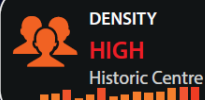


# SNAP4TOURISM



VISITORS



ATTRACTIONS



EVENTS



Understand the destination.  
Shape the experience  
Smart Tourism Management  
System



AIR QUALITY  
**GOOD**  
AQI 28

1

IMPROVE  
QUALITY OF LIFE

2

OVERTOURISM  
MITIGATION

3

SUSTAINABILITY

4

LOWER  
SERVICE COSTS

5

ACCESSIBILITY  
& SAFETY





## MONITOR & UNDERSTAND

### Destination intelligence



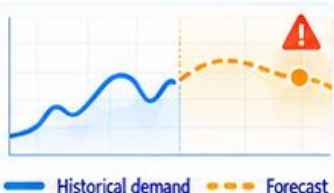
- Presence & density
- Flows & trajectories
- Attraction queues

### Reputation & feedback



## FORECAST & REBALANCE

### Demand forecasts



### What-if scenarios



### Local economy

Explore secondary streets and attractions.



## ENGAGE & SUPPORT

### SnapAdvisor Copilot

- Why is the centre crowded?
- Compare visitor flows, events and alternative routes.

- Destination data
- Forecasts
- Scenarios

Evolving capability • Operator-reviewed actions

### Visitor engagement

- Suggestions and real-time information

### Destination planning

- Prioritize options and review impacts



- Visitors
- Mobility
- Events
- Weather

- Early warnings
- Scenarios
- Alternative attractions

- Recommendations
- Engagement
- Operator insights



One operational view of visitors, places and the local economy.  
Powered by the Snap4City Digital Twin.

01

## MONITOR

### What is happening now?

Monitor visitor presence, density, trajectories, origin-destination patterns and hotspots in real time.

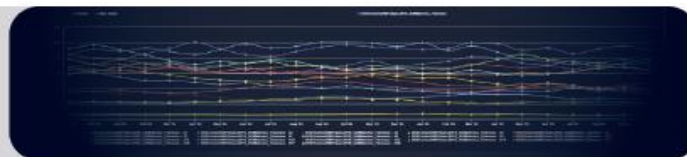


02

## PREDICT

### What will happen next?

AI models forecast visitor pressure, congestion and demand at attractions, events and services.



03

## SIMULATE

### What if we change something?

Digital Twin + what-if scenarios to evaluate the impact of decisions before implementing them.



04

## OPTIMIZE

### How can we redistribute visitors?

Identify alternative attractions, routes and areas to balance flows and reduce pressure on hotspots.



05

## CONNECT

### How can tourism support local economy?

Analyze footfall and retail data to support local business and strengthen commercial areas.

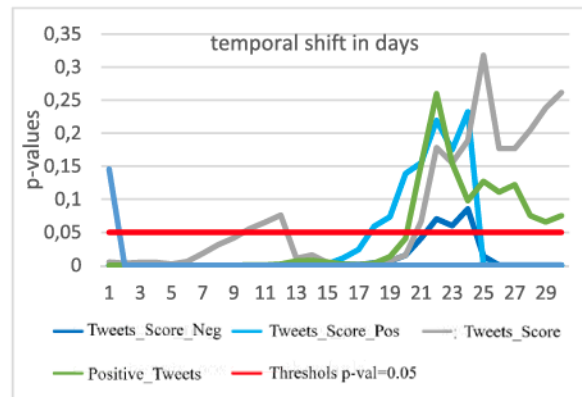
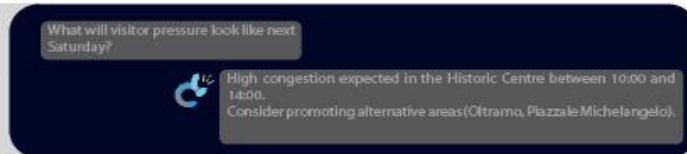


06

## ASSIST

### Ask the city. Get answers.

The Agentic AI Assistant understands your question and proposes the best actions with data-backed insights.

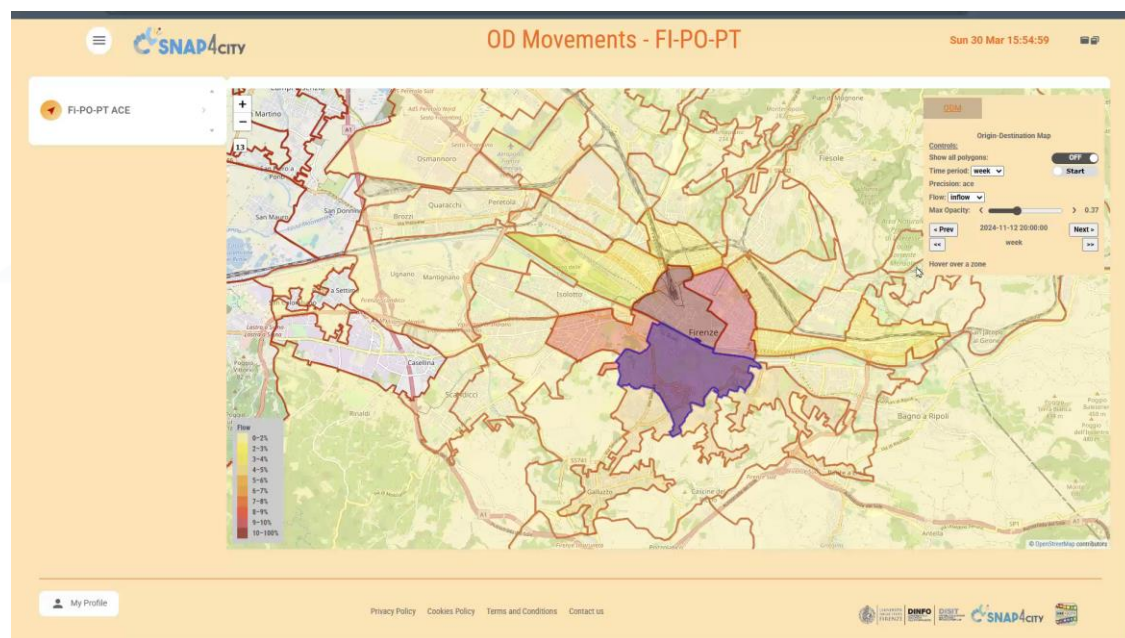


| Goals                                                    | How to                                                              | technicalities                                                        |
|----------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------|
| <b>Keep under control reputation</b>                     | Measuring and predicting                                            | Multichannel collections of appreciations, AI/LLM, sentiment analysis |
| <b>Predicting number of presences in advances</b>        | Measuring and predicting                                            | Counting, tracking and computing Orig. Dest. Matrices                 |
| <b>Controlling the overtourism</b>                       | Measuring, predicting, suggesting, producing tactics and strategies | Production of suggestions, serious games, engagements, ..             |
| <b>Stimulating actions, stimulating the second offer</b> | Suggesting, engaging, producing tactics and strategies              | Production of suggestions, and engagements                            |
| <b>Identification of critical conditions</b>             | Short and long terms Measuring                                      | In deep data analysis, AI for anomaly detections                      |
| <b>Increasing resilience</b>                             | Monitoring and early warning                                        | Strategies, dynamic routing, real time information to city users      |

# Visitor demand and mobility

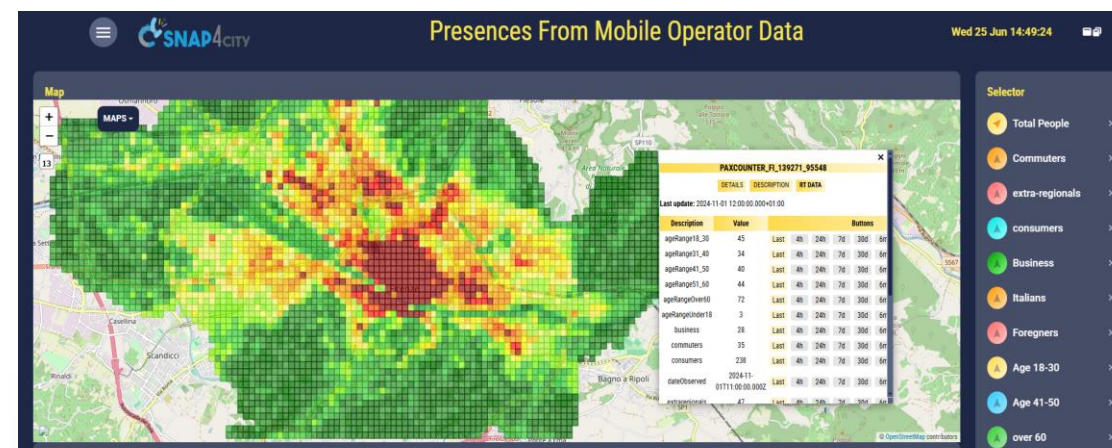
Combine tourism flows with the wider mobility picture.

## Origin-destination patterns



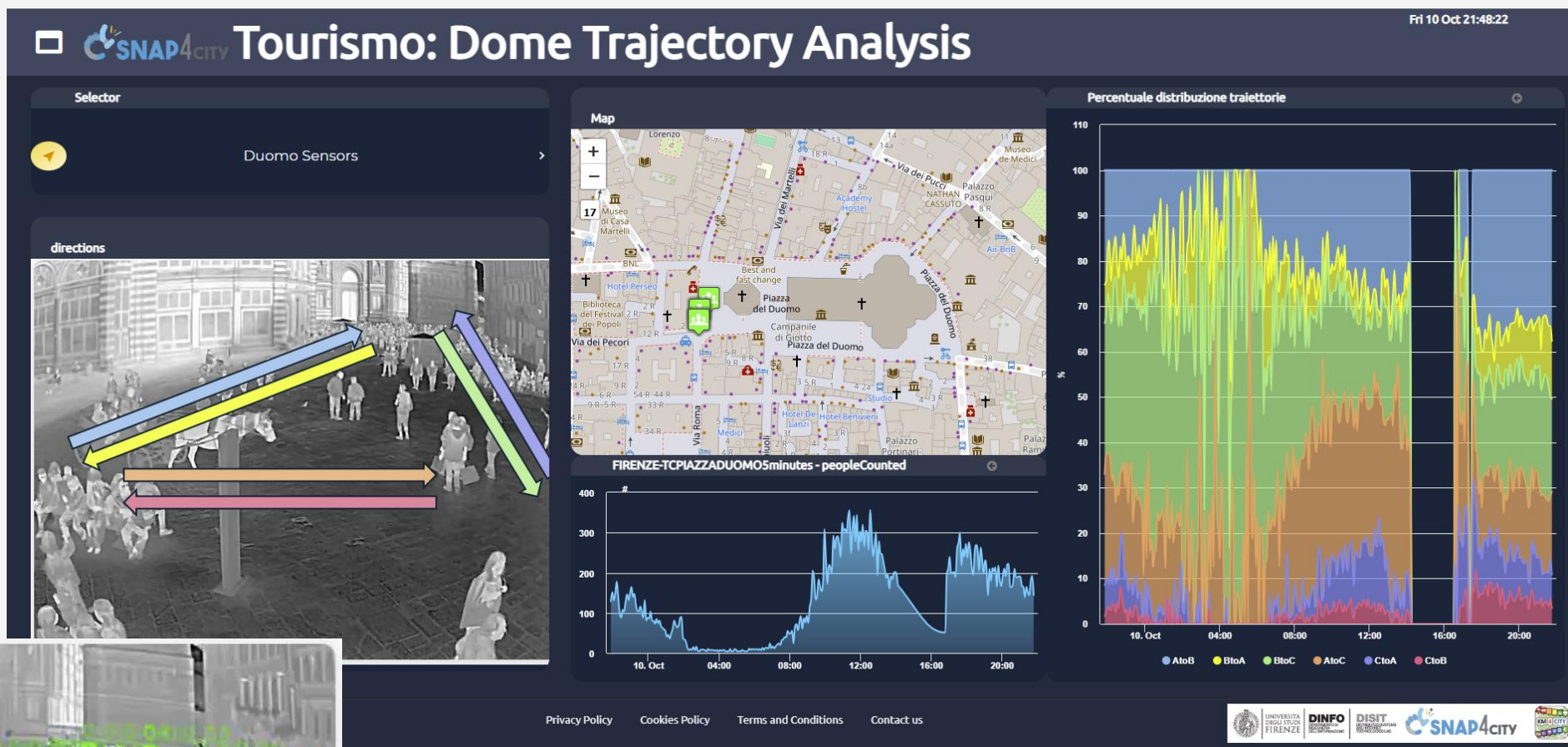
Understand movement between areas and transport corridors.

## Presence by visitor profile



Compare presence across areas and available visitor profiles.





01

### MONITOR

#### What is happening now?

Monitor visitor presence, dendity, trajectorsies, origin-destination patterns and hotspots in real time.



# One view of the destination

Snap4Tourism connects city data in the Snap4City Digital Twin.



## Visitors

Presence, flows and trajectories

## Mobility

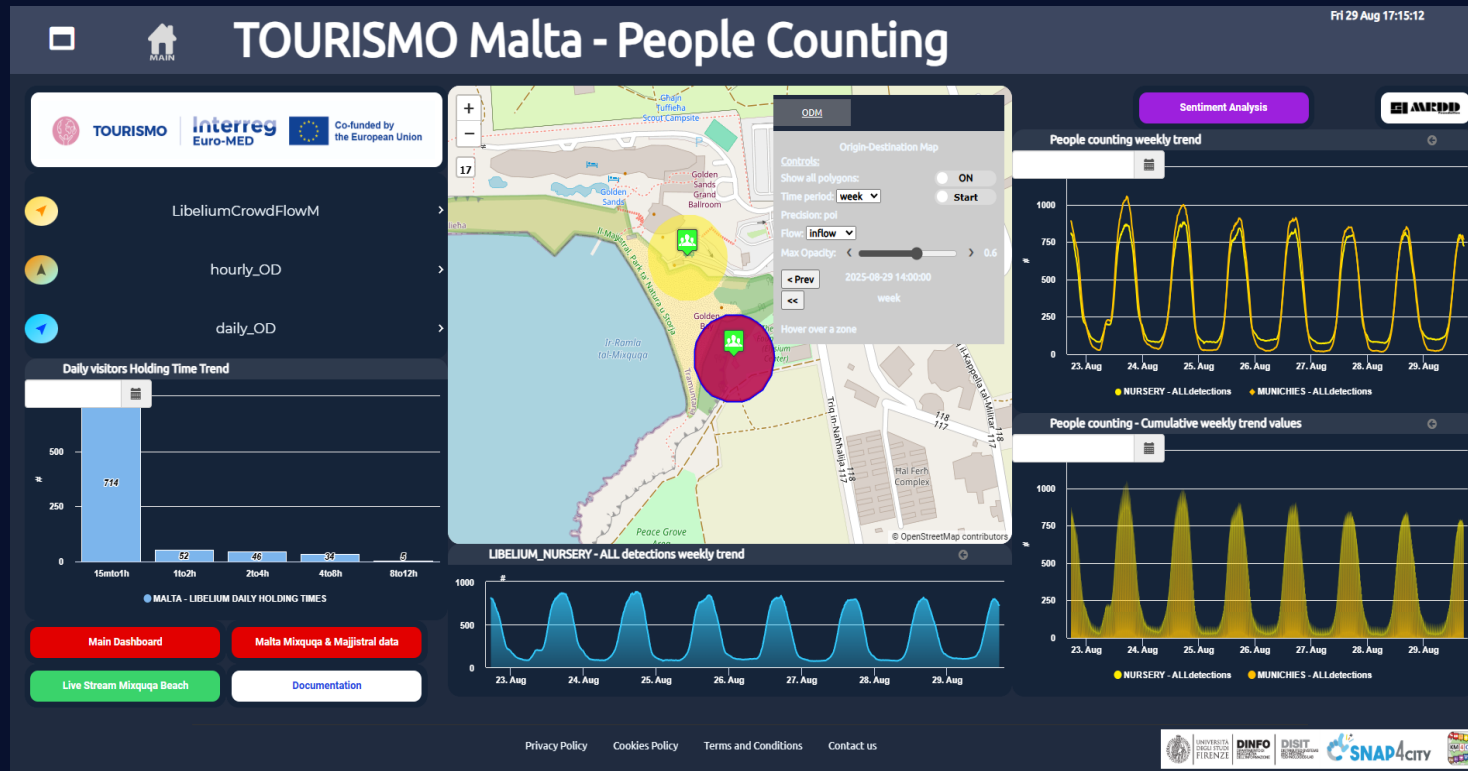
Transport, parking and traffic

## Destination activity

Events, attractions and retail

## Urban context

Environment, weather and sensors



An operational control room for daily management and planning



# Counting People by Drones in Varna



TOURISMO Varna 2

openweathersVarna

Sea conditions Varna

Air pollution Varna

Drone Data Varna

Selector - Map

DRONE MARINE GARDEN

VALUE NAME: DRONE MARINE GARDEN

DETAILS DESCRIPTION RT DATA

Last update: 2024-08-24 09:27:00.000+02:00

| Description                     | Value                    | Buttons |    |     |    |     |    |    |    |     |  |
|---------------------------------|--------------------------|---------|----|-----|----|-----|----|----|----|-----|--|
| averageTemperature              | 41                       | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| averageTemperatureThermalCamera | 32.9                     | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| bicycleForRent                  | 0                        | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| birds                           | 1                        | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| cyclists                        | 3                        | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| dateObserved                    | 2024-08-24T07:27:00.000Z | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| distance                        | 5                        | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| emissivity                      | 0.95                     | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| fNumber                         | 1.0                      | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |
| focalLength                     | 9.1                      | Last    | 4h | 24h | 7d | 30d | 6m | 1y | 2y | 10y |  |

Position: drone\_marine\_garden

Date time: 2024-08-24 10:27

Type of image: Thermal Camera

View Reset

Air Temperature

VARNA - Air Temperature - Weekly trend

13.1 °C



# Forecasting and scenario planning

Anticipate demand and compare options before intervening.

## Forecast

Visitor demand and congestion

## Warn

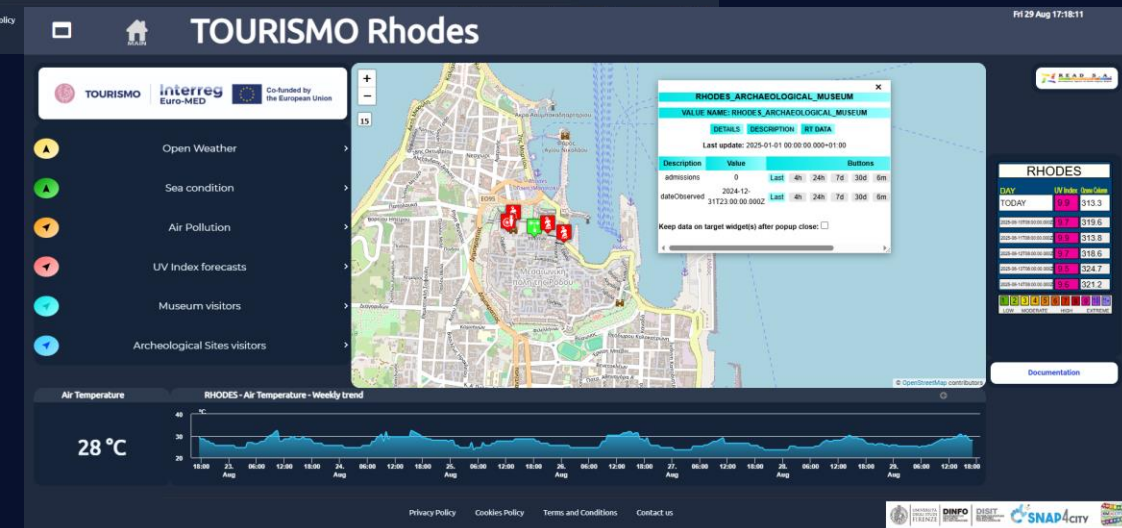
Thresholds and critical conditions

## Simulate

What-if scenarios in the Digital Twin

## Optimize

Alternative routes and attractions



## What is happening now?

Monitor visitor presence, density, trajectories, origin-destination patterns and hotspots in real time.



# A view and data from the Thermal Camera



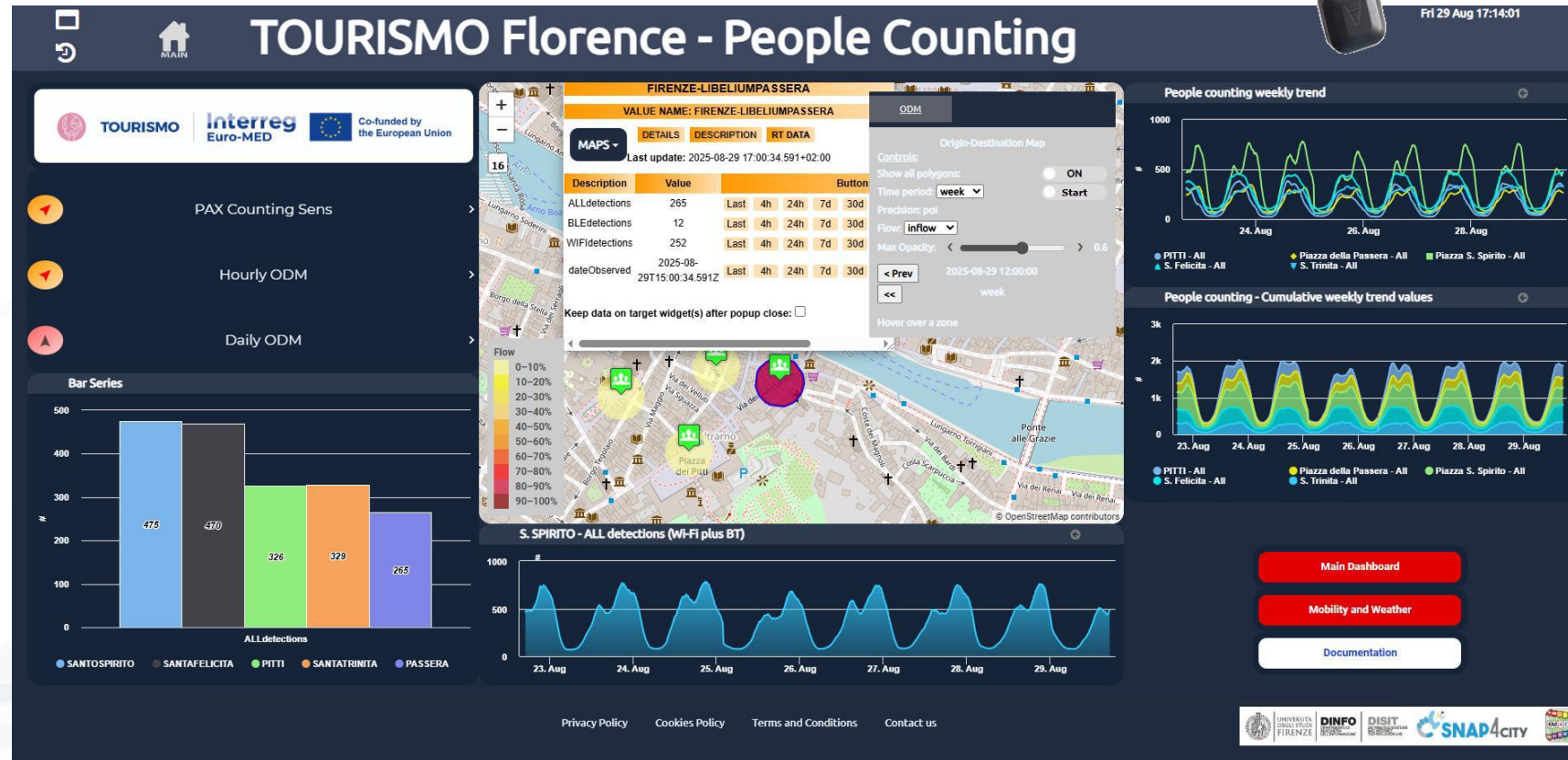
## Detection BOX Snap4Thermal PV Firenze Tue 15 Mar 13:30:41





# Real-time tourism operations

Where are visitors concentrating now?



Florence people-counting dashboard

01

## MONITOR

### What is happening now?

Monitor visitor presence, density, trajectories, origin-destination patterns and hotspots in real time.



Presence  
and density

Trajectories  
and hotspots

Queues at  
attractions



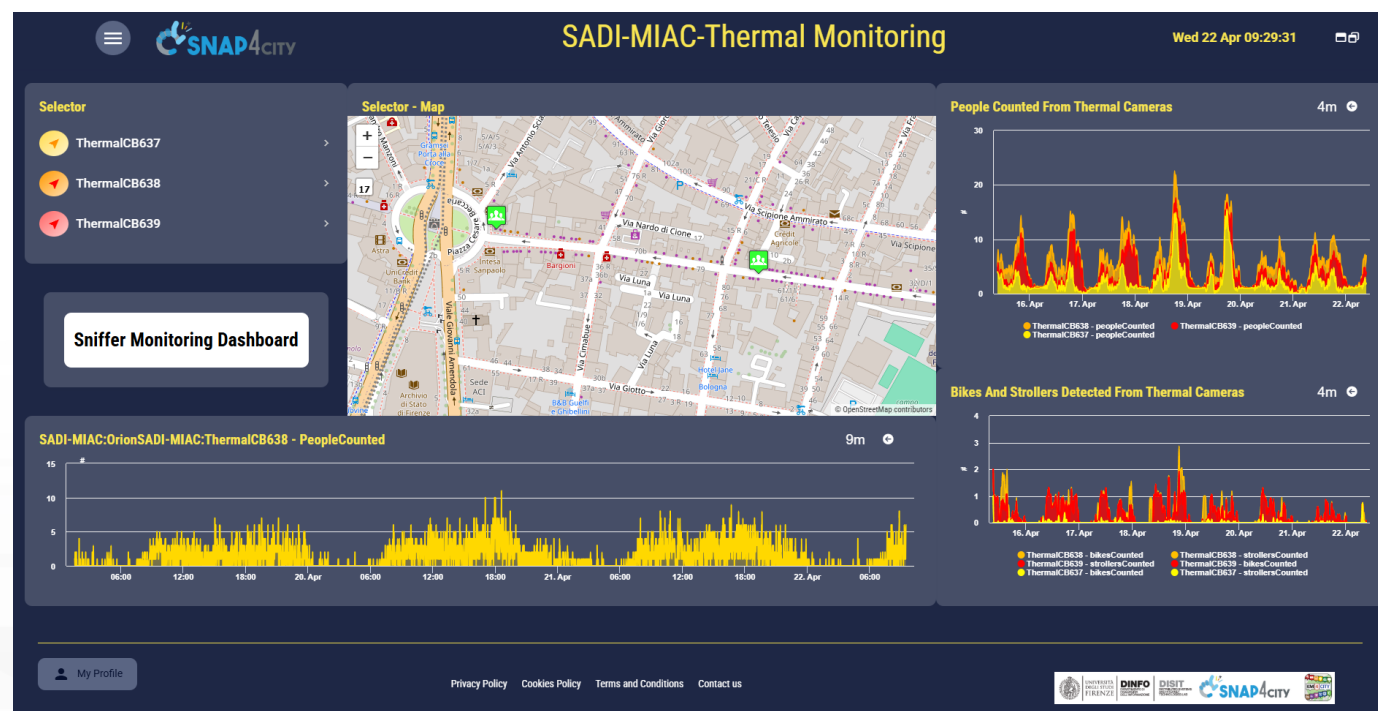
# Tourism and the local economy

Visitor flow data can inform strategies for shopping streets.

## More visibility for Neighbourhood commerce

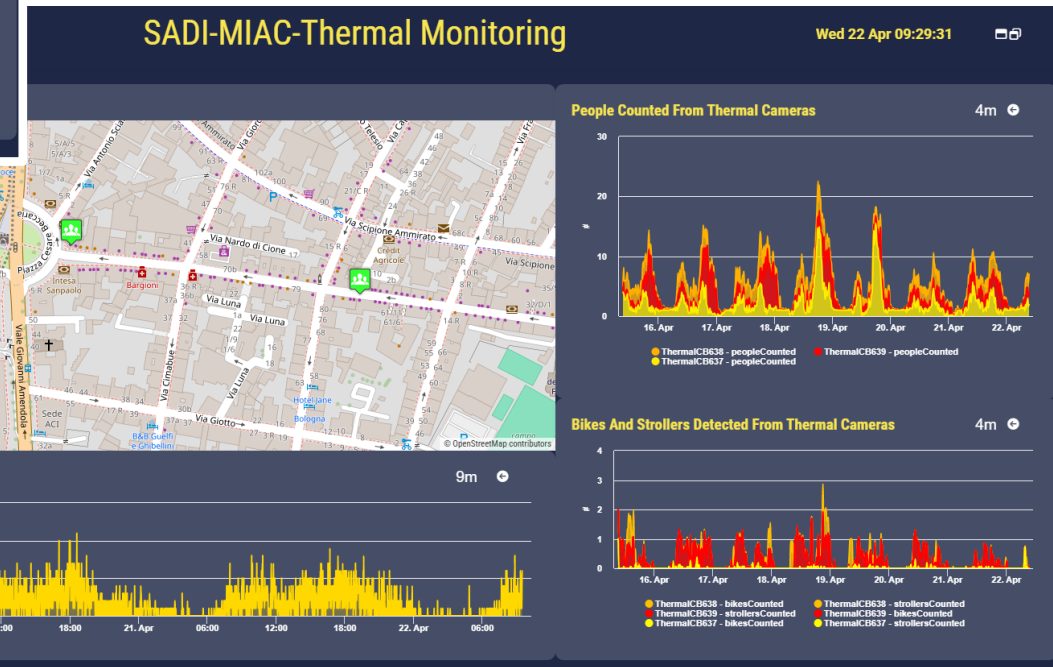
Connect pedestrian flows with commercial activity.

Assess opportunities in secondary streets and districts.



Shopping area monitoring in the SADI-MIAC example

## Shopping area monitoring



01

### MONITOR

#### What is happening now?

Monitor visitor presence, density, trajectories, origin-destination patterns and hotspots in real time.

02

### PREDICT

#### What will happen next?

AI models forecast visitor pressure, congestion and demand at attractions, events and services.

Data principale: 01/04/2026  
 Comparazione con: 01/04/2025

**Dati economici**

| Periodo                        | Totale vendite | Articoli venduti | Differenza vendite vs giorno precedente | Differenza articoli vs giorno precedente |
|--------------------------------|----------------|------------------|-----------------------------------------|------------------------------------------|
| 2025-04-01                     | -              | -                | -                                       | -                                        |
| 2025-03-31 (giorno precedente) | -              | -                | -                                       | -                                        |

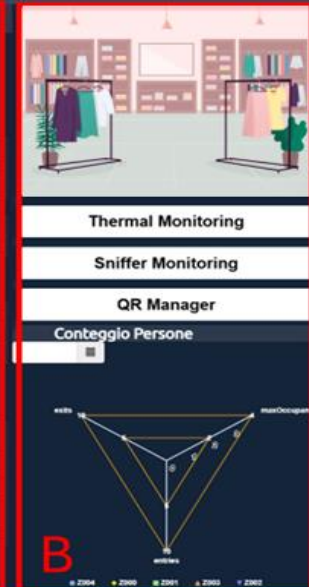
| Categoria       | Quantità 2025-04-01 | Quantità 2025-03-31 | Differenza quantità | Importo 2025-04-01 | Importo 2025-03-31 | Differenza importo |
|-----------------|---------------------|---------------------|---------------------|--------------------|--------------------|--------------------|
| Calzature Donna | -                   | -                   | -                   | -                  | -                  | -                  |

**Ingressi e uscite**

| Periodo                        | Entrate | Uscite | Differenza Entrate vs giorno precedente | Differenza Uscite vs giorno precedente |
|--------------------------------|---------|--------|-----------------------------------------|----------------------------------------|
| 2025-04-01                     | -       | -      | -                                       | -                                      |
| 2025-03-31 (giorno precedente) | -       | -      | -                                       | -                                      |

**Zone**

| Zona           | Tempo di permanenza 2025-04-01 | Tempo di permanenza 2025-03-31 | Differenza tempo di permanenza | Num. Persone Max 2025-04-01 | Num. Persone Max 2025-03-31 | Differenza Num. Persone |
|----------------|--------------------------------|--------------------------------|--------------------------------|-----------------------------|-----------------------------|-------------------------|
| Cassa          | -                              | -                              | -                              | -                           | -                           | -                       |
| Commissari     | -                              | -                              | -                              | -                           | -                           | -                       |
| Intero negozio | -                              | -                              | -                              | -                           | -                           | -                       |
| Clienti        | -                              | -                              | -                              | -                           | -                           | -                       |



# Smart Retail

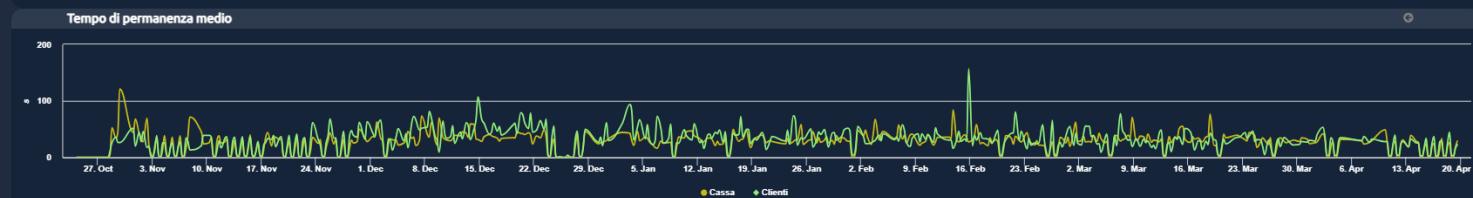
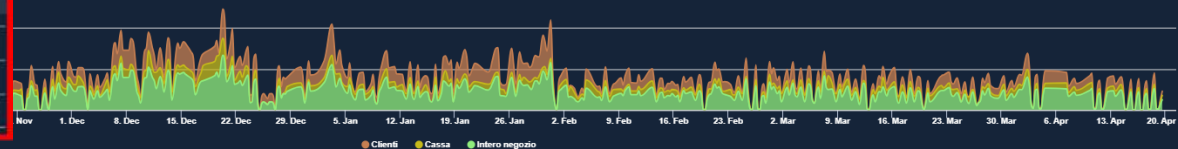
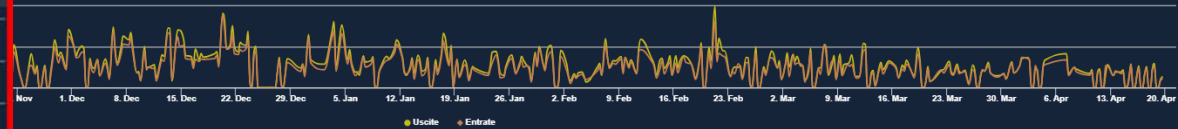
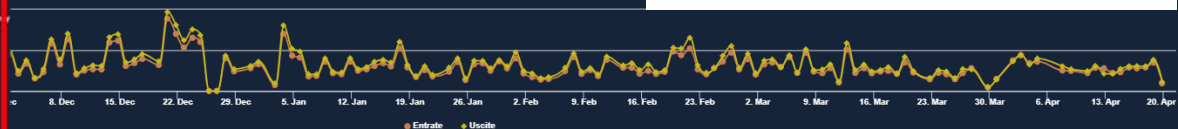


02

## PREDICT

### What will happen next?

AI models forecast visitor pressure, congestion and demand at attractions, events and services.



01

## MONITOR

### What is happening now?

Monitor visitor presence, density, trajectories, origin-destination patterns and hotspots in real time.



# From data to suggestions

## Data Sources

- City Context and data
- Thermal cameras
- Wi-Fi / Bluetooth sniffers
- Drones
- Environmental sensors
- Tickets
- Mobility and statistical data
- User engagement data

## Data Integration

- Data collection and harmonization
- Interoperability assessment
- Integration and processing into Snap4city

## Analytics and Digital Twin

- Digital Twin modelling
- Indicators and KPIs
- AI-based analysis
- Tourism flow monitoring
- Dashboards, suggestions
- Tourism management



# Agentic AI for the city operator

Evolving capability built around SnapAdvisor Copilot



Example operator question

**“Why is the historic centre crowded, and what could reduce pressure in the next three hours?”**

- 1 Interpret the objective
- 2 Combine destination data
- 3 Use analytical tools
- 4 Explain and prioritize options

Modular knowledge and tools connect the question to destination data.  
The city operator reviews the proposed actions.

## **SIMULATE**

### **What if we change something?**

Digital Twin + what-if scenarios to evaluate the impact of decisions before implementing them.

## **OPTIMIZE**

### **How can we redistribute visitors?**

Identify alternative attractions, routes and areas to balance flows and reduce pressure on hotspots.

## **CONNECT**

### **How can tourism support local economy?**

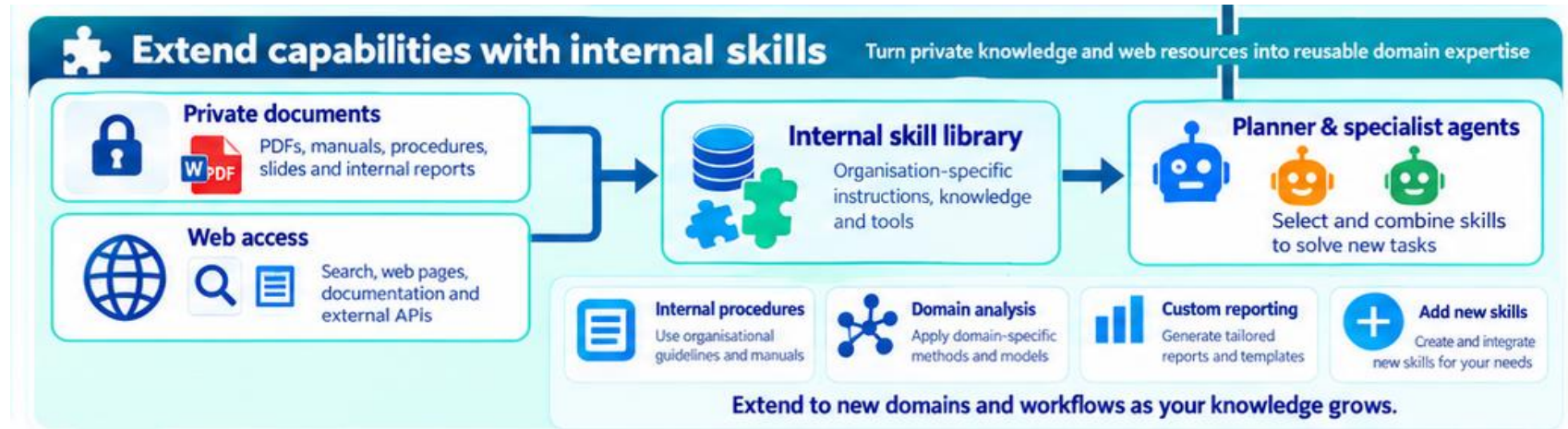
Analyze footfall and retail data to support local business and strengthen commercial areas.

## **ASSIST**

### **Ask the city. Get answers.**

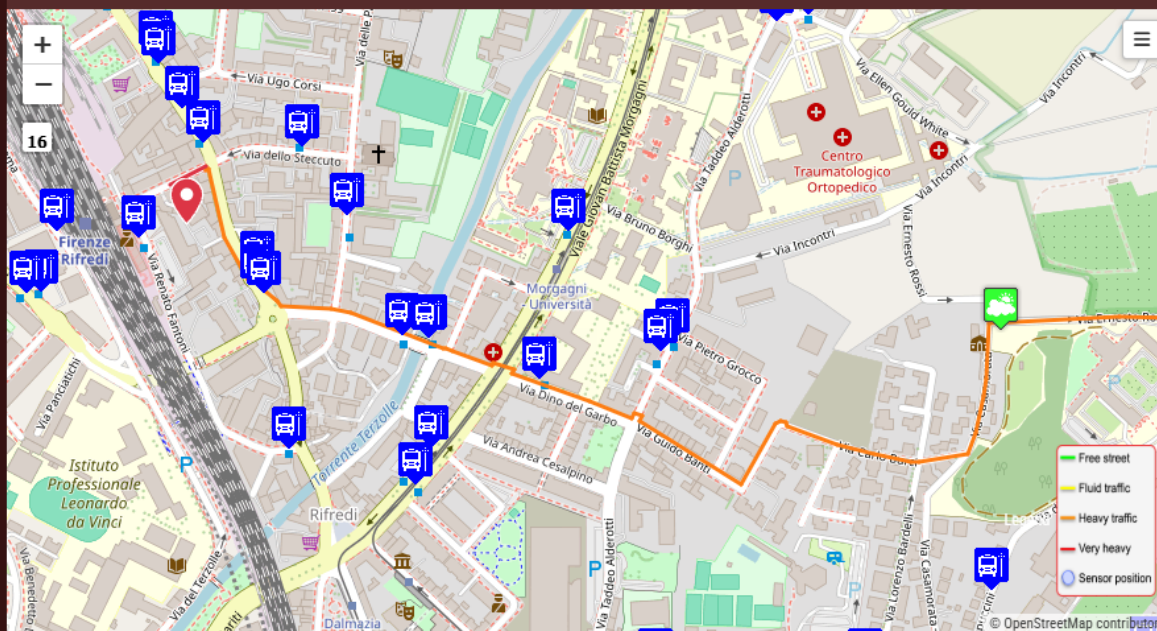
The Agentic AI Assistant understands your question and proposes the best actions with data-backed insights.

# Skill Packages

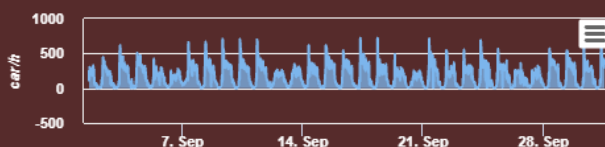


- Multiple and pluggable Skills, for different users and teams
- Full Custom Skills
- Integrate internal skills with web access, when needed

|                                                                                                                                                                           |                                                                                                                                                   |                                                                                                                                               |                                                                                                                                                     |                                                                                                                                                   |                                                                                                                                                      |                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>snap4city4dummies</b><br>ID: 280<br>This collection documents the Snap4City platform, its principal development and management tools, and a...<br><a href="#">Open</a> | <b>TourismExpert</b><br>ID: 281<br>This collection include document and skill regarding about: how to solve problem in...<br><a href="#">Open</a> | <b>ParkingExpert</b><br>ID: 286<br>The collection covers parking policy and supply requirements; demand-responsive...<br><a href="#">Open</a> | <b>CityLightExpert</b><br>ID: 287<br>A curated collection of 30 publicly accessible PDFs supporting expert questions abo...<br><a href="#">Open</a> | <b>WasteExpert</b><br>ID: 289<br>This collection contains 24 authoritative PDFs supporting retrieval-augmented answers...<br><a href="#">Open</a> | <b>snap4citybarc2026</b><br>ID: 293<br>this collection contains promotional material distributed at Smart City world expo...<br><a href="#">Open</a> | <b>CivilProtectionITExp<br/>ert</b><br>ID: 294<br>No description provided for this collection<br><a href="#">Open</a> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|

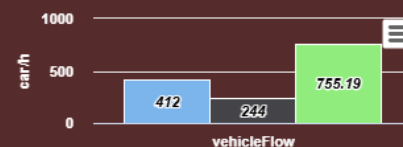


Time Trend



vehicle Flow

Bar Series



METRO20 METRO19 METRO2

## Chat

New Chat

verification

Test

Prod

Clear Map

Clear Bars

Clear Time-Trend



PDF chat

## verification

### Recommendations

- Conduct thorough market research to understand the demand for pizzerias in the area.
- Analyze the competitive landscape by gathering data on existing pizzerias and their popularity.
- Evaluate the financial viability by detailed financial data and projections.
- Assess the location's suitability by gathering data on foot traffic, nearby businesses, and accessibility.

By addressing these uncertainties, a more informed decision can be made regarding the advisability of opening a pizzeria in Via dello Steccuto, Florence.

Is it advisable to open a pizzeria in via dello steccuto, florence?

P 0%

N 100%

Neg 0%

Location

Peso 20%

please produce a decision support graph to open a pizzeria in via dello steccuto, florence



# SNAP4CITY

