Testimonianza ITER IDEA

Guido Mazza, Co-founder

Data-driven apps and opportunities for international cooperations

een.ec.europa.
eu

10 MILLION CONVERSATIONS: THIS CITY USES SENTIMENT ANALYSIS TO HEAR HOW ITS PEOPLE REALLY FEEL

DESTINATION MARKETING STRATEGY + RESEARCH AND ANALYSIS + TOPIC: MEASURING

Analyzing tourist data on Twitter: a case study in the province of Granada at Spain - Ciencias de la

Tales of a city: Sentiment analysis of urban green space in Dublin

SENTIMENT ANALYSIS ON PERCEPTION OF TOURISM IN DKI JAKARTA PROVINCE: CASE STUDY OF OLD CITY AND KEPULAUAN SERIBU
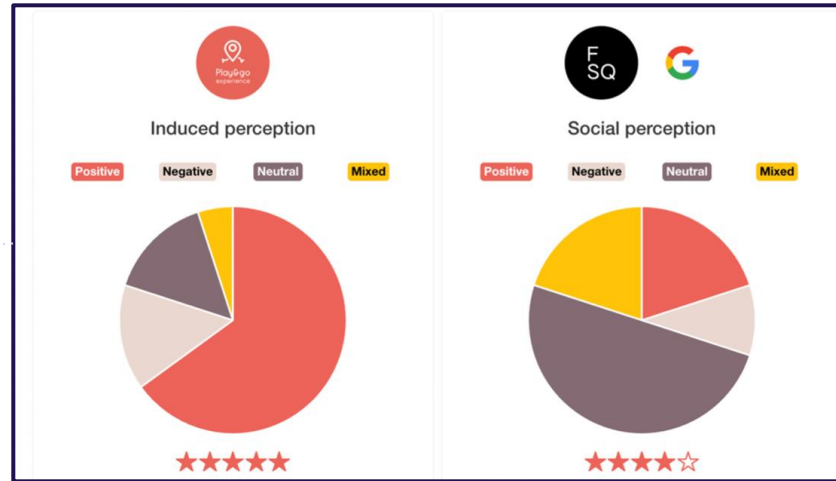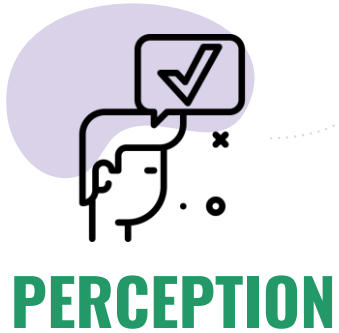
Sentiment Analysis and City Branding
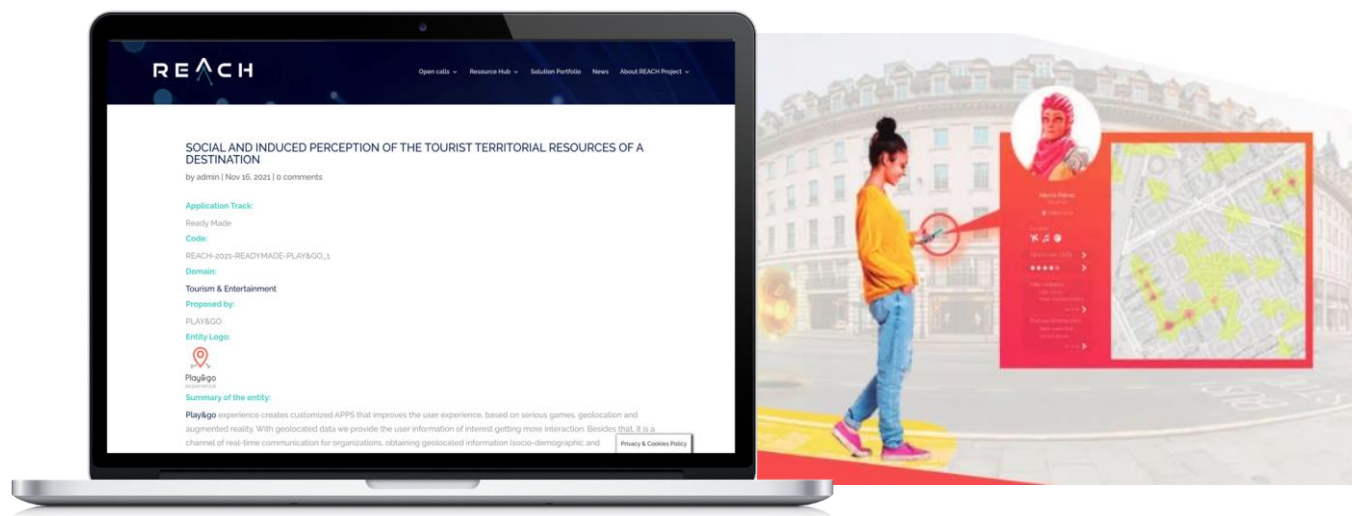
Our starting point

Play&Go perception challenge

≫ *Social and Induced Perception of tourist territorial resources of a destination*

OUR SOLUTION, AI IN ACTION

PERCEPTION

Induced perception

Positive | Negative | Neutral | Mixed

★★★★★

Social perception

Positive | Negative | Neutral | Mixed

★★★★☆

Route 66 Valencia

Comments: 16 | Interactions: 970 | VR check-ins: 516

@route66valencia | Profile | Website

Cervecería y Restaurante, la autentica cocina de América sin salir de Valencia, welcome to the U.S.A

POI RESOLUTION

MOST POPULAR TRACKS

Centro G. Leopardi Micer Masco, 6 - 1º 2ª → 66

→ Mascletà

Longest

PERCEPTION MAPS & RANKING STRATEGIES

Sort by: Relevance ▲

Relevance

Perception variance

Performance of populars

Performance of unpopulars

(i) *Analysis of the re*

Falla Plaza
#1
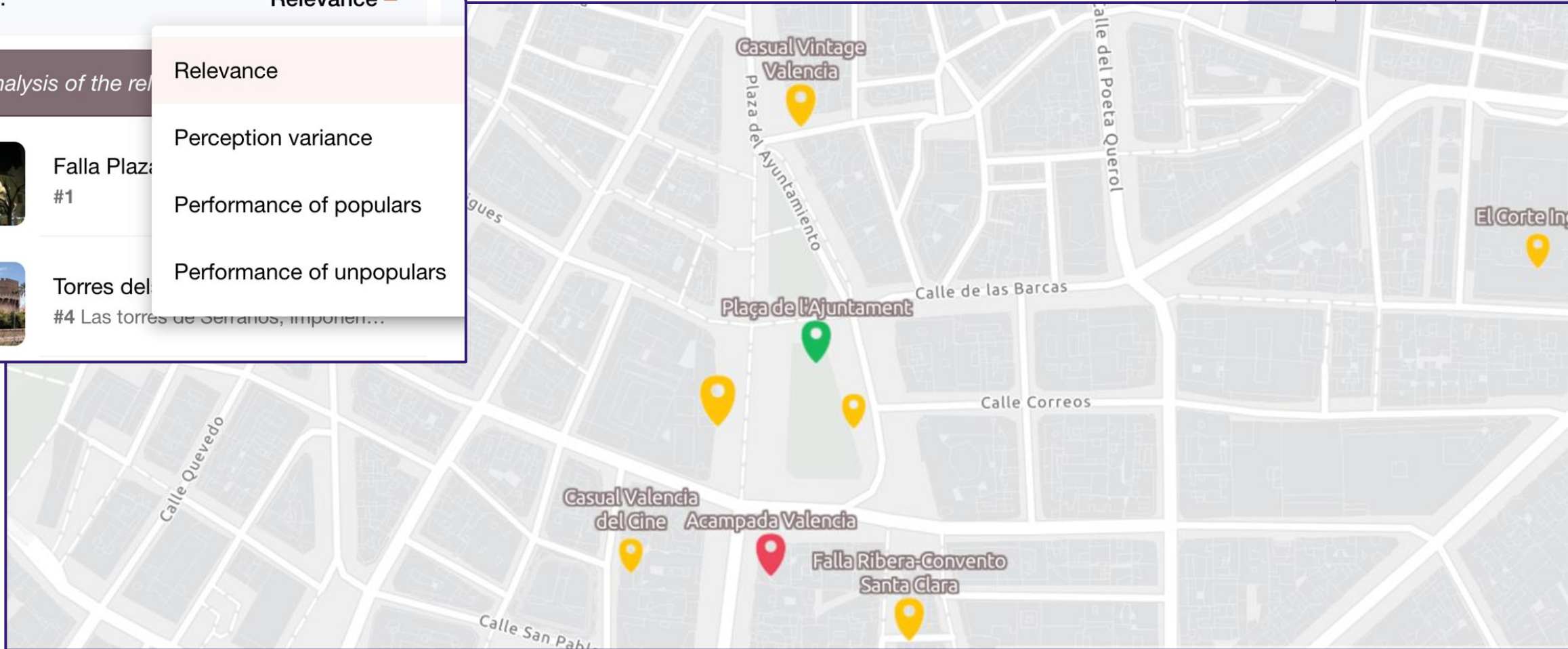
Torres del
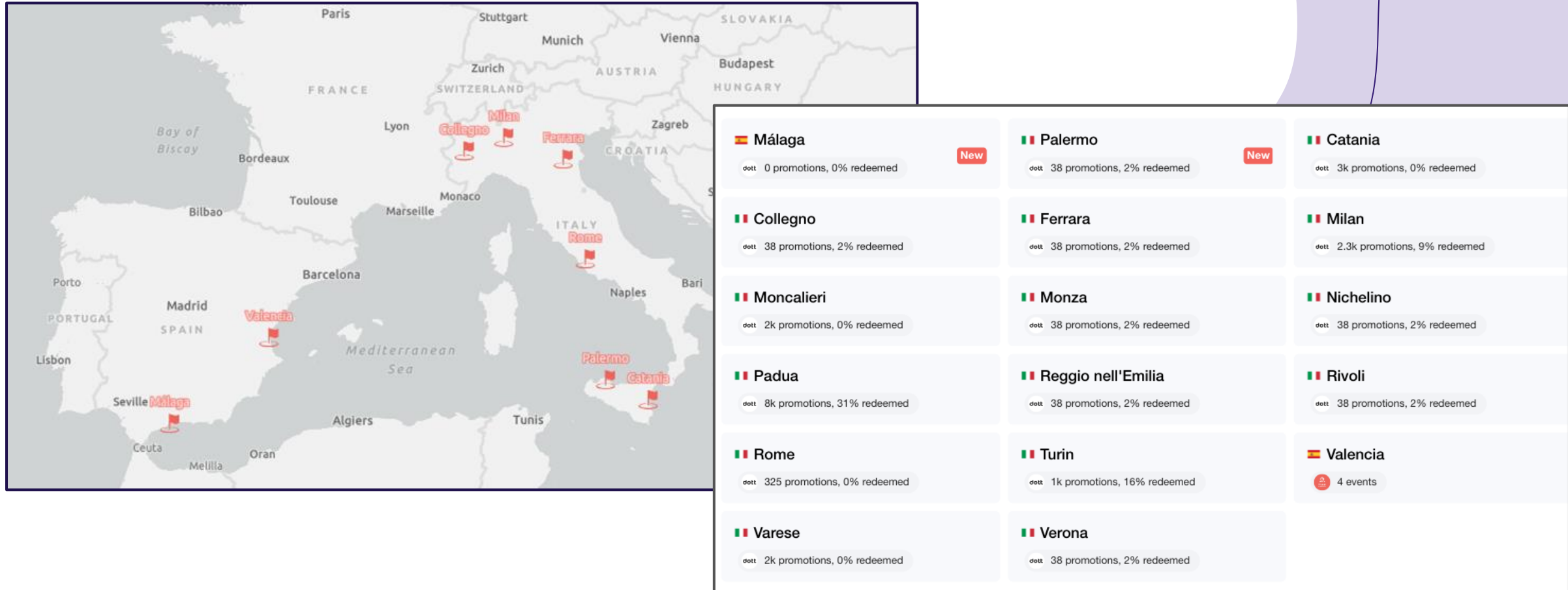#4 Las torres de Serranos, imponen...

WIDGETS AND KPIs ON A POINT OF INTEREST
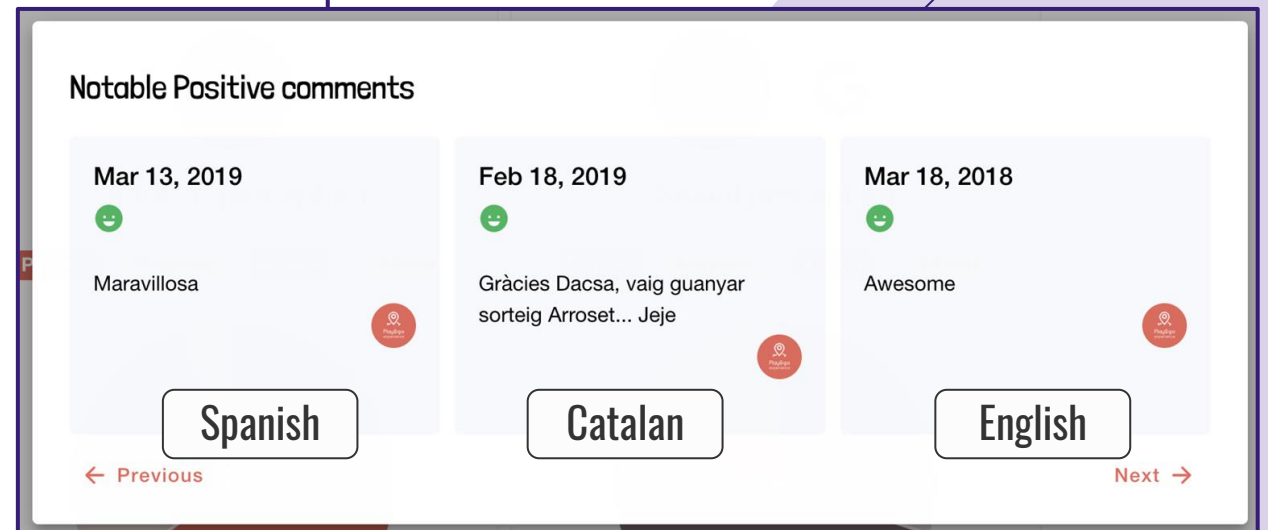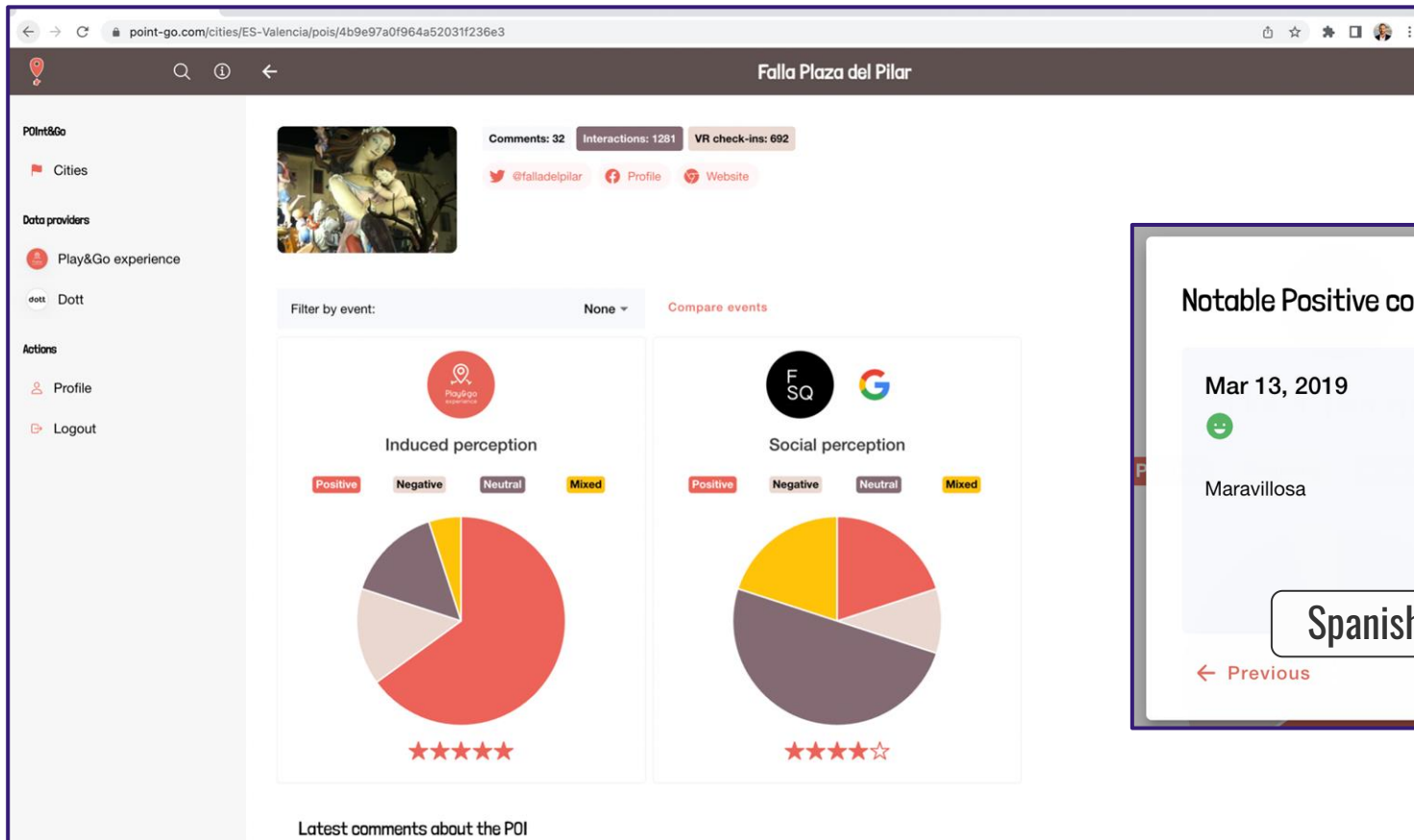
POInt&Go supports **multi-language sentiment analysis** for user comments, designed to not lose users' interactions and contect. In the example above POInt&Go correctly detect positive comments in Catalan, regional language.

CITIES LIST (in 2 months)

🇪🇸 Málaga	🇮🇹 Palermo	🇮🇹 Catania
dott 0 promotions, 0% redeemed **New**	dott 38 promotions, 2% redeemed **New**	dott 3k promotions, 0% redeemed
🇮🇹 Collegno	🇮🇹 Ferrara	🇮🇹 Milan
dott 38 promotions, 2% redeemed	dott 38 promotions, 2% redeemed	dott 2.3k promotions, 9% redeemed
🇮🇹 Moncalieri	🇮🇹 Monza	🇮🇹 Nichelino
dott 2k promotions, 0% redeemed	dott 38 promotions, 2% redeemed	dott 38 promotions, 2% redeemed
🇮🇹 Padua	🇮🇹 Reggio nell'Emilia	🇮🇹 Rivoli
dott 8k promotions, 31% redeemed	dott 38 promotions, 2% redeemed	dott 38 promotions, 2% redeemed
🇮🇹 Rome	🇮🇹 Turin	🇪🇸 Valencia
dott 325 promotions, 0% redeemed	dott 1k promotions, 16% redeemed	4 events
🇮🇹 Varese	🇮🇹 Verona	
dott 2k promotions, 0% redeemed	dott 38 promotions, 2% redeemed	

Users can start from an **explorable map of the Cities** they can access, having a quick look to the Service Providers active in the area and **how they are performing**. New Cities are added to the map **automatically**.

International reach

PITCH AND NETWORKING (1 / 2)

MILAN

PARIS

VALENCIA
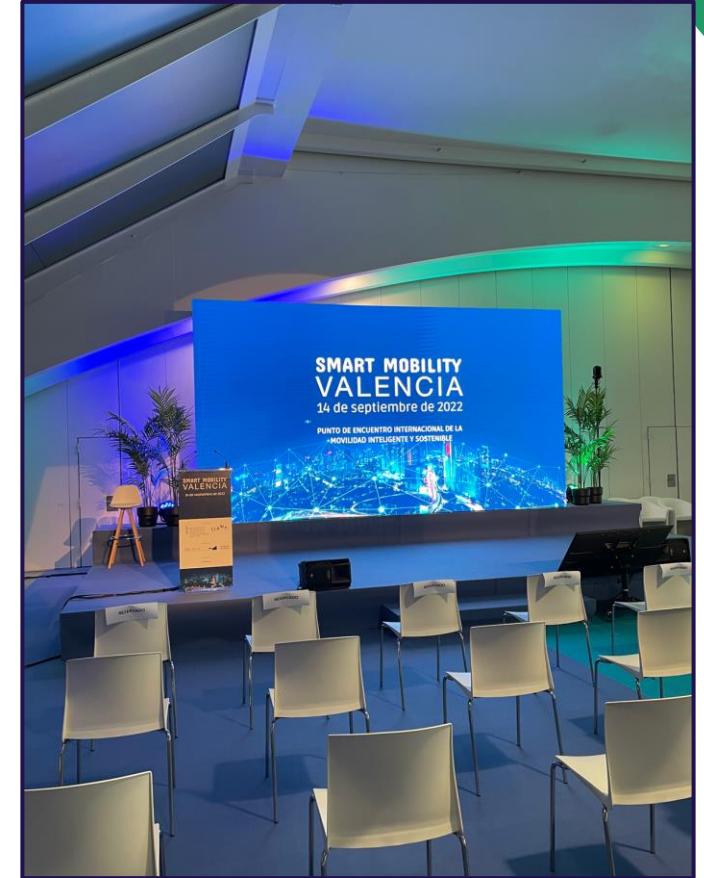
PITCH AND NETWORKING (2 / 2)

BILBAO
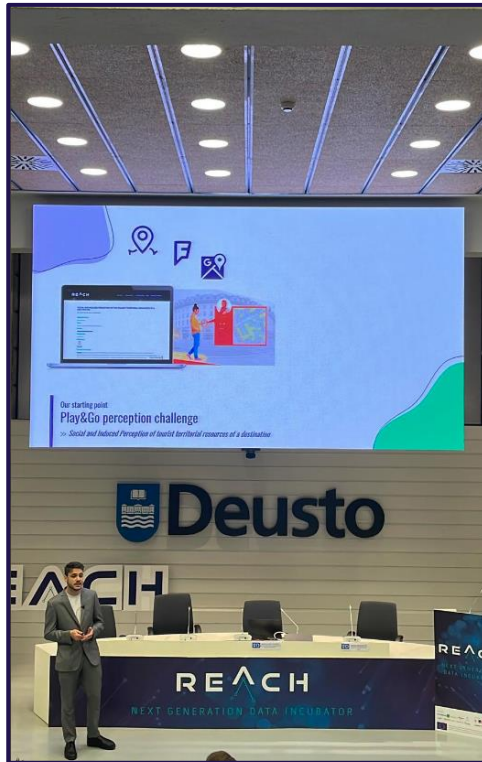
GDANSK

VIENNA

OUR REACH, IN A NUTSHELL

6

international events

2

new hires

3

new connections with investors

1

new service in our portfolio

30.000 €

Secured from AWS (Amazon Web Services)
for POInt&Go

~95.000 €

Secured from REACH Incubator for POInt&Go

iter-idea.com