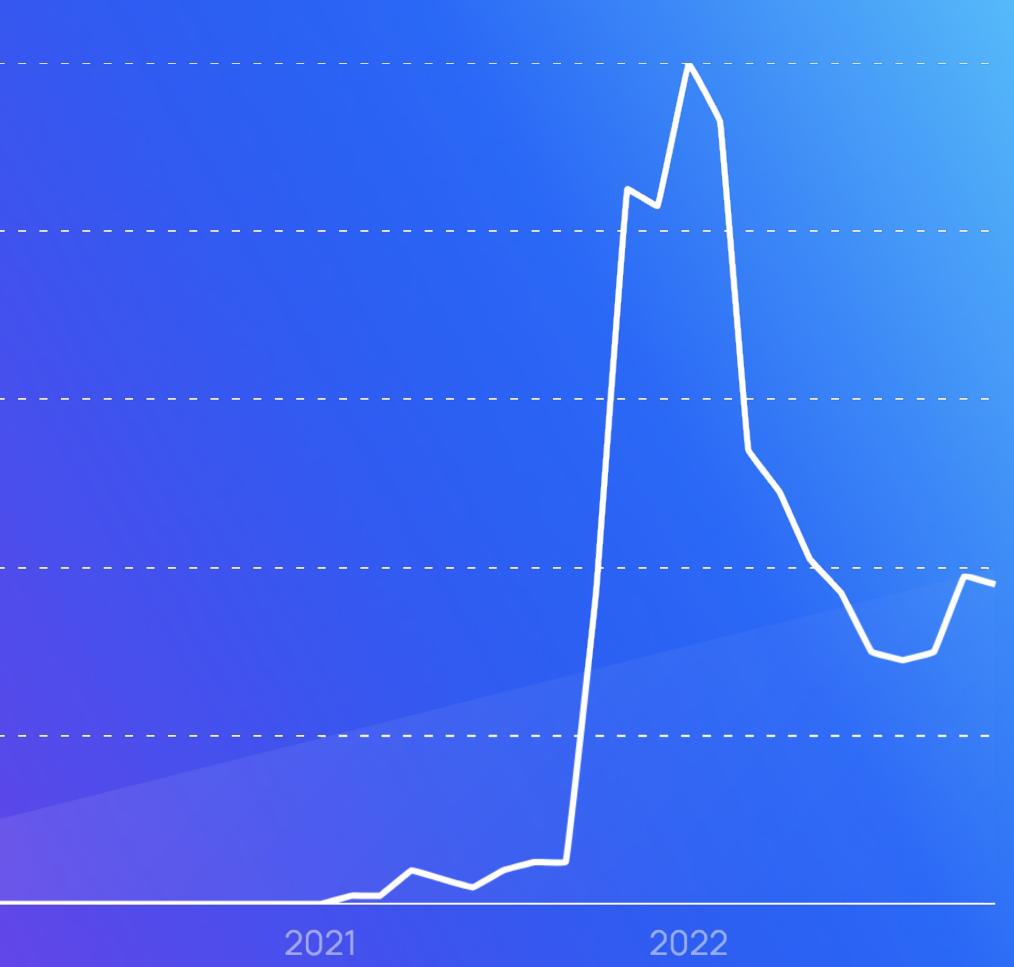
+3.700%

2018

2019

2020

THE DATA APPEAL COMPANY



Search for "metaverse" in the last 5 years.





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The greatest danger in times of turbulence is not the turbulence it is to act with yesterday's logic.

- Peter Drucker





HICON

1. DATA, DATA, DATA 2. SUSTAINABILITY (WHATEVER IT'S MEAN...) **3. COST REDUCTION** 4. AUTOMATION 5. LABOR SHORTAGE





HICON

1. LUXURY (WHATEVER IT'S MEAN...) 2. SUSTAINABILITY (WHATEVER IT'S MEAN...) **3. CULTURE 4. AUTENTICITY 5. REAL EXPERIENCES**





THE DATA APPEAL COMPANY

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EASTER FORECASTS 2023

Berlin

ALMAWAVE GROUP

No. of Concession, Name

1.



Flight Arrivals Where do travellers fly from?





South Americ

Europe

South East A

Middle East

Oceania

| | PASSENGER DISTRIBUTION 2023 | PASSENGER DISTRIBUTION 2022 | PASSENGER DISTRIBUTION 2019 | BOOKING WINDOW DAYS | |
|------|-----------------------------------|-----------------------------------|-----------------------------------|---------------------------|---|
| ica | 15% | 10.1 % | 8.1 % | 99 | |
| ica | 4.2 % | 1.9 % | 1.3 % | 117 | - |
| | 47.4 % | 53.3 % | 58.9 % | 79 | - |
| Asia | 3.9 % | 1.6 % | 1.9 % | 64 | - |
| | 8.6 % | 10.5 % | 7.9 % | 73 | - |
| | 2.6 % | 0.4 % | 0.8 % | 149 | - |







Easter 2022: Travellers in Berlin

Singles

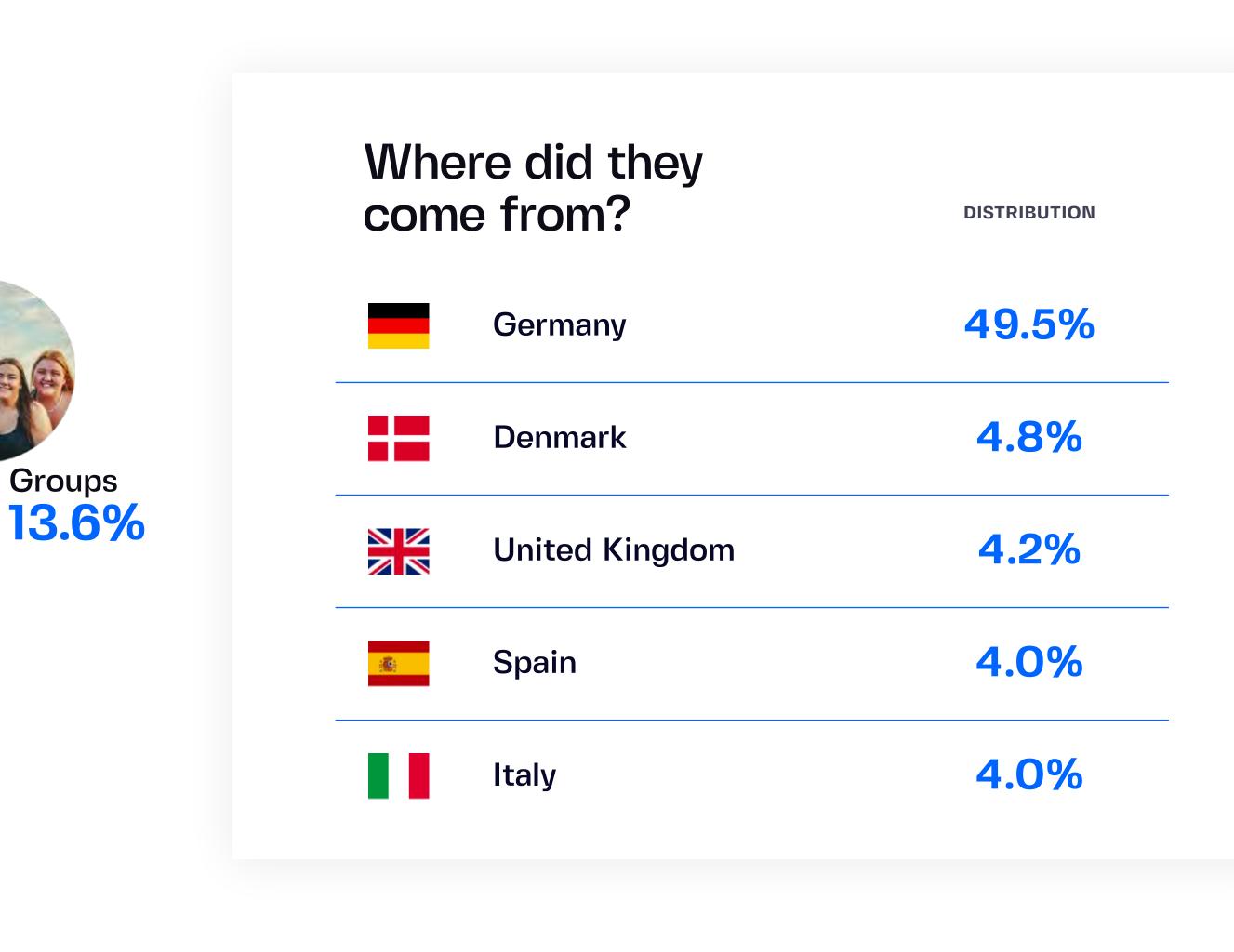
16.5%

Who do they travel with?



Couples 33.3%











Most appreciated attractions

*sentiment score

Postdamer Platz 89.9/100



German Museum of Technology 87.4/100

Checkpoint Charlie 84.9/100





'F MIR. DIESE TÖDLICHE LIEBE ZU ÜBRITBEN

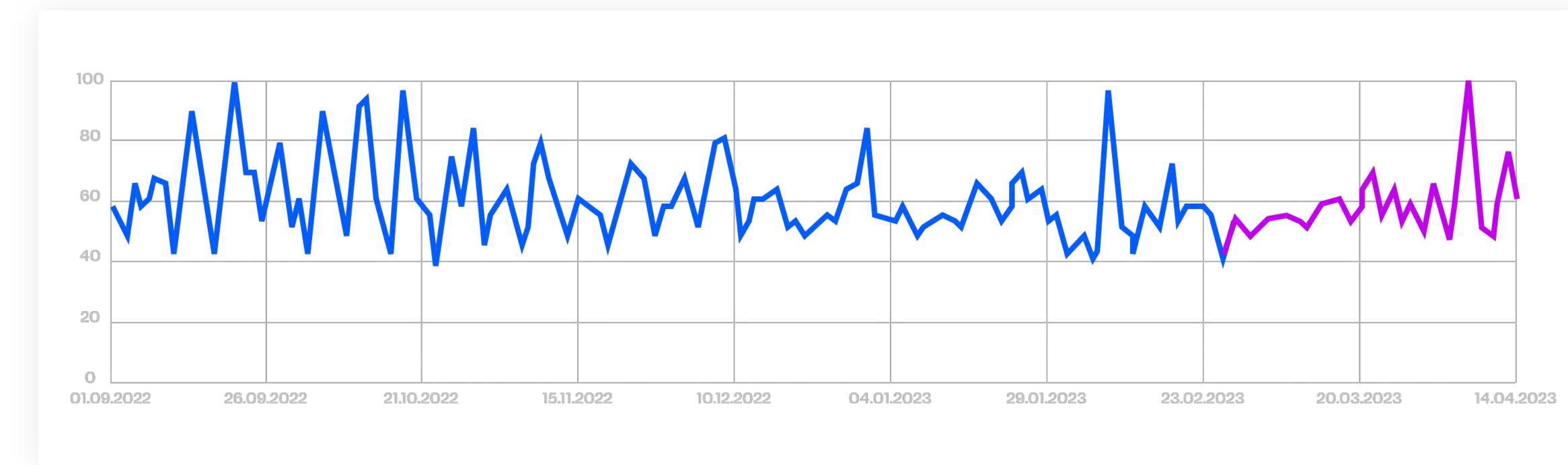
East Side Gallery 92.4/100







Accommodation Occupancy via OTAs







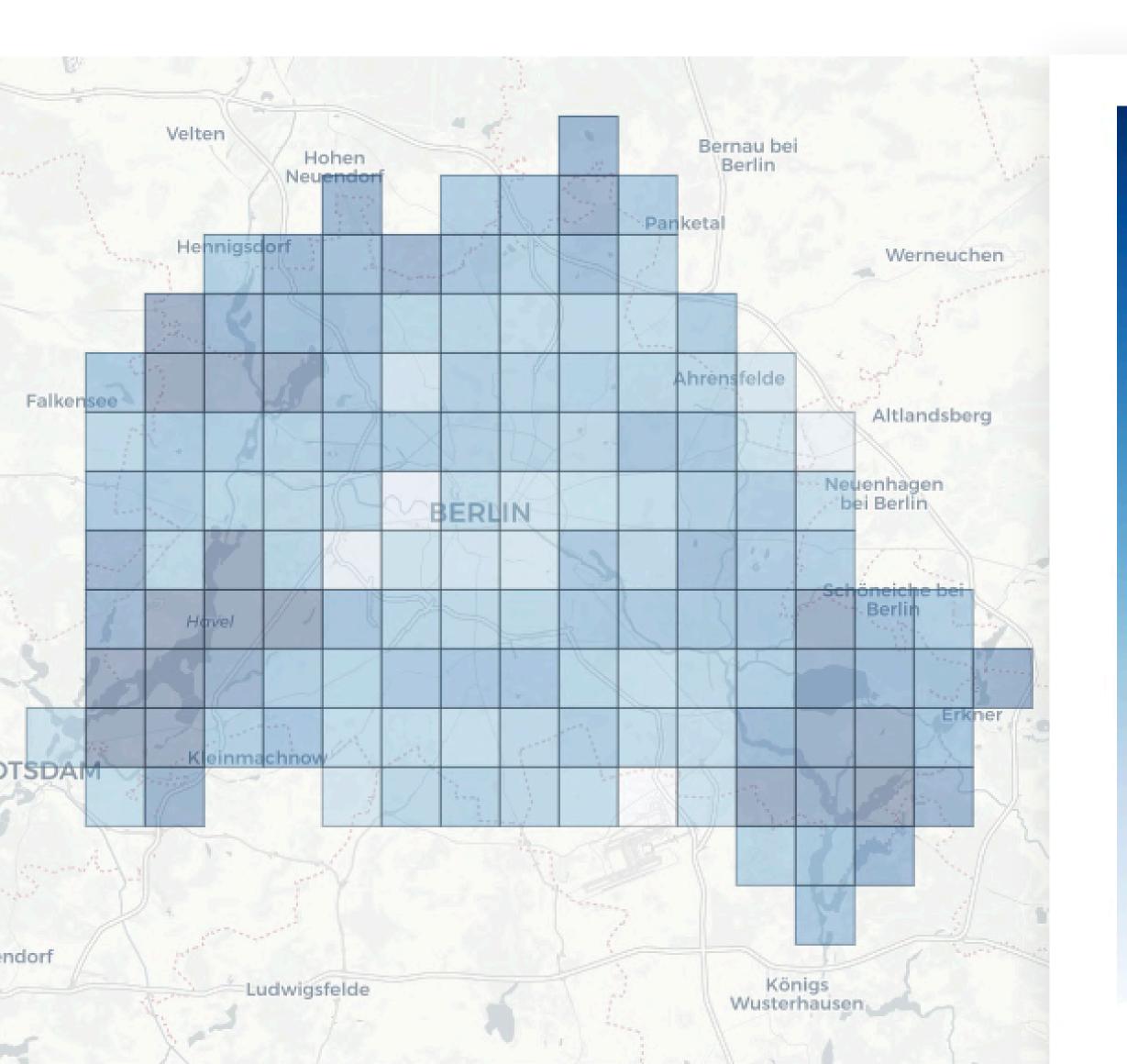


Destination Sustainability Index 58/100

70

68

56



The Destination Sustainability Index measures and combines fundamental aspects of tourism sustainability: governance and destination management, environment protection, the impact of tourist flows on the socio-economic scenario, and the level of socio-cultural well-being of the destination.

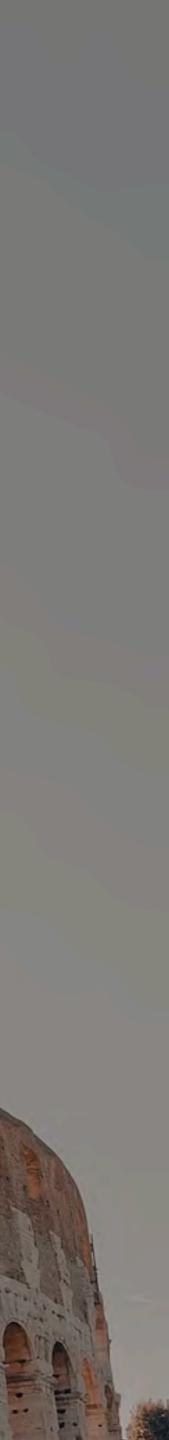




EASTER FORECASTS 2023



Rome



Accommodation Rates ~~ increasing spike over <u>Easter</u>

Rome has experienced the highest surge in accommodation prices, with a 34% increase vs 2022, due in part to high inflation, rising costs, and increased international demand. This did not prevent travelers from coming back to the Capital: according to our forecasts, occupancies registered on main OTAs will exceed 2019 by 4%. No doubts Rome is experiencing a full recovery.

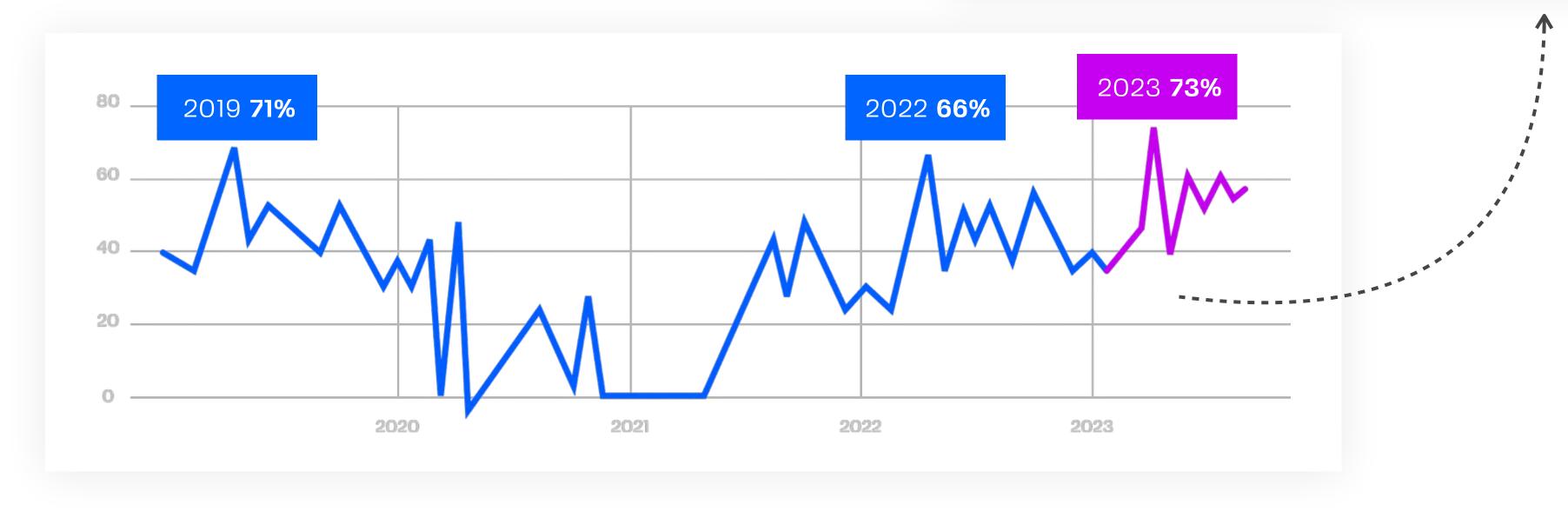


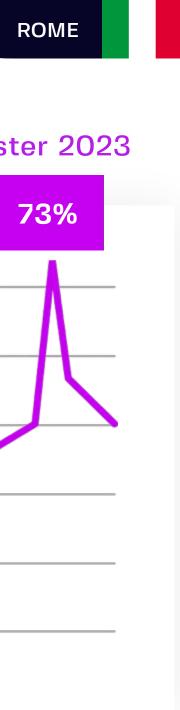


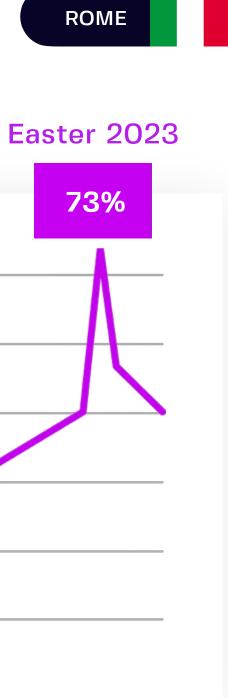


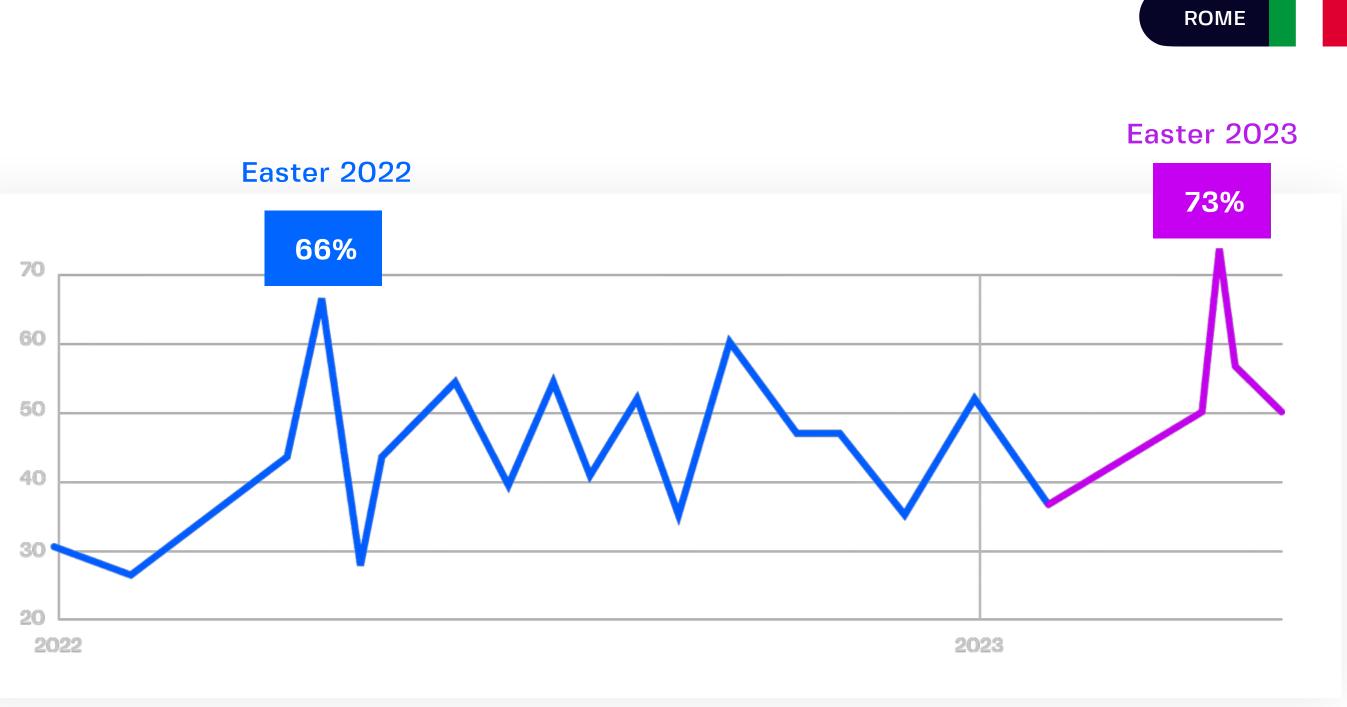


Easter Accommodation **Bookings Surge** Past Pre-Pandemic Levels



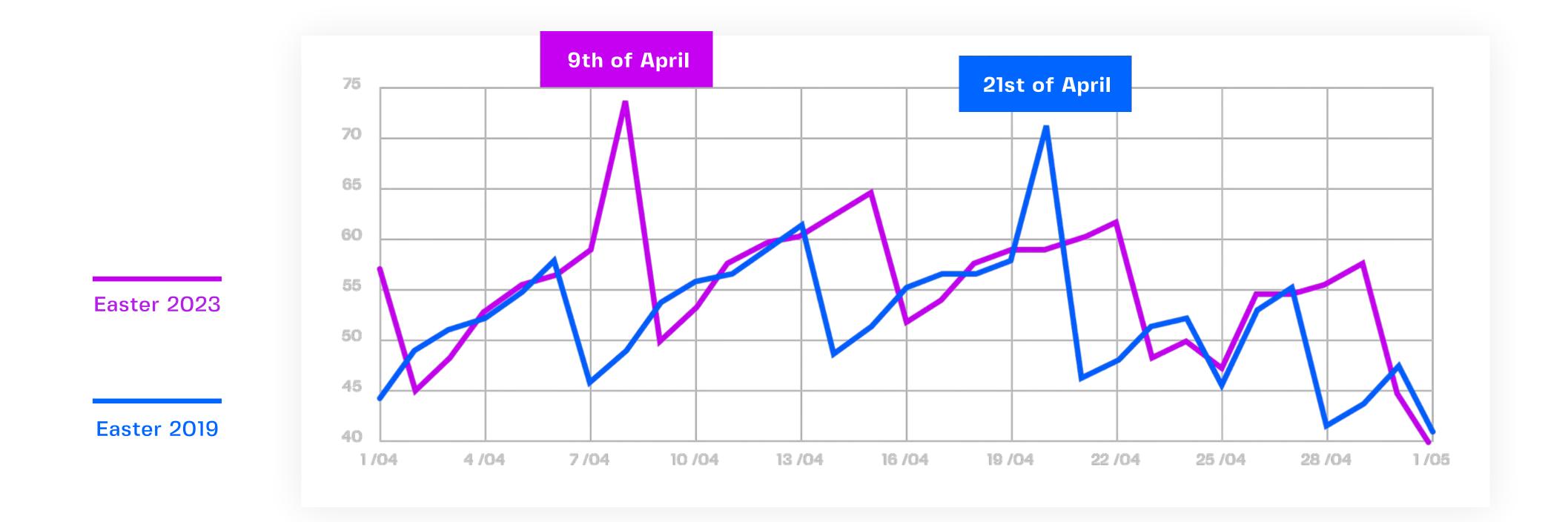








Accommodation Occupancy via OTAs: **2023 Easter Forecast**



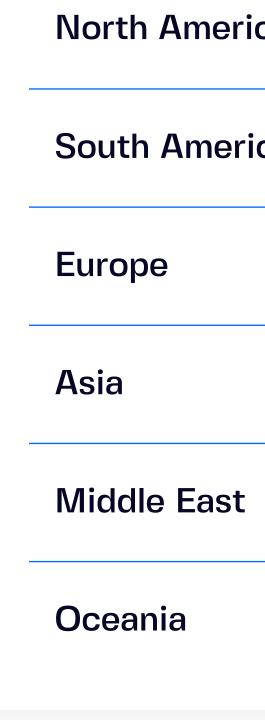


Source: Data Appeal's Proprietary Data and Data from OTAs



Flight Arrivals Where do travelers fly from?





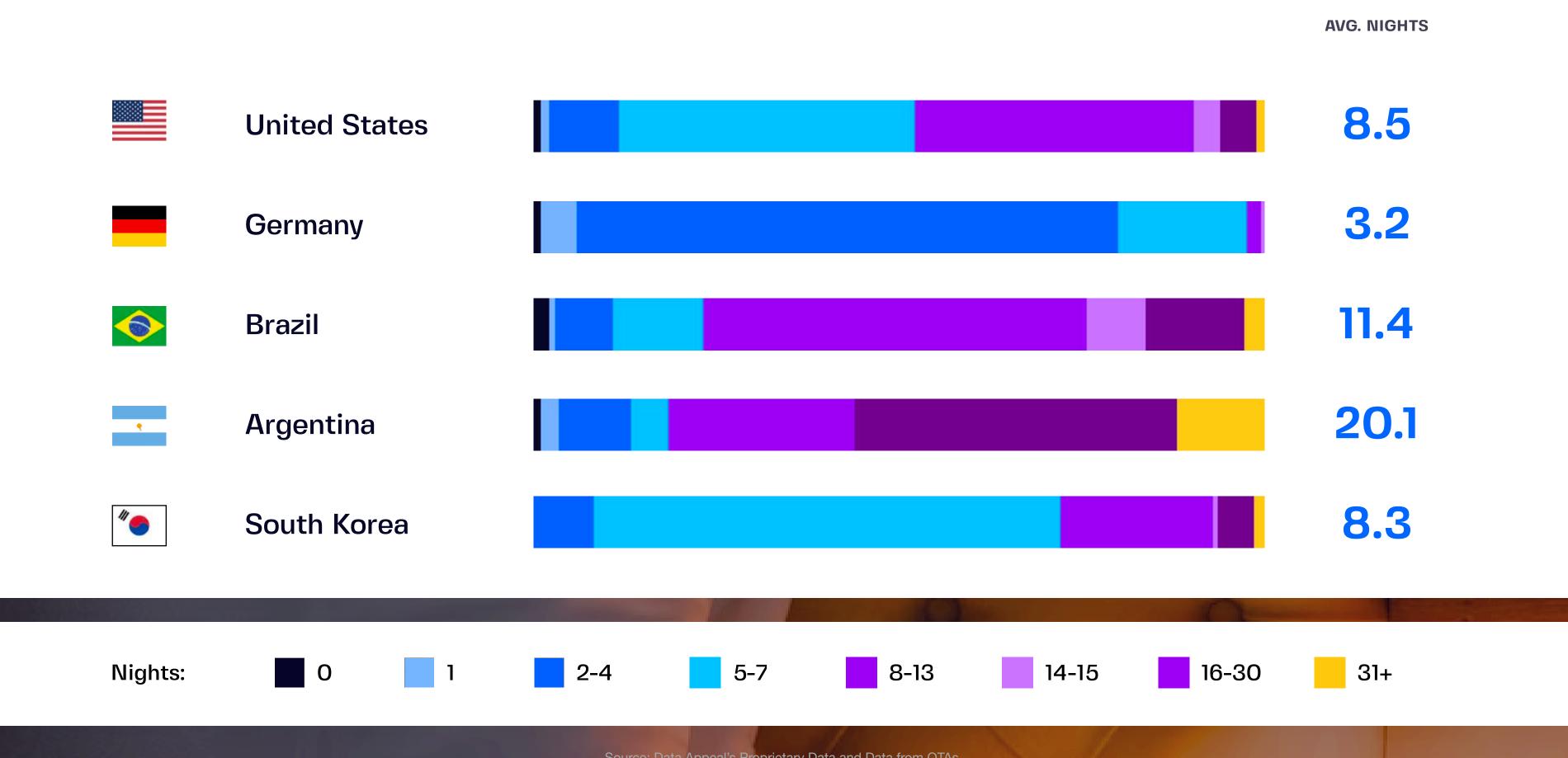
| | PASSENGER DISTRIBUTION 2023 | PASSENGER DISTRIBUTION 2022 | PASSENGER DISTRIBUTION 2019 | BOOKING WINDOW DAYS |
|-----|--------------------------------|--------------------------------|--------------------------------|------------------------|
| ica | 27.5 % | 19.5 % | 17.7 % | 102,5 |
| ica | 11% | 2.7 % | 5.7 % | 112,6 |
| | 36.6 % | 54.8 % | 38.5 % | 91,8 |
| | 8.8 % | 2.9 % | 8.4 % | 86 |
| | 3% | 5 % | 3.1 % | 112 |
| | 3.3 % | 0.6 % | 2.1 % | 139 |







The Majority of Travelers Plan to Stay for More Than 8 Nights





Top 10 Routes to Rome

Reference period: 5-12 April, 2023

Landing airports: **Rome Airports**





| | New York City, US | JFK |
|----------|----------------------------|-----|
| " | Incheon, South Korea | ICN |
| • | Ezeiza, Argentina | EZE |
| | Sau Paulo, Brasil | GRU |
| X | Ben Gurion, Israel | TLV |
| | Munich, Germiany | MUC |
| | Brussels, Belgium | BRU |
| | Madrid, Spain | MAD |
| | Paris, France | CDG |
| | Amsterdam, The Netherlands | AMS |







Rewind: Assessing Easter 2022

The Easter holidays in Rome in 2022 saw a surge of travelers, which started a week before Easter Sunday and continued through the first week of May. Approximately 65% of the visitors were from abroad, with the largest groups originating from Spain, Germany, the UK, and France. Families and couples were the most common types of travelers, and the Trevi Fountain and the Pantheon were the most highly sought-after attractions during Easter week.



SENTIMENT

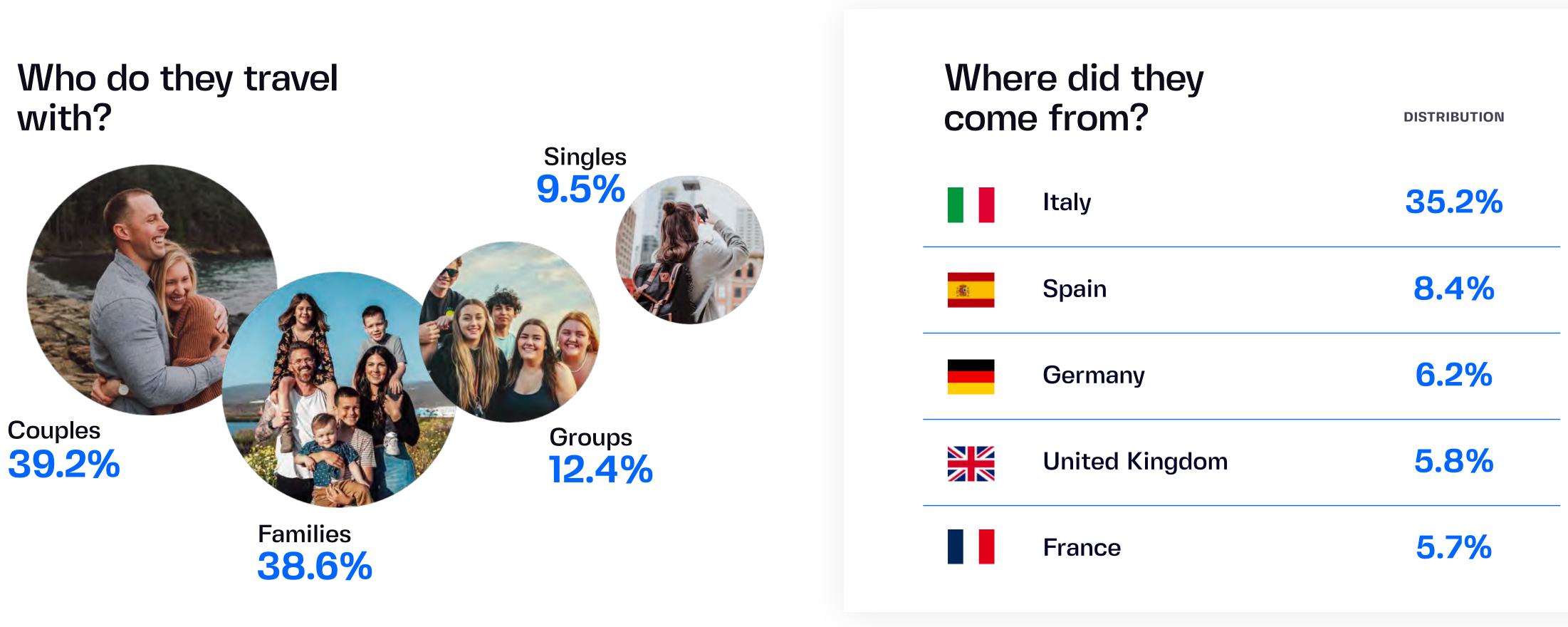
This score measures the level of user satisfaction from online content.







Easter 2022: Travelers in Rome











Most appreciated attractions 2022

*sentiment score

Piazza del Popolo 93.7/100

Piazza Navona 94.6/100

Piazza di Spagna 92/100







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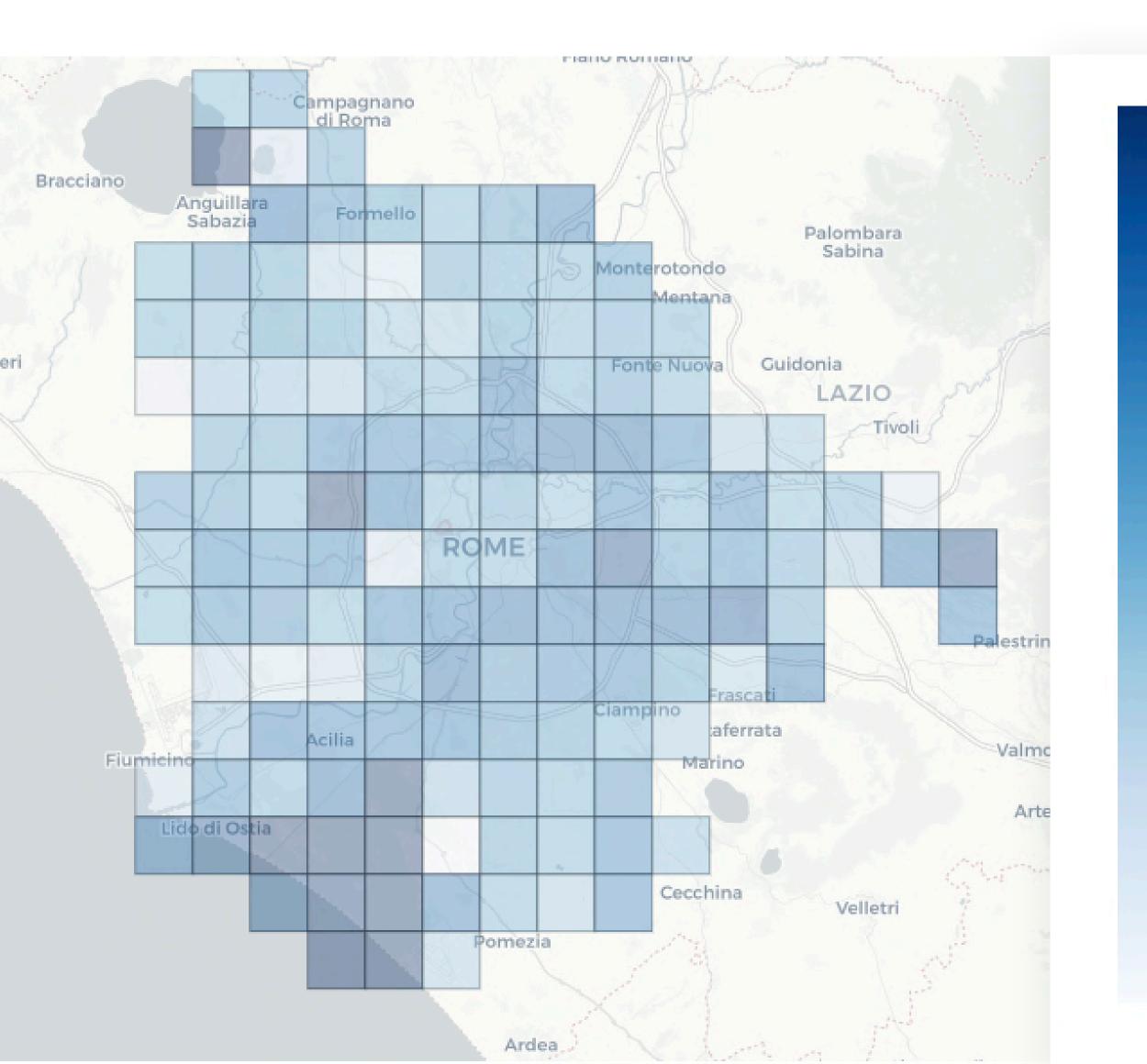
Trevi Fountain 94.8/100







Destination Sustainability Index 59/100



The Destination Sustainability Index measures and combines fundamental aspects of tourism sustainability: governance and destination management, environment protection, the impact of tourist flows on the socio-economic scenario, and the level of socio-cultural well-being of the destination.



58

70

68

66

64

62

60

ROME

2023 Easter Tourism Trends Across Europe

All of the data analysed refers to the Easter period over the past years. 2020 and 2021 are excluded due to the pandemic.

EASTER 2019: 18-25 April

EASTER 2022: 13-20 April

EASTER 2023: 5-12 April



CITIES ANALYSED:

Barcelona Berlin Paris Rome





Riding the Waves of Recovery: 2023 Easter Tourism Trends Across Europe



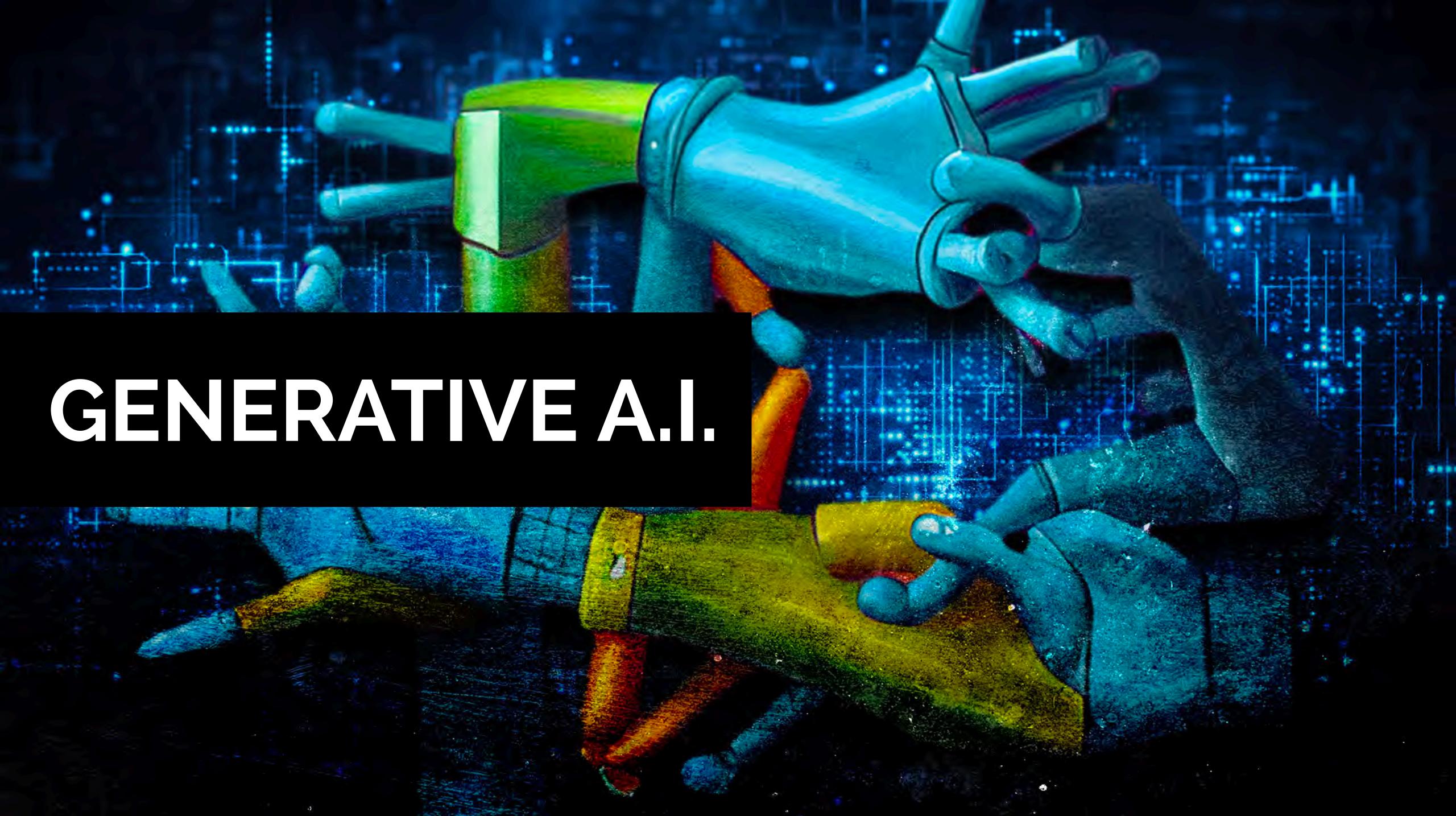


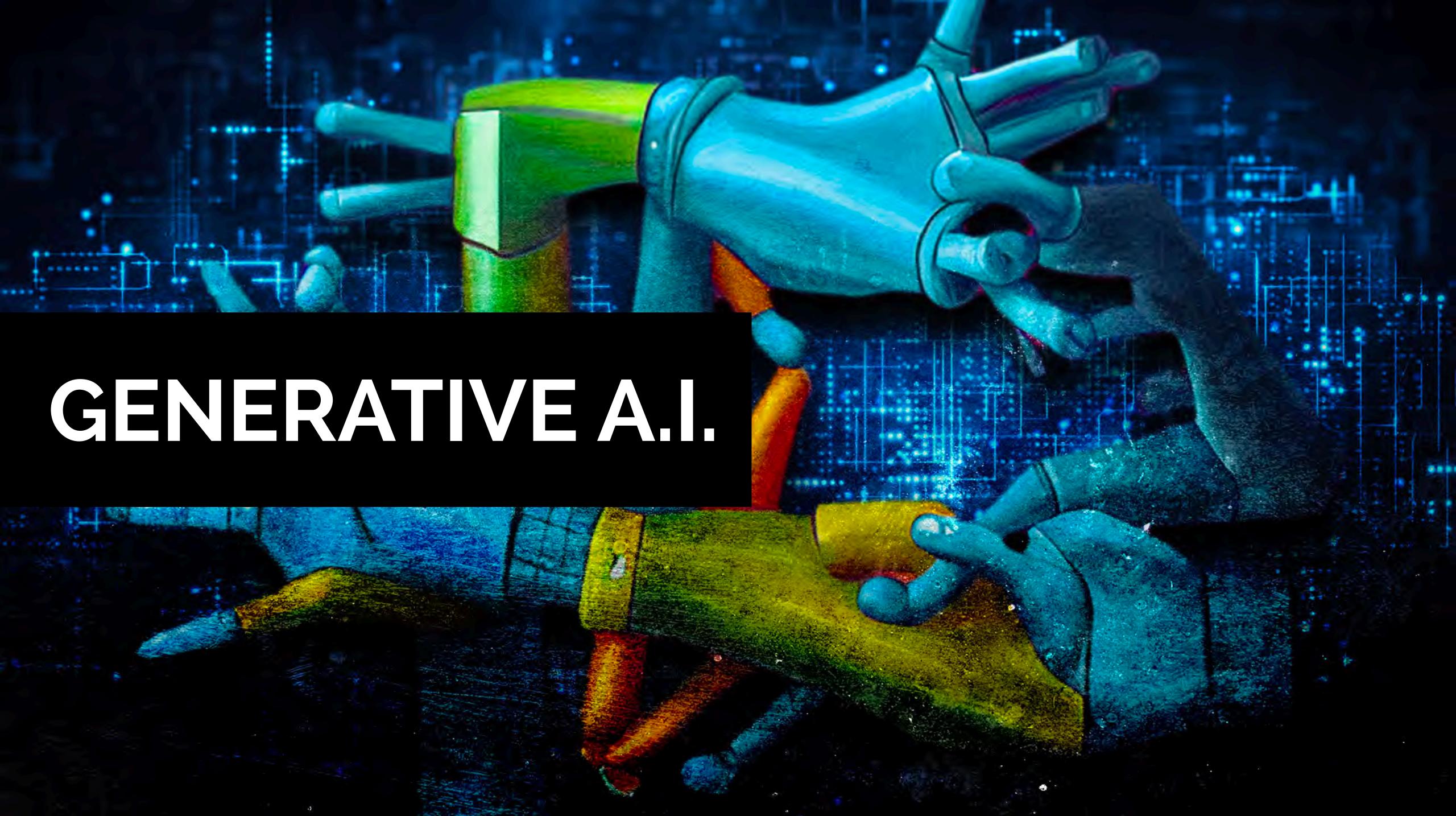
Download the report now:

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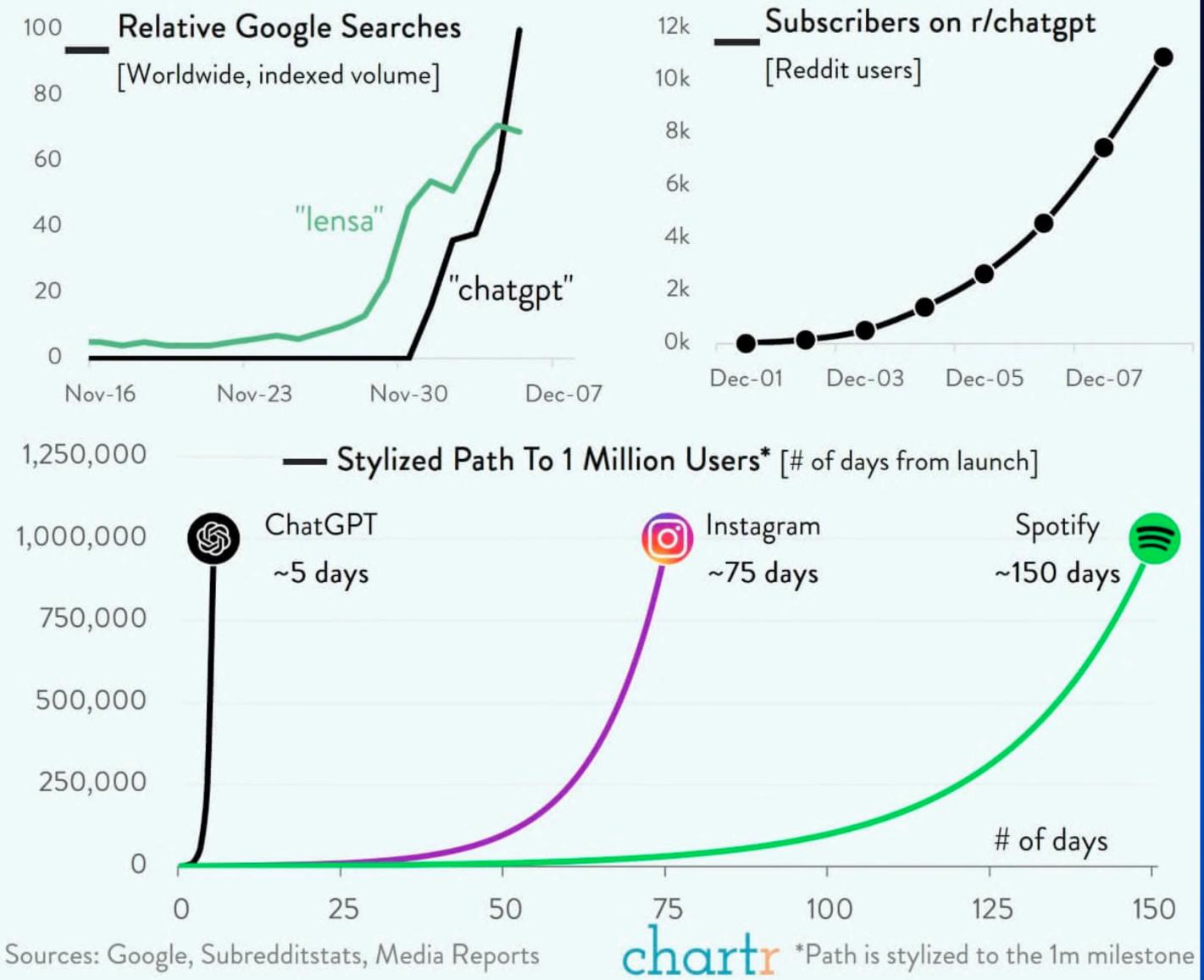








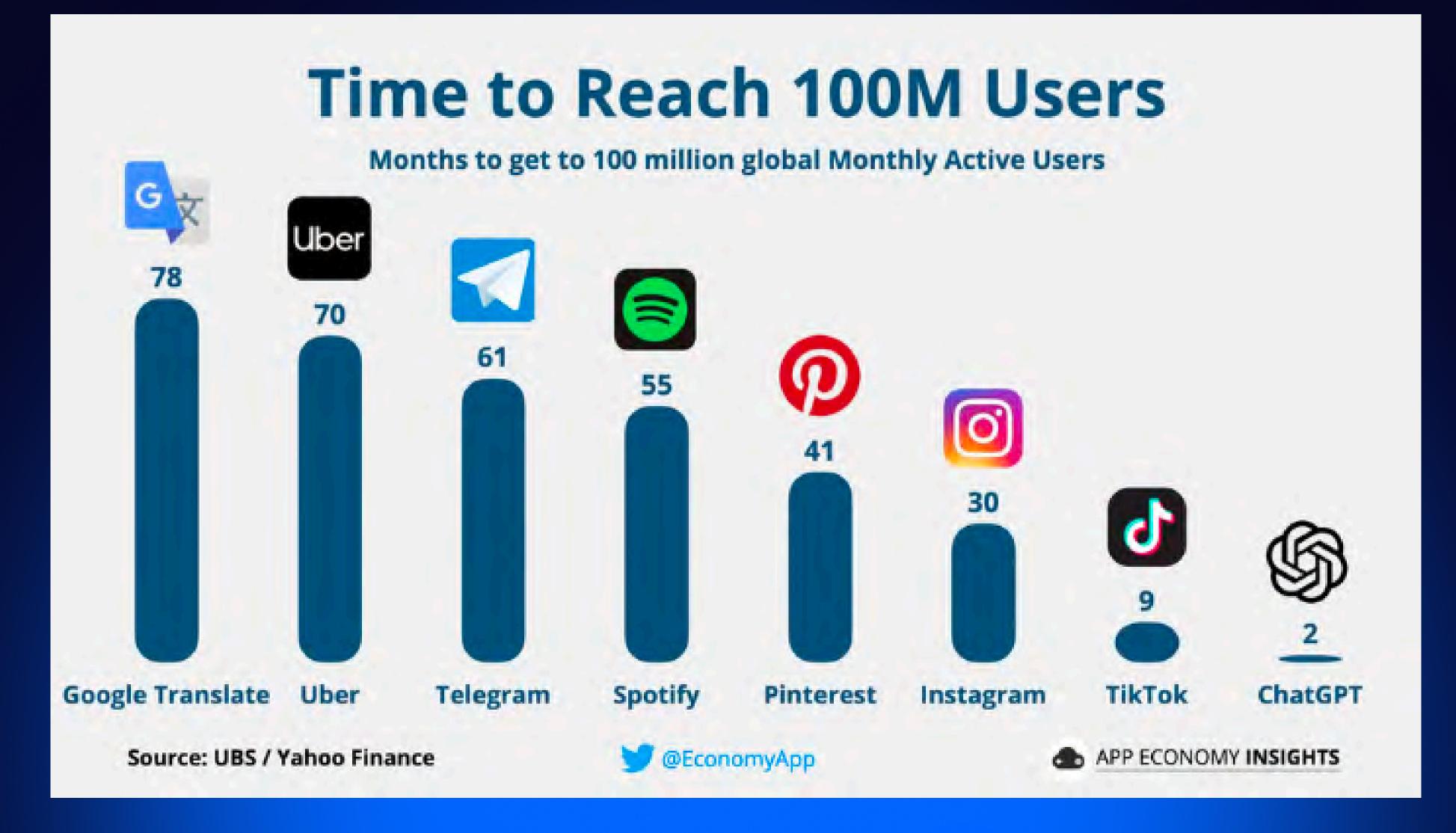
ChatGPT From OpenAI Is A Bot Taking The Tech World By Storm

















HOME > TECH

Google's management has reportedly issued a 'code red' amid the rising popularity of the ChatGPT Α

Aaron Mok Dec 21, 2022, 8:01 PM



Google CEO Sundar Pichai told some teams to switch gears and work on developing artificial-intelligence products, The New York Times reported. Brandon Wade/Reuters

- Google has issued a "code red" over the rise of the AI bot ChatGPT, The New York Times reported.
- CEO Sundar Pichai redirected some teams to focus on building out AI products, the report said.



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FORTUNE RANKINGS ~ MAGAZINE ~ NEWSLETTERS PODCASTS MORE ~

Bill Gates says that the A.I. revolution means everyone will have their own 'white collar' personal assistant

BY **TRISTAN BOVE** March 22, 2023 at 10:42 PM GMT+1





Bill Gates is optimistic about how A.I. will make our work lives easier. JIN LEE—BLOOMBERG/GETTY IMAGES

Subscribe Now

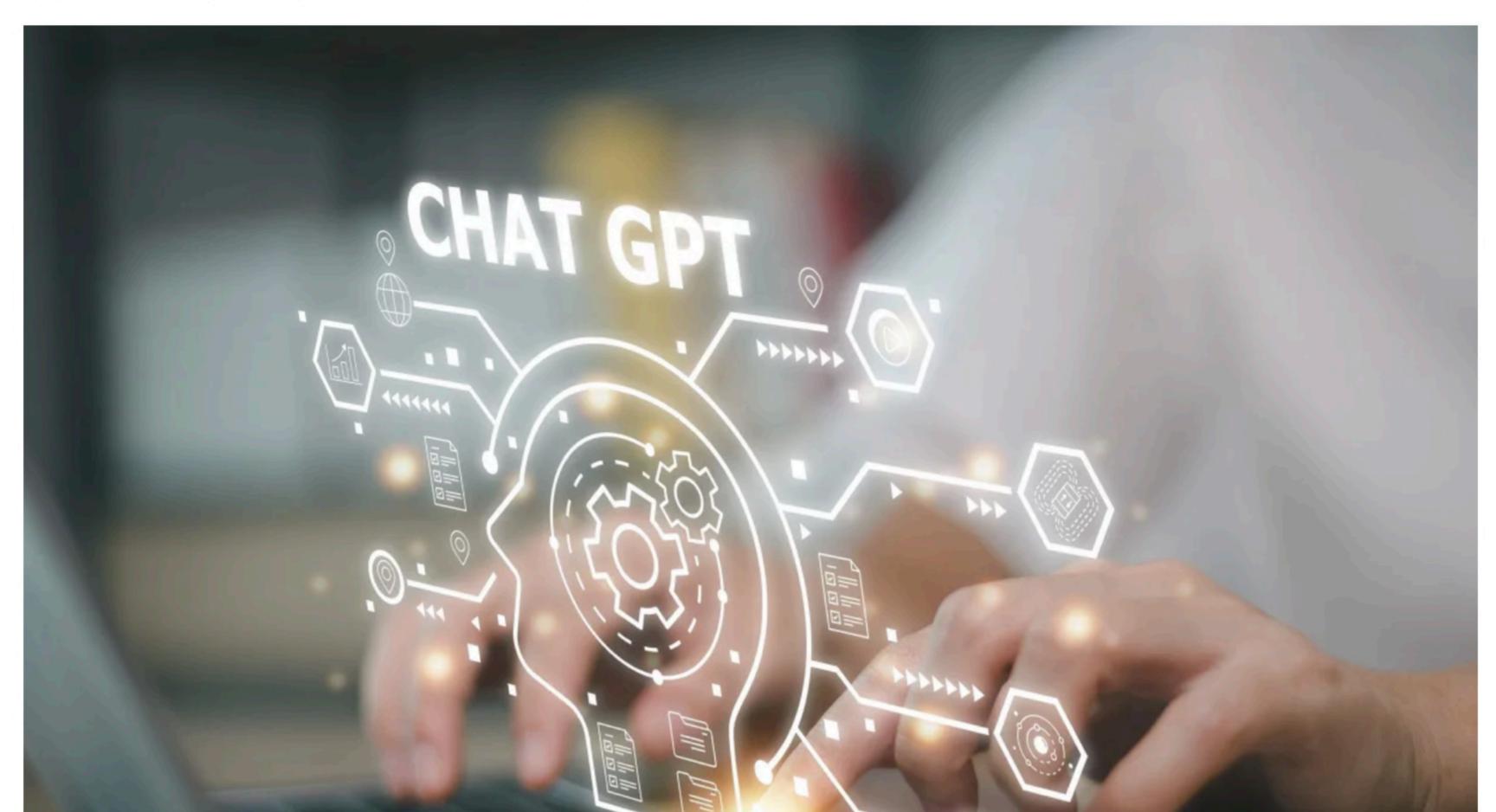
FORTUNE RANKINGS~ MAGAZINE~ NEWSLETTERS PODCASTS MORE~

A Wharton professor gave A.I. tools 30 minutes to work on a business project. The results were 'superhuman'

BY STEVE MOLLMAN

March 27, 2023 at 12:49 AM GMT+2







An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy.



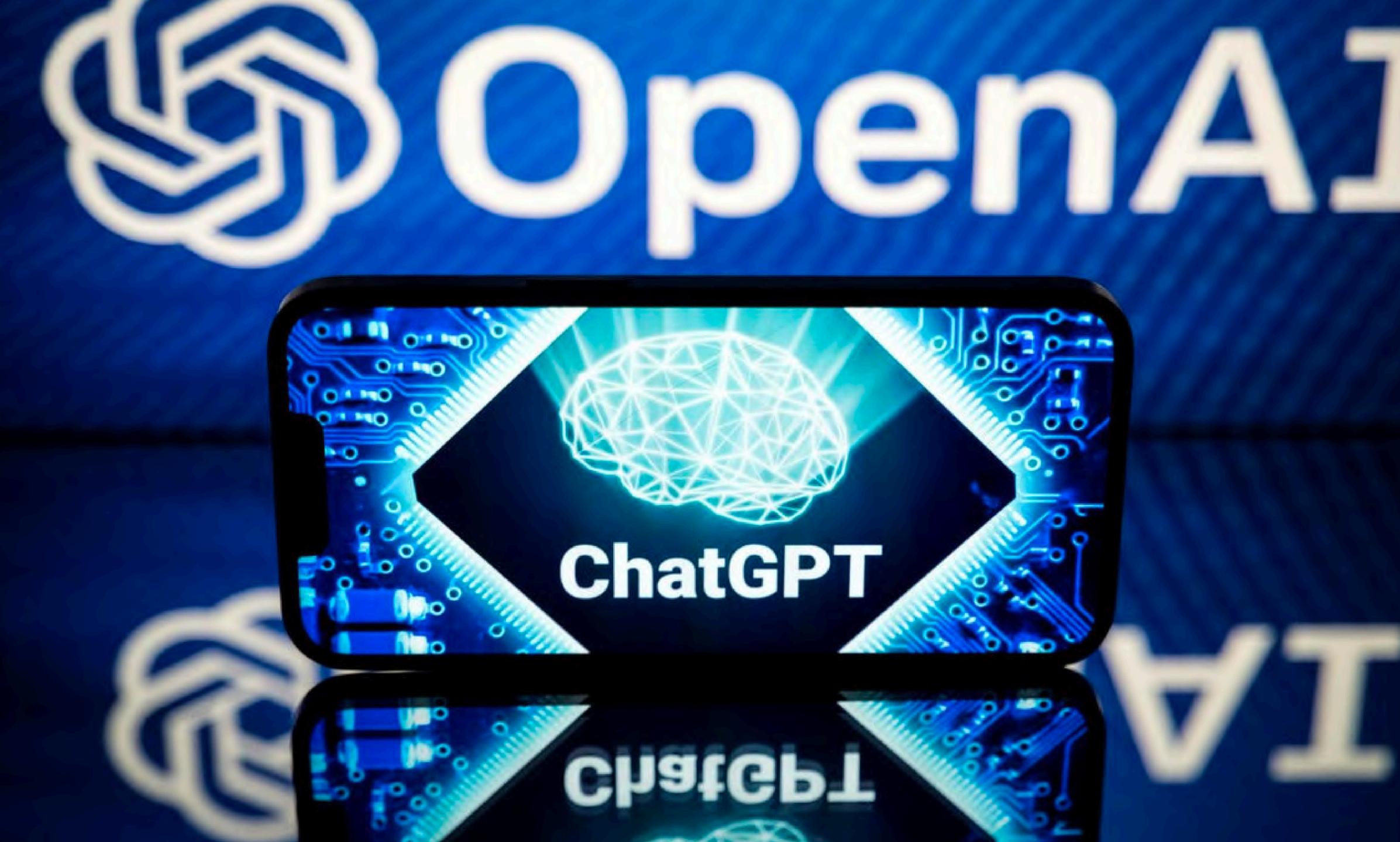




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THE GENERATIVE AI STARTUP LANDSCAPE

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ML PLATFORMS

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CHATBOTS

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DATA

Pilot gretel 6 DATAHERALD SYNTEGRA Mirry.Al BIFROST Datagen





GPT-3 DEMO | Al use cases

ChatGPT, AI and GPT-3 Apps and use cases.

Get inspired and discover how companies are implementing AI to power new use cases.

Q Search for apps, categories, ...

Products

Select product

Collections

New

Popular

Open-source

Requested

Categories

All

645

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New

Recently added GPT-3 apps



Summarization ArxivGPT

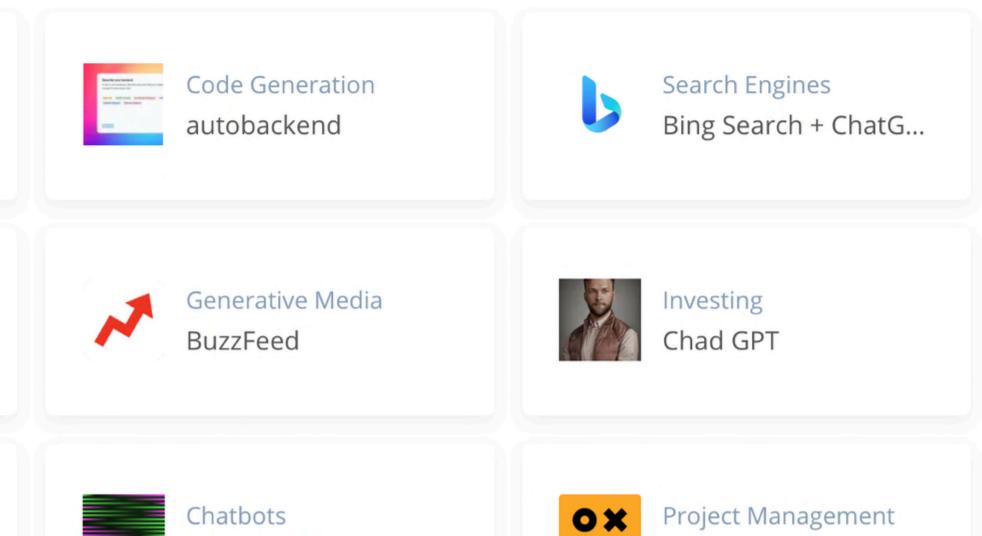


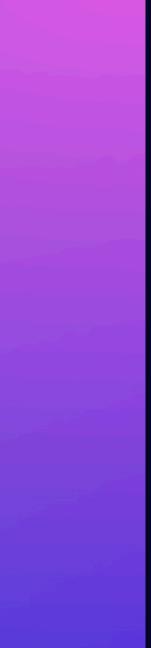
GPT-3 Alternative Lar... BioGPT



Resume Writing

See all \rightarrow









Sto pensando di andare un weekend lungo a Modena. Mi puoi suggerire un itinerario? Dai priorità alle attività culturali, esperienziali e enogastronomiche.



Giorno 1: Arrivo e centro storico

- 1. Arrivo a Modena e check-in presso l'hotel.
- 2. Passeggiata nel centro storico di Modena.
- 3. Visita al Duomo di Modena, la Ghirlandina e il Museo del Duomo.
- 4. Pranzo presso una tipica osteria modenese per assaggiare specialità locali come gli gnocco fritto e il tigelle.
- 5. Visita al Palazzo dei Musei, che ospita diversi musei tra cui la Galleria Estense, il Museo Civico Archeologico e il Museo Civico d'Arte.
- 6. Cena in una trattoria locale e prova di alcuni piatti tradizionali come il cotechino e la zampone.





Giorno 2: Esperienza Ferrari e acetaia

- 1. Colazione in hotel.
- 2. Visita al Museo Ferrari di Maranello, situato a circa 20 km da Modena. Potresti anche prenotare un'esperienza di guida Ferrari presso il circuito di Fiorano.
- 3. Pranzo presso un ristorante nelle vicinanze di Maranello.
- 4. Visita a un'acetaia locale per scoprire come viene prodotto l'Aceto Balsamico Tradizionale di Modena e degustazione di varie età e qualità.
- 5. Ritorno a Modena e cena in un ristorante locale, assaggiando piatti a base di formaggio Parmigiano Reggiano.

Giorno 3: Pavarotti e Mercato Albinelli

- 1. Colazione in hotel.
- 2. Visita alla Casa Museo Luciano Pavarotti, dedicata alla vita e alla carriera del famoso tenore.
- 3. Pranzo presso un agriturismo della zona per assaporare piatti autentici della tradizione modenese.
- 4. Nel pomeriggio, visita al Mercato Albinelli, un tradizionale mercato coperto nel centro di Modena.
- 5. Partecipa a un corso di cucina locale per imparare a preparare alcuni piatti tipici modenesi.
- 6. Cena a base dei piatti preparati durante il corso di cucina.

Giorno 4: Ville storiche e partenza

- Colazione in hotel e check-out. 1.
- Fabriani.
- 3. Pranzo in un ristorante tipico della zona.
- la natura e i panorami della campagna modenese.
- 5. Partenza da Modena.

Questo itinerario ti permette di scoprire la cultura, l'enogastronomia e le bellezze di Modena e dei suoi dintorni in un weekend lungo. Buon viaggio!

2. Visita alle Ville storiche di Modena e dintorni, come Villa Sorra e Villa

4. Passeggiata nel Parco Regionale dei Sassi di Roccamalatina per ammirare

🕼 OpenAl

ChatGPT plugins

🕼 OpenAl



Expedia

Bring your trip plans to life-get there, stay there, find things to see and do.

FN

FiscalNote

Provides and enables access to select marketleading, real-time data sets for legal, political, and regulatory data and information.



KAYAK

Search for flights, stays and rental cars. Get recommendations for all the places you can go within your budget.



OpenTable

Provides restaurant recommendations, with a direct link to book.



Wolfram

Access computation, math, curated knowledge & real-time data through Wolfram Alpha and Wolfram Language.

K.

Klarna Shopping

Search and compare prices from thousands of online shops.



Shop

Search for millions of products from the world's greatest brands.



Zapier

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Menu

Order from your favorite local grocery stores.

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Giving parents superpowers to turn the manic to magic, 20 minutes each day. Ask: Hey Milo, what's magic today?



Learn how to say anything in another language with Speak, your Al-powered language tutor.







Menu





Microsoft Bing

Q CERCA





Benvenuto sul nuovo Bing

Il motore di risposta basato sull'intelligenza artificiale

Chiedi domande complesse

"Quali sono i pasti che posso fare per il bimbo che mangia solo cibo di colore arancione?"

🙌 Ottieni risposte migliori

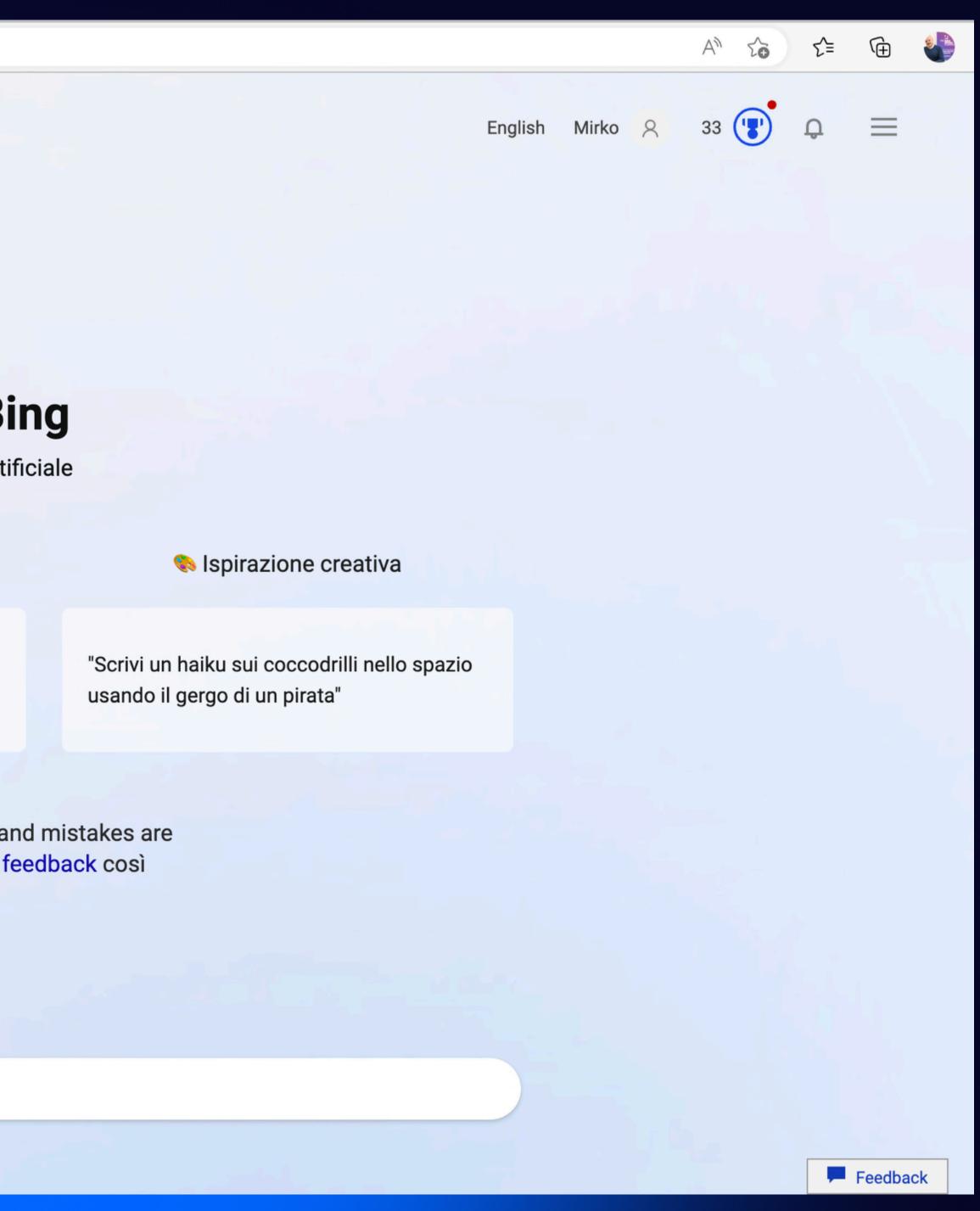
"Quali sono i pro e i contro delle 3 aspirapolvere per animali domestici più vendute?"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and condividi feedback così possiamo imparare e migliorare!

Condizioni per l'utilizzo Informativa sulla privacy

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Chiedimi qualsiasi cosa...



Q Search in mail

Ð C+ 0 \square **I** Spring Campaign Ð C+ 0 \square 1 0 Spring Campaign 寒 🎉



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A Second

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Leila Namih <ln@cymbal.com> to me 🔻

Hi team,

I'm excited to announce that we're kicking-off work for our spring fashion campaign! The campaign will focus on our new line, and we're planning a big event to celebrate the launch 🧆 🎉

D

The event will be held on 04/22 at The Great Lawn - runway show, live music, and a bar. We're planning to invite some local

I'm attaching a draft project plan for the event. Please let me know if you have any questions. Leila



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9:31am

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https://www.officinaturistica.com/author/mirko-lalli/





DISRUPTYOURSELF (BEFORE SOMEONE ELSE DOES)

Peter Diamandis





GROUP









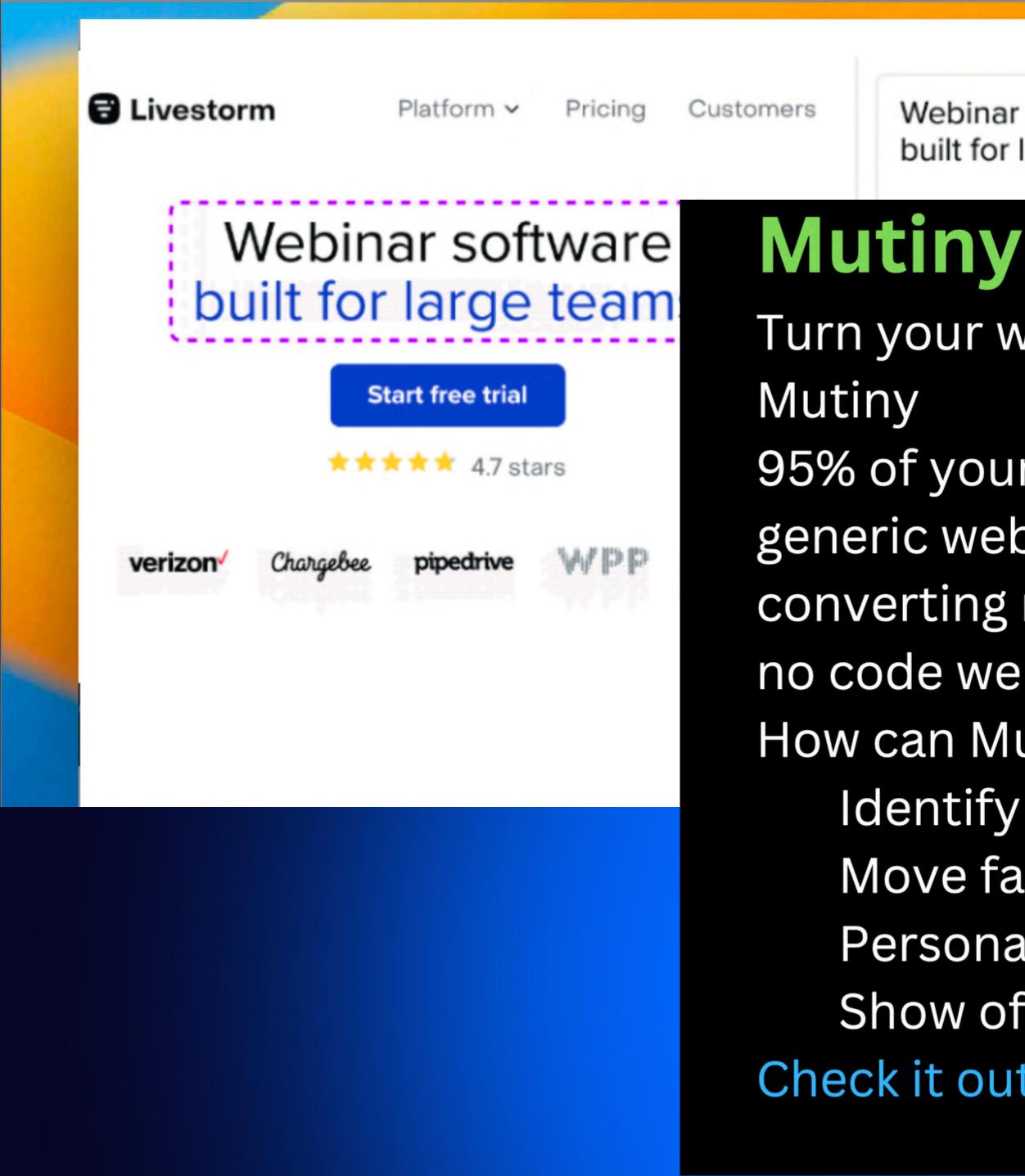
Ponzu

directly.



- Generate a realistic phone to catalog in 15 seconds with stunning product photos that sell
- Effortless: Creating high-quality product photos has never been easier. Stylized creates stunning images of your products in seconds without a photographer Realistic: Poor lighting on a bland background? No problem! Ponzu virtually stages your products in studio settings to create realistic lighting and shadows Integrated: Stylized integrates with your e-commerce
- catalog, making it easy to manage your product assets
- Check it out here https://www.ponzu.ai/





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95% of your web visitors won't convert to your generic website. Mutiny makes targeting and converting more B2B buyers on your site easily with no code web personalization.

How can Mutiny help you?

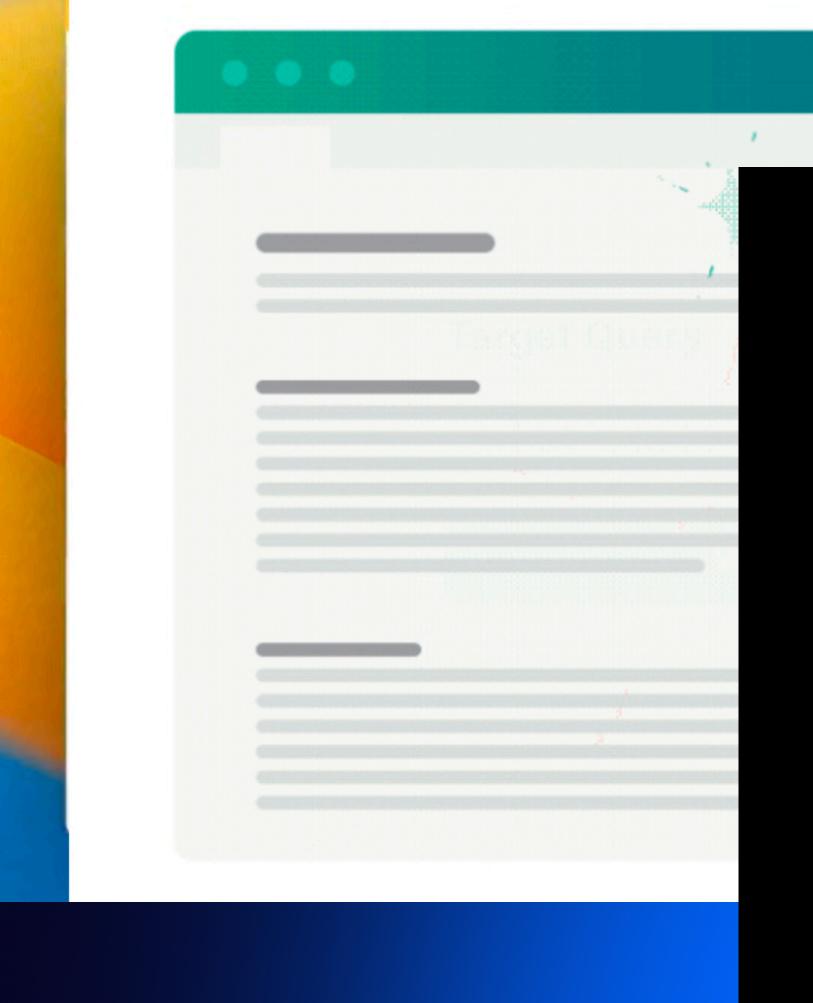
Identify visitors with actionable data

Move fast with recommendations

Personalize any website without code Show off your impact

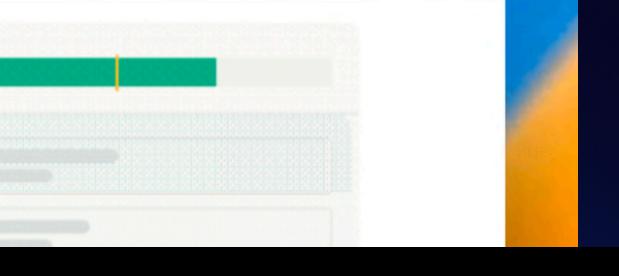
Check it out here - https://www.mutinyhq.com/





Frase

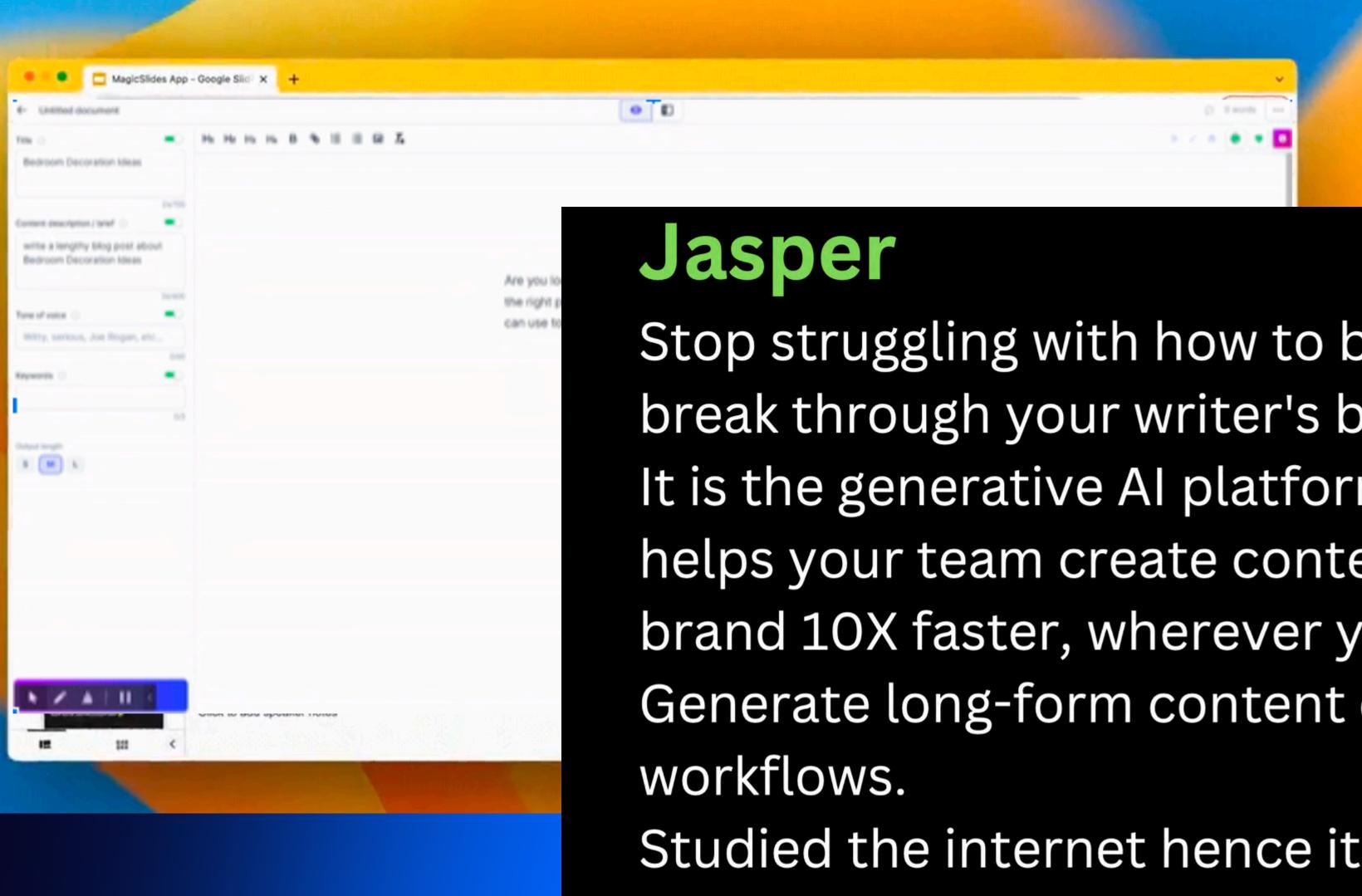
steroids. 6 seconds research panel



Frase puts your entire SEO content workflow on

- Frase makes it quick and painless to generate content briefs in minutes instead of hours
 - Generates full-length, optimized content briefs in
 - Review the main keywords, headers, and concepts
 - in your SEO competitors' content in one intuitive
 - Create and store custom brief templates to streamline your workflow
- Check it out here https://www.frase.io/





- Stop struggling with how to begin an article and break through your writer's block with Jasper AI. It is the generative AI platform for business that helps your team create content tailored for your brand 10X faster, wherever you work online. Generate long-form content quickly with blog post
- Studied the internet hence it can write intelligently on nearly every topic.
- Writes original content and can be verified with a built-in plagiarism checker.
- Check it out here https://www.jasper.ai/





Products ^

Publish ~ Write \sim



📌 Graphic Design

Design Iconic marketing campaigns together – without any design experience.



💼 Al Writer

>

Al can help you create content quickly and easily for your blog, social media, website, and more!



>

1

>

Create & Collaborate on Videos for TikTok, Instagram, YouTube & More with a single click!





Video & Animations

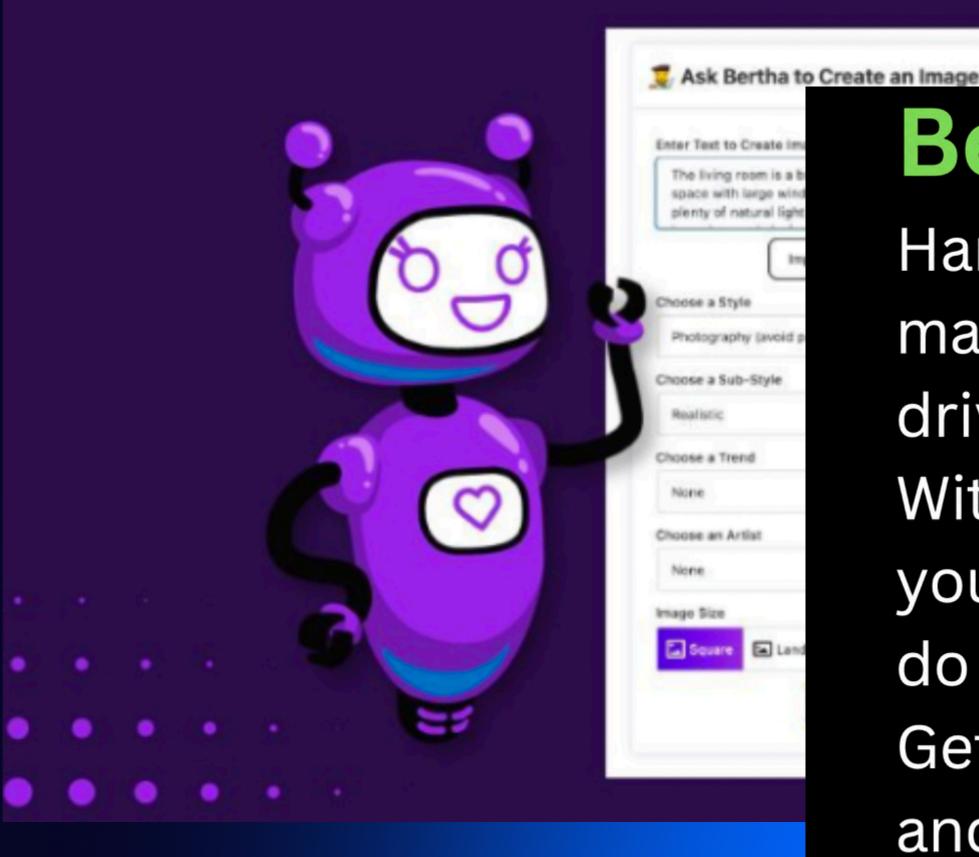
💼 Social Media Planner

Grow your business with seamless social media management!

Key Features

| AI Presentation Maker | ÷ |
|-----------------------|-------------|
| Al image generator | ÷ |
| Background Remover | ÷ |
| Magic Resizer | ÷ |
| Animation Maker | ÷ |
| Content Rewriter | ÷ |
| Long Form Writer | ÷ |
| Instagram Reels | ÷ |
| Customer Testimonial | > |
| Convert mov to mp4 | ÷ |
| Convert jpg to png | ÷ |
| | |

Bertha Art Inspiration



Bertha

do it manually. and image creation.

- Harness the power of AI to create compelling
- marketing copy that engages your customers and drives conversions with Bertha.
- With Bertha, you can produce high-quality content for your website in a fraction of the time it would take to
- Get ready to revolutionize how you create content and experience the power of Al-driven copywriting
- Bertha Art can generate high-quality and realistic images from text input. A true game-changer.
- Check it out here https://bertha.ai/





Clone and deploy your own with Vercel

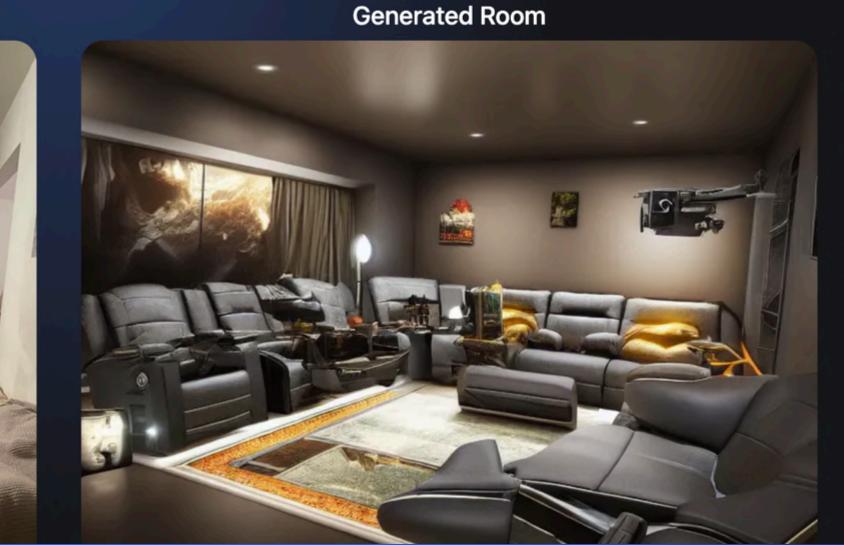
Generating dream rooms using Al for everyone.

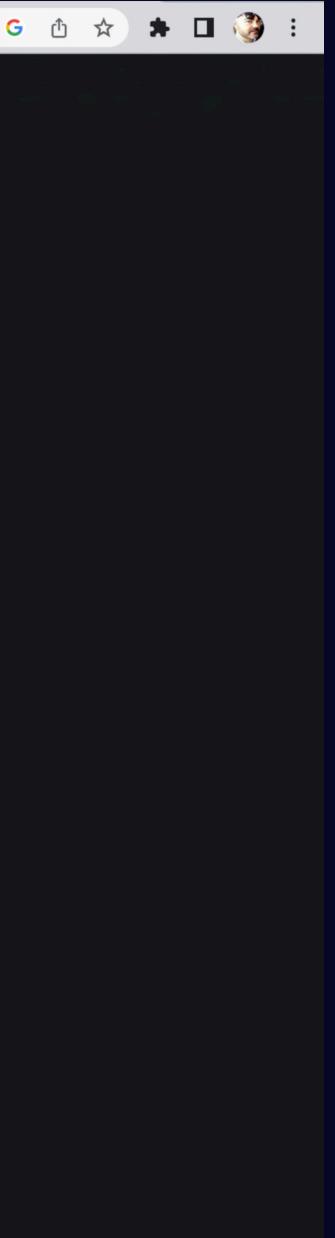
Take a picture of your room and see how your room looks in different themes. 100% free – remodel your room today.

Original Room



Generate your dream room







Generate a Facebook Ad

Tell us what you'd like to write about. Better descriptions will result in higher quality generations.

Describe your product

Product name

Kitten Mittens

Product description

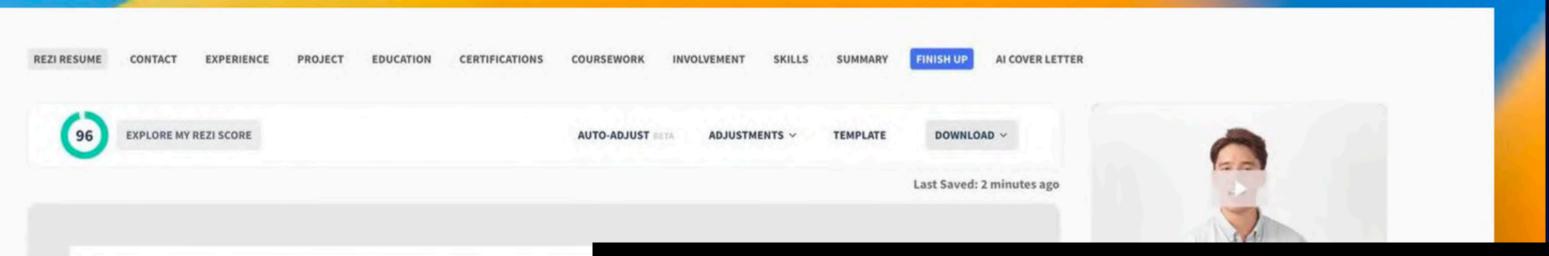
Warm, fuzzy mittens used to keep your c

Import from URL instead

Anyword marketing goals your copy generator/

- Anyword ad copy tool helps create high-performing copy for every channel & audience that converts. It improves and scores copy based on your brand &
- Immediately identify top-performing copy before you go live. Quickly generate outstanding copy for every channel and use case. Improve copy based on your goals (sign-ups, purchases, reach...) in just a click See data-driven performance scores based on millions of top-performing marketing assets for all
- Check it out here https://anyword.com/ad-copy-





Charles Bloor

🛿 Seoul, South Korea 🖀 charlesbloomberg@gmail.com

PROFESSIONAL SUMMARY

Passion for building visionary companies through industry-leading tech, des global executive with an economics degree from the University of Wisconsin

PROFESSIONAL EXPERIENCE

CEO & Founder Rezi

 Built Rezi - the coolest resume software in the world, trusted by over 224,000 Founder of Rezi since the age of 22. At 23, successfully globalized into South K startup. Executed capital strategy to secure over \$650,000 in seed venture inve Collaborated with the development team to engineer scalable partnership stra which resulted in over 50,000 new users in 1 month with zero marketing dollars Accountable for developing company vision as a response towards market con of 3 new core departments including e-learning, global recruiting, and data-ve 5 full time employees; 223,390 users; \$650,000 total raised investment; \$8,00

Web Developer

Kaplan

 Executed website redesign of kaplancleantech.com using Expression Engine a Optimized 3 landing page variants using, HTML, A/B testing software and custo Lead the developing SEO strategies monitoring campaigns using MOZ Analytic analysis, and new keyword research. Prepared analytics and ranking reports pr Executed Google Analytics tracking campaigns to maximize the effectiveness software. Used Salesforce Object Query Language, C, and Python to search for d · Worked with Deck Writing, Channel Allocation, Budgeting, and more.

Marketing Analyst Kaplan

 Relied and implement Tableau dashboards to track 6 marketing KPIs. Used da Collaborated with marketing specialists to improve marketing strategies to mar Used SurveyMonkey to collect over 100 customer feedbacks used to conduct an customer feedback data and optimization software to present and suggest webs

Rezi

Writing and Editing

kickstart a new resume.

- Revolutionize Your Job Search with AI-Powered Resume
- Rezi is the only resume platform that uses leading AI to automate every aspect of creating a hirable resume writing, editing, formatting, and optimizing.
- Rezi is an awesome AI-based resume builder that includes templates to help you design a resume that is sure to check the boxes when it comes to applicant tracking systems. This is a great jumping off point to
- Check it out here https://www.rezi.ai/



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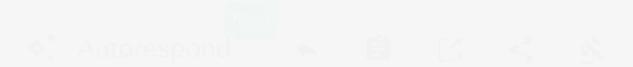
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The greatest danger in times of turbulence is not the turbulence it is to act with yesterday's logic.

Peter Drucker







Santiago @svpino

Al will not replace you. A person using AI will.

8:00 AM · 1/5/23 · Typefully

2,248 Retweets 274 Quote Tweets 14K Likes

