

AskWhere - Informational Support for Touristic Destination  
Selection and Trip Planning

# Final Review Meeting

January 26, 2023

**Introduction**

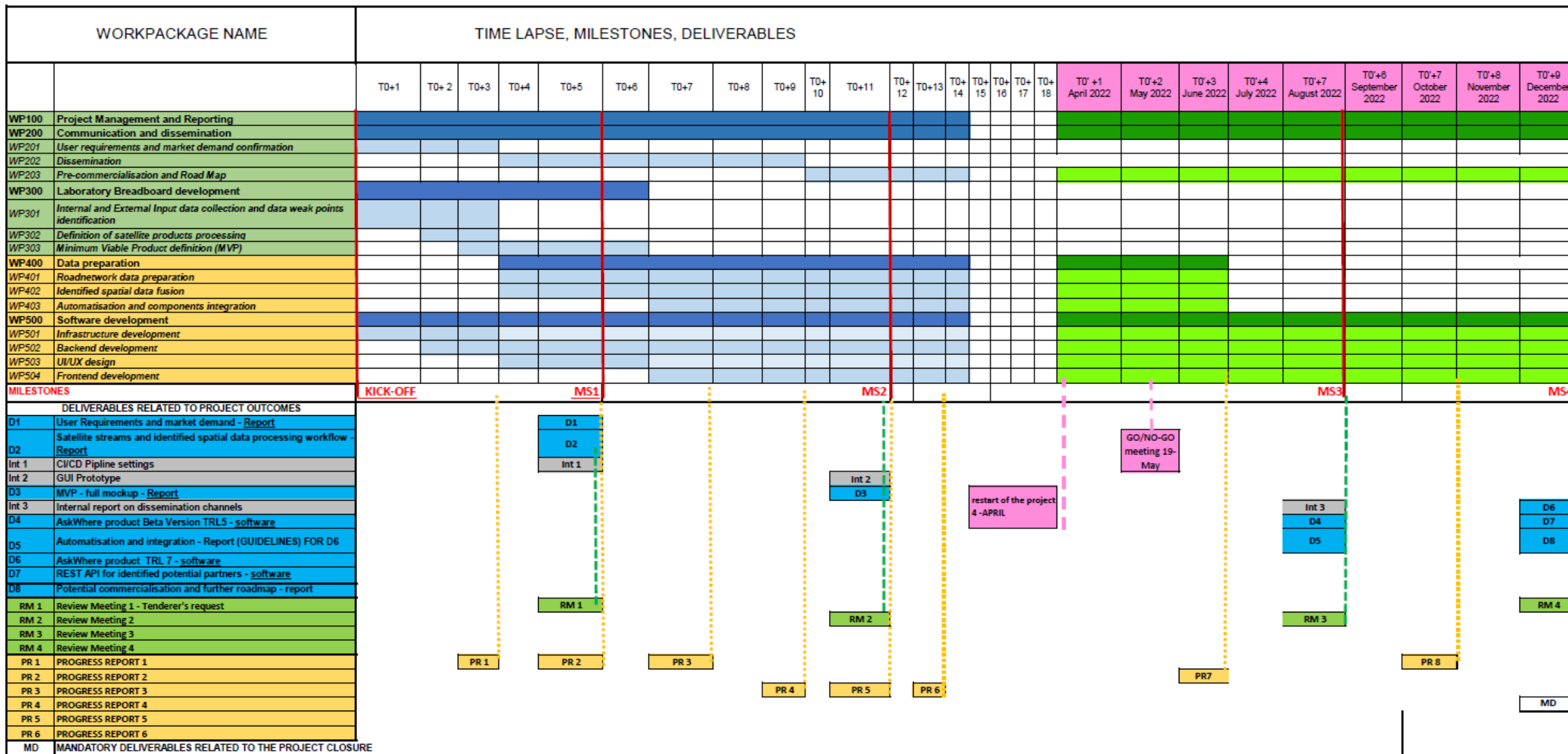
**D6 AskWhere App, TRL7**

**D7 REST API for identified potential partners**

**D8 Potential commercialization and further roadmap – report**

**Contractual issues**

# Project's Gantt Chart



## Deliverable

## Date

## Status

D1 User Requirements and market demand report

MS 1.

Accepted

D2 Satellite streams and identified spatial data processing workflow report

MS 1.

Accepted

D3 Full mock-up of MVP

MS 2.

Accepted

D4 App (end-user focused) beta version, TRL5

MS 3.

Accepted

D5 Automatization and integration - Report

MS 3.

Accepted

D6 AskWhere App, TRL7

MS 4.

Under evaluation

D7 REST API for identified potential partners

MS 4.

Under evaluation

D8 Potential commercialization and further roadmap - report

MS 4.

Under evaluation

## AskWhere application's tools

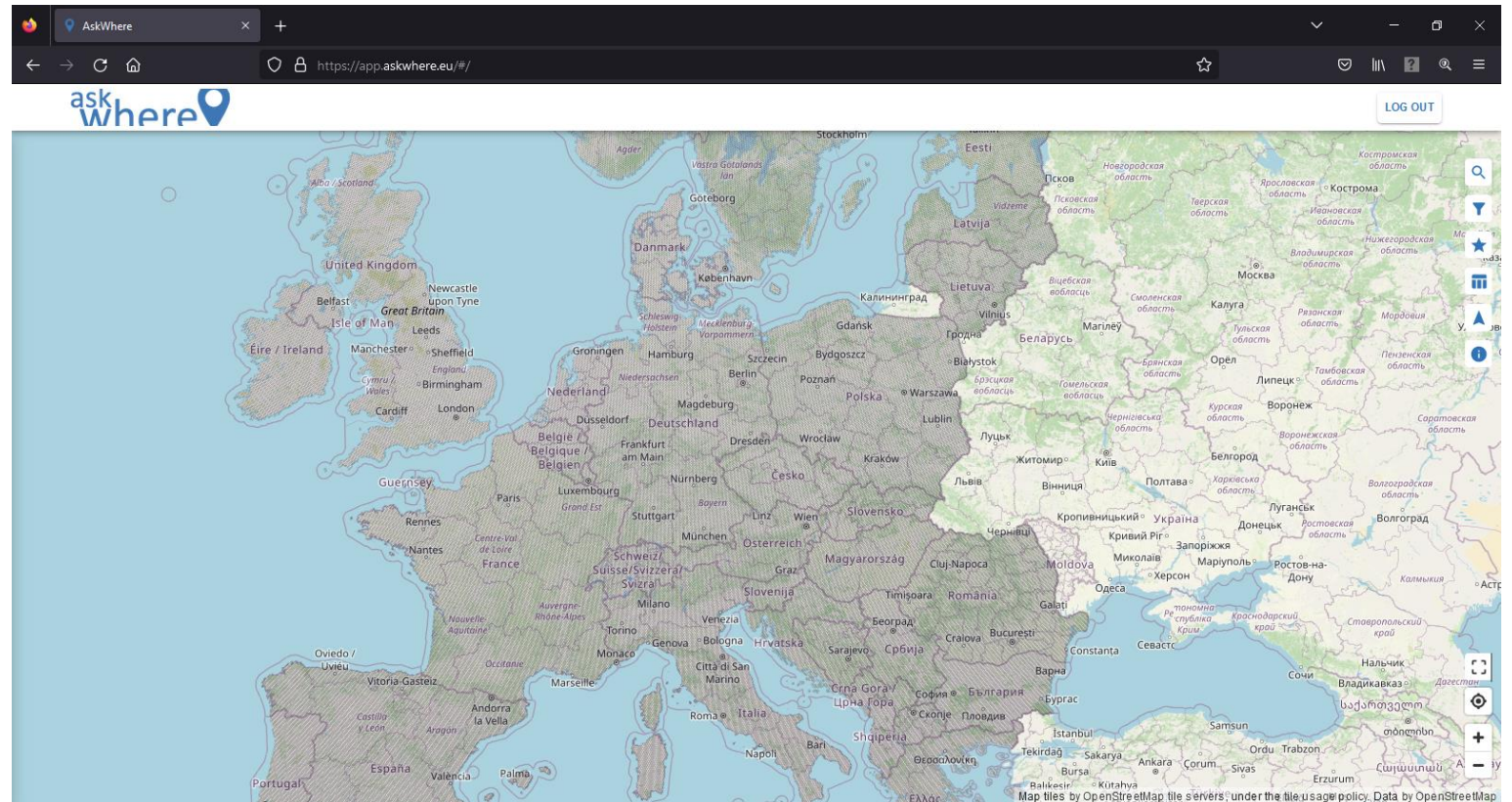
AskWhere is an application supporting selection of touristic destination and trips planning.

The map window displays reference hexagonal grid that stores thematic description of each of the cells.

The app provides several tools to explore touristic potential of Europe and plan your trips and outdoor activities:

- **Destinations Filter**
- **Destinations Rating**
- **Destinations Benchmarking**
- **Trip Planner**
- **Destination Info**

The app is available under <https://app.askwhere.eu/>. To get full access to the app functionality please log in using the LOG IN button in the upper right screen corner. You are signing without password, just provide your email and confirm using the link that you receive via email. After the confirmation you are redirected to the app and you can use its full capabilities.

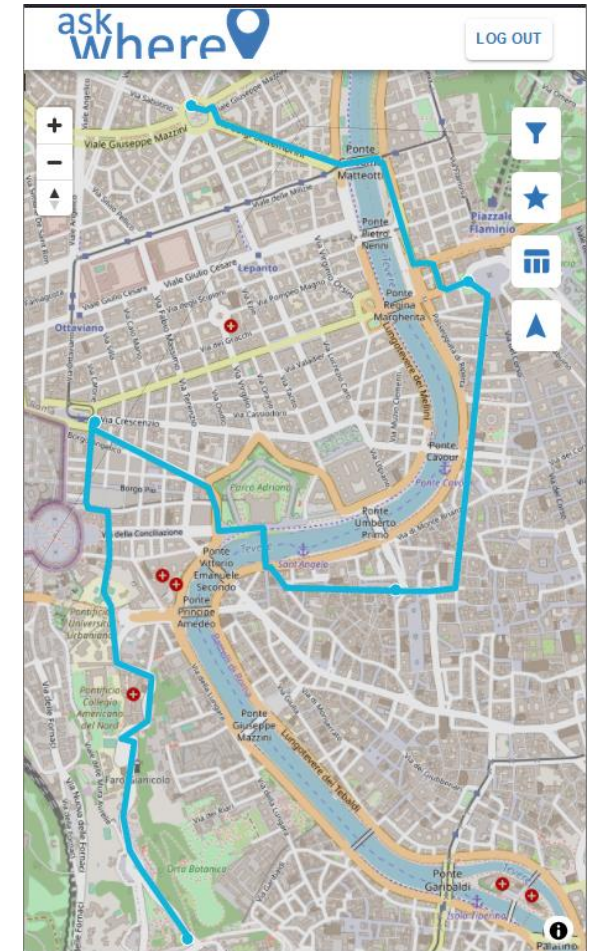
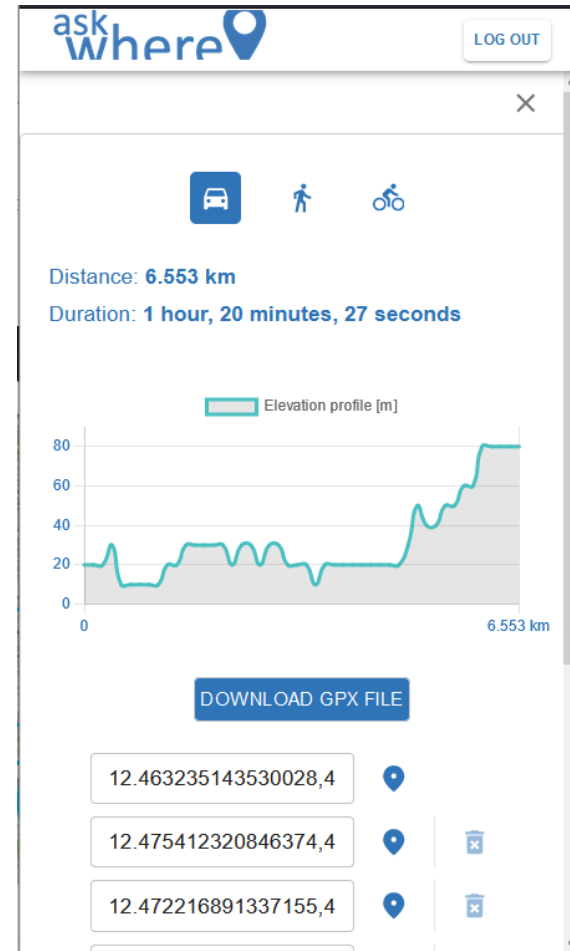


## Responsiveness

Assures proper and readable content display and interaction on all devices accessing the portal.

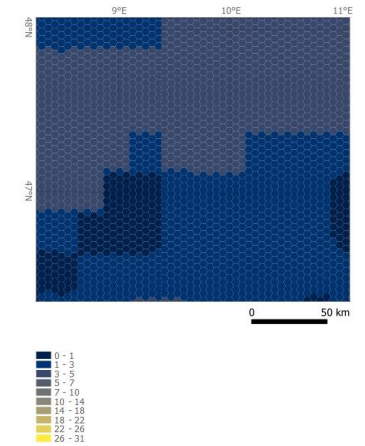
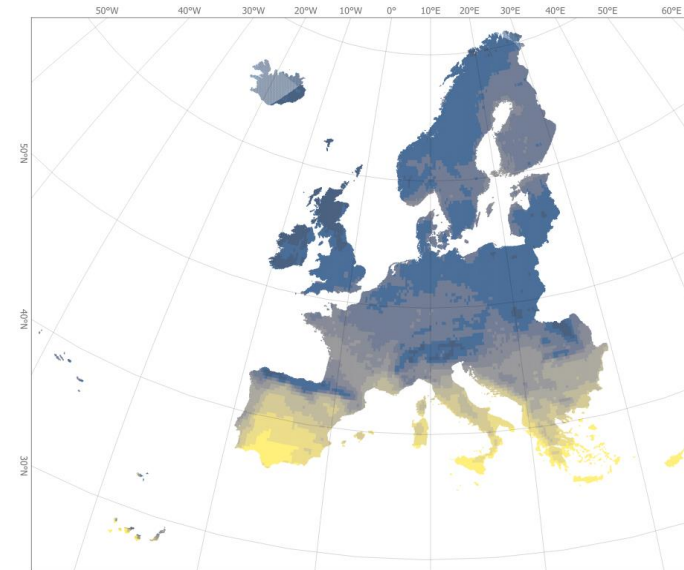
The solution supports **scaling and rebuilding of elements** of the interface in response to resolution, orientation and size of device used to explore the application.

To further increase readability on mobile devices **icons and charts** were applied to present the informational content.

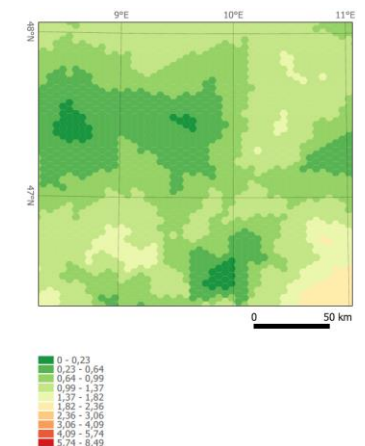
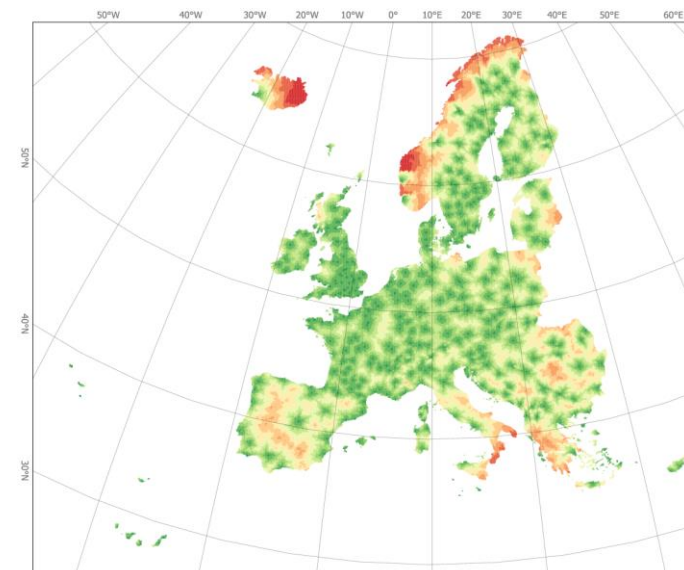


## Database status

Attribute name	Definition
<b>Id code</b>	Identification code
<b>Country name</b>	Political division
<b>Sunny days</b>	Average monthly number of sunny days
<b>Rainy days</b>	Average monthly number of rainy days
<b>Snow cover</b>	Average monthly number of days with snow cover
<b>Max Air Temperature</b>	Average monthly maximum daily air temperature [°C]
<b>Min. Air Temperature</b>	Average monthly minimum daily air temperature [°C]
<b>Vegetation development</b>	Average monthly vegetation development status [%]
<b>Water temperature</b>	Average monthly maximum daily surface water temperature [°C]
<b>Air pollution</b>	Air pollution index [scale 1 – 5]
<b>Landscape</b>	Dominant type of landscape
<b>Landscape attractiveness</b>	Landscape attractiveness index [scale 1 – 10]
<b>Hotels availability</b>	Accommodation services availability [scale 1 – 5]
<b>Restaurants availability</b>	Gastronomic services availability [scale 1 – 5]
<b>Shops availability</b>	Retail availability index [scale 1 – 5]
<b>Entertainment availability</b>	Entertainment services availability index [scale 1 – 5]
<b>Sport facilities availability</b>	Sport services availability index [scale 1 – 5]
<b>City above 100k accessibility</b>	Travel time to the nearest city above 100k of inhabitants [h]
<b>Railway station accessibility</b>	Travel time to the nearest railway station [h]
<b>Airport accessibility</b>	Travel time to the nearest airport [h]
<b>Sea or ocean beach accessibility</b>	Travel time to the nearest sea or ocean beach [h]
<b>Touristic popularity</b>	Touristic popularity index [scale 1 – 5]
<b>Local services costs</b>	Local services costs index [scale 1 – 5]



Average monthly number of sunny days - July



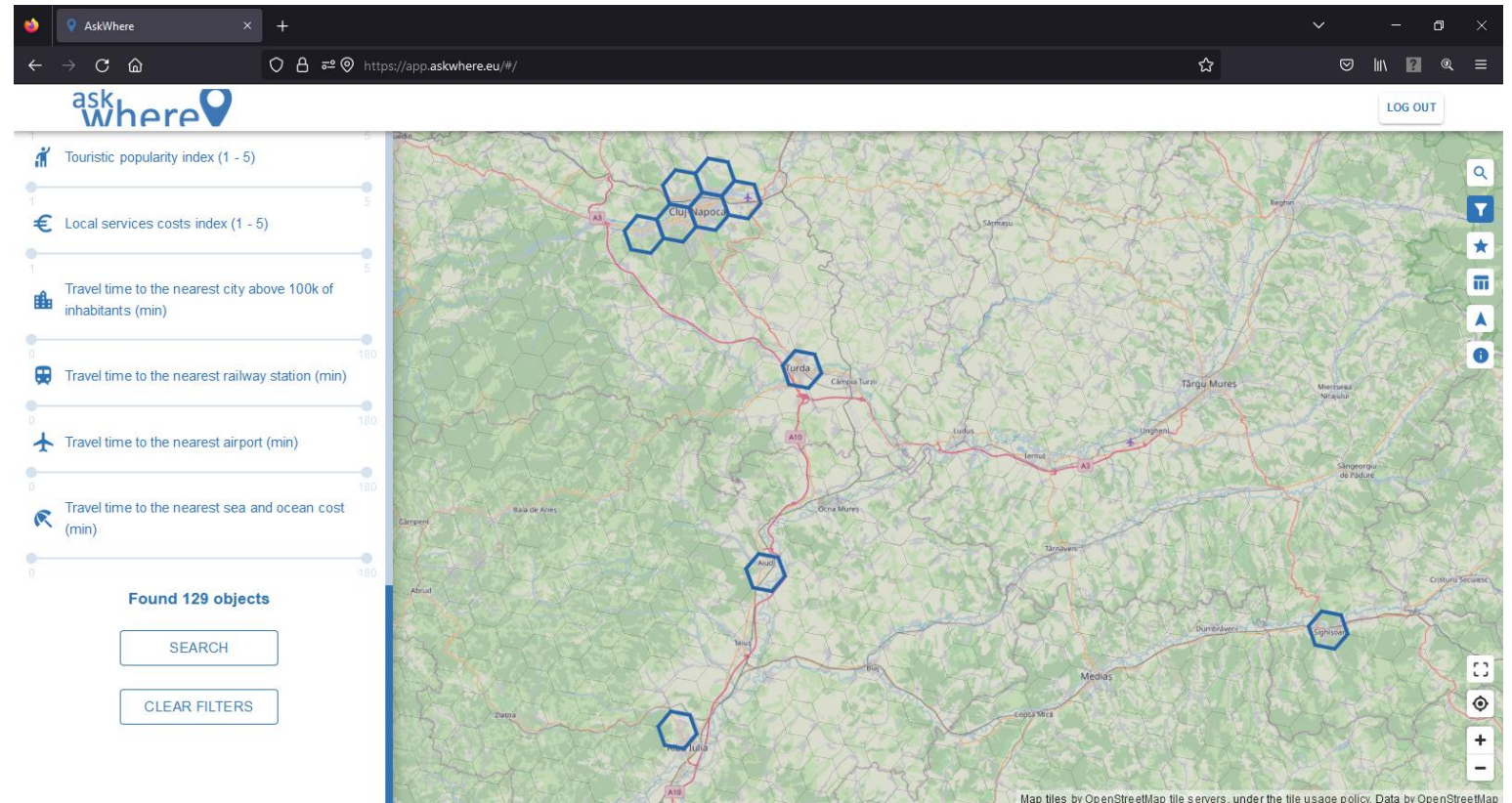
Airport accessibility

## Destinations Filter

This is a tool that allows to find locations in Europe that fits user's criteria for potential travel destination.

It bases on regular grid of 5km wide hexagonal cells covering application service region. Each cell – destination – is described with wide variety of criteria.

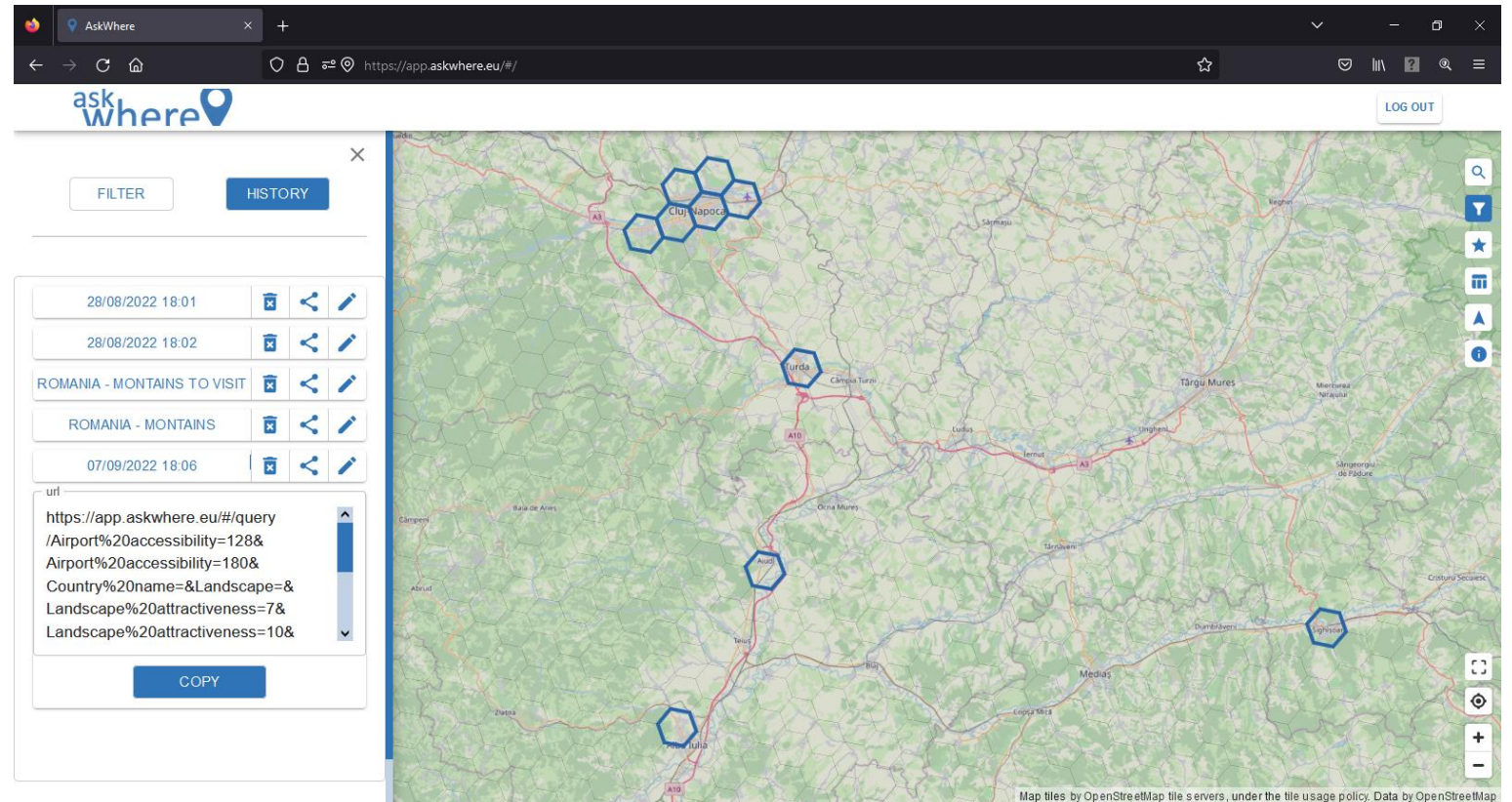
Using Destination Filter users can select those that meet their expectations.



## Destinations Filter

Clicking HISTORY button in the top of the panel displays the history of user's filtering operations.

Filters can be uploaded into the app, by clicking the identifier, as well as removed, shared (via permalink) and renamed using subsequent buttons in the row.



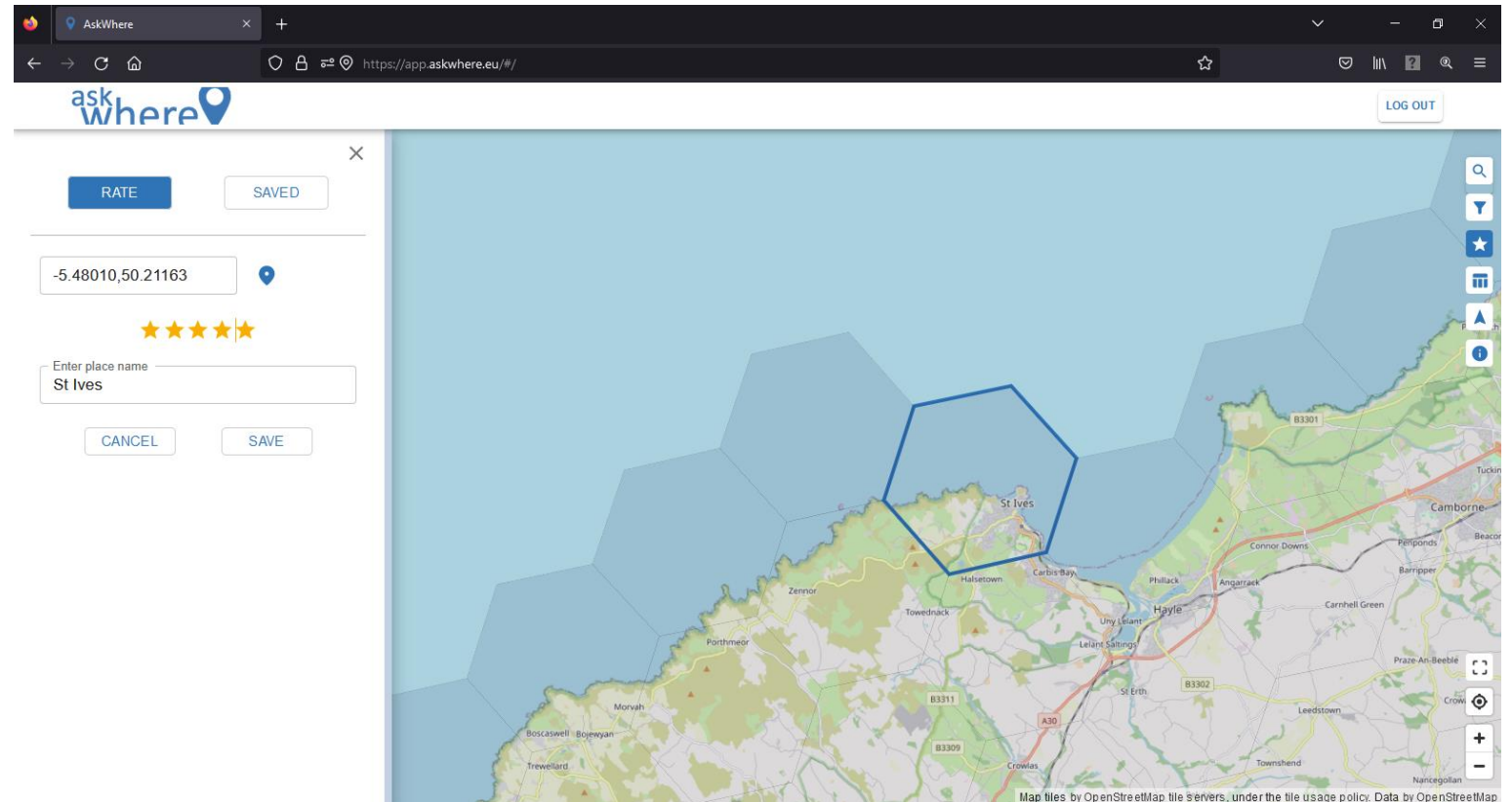
## Destinations Rating

The tool allows to save ratings of certain locations, and share it. Selecting the Destinations Rating icon opens the tool.

Using map navigation tools allows for zoom the map to location selected to be rated.

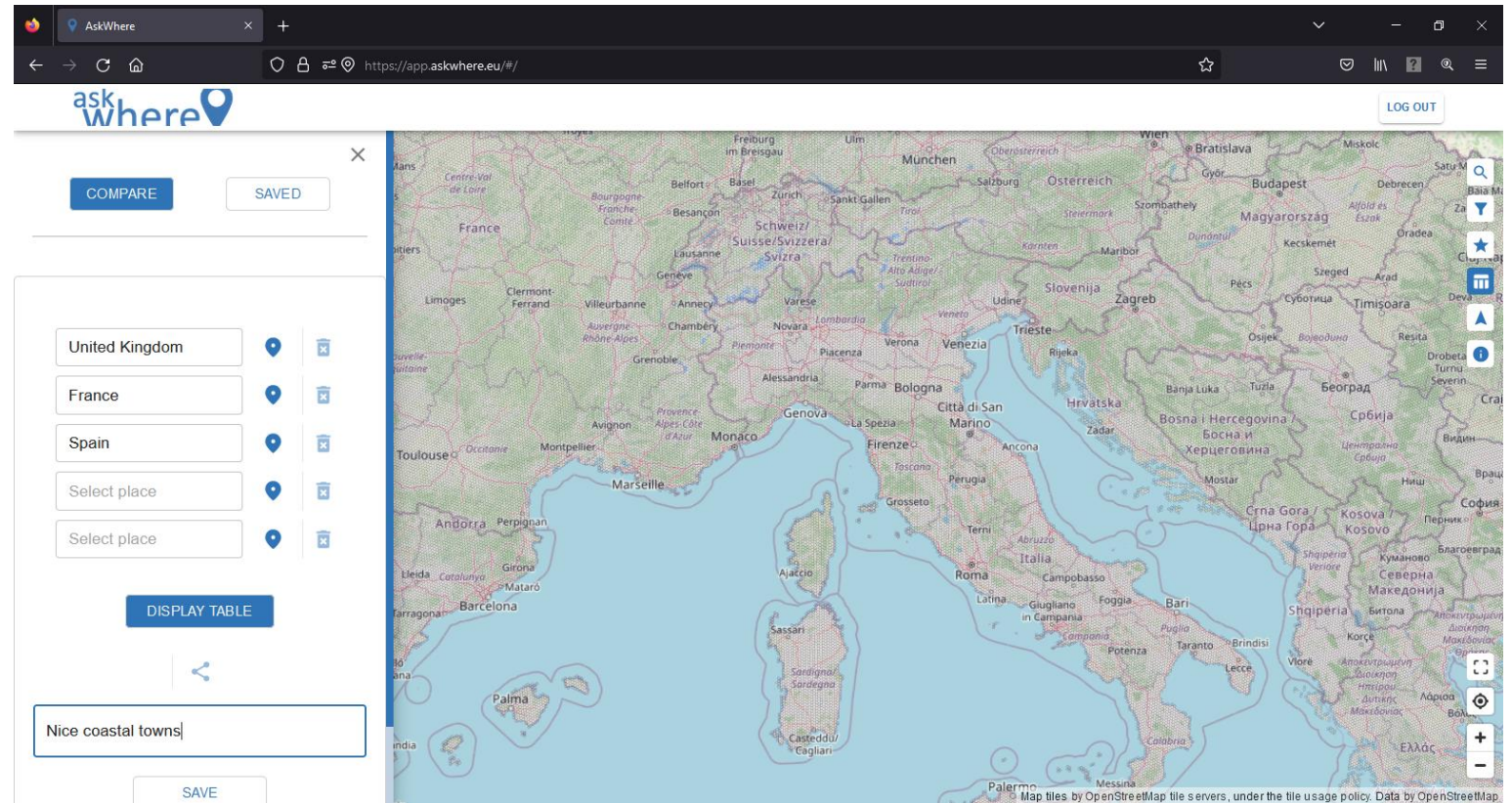
Selecting the pin icon and clicking on a destination in the map window activates option of rating a destination with five stars scale.

Previously saved ratings can be reached by clicking SAVED button. User can zoom to them by clicking its identifier, as well as to check their rating, expressed with a number between 1 and 5, but also remove and share (via permalink) using subsequent buttons in the row.



## Destinations Benchmarking

This tool allows for comparison of entire characteristics of up to five selected destinations. Selecting the Destinations Benchmarking icon that opens the tool. Selecting the pin icon and clicking on the destination in the map window.



## Destinations Benchmarking

After clicking ADD TO COMPARE selected destination is being added to a benchmark set. Destination's identifier initially stores the name of a country and can be edited. After adding all of destinations and clicking DISPLAY TABLE the tool displays a table where columns represent selected destinations and subsequent parameters are displayed in rows.

Previously stored benchmarks can be reached by clicking SAVED button. Benchmark set can be displayed by clicking its identifier, as well as removed it and shared (via permalink) using subsequent buttons in the row.

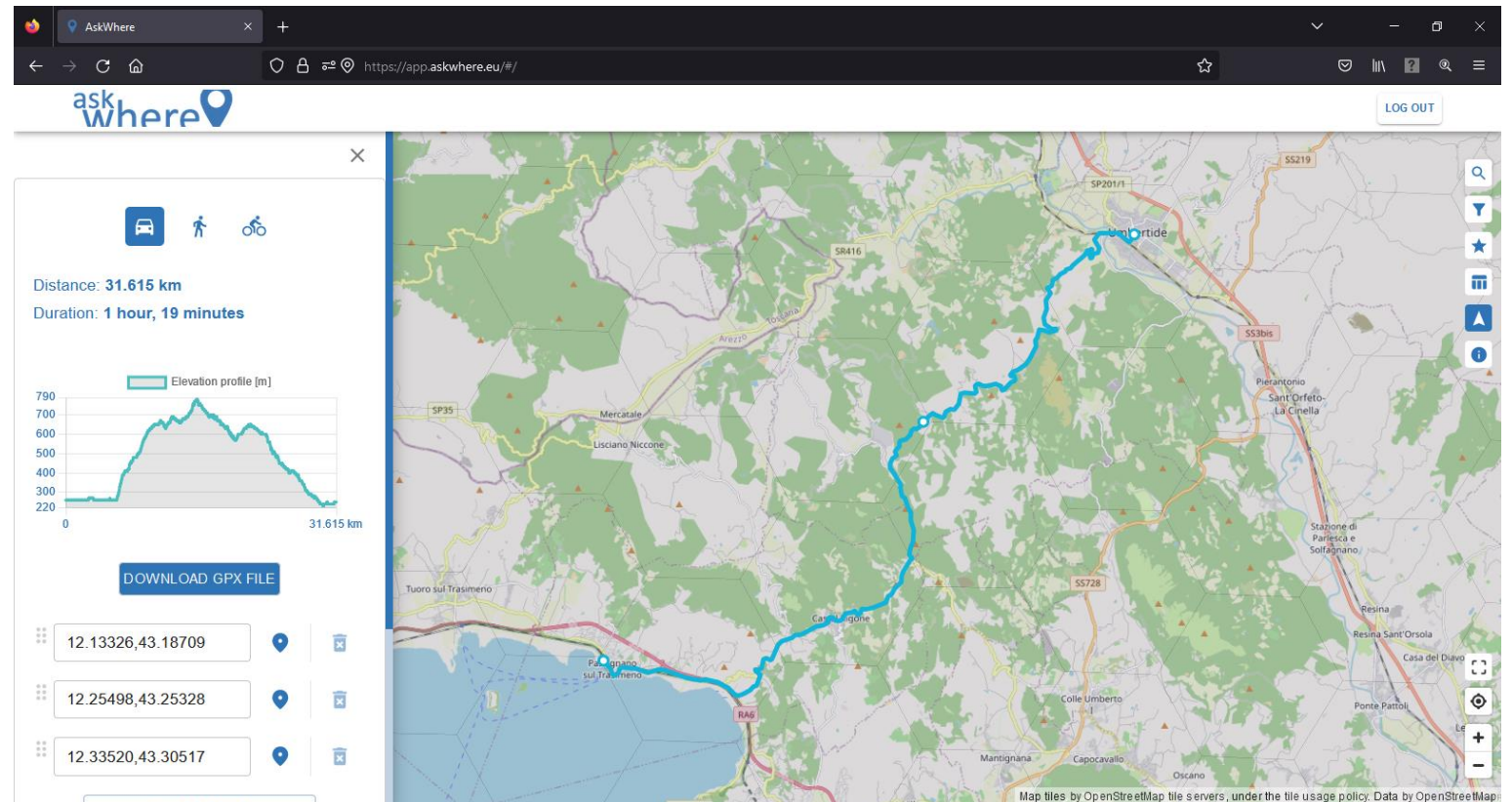
The screenshot shows the AskWhere app interface. On the left, there is a table with columns for 'United Kingdom', 'Spain', and 'France'. The rows represent various parameters, with some cells containing numbers and others containing time values. The table is color-coded: green for high values, yellow for medium, and red for low values. On the right, there is a map of the Brest region in France, with a blue polygon highlighting a specific area. The map includes labels for 'Le Conquet', 'Lochrist', and 'Plougonvelin'. The browser address bar shows 'https://app.askwhere.eu/#/'.

	United Kingdom	Spain	France
United Kingdom	United Kingdom	Spain	France
Mountains	Mountains	Mountains	Sea and ocean coast
🏠	8	3	6
🍴	3	2	2
🛒	4	2	3
🎪	4	3	2
🎡	2	1	1
📈	2	2	3
€	2	2	3
👁️	3	5	3
🏢	01:28	00:17	00:25
🚗	00:04	00:09	00:26

## Trip Planner

The tool allows to plan a trip to get to know places and their surroundings, as well as longer journeys by car, e.g. from home to a selected destination. Clicking the Trip Planner icon opens the tool. There are three modes of routing available: driving, walking and cycling.

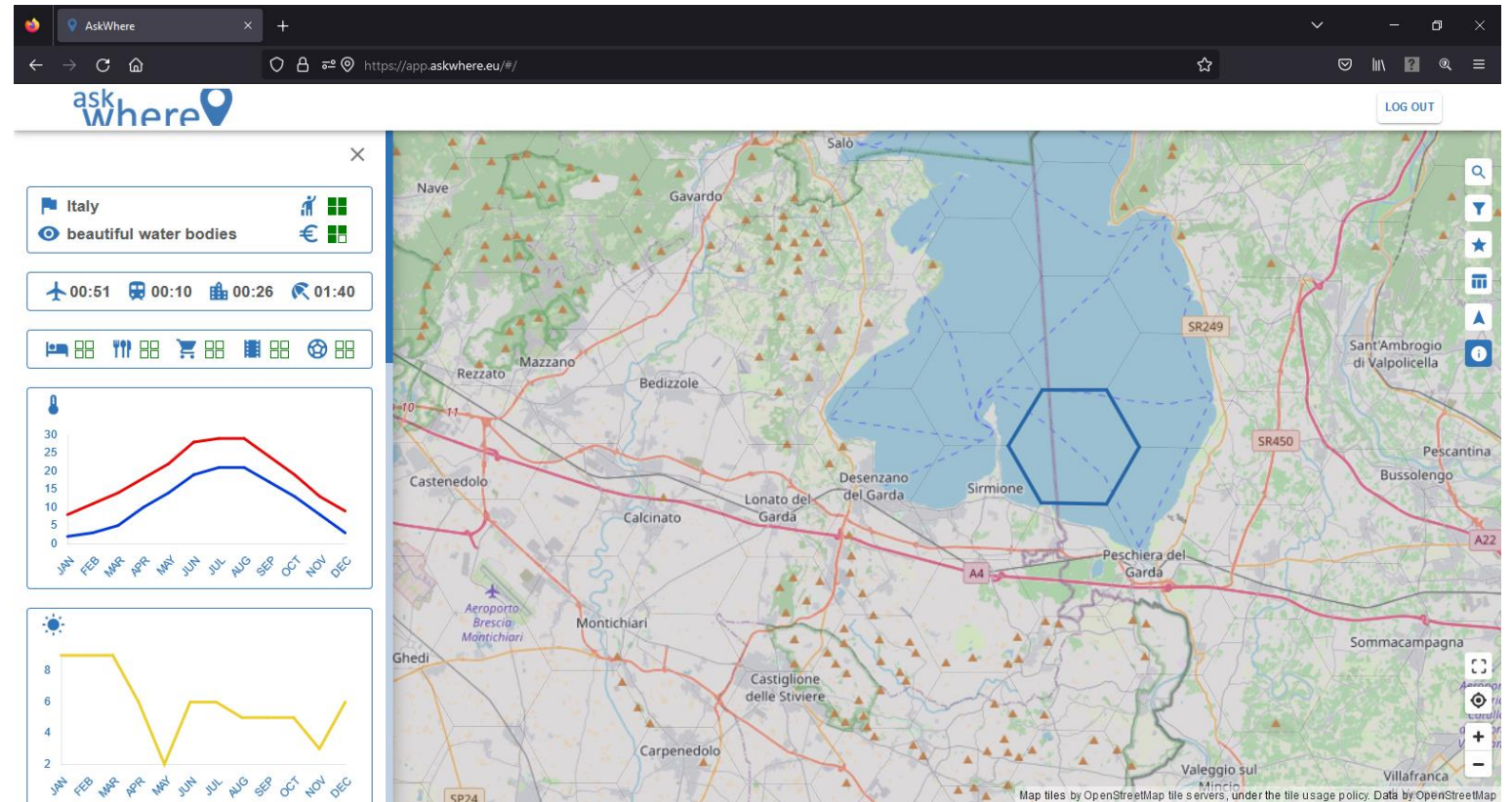
The route is available for downloading as a GPX file that can be use in mobile devices, i.e. smartwatches. To download the route **DOWNLOAD GPX FILE** should be clicked.



## Destination Info

When the Destination Info icon is selected the characteristics could be accessed by clicking a destination of choice (any hexagon cell over the region).

This tool displays characteristics of destination as descriptions (i.e. landscape type and landscape attractiveness), graphic scale (i.e. touristic popularity or accessibility of restaurants), actual values (i.e. time of travel from the nearest airport – airport accessibility) and charts (for time variable climate parameters, i.e. average monthly sunny days).



## AW\_DestinationsFilter API

**This API fulfils a role of the Destinations Filter tool of AskWhere application. It allows to find locations in Europe that fits defined criteria for potential travel destination.**

It bases on WFS service providing access to AskWhere regular grid of 5km wide hexagonal cells covering application service region.

The API is introduced in Python implementation that refers to CSV file(s) containing details of a request.

As a response a GeoJSON dataset(s) is being received that contains filtered destination objects with complete coding.



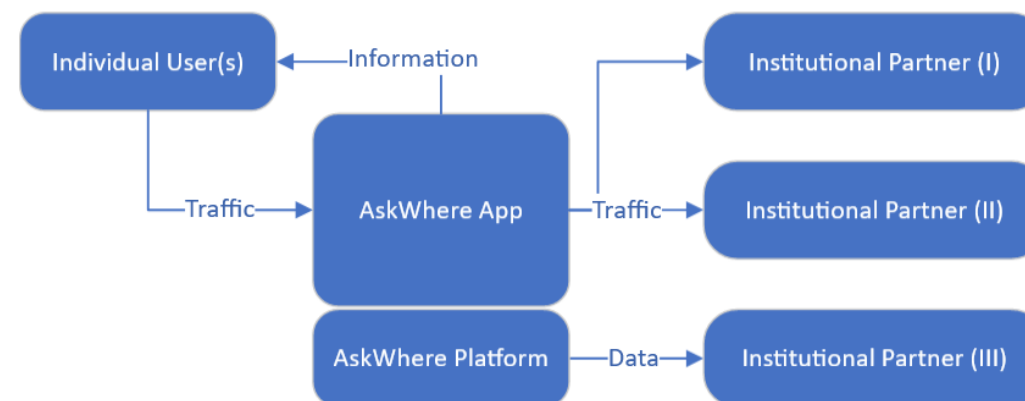




## Potential customers identification

### Institutional partners could benefit from:

- redirecting of individual users,
- provision of data on preferences of individual users,
- provision of datasets derived for the needs of the system (thematic datasets),
- customised versions



### Participants of tourism market:

- **Direct service providers**, entities providers directly goods and services for consumers.
- **Tour operators**, large companies acting as retail providers, purchasing large amounts of touristic services directly from service providers and packaging in a form that allows for flat price offering to individual customers.
- **Touristic agents** are typically focused on provision of the offer of service providers or tour operators to end-customers.

### Entities representing touristic destination:

- **Local entities:** municipality or town self-governments.
- **Regional entities:** regional self-governments, local touristic organisations.
- **Euro-regional:** Euroregions
- **National:** national touristic administration, national touristic organisations.
- **International (European):** European touristic administration, European touristic organisations.

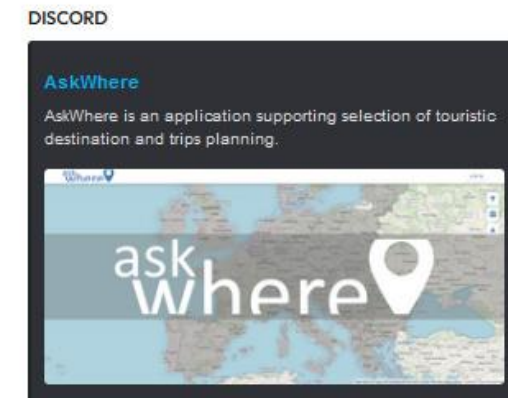
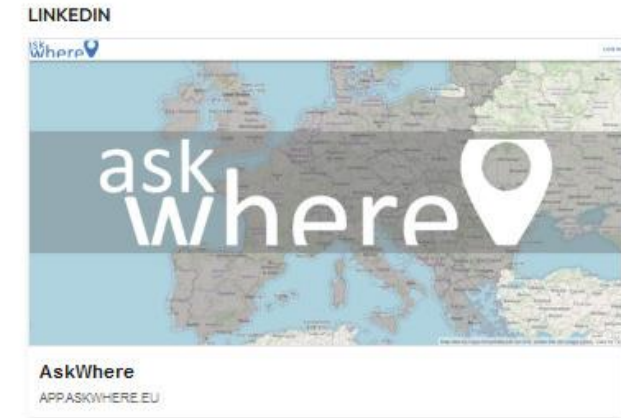
## Communication channels

**Users' community is important for building the platform's value for institutional partners.**

Powerful scenarios of exploitation of potential of social media are connected with usage of application's functionality allowing users for sharing results of individuals' activities.

The following application's tools could be used to produce content that could be published by users in social media:

- Destinations filtering
- Destinations rating
- Destinations benchmarking
- Trips planner



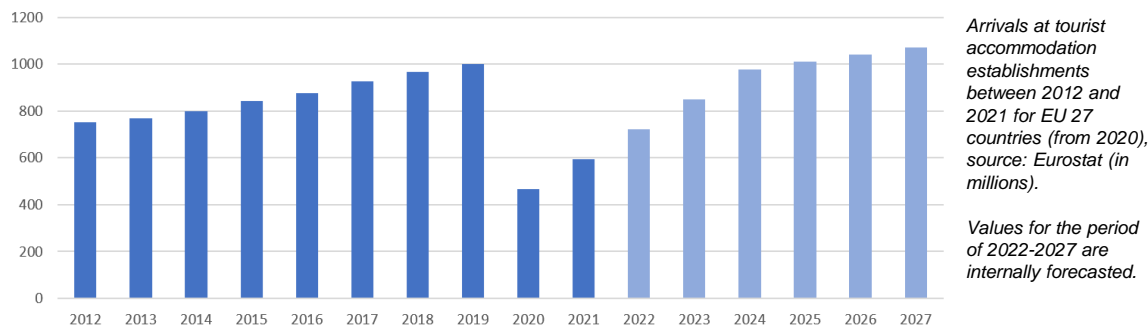
## Forecasted profitability

Dual business model basing on individual users and cooperation with institutional partners defines two major sources of income: annual subscription of the app for individuals and Pay Per Click (PPC) for institutional partners. Simple pricelist, used on the stage of income forecasting is as follows:

- Annual AskWhere subscription – 5 Euro,
- PPC (Pay Per Click) – 0,05 Euro.

Income prediction for the first years of commercial operation bases on the assumption of growing level of available market penetration. For the stakes of further analysis, following assumptions were made:

- Initial market penetration is 0.5% (first year),
- Every user at least ones uses partner’s link,
- 1% of users decides purchase subscription,
- Annual growth of number of users is 300%.



### Forecasted income

Year	2024	2025	2026	2027
<b>Available market</b>	98 000 000	100 000 000	104 000 000	107 000 000
<b>Subscriptions sold</b>	4 900	14 700	44 100	132 300
<b>Transferred users</b>	490 000	1 470 000	4 410 000	13 230 000
<b>Income from subscriptions (EUR)</b>	24 500	73 500	220 500	661 500
<b>Income from transfers (EUR)</b>	24 500	73 500	220 500	661 500
<b>Total income (EUR)</b>	49 000	147 000	441 000	1 323 000

### Fixed costs

Year	2024	2025	2026	2027
<b>IT infrastructure (EUR)</b>	1 000	3 000	9 000	27 000
<b>Service/Software Dev. (EUR)</b>	48 000	72 000	108 000	162 000
<b>Sales force (EUR)</b>	48 000	72 000	108 000	162 000
<b>Marketing (EUR)</b>	25 000	25 000	25 000	25 000
<b>Overheads (20% of costs) (EUR)</b>	24 400	34 400	50 000	75 200
<b>Summary of costs (EUR)</b>	146 400	206 400	300 000	451 200

### Forecasted profitability

Year	2024	2025	2026	2027
<b>Total income (EUR)</b>	49 000	147 000	441 000	1 323 000
<b>Summary of costs (EUR)</b>	146 400	206 400	300 000	451 200
<b>Gross profit (EUR)</b>	-97 400	-59 400	141 000	871 800