

Spreading visitors by using hyper-personalised information



Agenda

- Research Group Tourism Impacts on Society (RTIS)
- Project Spreading Visitors
- Travel with Zoey



Research Group Tourism Impacts on Society



Research Group Tourism Impacts on Society

“Help professionals in tourism destinations choose, design and evaluate interventions that optimize the impact of visitors – resident interaction on residents, contributing positively to their quality of life”

- Tourism destinations are places visited by visitors (this includes, but is certainly not limited to typical tourist hotspots)
- Within these destinations there are places where interaction between visitors and residents impacts upon the quality of life of residents. The interaction can be direct and/or indirect.



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- Direct interaction
 - Resident owning a supermarket, that is also used by visitors.
 - Resident working at a tourist attraction.
 - Resident and visitor engaging in a pleasant (or unpleasant) conversation.
 - ...
- Indirect interaction
 - Visitors and residents using the same places at the same time but without active interaction with one another.
 - Places whereby the fact that there are visitors using them impacts upon residents, even when they are not there at the same time.
 - Situations whereby residents decide to make less or no use of a certain place because of the expected presence/behavior of visitors.
 - ...



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- There are many different types of interventions:
 - Visitor management; influencing the number, type, spatial and temporal spread of visitors.
 - Tourism infrastructure; new attractions, infrastructure or facilities or redevelopments.
 - Marketing, communication, events
 - Legal measures; regulations, guidelines, and enforcement of existing laws.
 - Financial incentives; prices, taxes, subsidies.
 - Smart (IT) solutions.



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- Choosing/evaluating interventions
 - Effects of interventions on spaces/facilities/attractions, resident-visitor interaction, and quality of life of residents.
 - Success conditions of interventions.



Research Group Tourism Impacts on Society

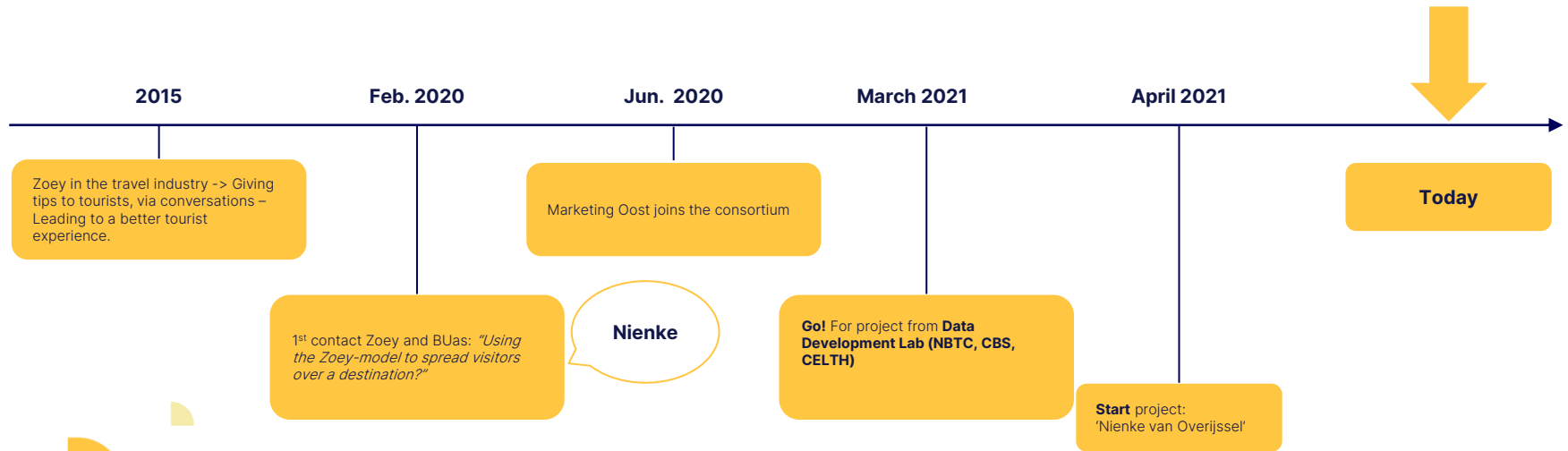
- Economic and social impacts of the Dutch Grand Prix
- Societal value of tourism and recreation (Maatschappelijke Waarde Toerisme en Recreation)
- ...
- Spreading visitors by using hyper-personalised information



Spreading visitors by using hyper-personalised information



Introduction project Spreading visitors



Experience **Nienke** in Overijssel

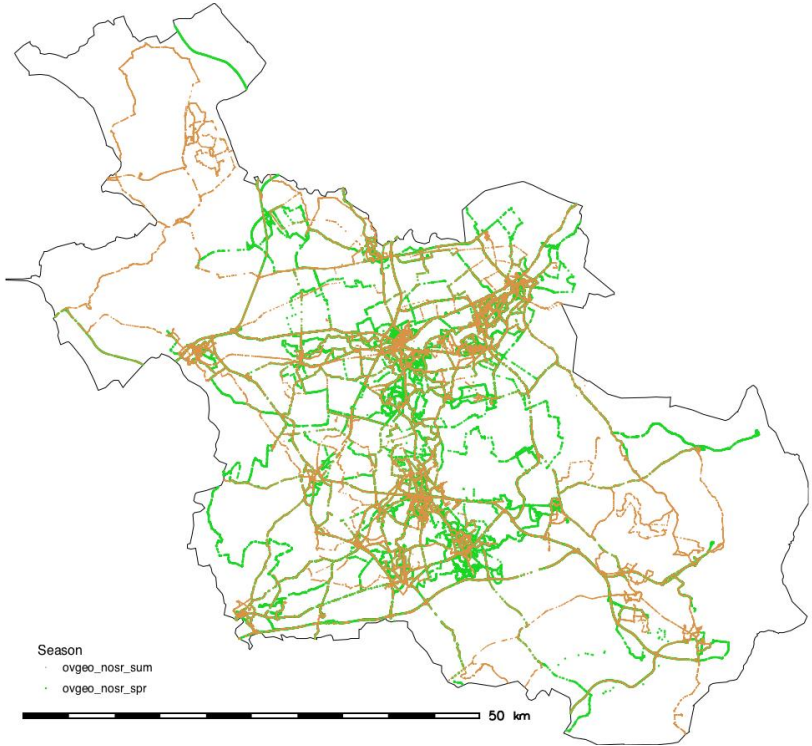


image Helena Mitasova 2021



Zoey and Artificial Intelligence



Interests

Walking

Food

Local
neighbourhood

Question

Cafe

Beer

Open at night



Main question and methods

- Can we use hyper-personalised information to spread visitors?
- Participants: ~155 visitors to 10 vacation parks in Overijssel
- Over two periods: May 2021 and end July/begin August 2021
- Measure with questionnaires before; during (daily); after; GPS during
- Items included NPS (Overijssel, accommodation, recommender), overall grade, emotions
- Participants randomly assigned to four groups

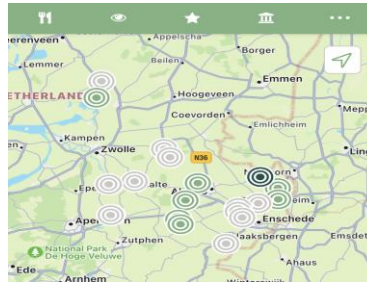


Map

Travel with Zoey - chat

experience-driven

Priority: The best attractions

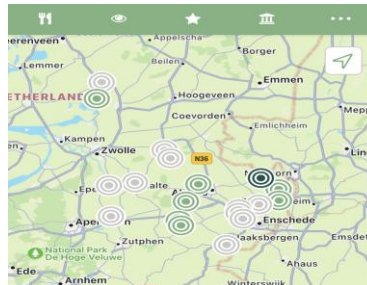


Priority: The best attractions



policy-driven
(spreading
visitors)

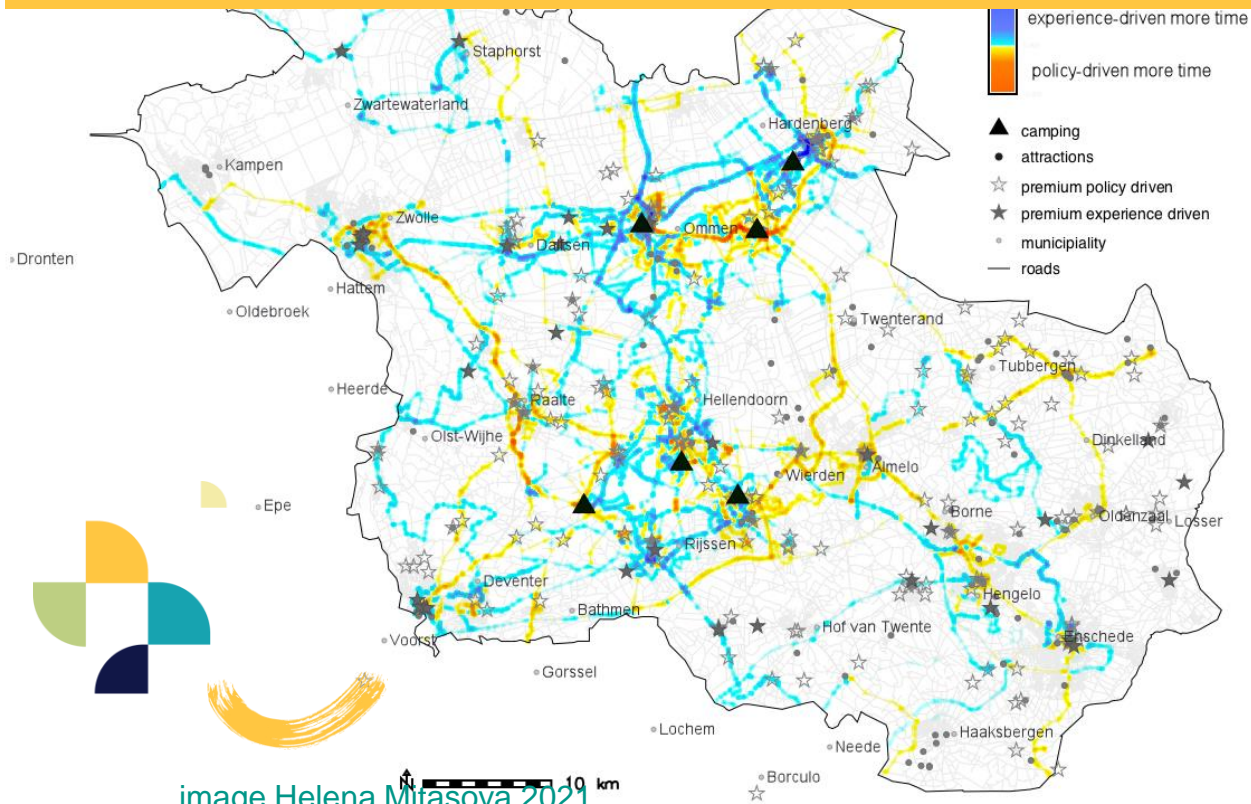
Priority: Least-visited attractions



Priority: Least-visited attractions



Policy-driven participants were 1.8 (map) to 2.0 (chat) times more likely to be present at policy driven attractions



Remarkably few differences in experiences between groups

- No significant differences in: positive emotions on vacation, overall grade of vacation, life satisfaction, positive or negative feelings in daily life, intent to recommend Overijssel or their accommodation.



Conclusions / Recommendations

- First piece of (academic) evidence that it is possible to spread visitors, without reducing the quality of their experience
- Led to a lot of publicity (Algemeen Dagblad, Parool, Telegraaf, Radio 1, Skift, Regional Newspapers, ...)
- Make precise and careful choices about information given to tourists
- Don't be afraid to skip the popular places in destination marketing



Next steps

- Conversations with several destinations (including MRA/Amsterdam) to repeat the experiment in different contexts.
- Conversation between Travel with Zoey and several DMOs, to apply the recommender system.

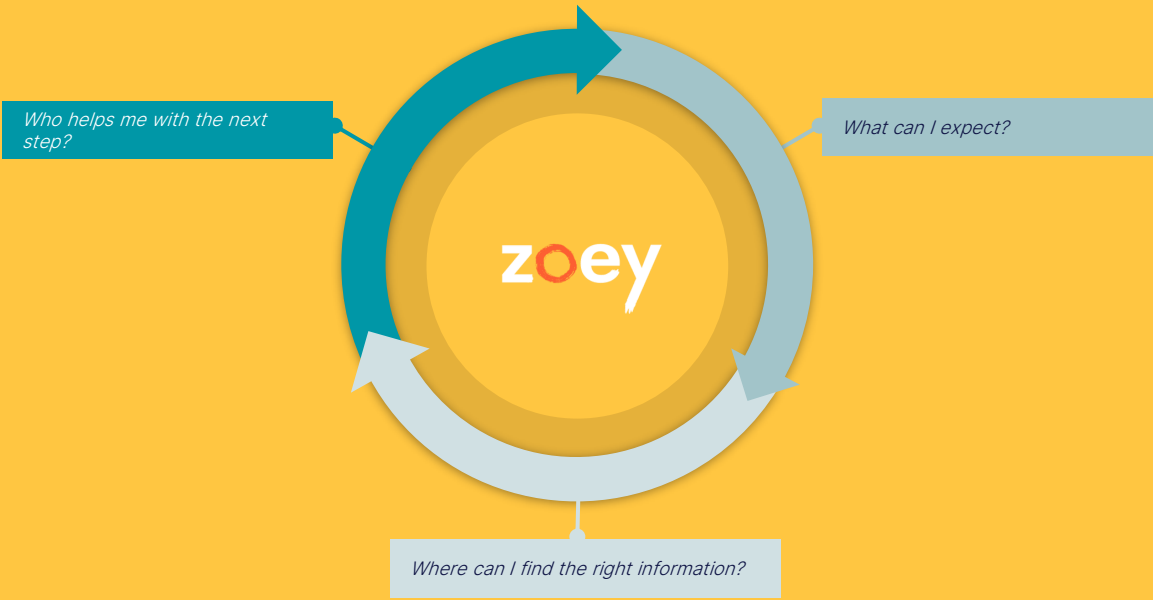




Zoey, the virtual assistant

Influencing consumer behavior at scale





*Real, personal conversations - the newest technologies - the ultimate **client journey***

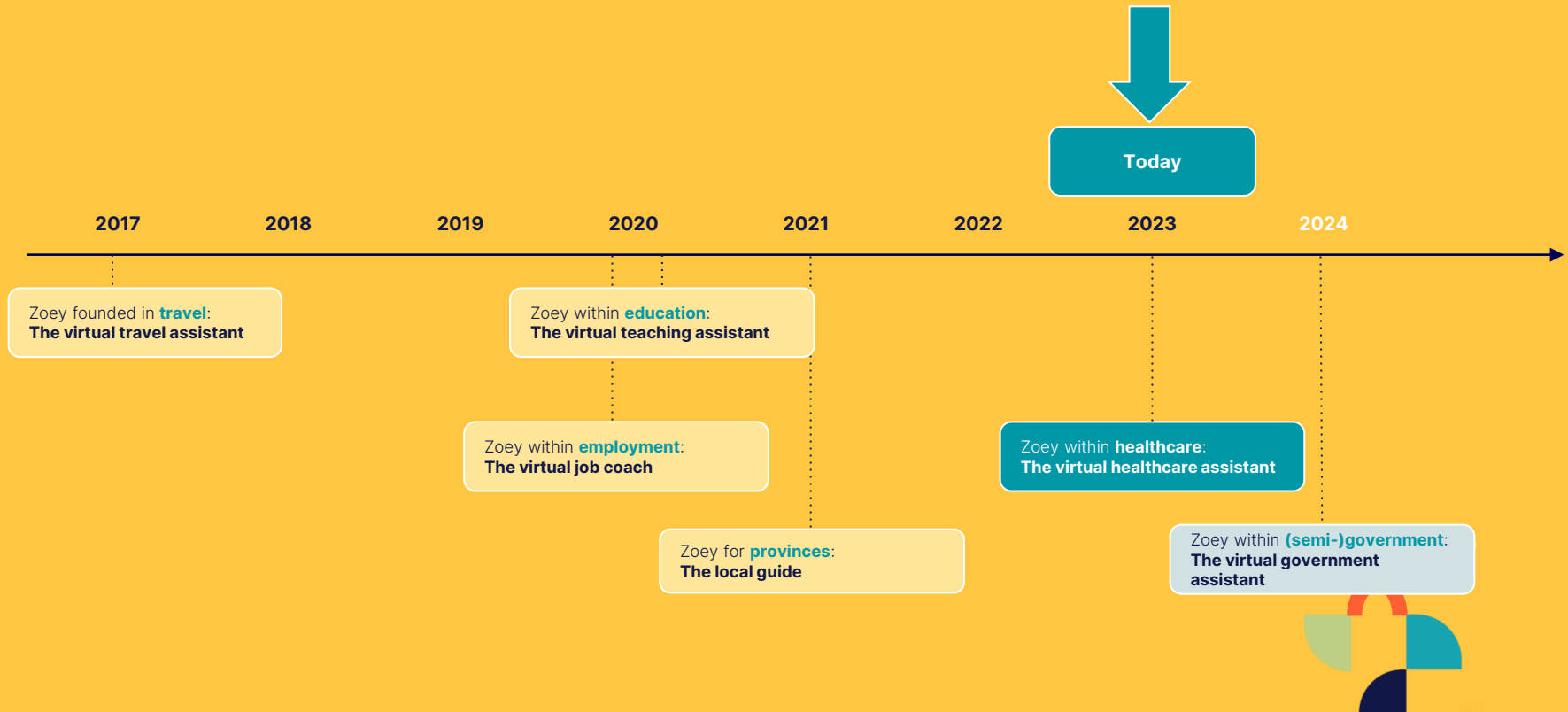




empathy human technology



Prepared for the future with Zoey

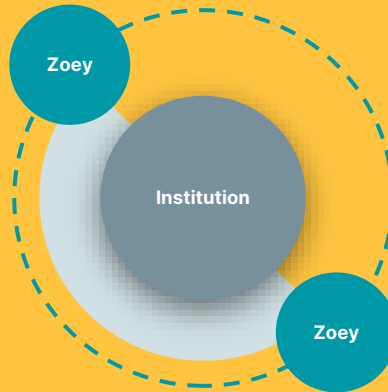


How does Zoey work?

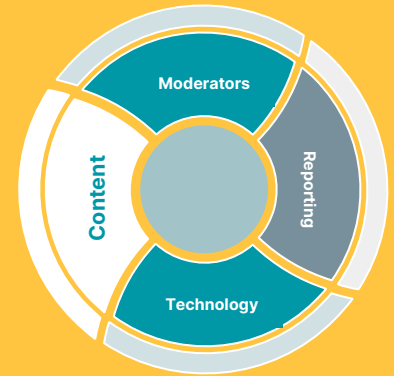
Integration of human and technology



Flexible layer around institution



Full service model



01

Step by step

02

Personal

03

Iterative

04

Plug & Play

05

Full Service

06

Partner



Zoey and Artificial Intelligence



Interests

Walking

Food

Local neighbourhood

Question

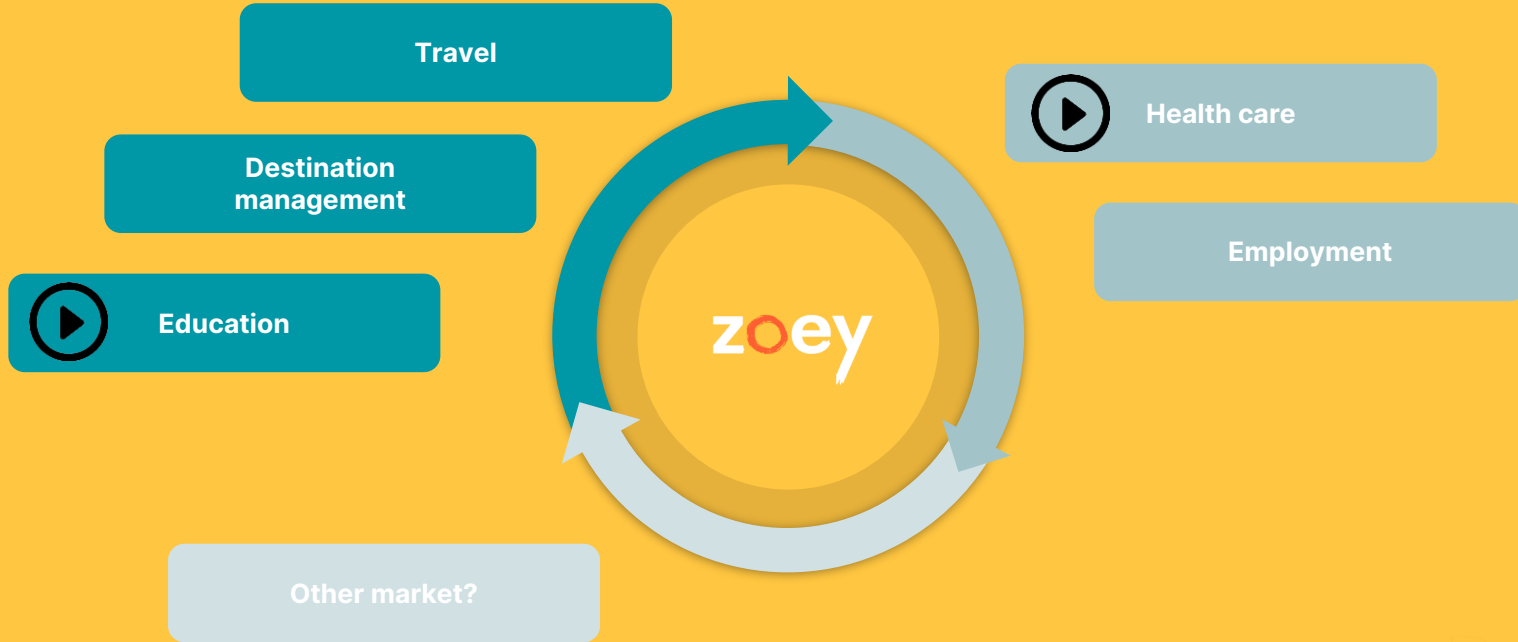
Cafe

Beer

Open at night



Zoey in other markets





Boy Lokhoff

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