



SmartGuide

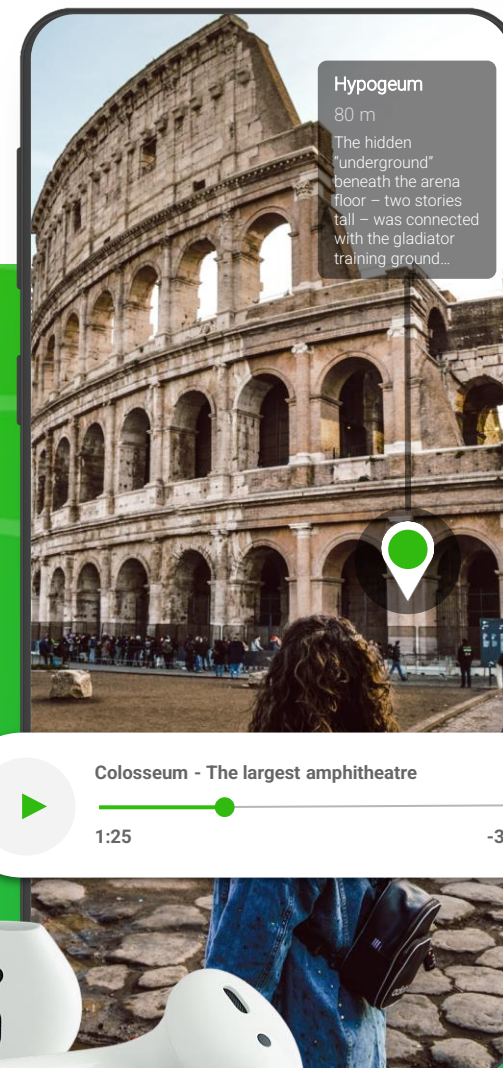



EU2022.CZ

Personal guide on every phone

Smart Destination Management

Jan Dolezal, CEO
jan@smart-guide.org





“Venice has hired armed guards to control tourist overcrowding as the city faces pre-pandemic visitor numbers”

Insider

“How tourism is killing Barcelona”
The Guardian

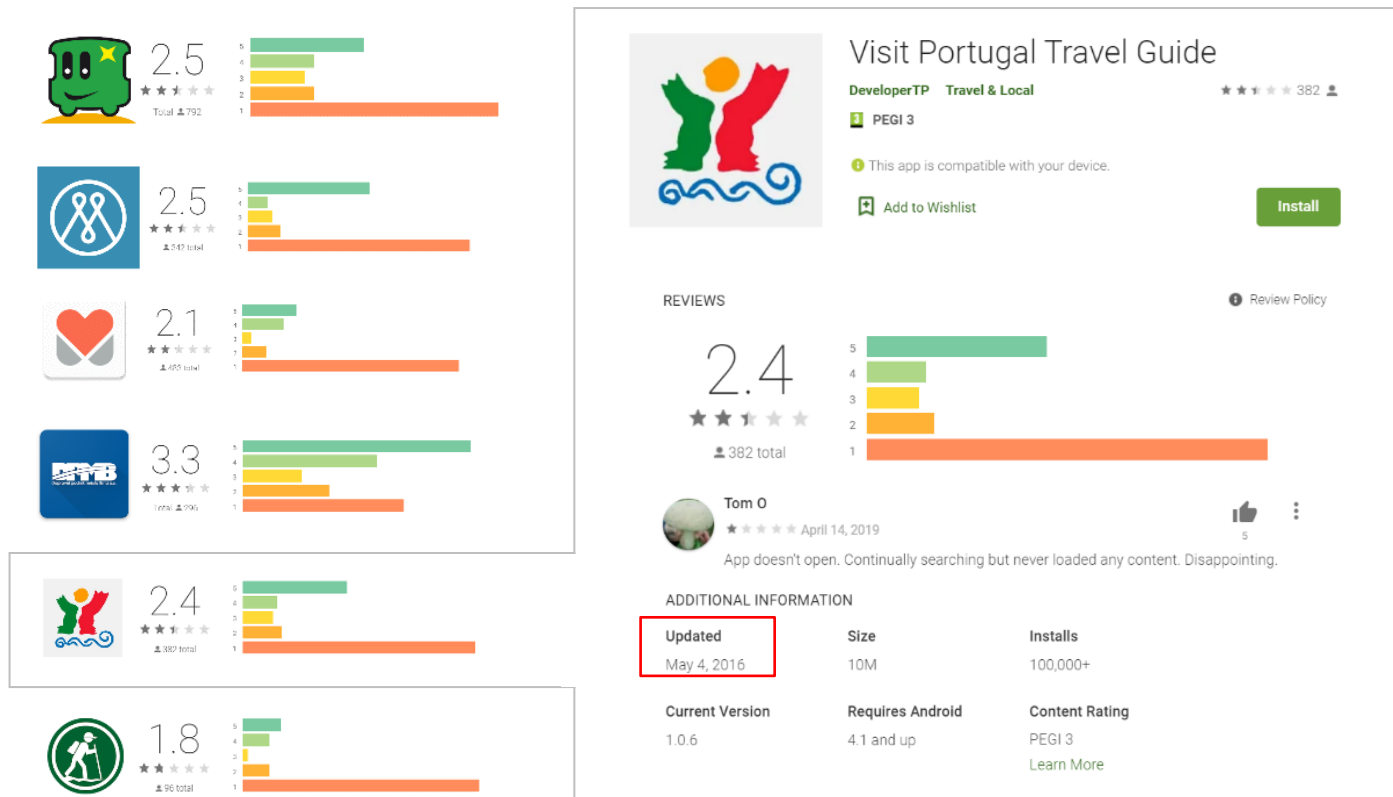
“Amsterdam is cutting tourist accommodations.”
The Mayor

“Crowds and cruise ships have ruined’ Dubrovnik”
Telegraph UK

“Venice is set to become the first city in the world to charge most of its visitors an entry fee.”
Prestige



Tourism organizations want to inspire travelers, but **fail developing their own apps**



Poor waterfall design

Expensive (€100k-2M) lengthy (6-12 months) outsourced development

Crashes after 2-3 years without updates

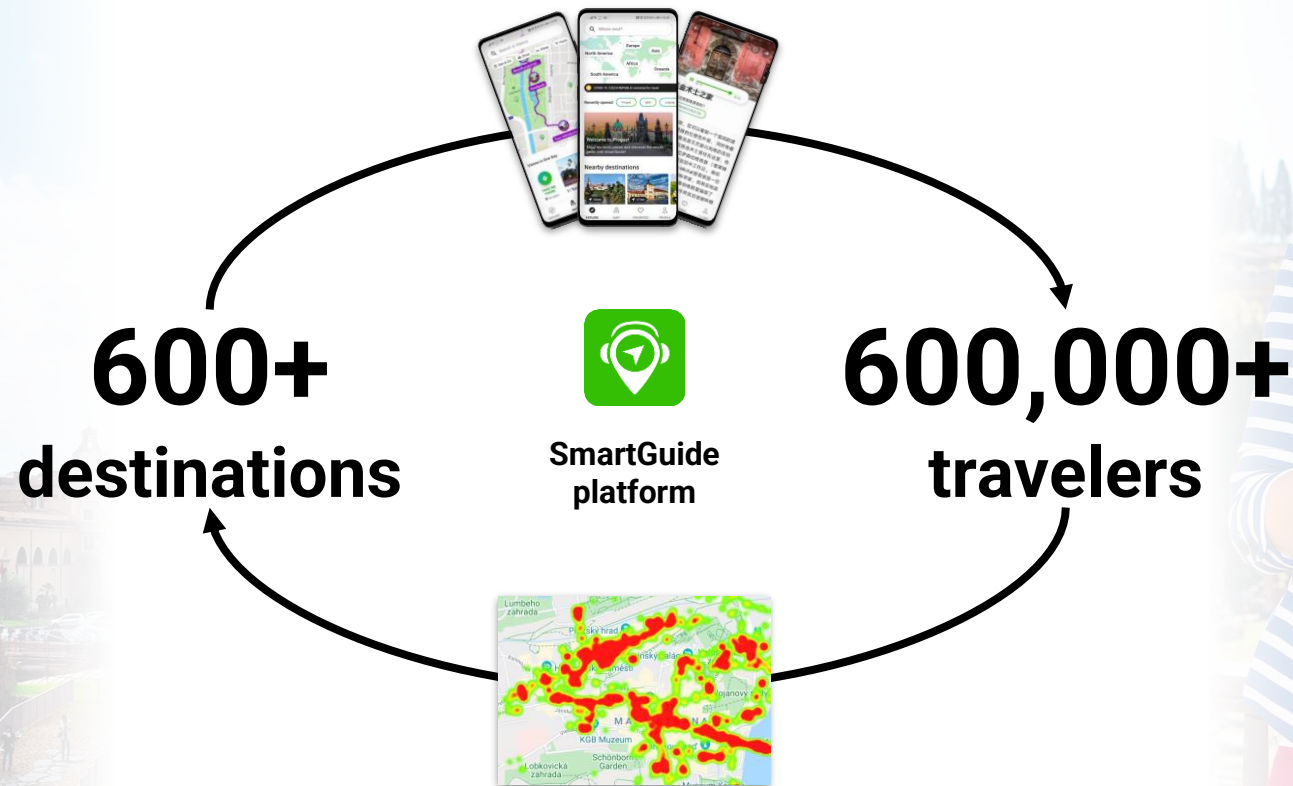
Visitors don't want different apps for each destination

Nobody downloads apps that have no downloads



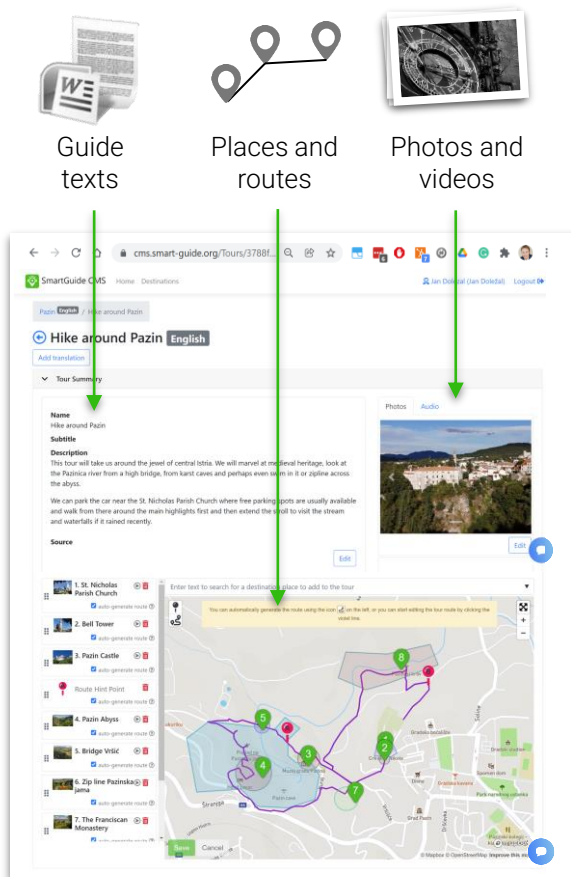
SmartGuide

SmartGuide is a global **digital guide platform**



It only takes **hours** to publish a professional guide

Content Management System

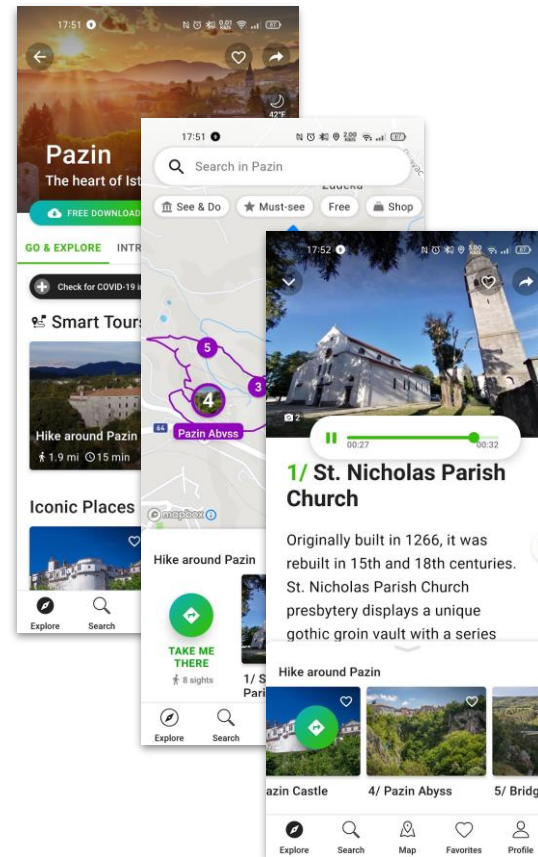


Few hours

New SmartGuide



Automated
maps and
audio



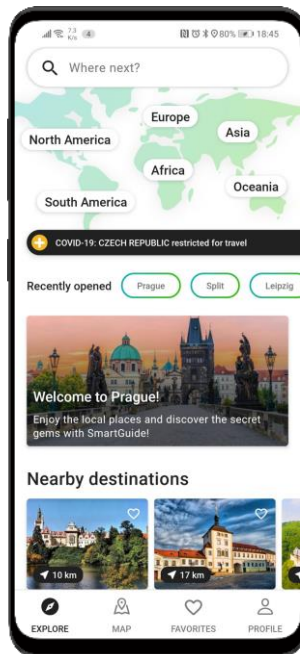
- Simple **web editor**
- Smart **route generation**
- Automatic TTS **audio**
- Easy DeepL **translations**
- Quick content **updates**
- **No IT** development



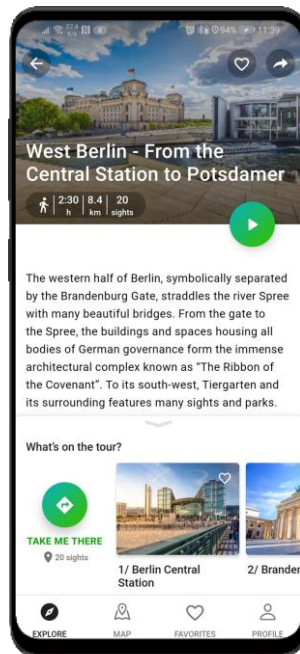
SmartGuide

An engaging **personal tour guide** in every phone

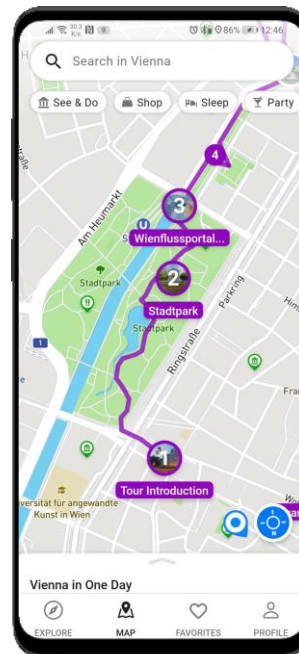
600 guides in
a single app



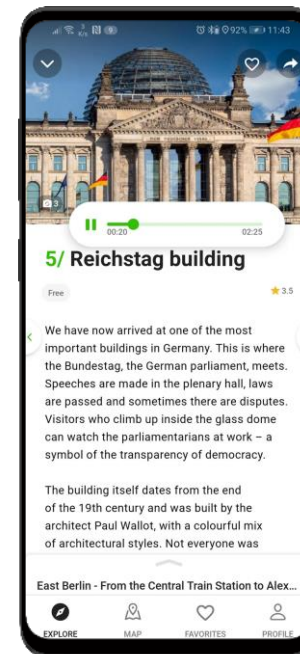
Self-guided
audio tours



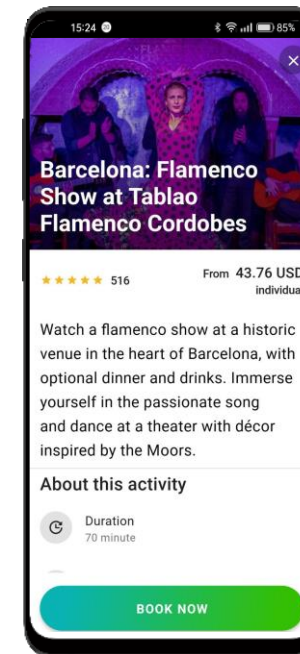
Offline maps
and itineraries



Engaging stories
play as you walk



Top local
experiences



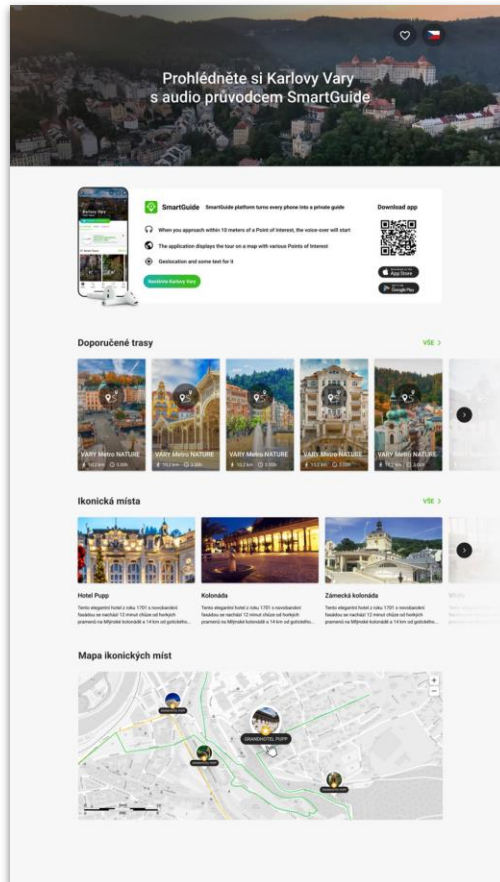
Localized in
14 languages
supported



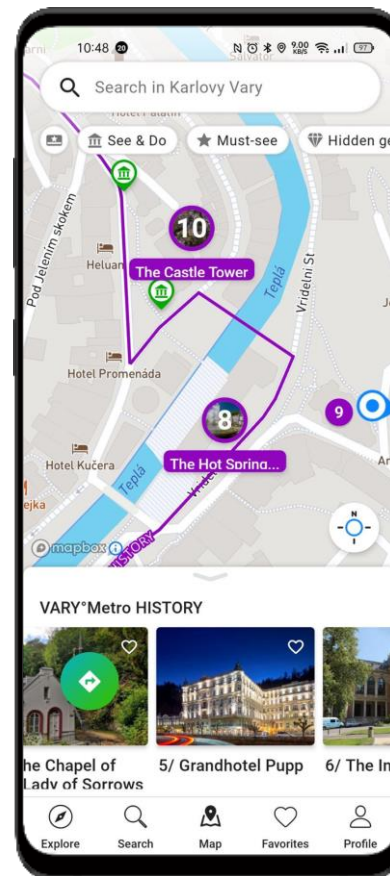
SmartGuide

Add the guide on **any website** with **1 line of code**

Your website for planning



App for exploring



- Add just **one line of code** on your website
- **Synchronized** content
- **Seamless** transition
- **Responsive** design allows to use web on mobile as well
- App adds audio, geolocation and offline for **best experience on the go**



SmartGuide

SmartGuide takes care of all maintenance and support

Reliable global cloud-based technology

- **Data stored securely** on Microsoft Azure cloud with **99.99%** uptime 24/7
- **Fast** global availability via Content Delivery Network
- **Unlimited scalability**



Full app maintenance and automatic updates

- **App up to date** to reflect latest Android and iOS changes
- **Automatic app updates** for all your users
- **Zero maintenance** on your side (unlike custom apps)



Customer support and data protection

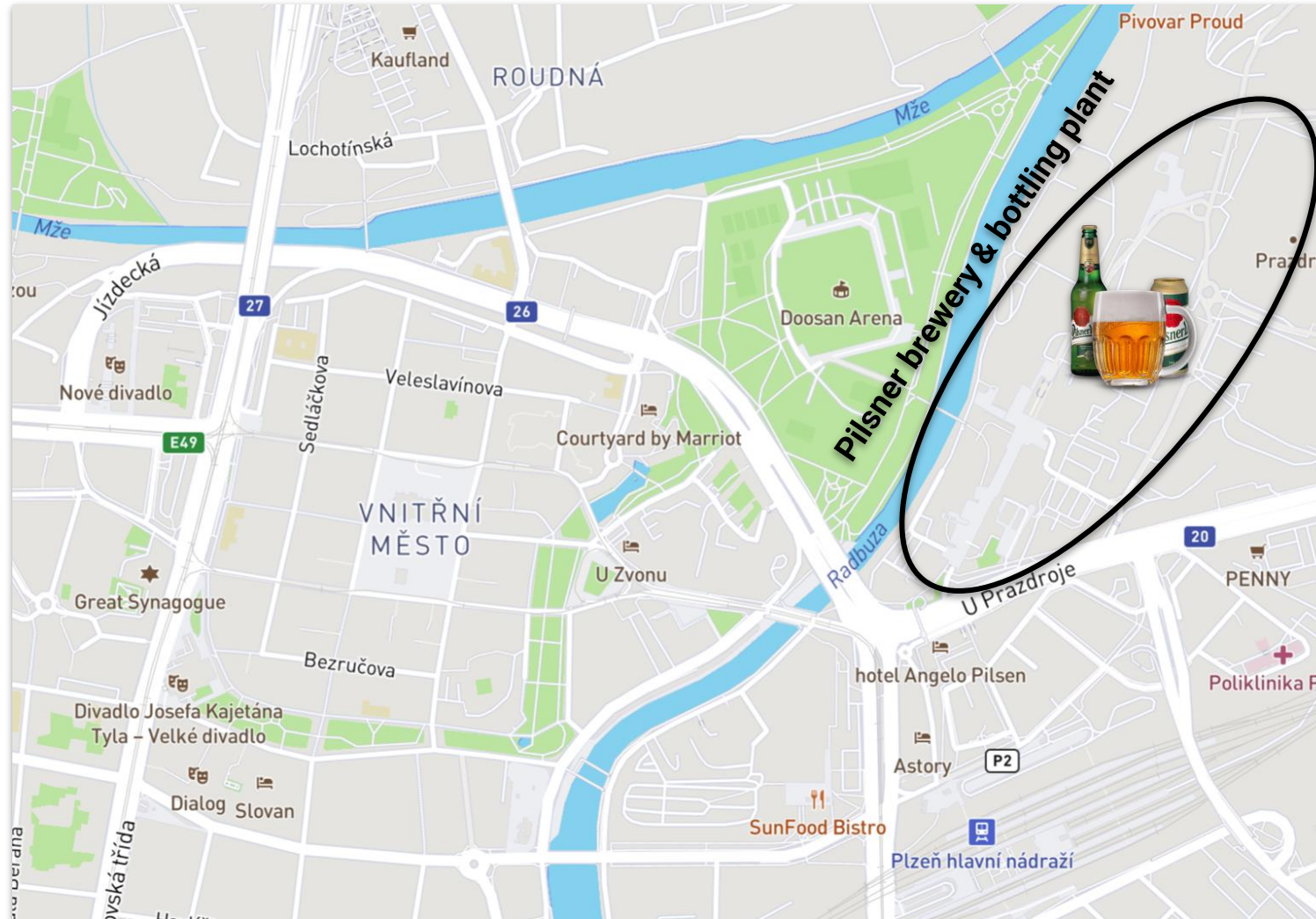
- **Dedicated account manager** as a single point of contact for you
- **Full customer support** of app end-users by SmartGuide
- **GDPR compliant** handling of user data



Inspiring tourists in Pilsen beyond Pilsner



Inspiring tourists in Pilsen beyond Pilsner

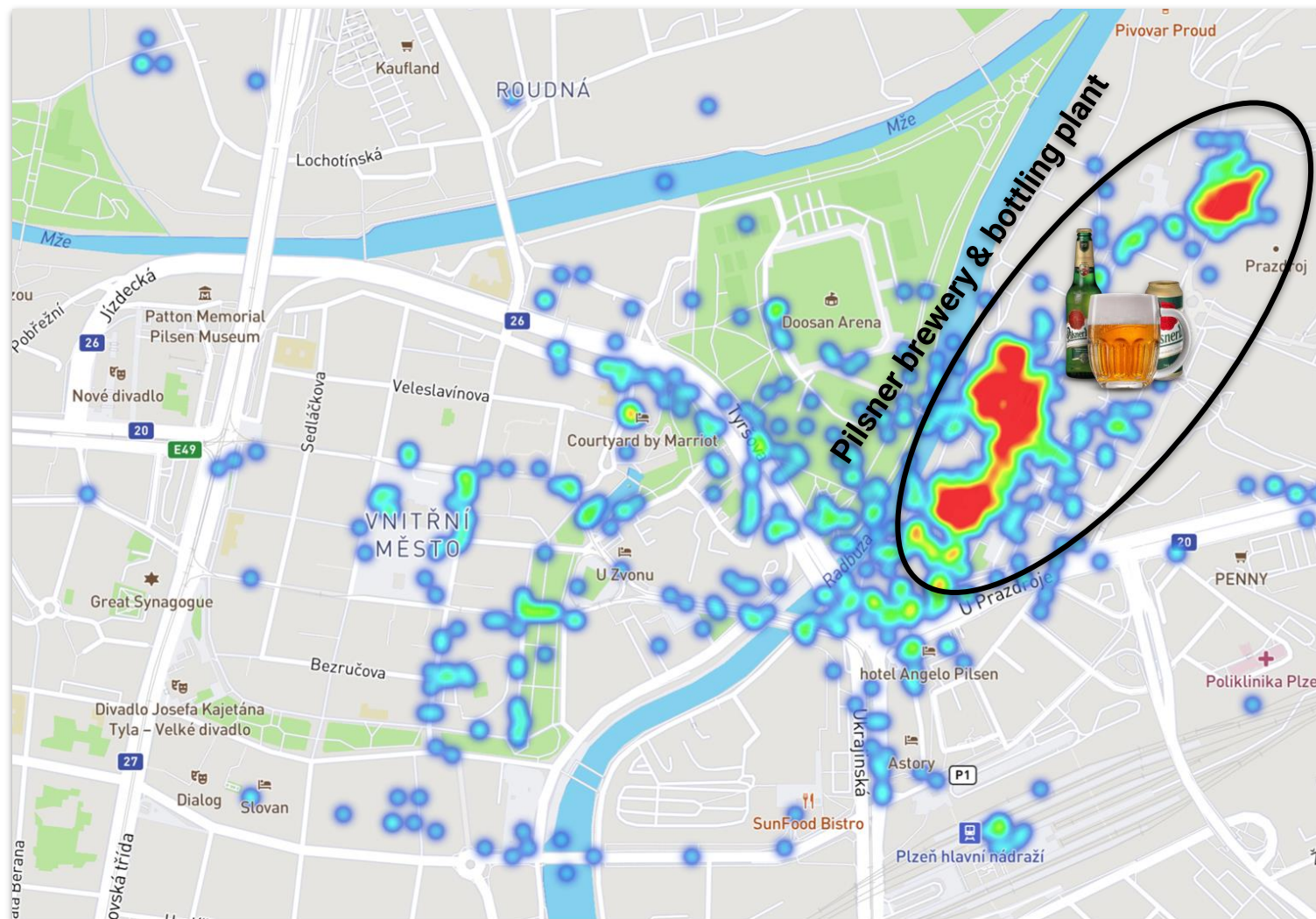


Inspiring tourists in Pilsen beyond Pilsner



Spanish tourists
(**no city guide** in Spanish)

Inspiring tourists in Pilsen beyond Pilsner

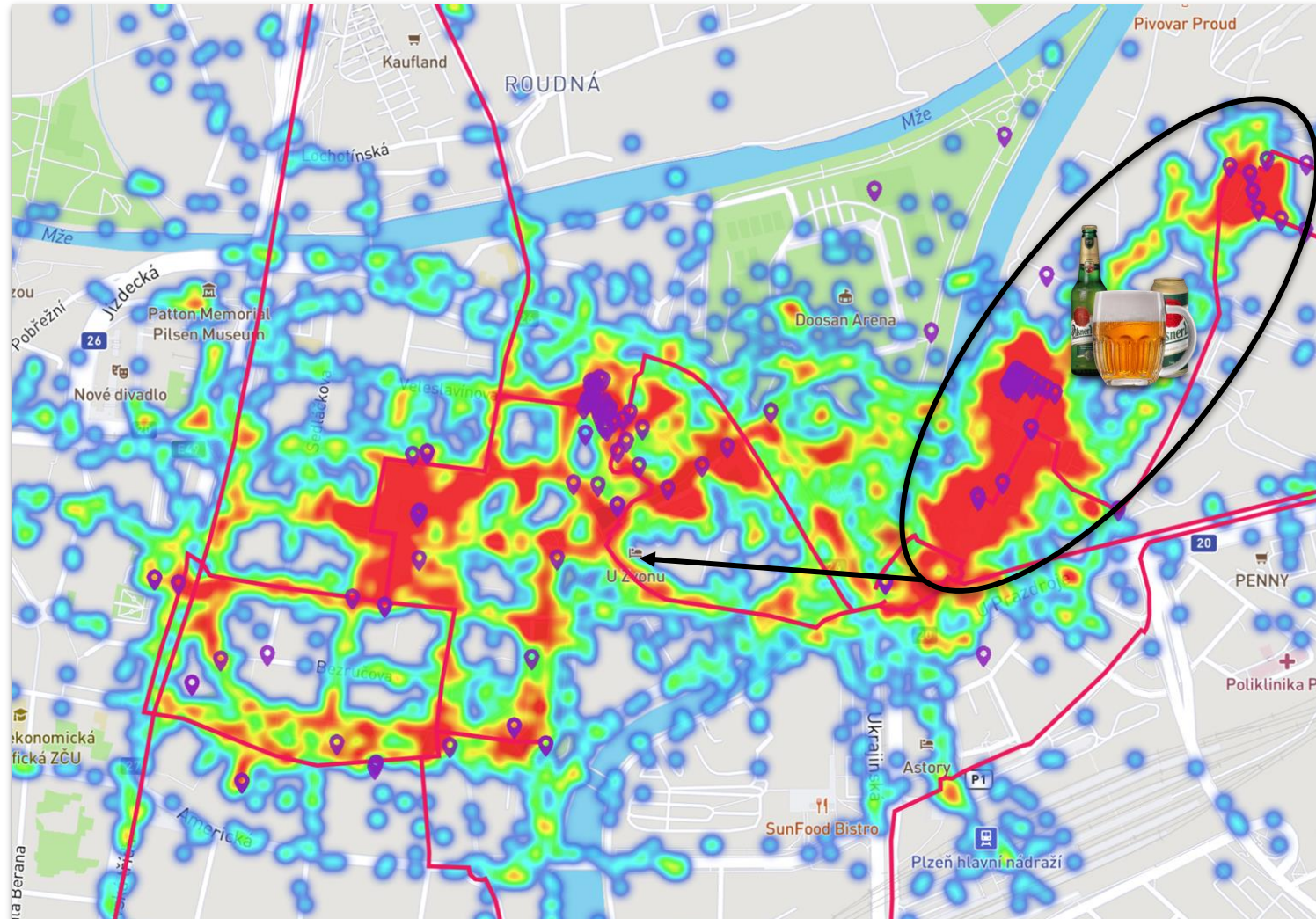


French tourists
(no city guide in French)

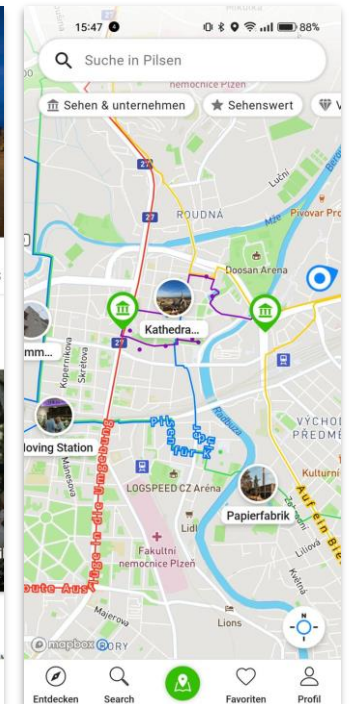


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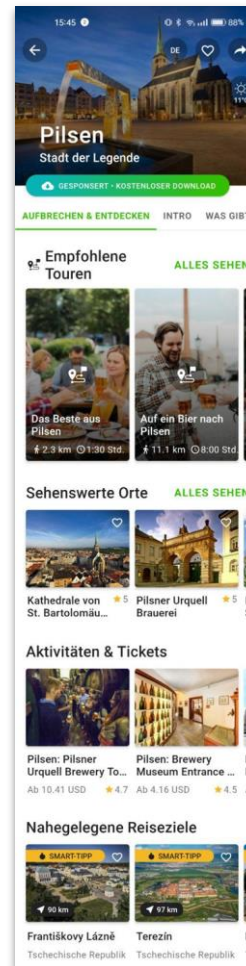
Inspiring tourists in Pilsen beyond Pilsner



German tourists
(city guide in German)



Inspiring tourists in Pilsen beyond Pilsner

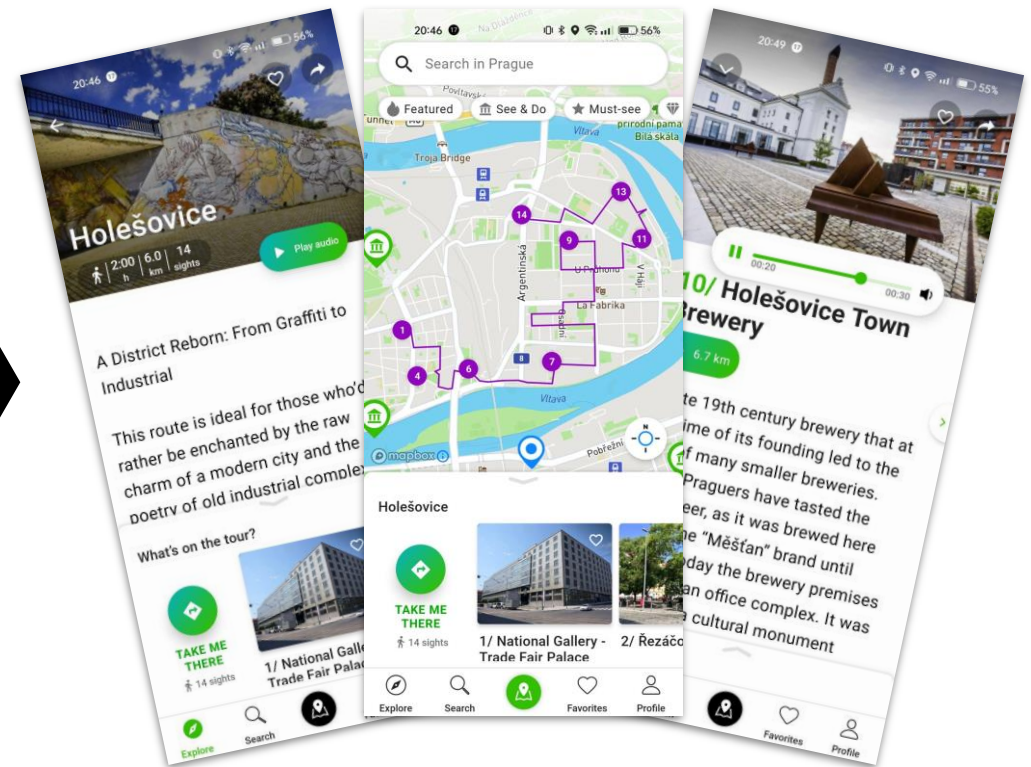




— EXAMPLE

prague
city tourism

Prague city tourism **digitized** its **off the beaten path** walking tours on SmartGuide



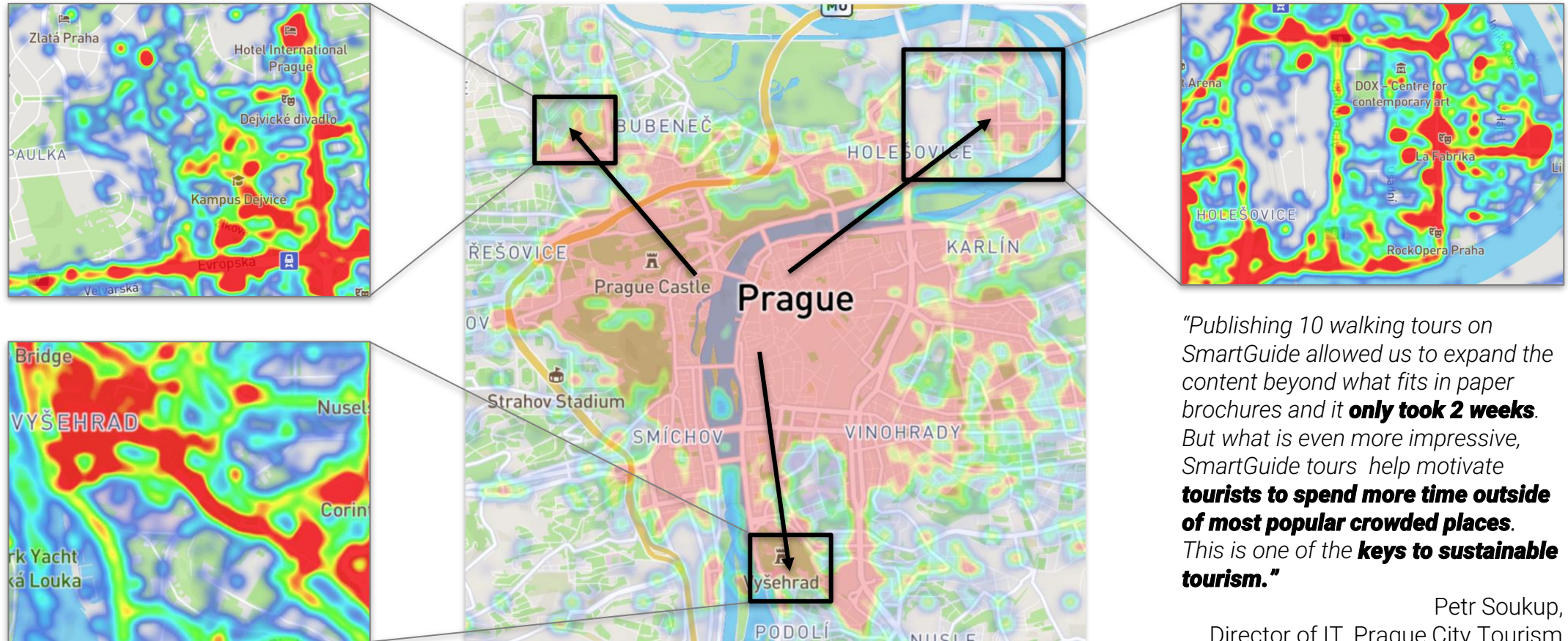
SmartGuide



EXAMPLE

prague
city tourism

Interesting content inspired tourists in Prague to spend **30% of their time** outside of the crowded city center



"Publishing 10 walking tours on SmartGuide allowed us to expand the content beyond what fits in paper brochures and it **only took 2 weeks**. But what is even more impressive, SmartGuide tours help motivate **tourists to spend more time outside of most popular crowded places**. This is one of the **keys to sustainable tourism**."

Petr Soukup,
Director of IT, Prague City Tourism



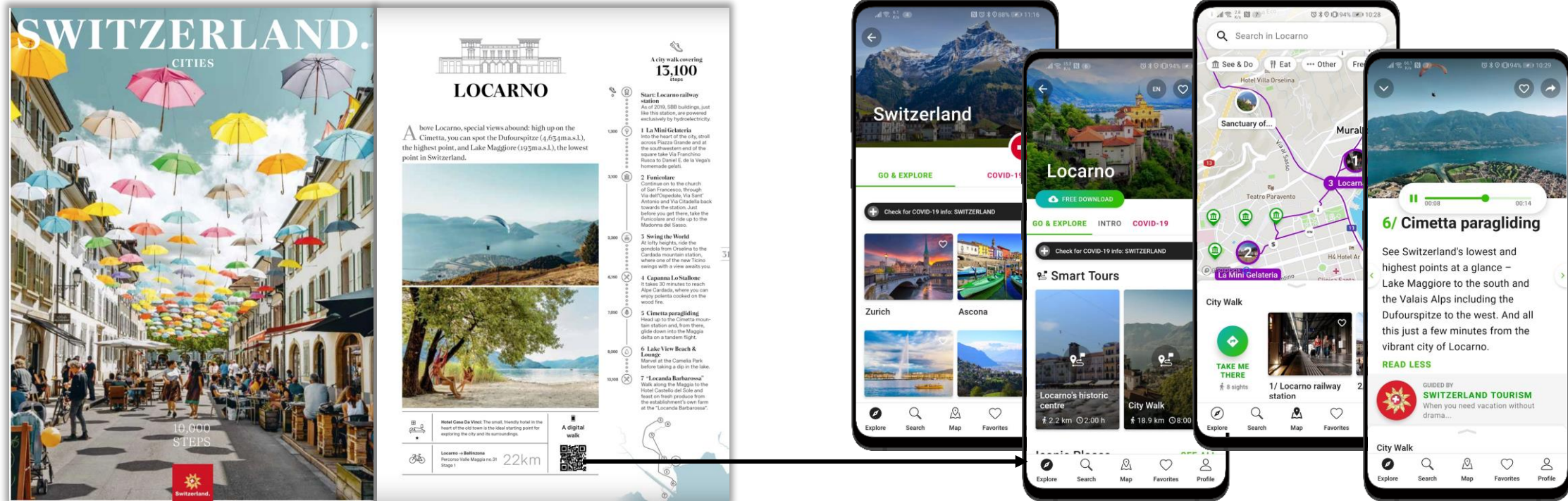
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— EXAMPLE

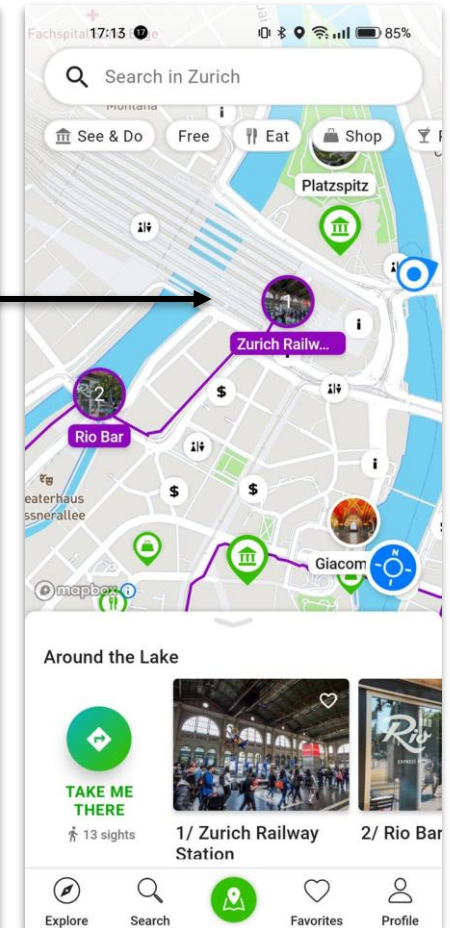
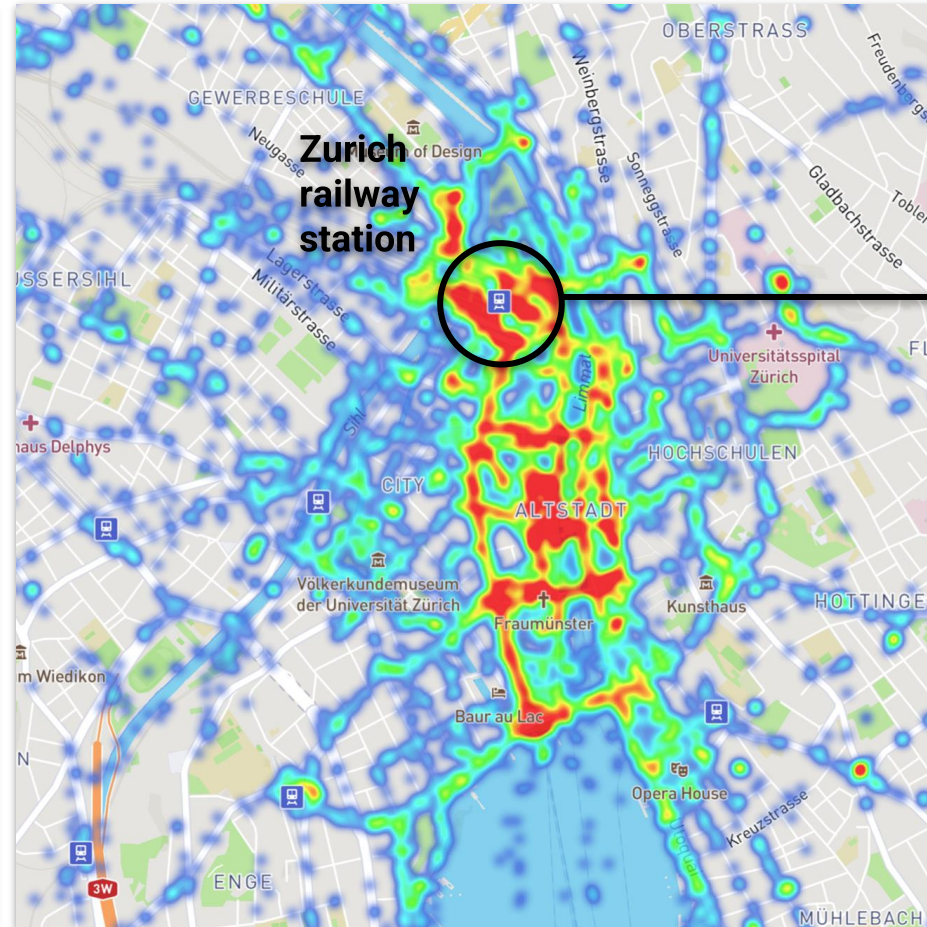
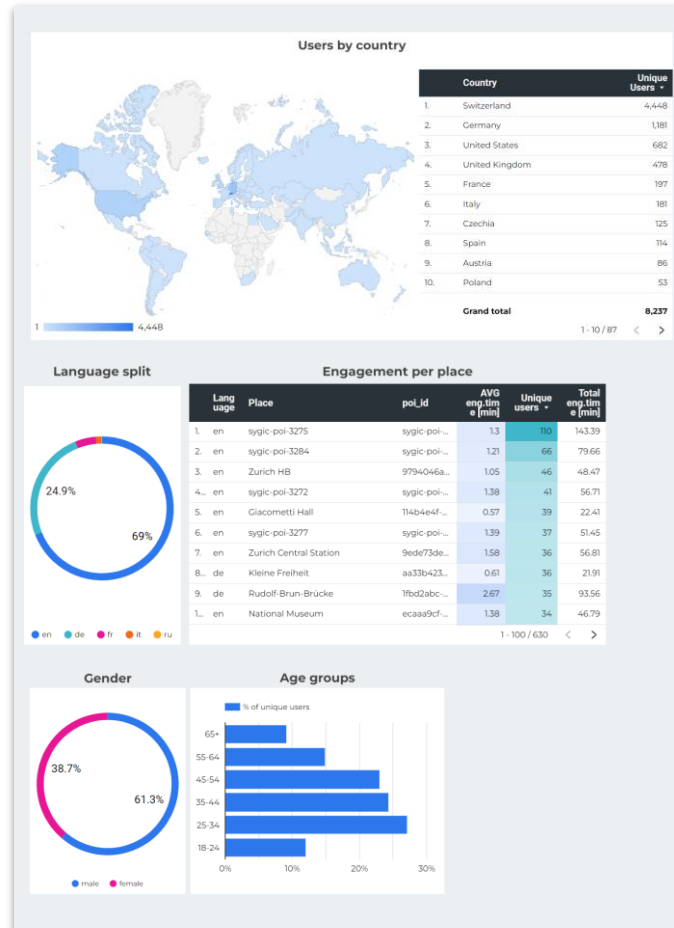


Switzerland Tourism digitized **24 city guides** with **38 self-guided tours** in **4 languages** in **just 6 weeks**



SmartGuide

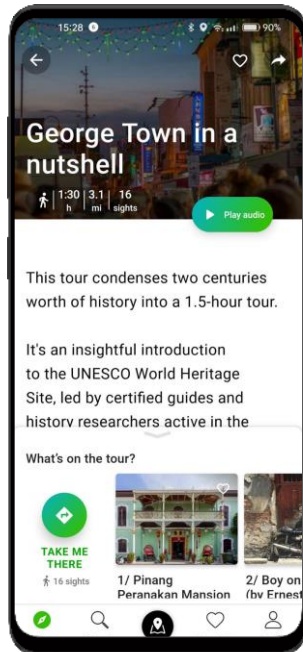
Understanding how tourists explore Zurich to design the right content



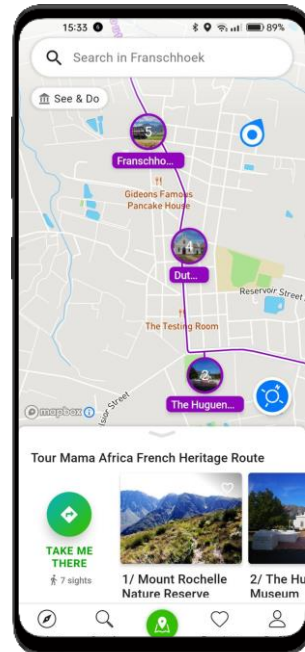
EXAMPLE

SmartGuide also helps **small towns** to inspire visitors to come and spend **more time**

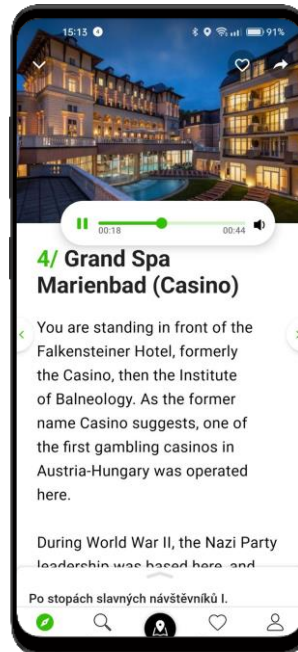
George town
Malaysia



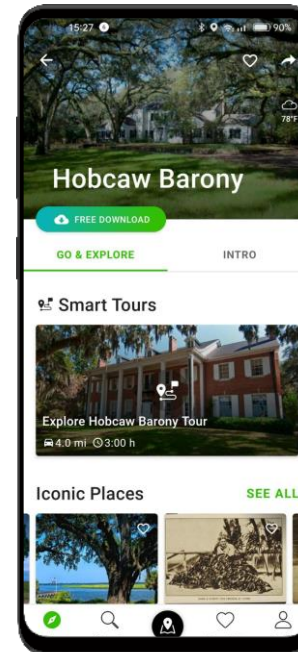
Franschhoek
South Africa



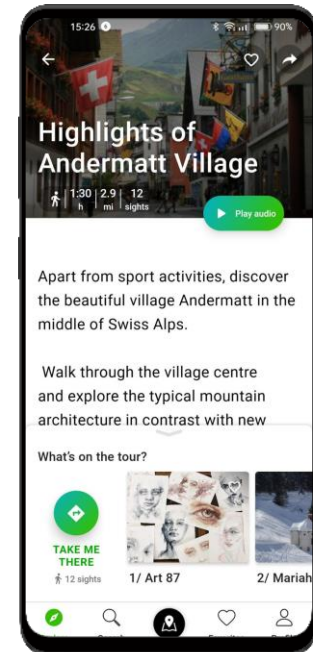
Marienbad
Czech Republic



Hobcaw Barony
USA

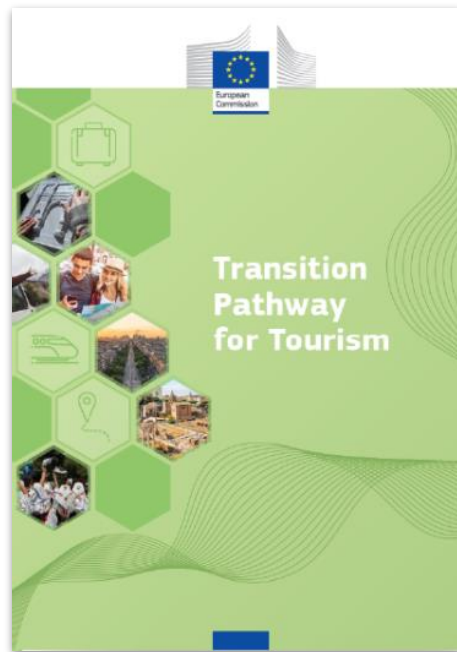


Andermatt Village
Switzerland



SmartGuide

SmartGuide joined the call with 5 pledges



Topic 09: **Data-driven tourism services**

Topic 10: **Improving the availability of online information on tourism offer**

Topic 16: **Support for digitalisation of tourism SMEs and destinations**

Topic 15: **R&I for digital tools and services in tourism**

Topic 26: **Tourism services for visitors and residents alike**



Are you ready to join the future of travel?



Jan Dolezal

SmartGuide CEO

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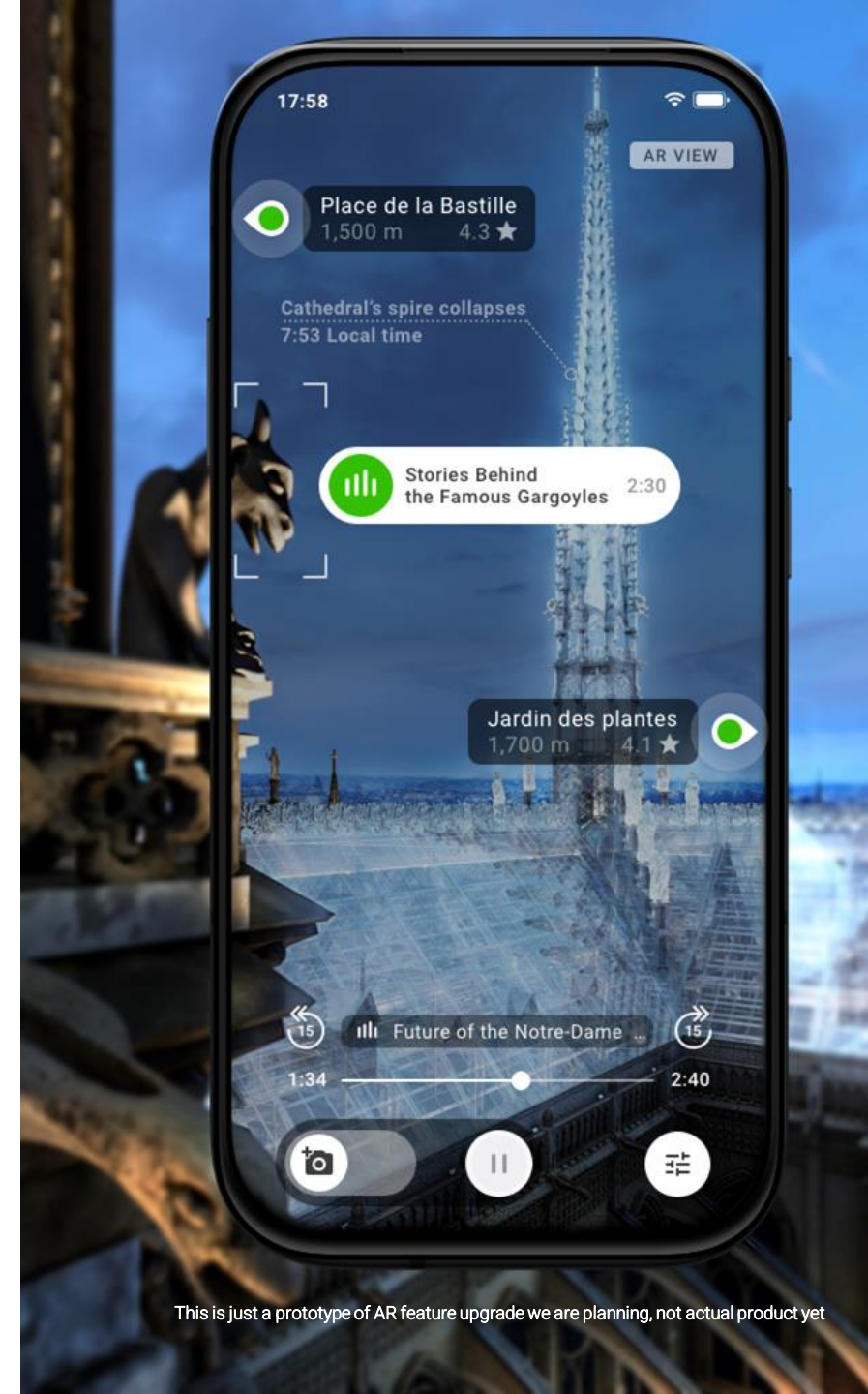
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This is just a prototype of AR feature upgrade we are planning, not actual product yet