# smartvisions

Prof. Dr. Dr. Roman Egger

PRODUCT
PORTFOLIO

This portfolio highlights the innovative solutions offered by SmartVisions, showcasing our expertise in artificial intelligence for the tourism industry. Our services are designed to empower destinations, businesses, and organizations with cutting-edge AI tools that drive growth, enhance guest experiences, and ensure accessibility compliance.
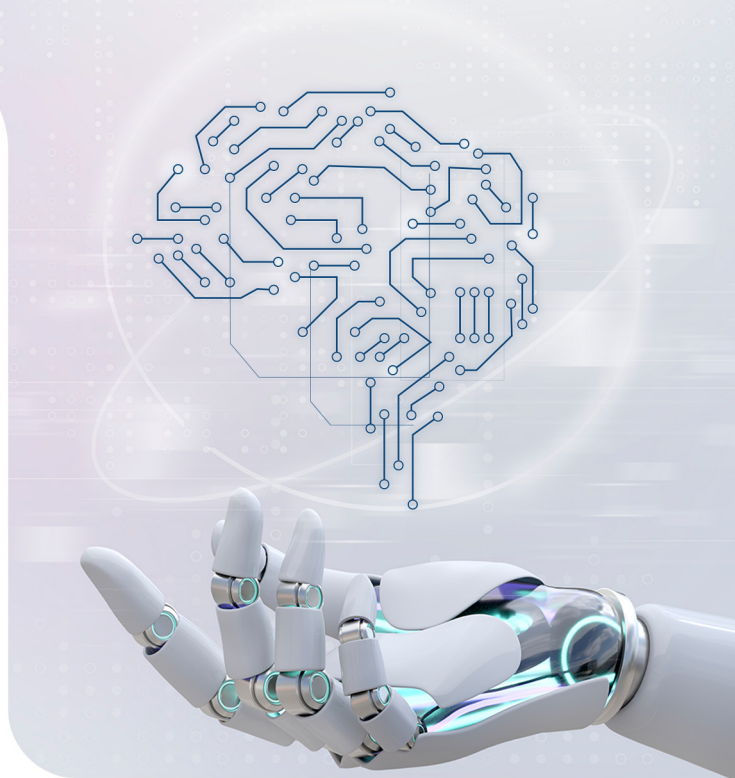
01 Tailored AI Solutions for Tourism

AI-Powered Image and Video Descriptions

Complying with the European Accessibility Act, tourism destinations face the challenge of describing thousands of images on their websites. Our AI solutions deliver exceptional results in this area:

Bulk Descriptions: Efficiently process entire image databases, including the ability to generate detailed and context-specific descriptions in multiple languages, saving time and ensuring accessibility for a diverse audience.

WordPress Plugin: Simplify the process of alt-text generation directly within your content management system, ensuring that your website remains compliant and user-friendly.

Chrome Extension: Seamlessly describes newly added images, integrating directly into your workflow for consistent results.

SEO Optimization: Pilots saw a 50% increase in organic traffic after implementing AI-generated alt-texts, demonstrating a clear return on investment and increased visibility online.

We also offer tailored analysis to identify missing image content for accommodation providers, providing strategic recommendations on image categories proven to increase engagement and booking conversions.

Custom Chatbots

Website Chatbots: Transform static information into dynamic, interactive conversations that improve guest satisfaction and streamline employee onboarding processes. These chatbots integrate seamlessly with your website, enhancing user experience.

Voice Chatbots: Available via phone, these systems provide round-the-clock guest support. They are especially effective during peak service times or after business hours, ensuring no customer query goes unanswered.

GPT Analysis Tool

Discover what ChatGPT knows about your destination. Our tool analyzes extensive datasets by simulating thousands of queries, providing actionable insights into your brand's online presence, strengths, and areas for improvement.

02 Monitoring and Forecasting Your Source Markets

We leverage machine learning to monitor arrival trends and forecast market performance for national tourism organizations, regions, and cities. Our solutions help you:

Strategically plan marketing activities by identifying key trends and target demographics.

Evaluate campaign effectiveness through data-driven insights into what works best for your destination.

Gain in-depth traveler profiles (e.g., business travelers, families, solo adventurers) to tailor your offerings and marketing strategies.

03 Social Media and Big Data Analysis

By analyzing user-generated content at scale, we uncover key insights into how your destination is perceived and how you can improve:

Sentiment Analysis: Identify strengths, weaknesses, and trends in guest feedback to improve services and offerings.

Geo-Data Analysis: Aggregate, analyze, and visualize geolocation data (e.g., mobile or other geo-data), helping you understand guest behavior, hotspots, and areas for strategic investment.

04 Data Science Projects

Our expertise in big data and machine learning uncovers patterns and insights previously unseen, enabling you to make data-driven decisions. These projects help you optimize operations, predict trends, and identify new opportunities for growth.

05 Webinars, Workshops, and Keynotes

As a leading expert in AI for tourism, I deliver international events designed to prepare decision-makers and staff for the future. These sessions include tailored insights, hands-on exercises, and strategic guidance to ensure participants gain practical knowledge and skills.

06 Consulting

With over 20 years of experience in tourism and digitalization, I guide organizations through digital and AI transformations. From strategy development to the implementation of innovative solutions, I help businesses stay ahead in a rapidly changing landscape.

07 Market Research

As a specialist in empirical social research, I conduct comprehensive studies using advanced methodologies:

Segmentation and Clustering: Identify distinct market groups to tailor your offerings effectively.

Scenario Analysis: Prepare for future challenges and emerging trends in the tourism industry.

Advanced Statistical Methods: From regression models to machine learning algorithms, I provide actionable insights tailored to your specific needs, enabling data-driven decision-making at all levels.

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