



Finding tomorrow's travellers today

Predicting who will travel

East Lothian Conference March 2025





SHAON
TALUKDER,
CEO

Transforming stories into data drives us.

Our quest is to answer:

‘What makes people travel?’



Appointed to UK Government - JAN 2025
Strategic Advisor, Visitor Economy Council
Head of Data & AI



OUR VISION



Map every story
& predict who will visit



OUR MISSION



Accelerate visitor economy growth
through user engagement
and smart data attribution



What's
around me?

Destination

What's worth:
Seeing;
Eating;
Buying?

Turn
engagement
into
Data



Global
1.4 Billion
International
Visitors

Edinburgh
& Lothians
2.3 million
International
Visitors

1 in 5
use
Self-guiding
tour tech*

● Your Location
○ Destination



Creating a data-driven value exchange

● Your Location
○ Destination



Storyteller Content Creator

From personalised reports to professionally curated stories, **every location has a story to be preserved and shared.**

Measure **View-to-visit attribution.**

Visitor/Local

Seamless Travel
Free GPS-guided authentic stories streamed to their mobile devices in **50+ languages**
Drives measurable footfall between locations
Brings in new visitors

Attraction Destination Venue

Authorities, Transport, Attractions & Independent Events & Heritage Organisations **aggregate and apply attribution data for optimisation, nurturing and monetisation.**

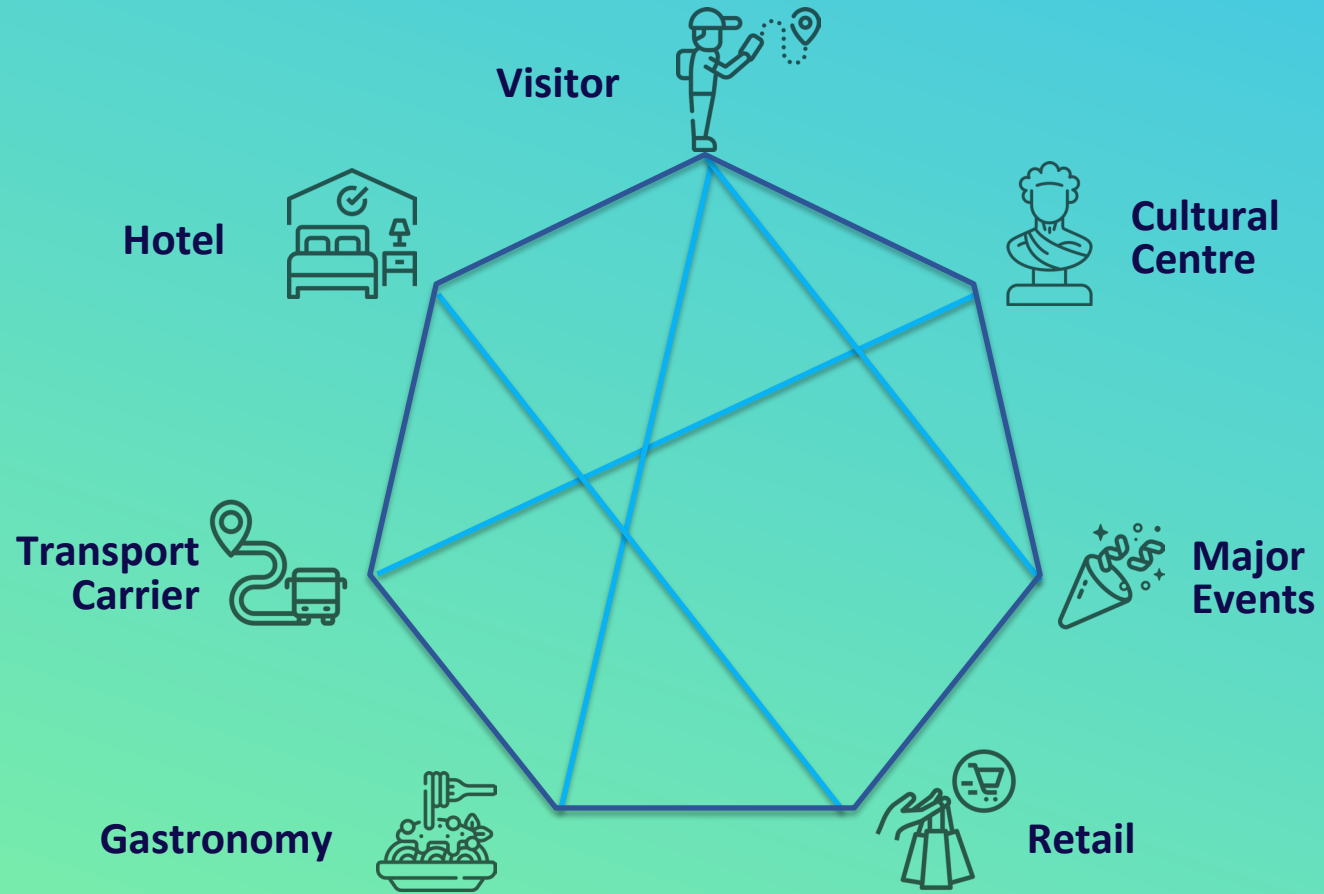


What makes a place worth visiting?

Understanding Visits
in a New Data Era



Our vision visualised



Does your destination have the right data foundation to:



Address
Seasonality?



Combat
Overtourism?



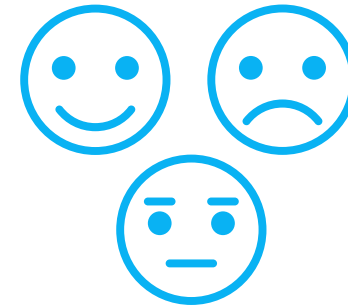
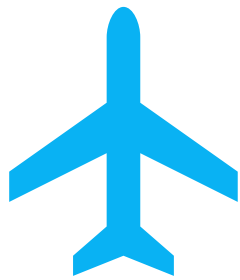
Disperse footfall
& spend?



Understand
your visitors?

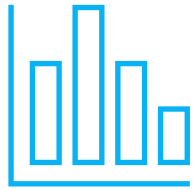
Are we using the right indicators?

When it comes to measuring success in tourism, we often rely on outdated metrics.



Are these the indicators we need, or just the ones we have?

Two main types of data for destinations



BENCHMARKING

- Motivates action
- Offers level of urgency relative to peer performance
- Retrospective (*Hindsight*)



BEHAVIOURAL

- Identifies where, and how, to create and realise value (*Insight*)
- Actionable insights that steer direction
- Immediate impacts possible
- Data builds towards strategy (*Foresight*)

**Destination economies post-Covid
must work smarter for a sustainable future**



Tourism Data challenges

- Data is hard to collect
- Data is hard to interpret and understand
- Data is hard to combine
- Data is hard to share
- Data is often out of date and inapplicable



Data creates economic value for tourism organisations

- Foundation of strategic and tactical decision-making
- Allows survival in difficult times and maximises the gains in good times
- Without it, unexpected failure is more likely than accidental success
- Should be used throughout organisations to maximise bottom line impacts



A wide-angle photograph of a mountain valley. In the foreground, a group of hikers is gathered on a paved path. The path winds through a lush green valley towards a small town in the distance. The background features rugged, rocky mountains under a cloudy sky. The overall scene is bright and scenic, suggesting a popular hiking destination.

**Data is the common language
that can unify the Tourism Industry**

Centralised content is the strategy of the past.

**The future means shifting from centralised content,
to centralised data.**



What data do you have?

Existing Analytics Resources



YouG

Geotourist just entered the Analytics Group Chat



**Attribution is the
most valuable metric
in advertising**



PROBLEM



Attribution in travel
~~is still~~ ***was***
unsolved



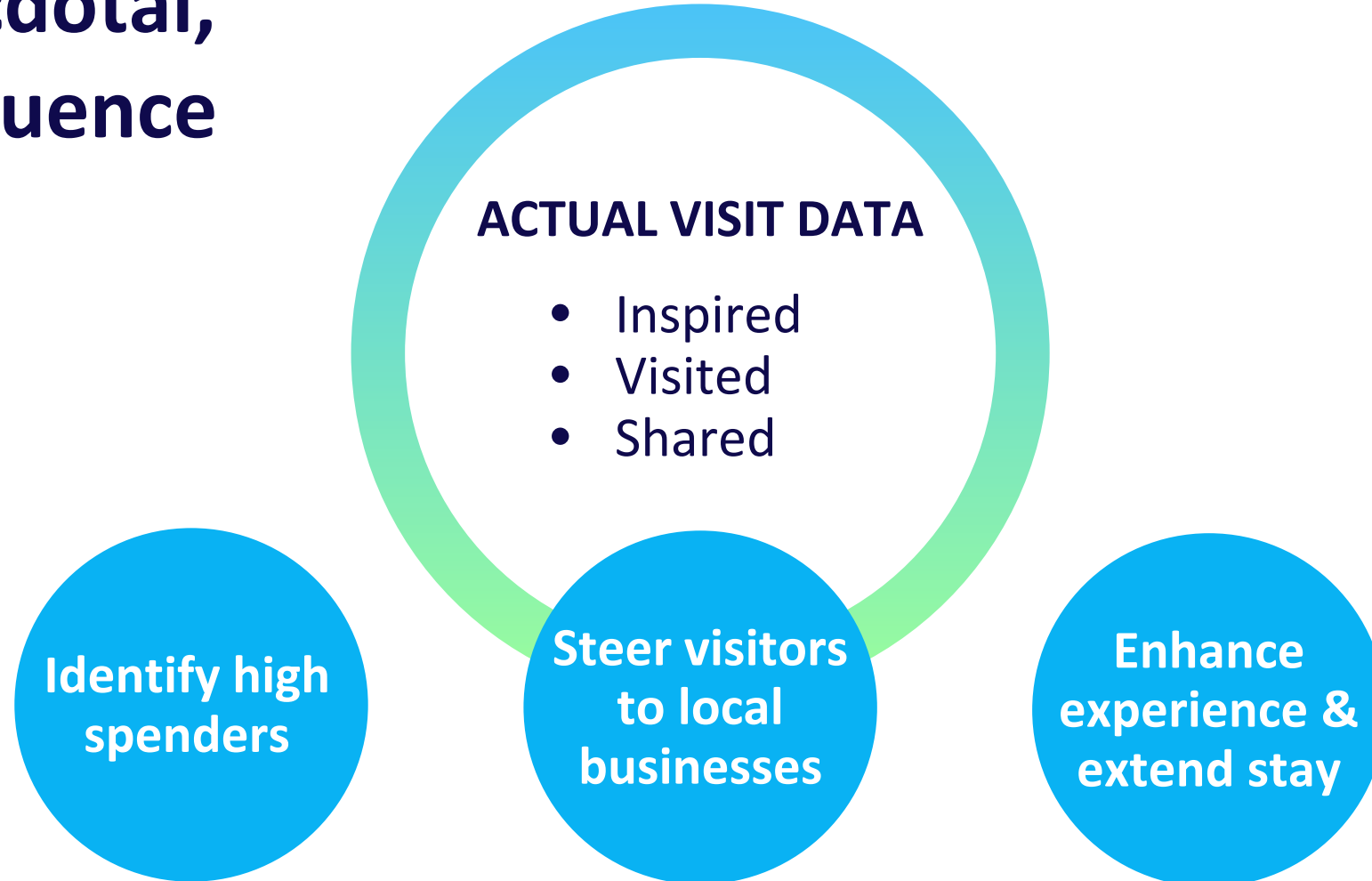
FROM WEBSITE* TO DOORSTEP



Do you know your **'view-to-visit ratio'?**



From anecdotal, to real influence



FROM WEBSITE* TO DOORSTEP



Conversion is everything

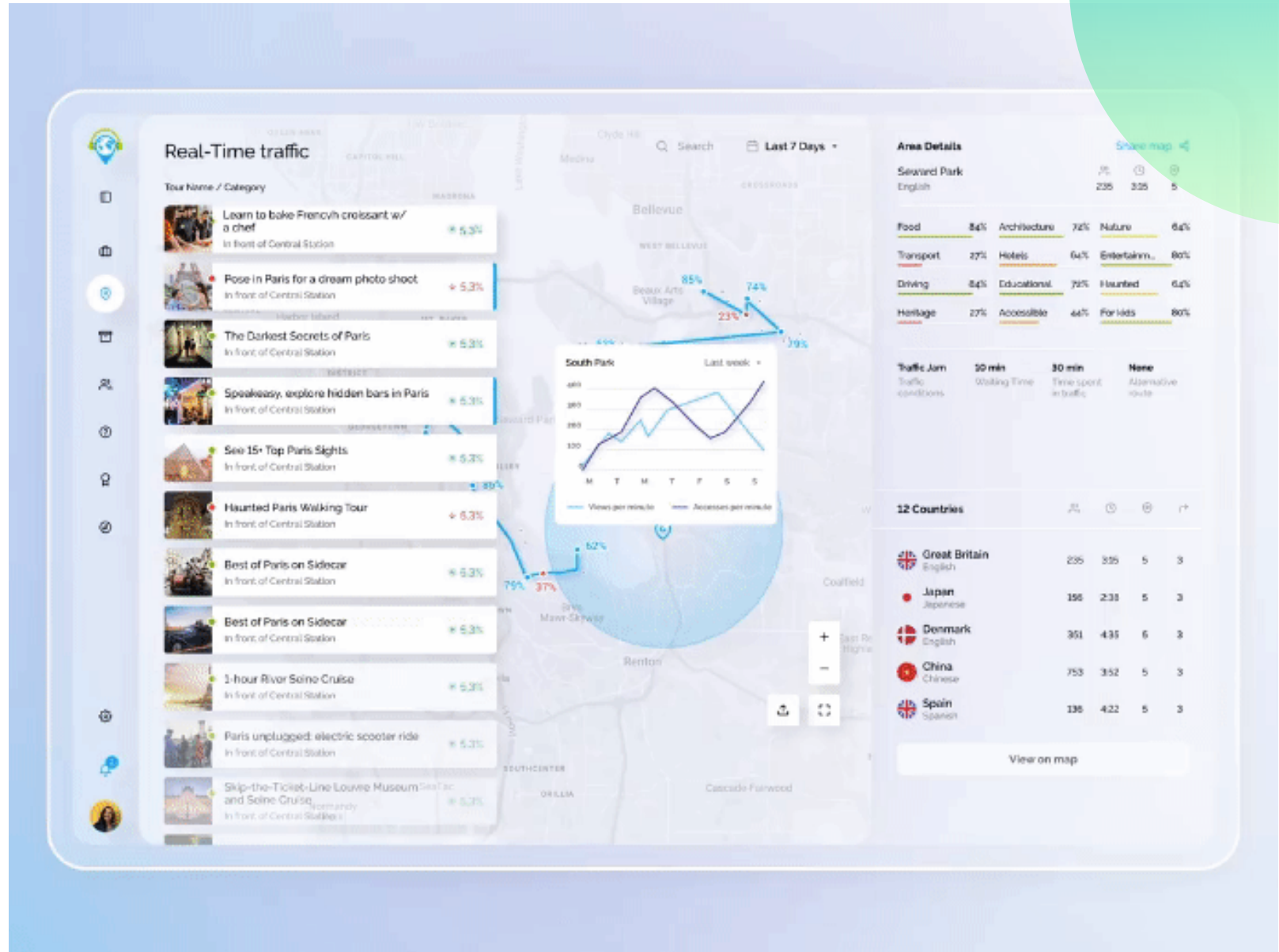


“Powered by Geotourist”

INSERT GEOTOURIST
FUNCTIONALITY
INTO YOUR OWN APPS &
WEBSITES

AND HARNESS DATA FROM
YOUR VISITORS, LOCATE &
TARGET INTERESTED
PROSPECTS

WIN MORE VISITORS





OUTLANDER



Geotourist tourism data trails launched across Scotland



OUR CASE STUDY

JUNE 2023

Geotourist launched a government-backed pioneering data-platform to **drive footfall** across Scotland & have moved people over **1.8 million** times so far...

Go Tweed Valley is one of 20 partners in the Geotourist and University of Dundee project

OVER 20 partners from across Scotland have onboarded the innovative project between Geotourist and Dr Keith Dinnie, from the University of Dundee, with tours now live. The project seeks to identify and

The latest stories



Property News

CBRE Research reveals office market performance in Final Quarter of 2023

29/01/2024



Business News

Article



geography/future-scotland.com

New tourism data initiative to help industry recover from pandemic

KEVIN O'SULLIVAN, JANUARY 13, 2022 2 MIN READ

A new tourism data initiative is set to help the industry in Scotland better showcase their destinations recover from the Covid pandemic.

Funded by the Scottish Government, the university of Dundee will work with smart travel app Geotourist creating a data dashboard for Scottish tourism businesses.

The project aims to identify and assess the platform's economic and social benefits to Scottish tourists issuing a call for destination management organisation to get involved.

With 20 spaces on offer, each will have a Geotourist multimedia trail created - to showcase their destination or



TWEED VALLEY TALES - NATURE, HISTORY AND STORIES

A free storytelling audio trail on the GeoTourist app features 20 sites that give a flavour of the area's cultural, natural, built and social history - with a few surprises too!

This new digital trail has been developed in partnership with the Tweed Valley Conservation Trust and is part of a Conservation-led project to help the restoration of the Tweed and the app development app.

Using the app, you can follow a guided audio trail around the Tweed Valley with many of the sites accessible all year round by taking the valley's extensive network of all-terrain paths. The app can also be downloaded via the app store.



Some of the coverage so far..
From the Scottish Borders to the Outer Hebrides...

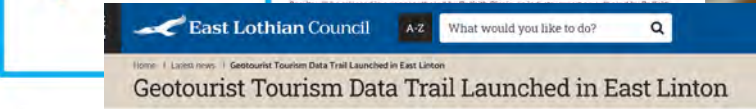


Industry Update: Geotourist Tourism Data Trails Launched Across Scotland



Industry Update: Geotourist Tourism Data Trails Launched Across Scotland

Over 20 partners from across Scotland have endorsed the innovative project between Geotourist and Dr Keith Dinnie, from the University of Dundee, with tours now live. The project seeks to identify and assess Geotourist's unique economic and social benefits to Scottish tourism and partners will have access to Geotourist's proprietary data dashboard to assess and analyse the results following the busy summer months.



Geotourist Tourism Data Trail Launched in East Linton

Government-funded project with Geotourist and University of Dundee Goes Live

Over 20 partners from across Scotland are taking part in the innovative project between Geotourist and Dr Keith Dinnie, from the University of Dundee, with tours now live.

Geotourist is delighted to welcome East Lothian Council to the project and to the platform. Working with Geotourist, East Lothian Council has created the following tour:

- A walk around East Linton

The project seeks to identify and assess Geotourist's unique economic and social benefits to Scottish tourism. Partners will have access to Geotourist's data dashboard to assess and analyse the results following the busy summer months. Results will be released in an industry report co-authored by Dr Keith Dinnie and Geotourist CEO, Shaon Talukder, and an online event for Scottish tourism industry stakeholders.

The East Linton walk features the historic High Street and fountain, highlighting it as a great place to stop for some food or drink or shopping! It also takes in The Mart, Phantassie Doocot, Preston Mill and the Smeaton Estate as well as a host of other highlights. It will also link into the brand new train station.

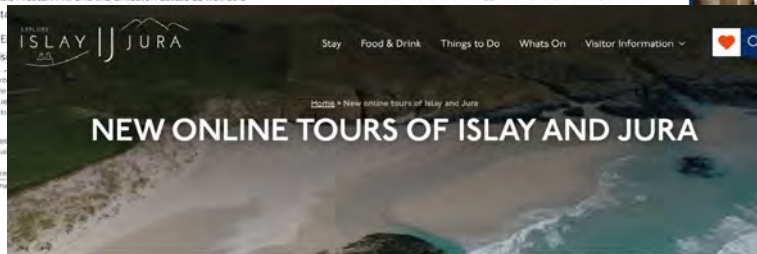
Councillor John McMillan, East Lothian Council spokesperson for East Linton said: 'This is an exciting new interactive project which provides visitors with a unique experience of the town and its surroundings.'



New audio tour creates immersive experience on West Highland Line

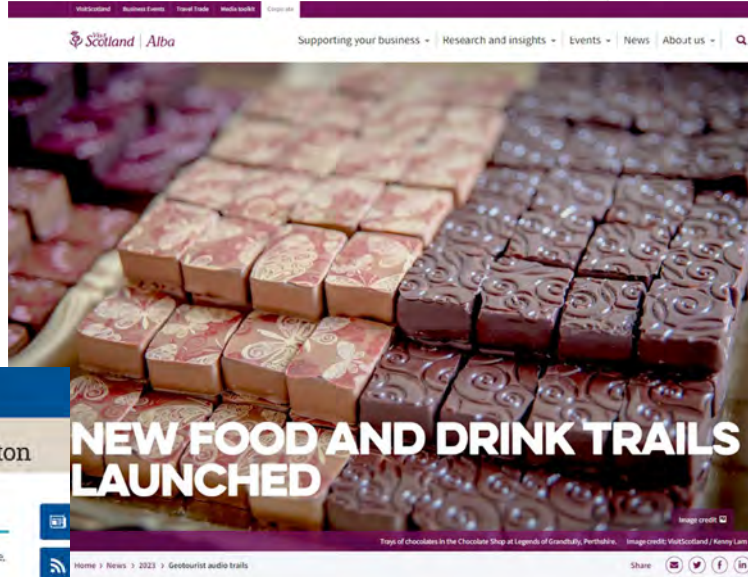
Share Tweet Share

Last updated: Friday, 23 June 2023
Tourists to the West Highland Line can now benefit from a guided tour as they travel by rail through the scenic route, thanks to a partnership between ScotRail, Geotourist, and the University of Dundee.



NEW ONLINE TOURS OF ISLAY AND JURA

Two new online guides to Islay and Jura have been launched giving visitors easy-to-follow guided tours of each of the islands. There's information on various points of interest including photos, map references and an audio guide.

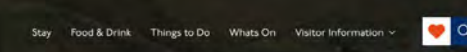


NEW FOOD AND DRINK TRAILS LAUNCHED

Trays of chocolates in the Chocolate Shop at Legends of Grandtully, Perthshire. Image credit: VisitScotland / Kenny Lam

Chocolate, cheese and Arbroath Smokies

A new series of food and drink trails are now live. We're supporting the development of these trails for visitors to access during the summer on the Geotourist app.

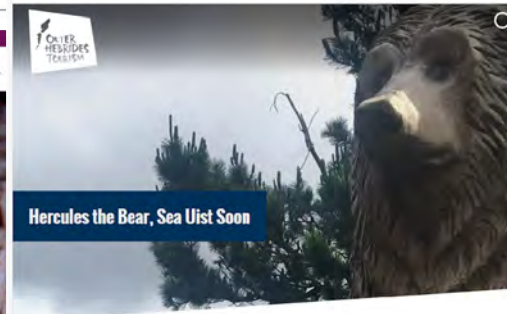


NEW ONLINE TOURS OF ISLAY AND JURA

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Follow the Rock Route on the Geotourist Website

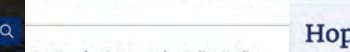


You are here: Home > Industry > Our work > Promotion > geotourist



Community Toilets

Tips and links from SCOTO Network members on the management of community toilets.



Geotourist Community Toilet Trail

Government-funded project with Geotourist and University of Dundee Goes Live



MARITIME TRAIL



Hopetoun House launches Geotourist Trail

Hopetoun House is delighted to join Geotourist as one of 20 partners from across Scotland in an innovative project between Geotourist and Dr Keith Dinnie, from the University of Dundee, with tours now live.

The project seeks to identify and assess Geotourist's unique economic and social benefits to Scottish tourism.

Geotourist is a smart travel app which supports destinations and organisations globally with location-based multimedia digital storytelling guides and visitor-generated data insights. Download the free Geotourist app from the Apple and Google Play app stores.

Hopetoun House has created a Hopetoun Grounds Tour which will allow visitors to discover Hopetoun at their own pace. Narrated by Fiona Wall, Head of Visitor Services & Education at Hopetoun, this tour is educational and informative and covers a multitude of historical information.

Impressions = Reach



Views = Inspiration



Visits = Conversions



Shares = Referrals



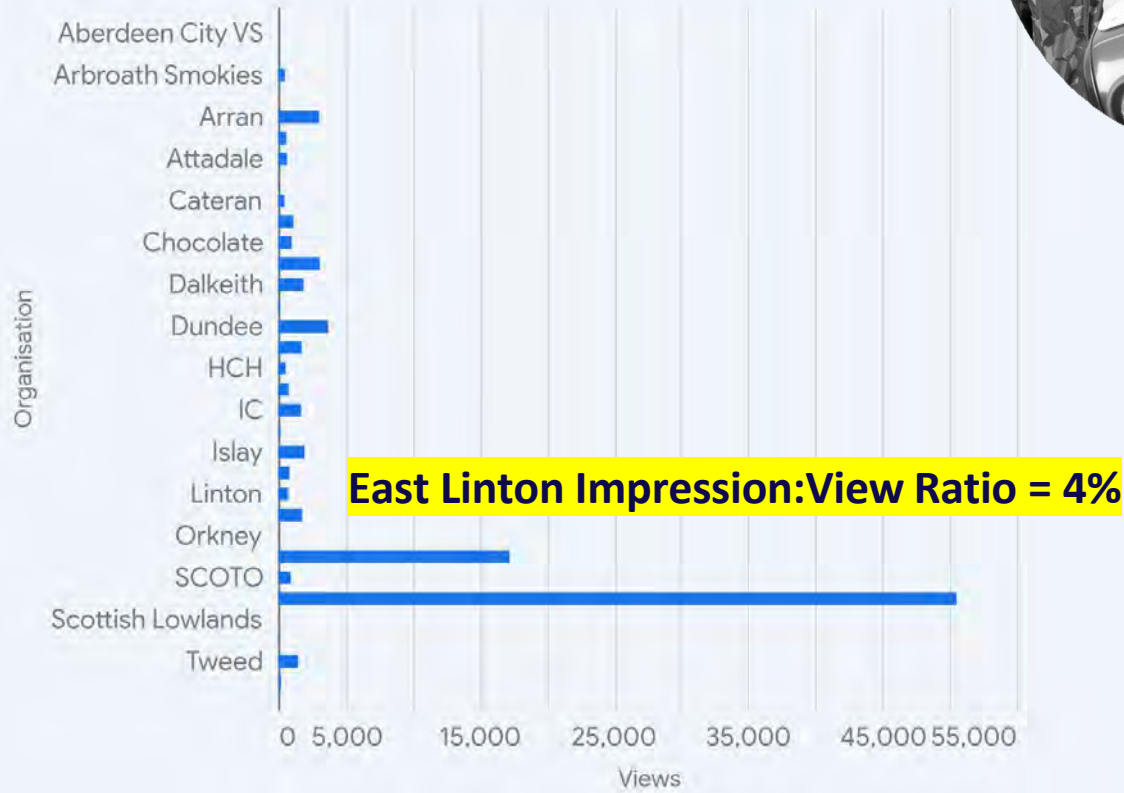
Insights from study period 2023



Insights from study period 2023



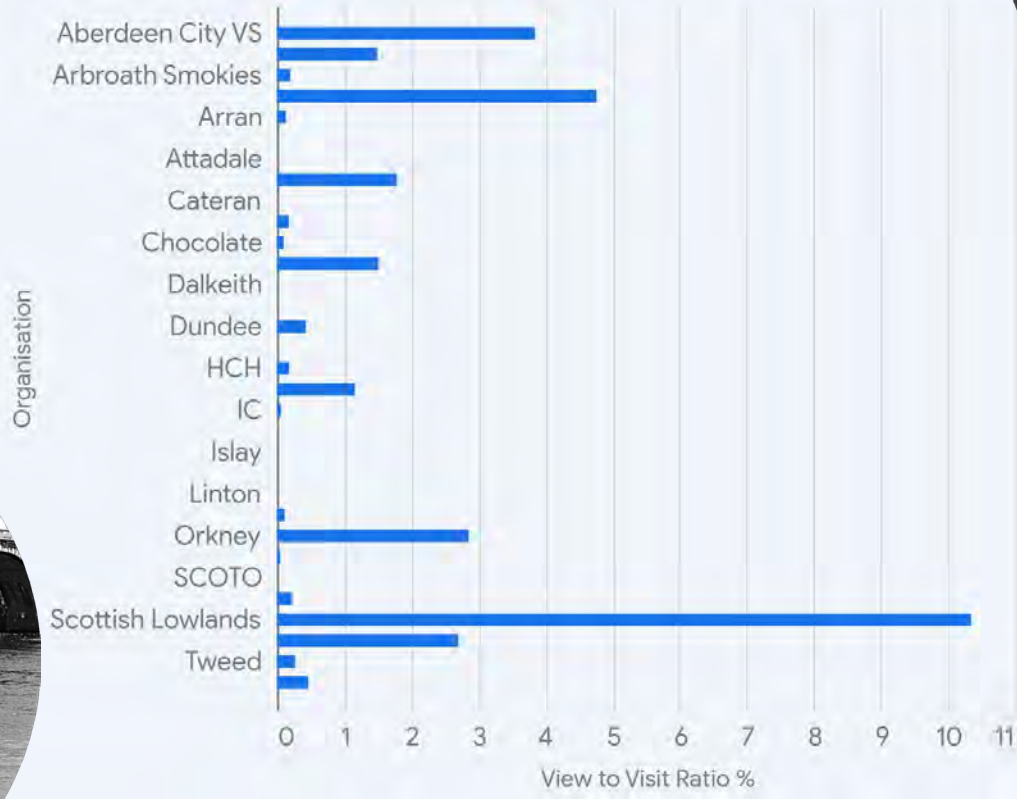
Views by Organisation (Sorted by Views Descending)



Insights from study period 2023



View to Visit Ratio by Organisation (Sorted by View to Visit Ratio)



FROM WEBSITE* TO DOORSTEP



**Average View to Visit
Ratio
is 1.24%**



FROM WEBSITE* TO DOORSTEP



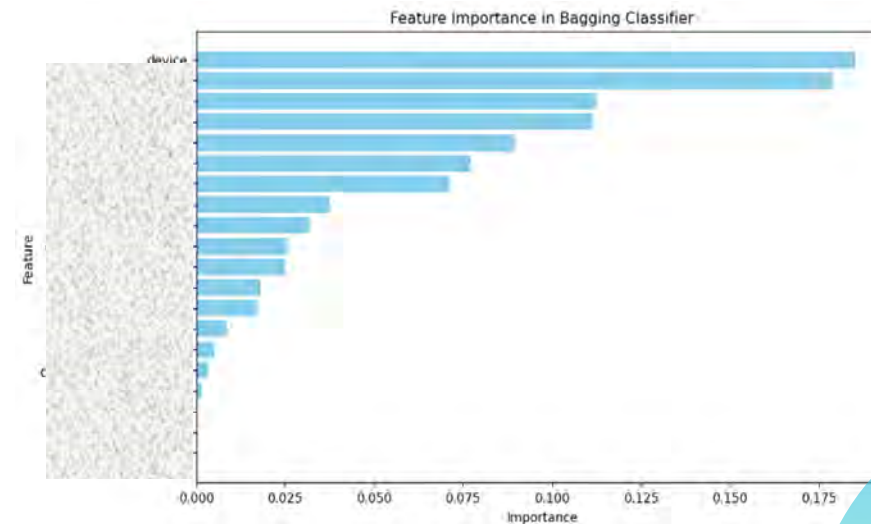
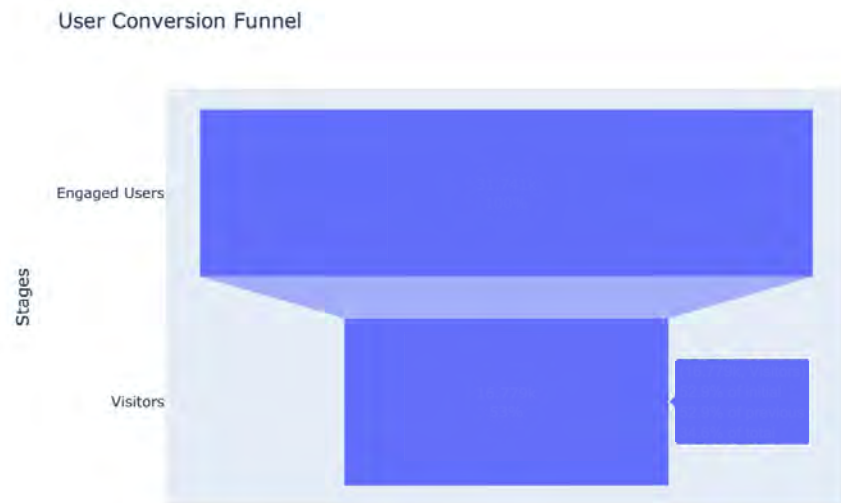
On average:

**If 400 people view
your tour,
5 will visit**



Can we predict who might visit?

- Turning views into visits



Model Evaluation
“matrix show that the model achieves a strong **94% accuracy**, making it **highly reliable for predicting user visits.**”

MISCADA -Sept 2024



CLOSING THE UK'S DATA GAP

GOAL

Grow visitor numbers from 38 million to 50 million by 2030

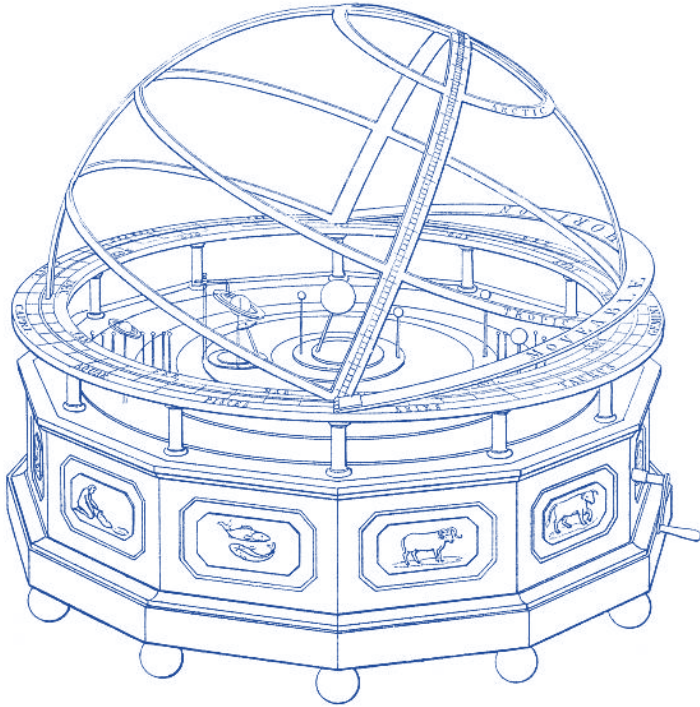
GAP

- Working with dated DMO websites
- High prices impact travel
- Fragmented and relatively low engagement
- Limited data, 1 year lag
- Mixed welcome experience

MOON SHOT

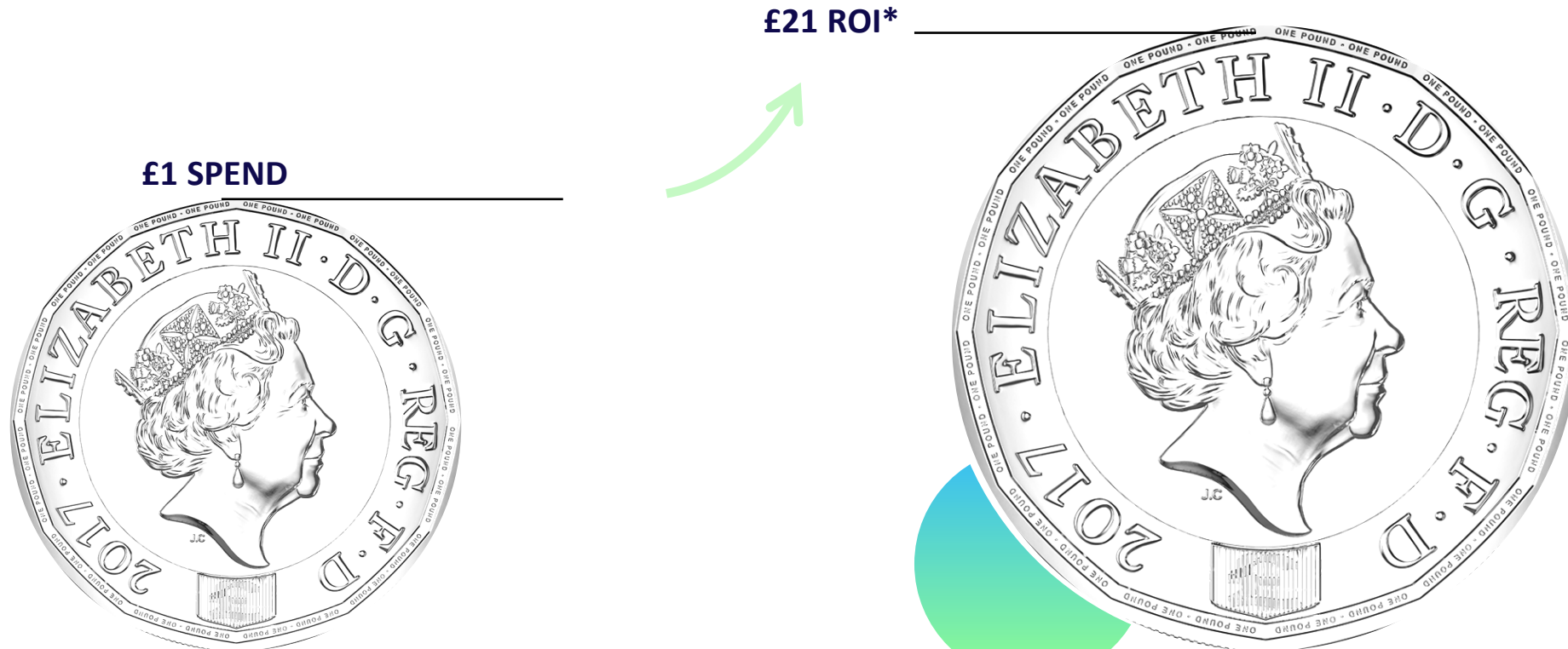
- Data, AI & tech to enhance the experience, connect the industry and optimise operations
- AI & Tech to augment skills shortage
- Optimisation = reduced costs for visitors
- Products/Solutions featuring locals, fosters deeper connection with visitors

Data Observatory Strategy To Drive Tourism

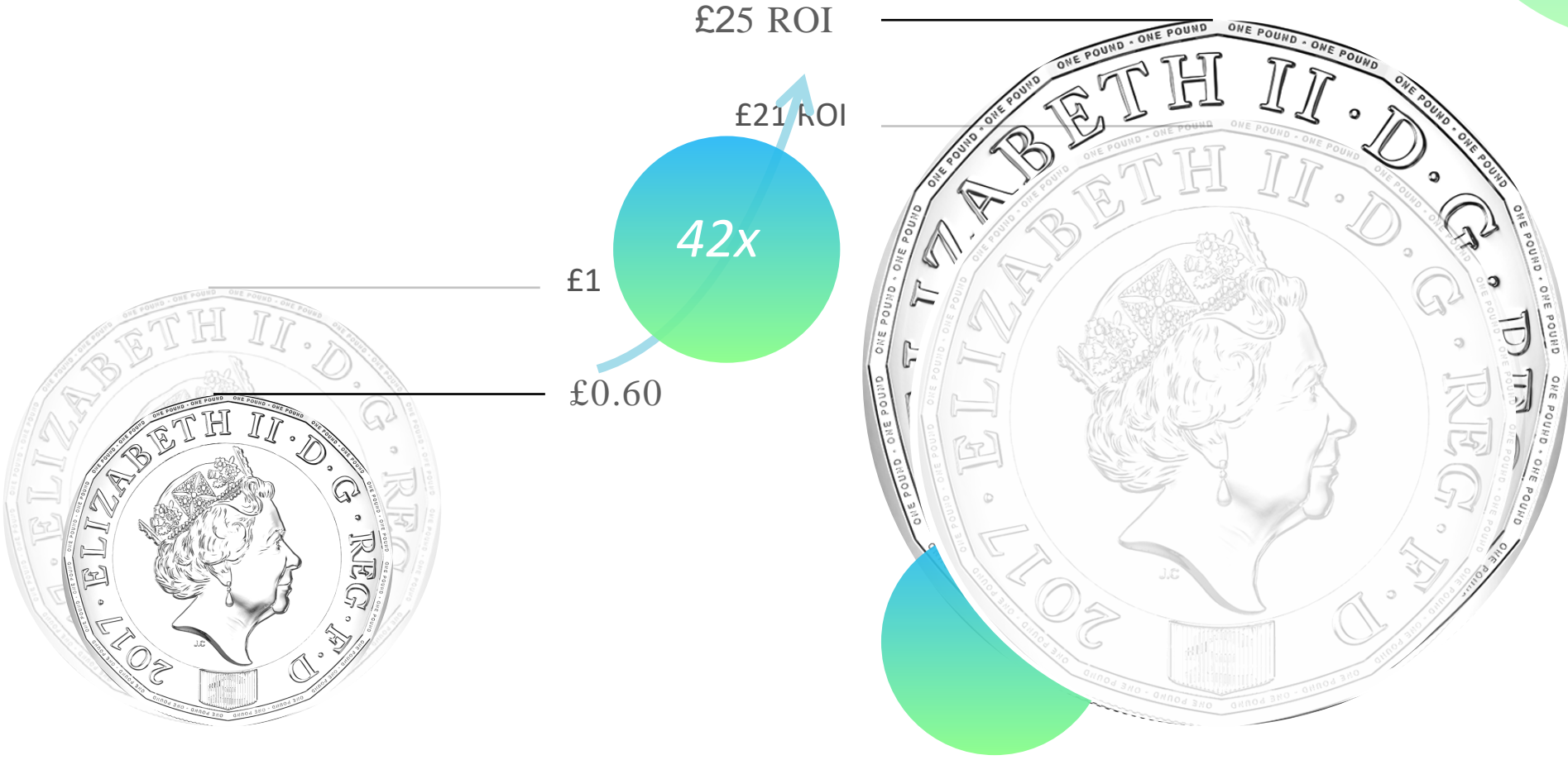


HOW ROI IS MEASURED AND OPTIMISED

A return of **21X** in visitor spend delivered by the industry today



Our approach **doubles** this



Don't just watch the future

Be part of it



SHAON
TALUKDER,
CEO

Entrepreneur
MAGAZINE

BBC
WORLD





Thank you



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