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Circulation by Motivation

**A way to create engaged visitors
and sustainable tourism**



Last Year

+5%

International Tourist Arrivals
in Europe



563
million
arrivals in Europe

“ **52%** of global tourism ,,

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By 2020

717

million

arrivals in Europe



Top 10 destinations in Europe

388.6 million

arrivals in these destinations

France	1	6	United Kingdom
Spain	2	7	Russia
Italy	3	8	Austria
Turkey	4	9	Ukraine
Germany	5	10	Greece





Top 10 destinations in Europe

69%

of total arrivals in Europe



- | | | |
|---------|----------|------------------|
| France | 1 | 6 United Kingdom |
| Spain | 2 | 7 Russia |
| Italy | 3 | 8 Austria |
| Turkey | 4 | 9 Ukraine |
| Germany | 5 | 10 Greece |



Have you seen the problem?



T r a f f i c

B o u n c e r a t e

User engagement



European Destinations



1st

France



3rd

Italy



10th

Greece



Distribution





Main Problem

of under-promoted locations

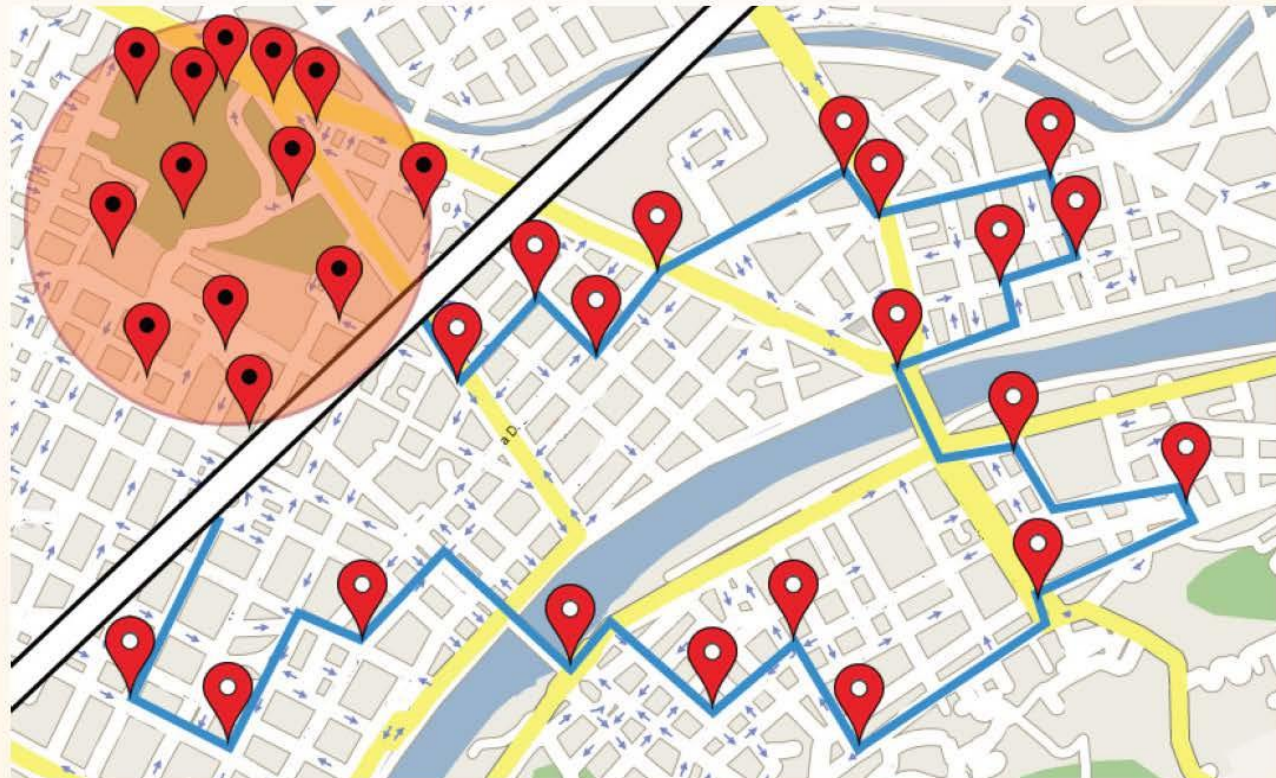




Tourists

Lack of knowledge

**Not enough motivation
to circulate**



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**Thousands of interesting places
only known to locals**



In a nutshell

Uneven distribution of tourists

Underpromoted locations

No opportunities

to discover new places

to circulate

Local experts can help (how?)

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a platform that offers tourists
a fun way to discover new places

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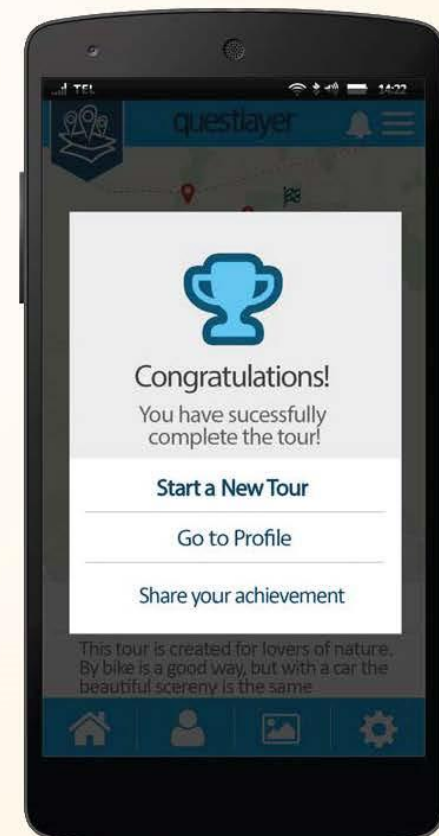
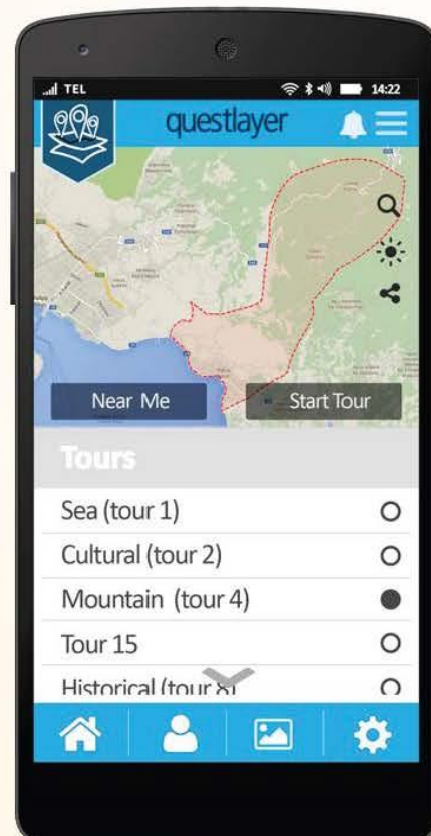
How it works

Tourists

Choose a tour



Complete the tour



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Motivation



Tours

are created by

local authorities

tourism experts

tourism related businesses



Benefits

Local businesses are revived

Big steps towards sustainability

Equal promotion



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a fun way to discover new places

Thank You!



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