

Understand the destination

Shape the experience

Digital Twin, Agentic AI and real-time intelligence for sustainable tourism and better decisions.



VISITORS



MOBILITY



ATTRACTIONS



EVENTS



ENVIRONMENT



RETAIL & SERVICES



IoT & SENSORS



VISITORS NOW

12,458

+14% vs yesterday



DENSITY

HIGH

Historic Centre



AIR QUALITY

GOOD

AQI 28

DIGITAL
TWIN

AGENTIC AI &
PREDICTIONS

REAL-TIME
DATA

WHAT-IF
SIMULATION

EARLY
WARNINGS

WHAT SNAP4TOURISM CAN DO?

Practical use cases for tourism operators and city managers

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.

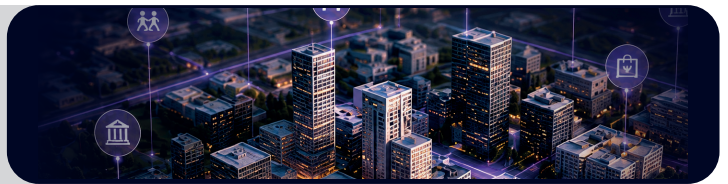


03

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.

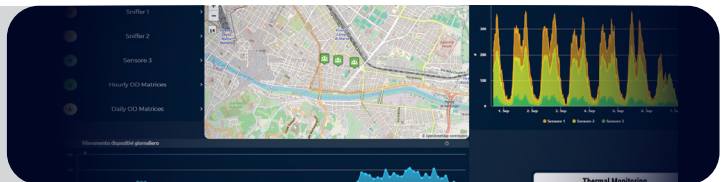


05

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.

What will visitor pressure look like next Saturday?



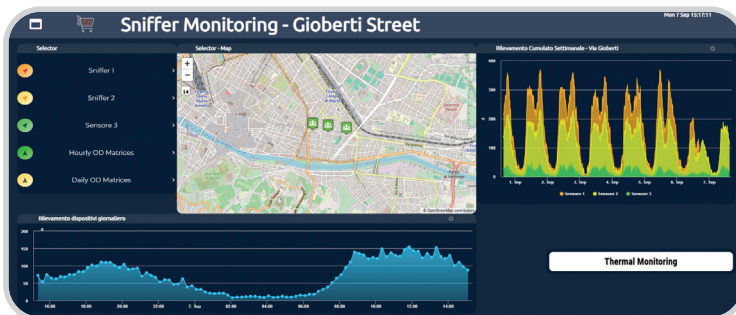
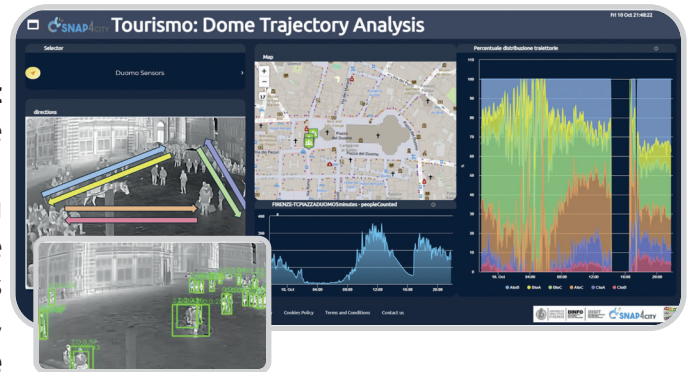
High congestion expected in the Historic Centre between 10:00 and 14:00.
Consider promoting alternative areas (Oltrarno, Piazzale Michelangelo).

Tourism is a major driver of urban attractiveness and economic development, and creates complex challenges for city operators: overcrowding at cultural attractions, pressure on mobility and public spaces, seasonal peaks, impacts on residents and heritage, and an uneven distribution of visitors and economic benefits across the city. **Snap4Tourism is an integrated Smart Tourism and Destination Management environment that enables cities to observe what is happening, understand why, anticipate what may happen next and identify the most effective actions.**

At its core, the **Snap4City Digital Twin** integrates heterogeneous public and private information - including visitor and pedestrian flows, mobility and parking, public transport, environmental conditions, events, cultural attractions, accommodation, commercial activities, IoT devices and other city data - into a continuously updated operational representation of the destination. Artificial Intelligence, predictions, anomaly detection, simulations, optimization and what-if analysis transform these data into actionable intelligence for city and destination managers.

With **Snap4Tourism** the operators can monitor **visitor presence, density, trajectories, origin-destination patterns and hotspots**, connecting tourism dynamics with mobility, environmental conditions, events and city services. Predictive models and early-warning mechanisms can identify emerging congestion or critical conditions, while Digital Twin simulations allow operators to evaluate alternatives before interventions are implemented

Snap4Tourism is evolving beyond traditional dashboards and conversational AI toward **Agentic AI**, where AI agents can combine natural-language interaction with Digital Twin knowledge, analytical models and operational tools. Instead of requiring the operator to manually interrogate multiple dashboards, an AI agent can interpret your objectives expressed in text, **decompose them into tasks, select appropriate tools and data, evaluate intermediate results and coordinate multiple analytical services or specialized agents**. Snap4City's agentic approach envisages agents capable of using APIs and external tools and multi-agent orchestration for complex tasks.



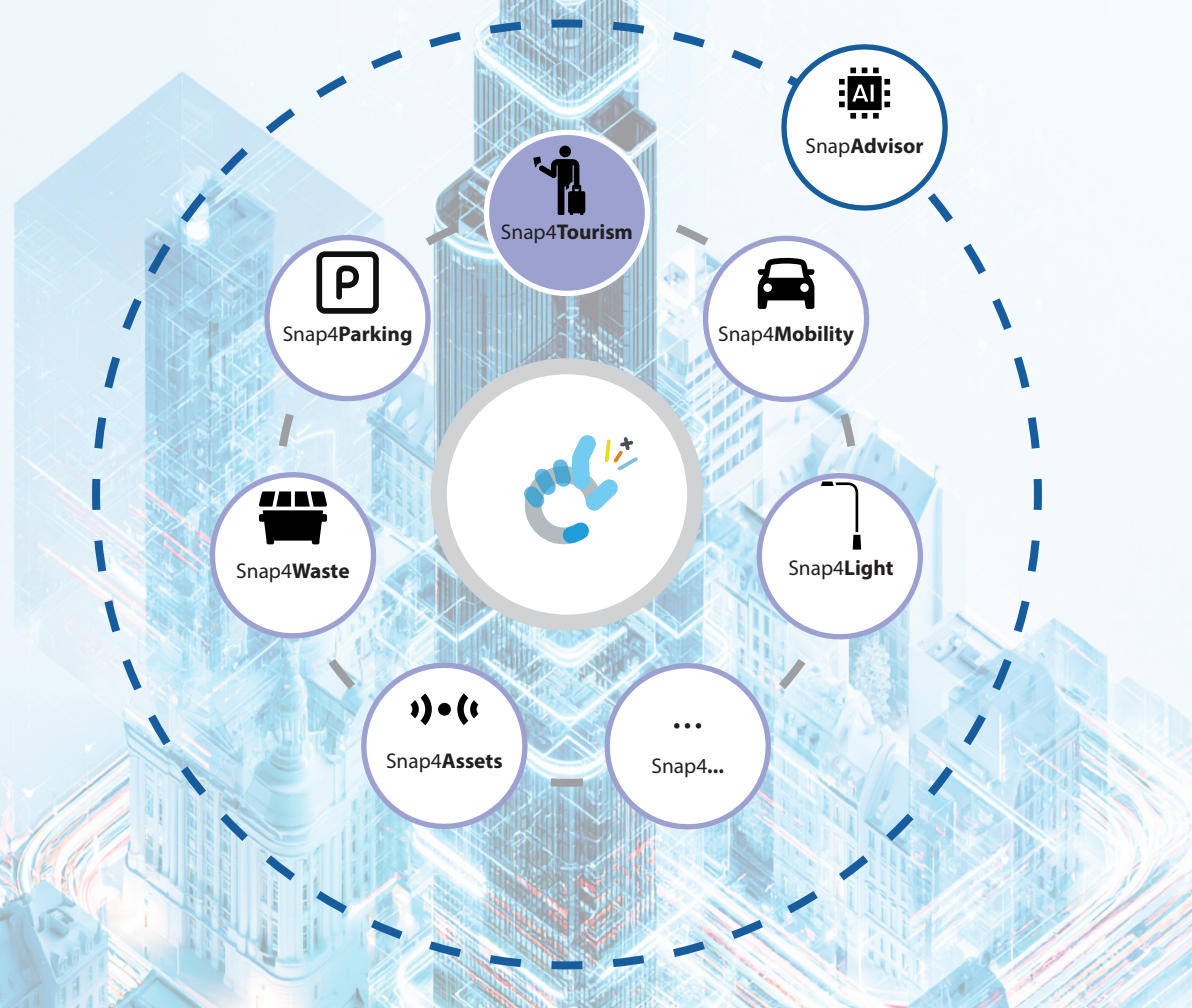
A tourism manager could therefore ask: **“Why is the historic centre becoming overcrowded this afternoon, what will happen during the next three hours, and what actions could reduce pressure while increasing visitors to nearby commercial districts?”**



The **Snap4Tourism Agentic** layer combines current visitor flows, events, weather and mobility conditions; interrogates Digital Twin knowledge; activates prediction or simulation models; identifies alternative attractions and shopping areas; assesses possible scenarios and KPIs; and presents the operator with **explained and prioritized courses of action**, while maintaining the city operator at the centre of decision making. **Snap4Tourism Agentic** is grounded on **SnapAdvisor Copilot** which is modular in terms of knowledge and agentic tools according to your needs.

Snap4Tourism transforms fragmented tourism and retail data into an intelligent, agent-assisted Destination Control Room—helping cities manage overtourism, protect heritage, strengthen shopping areas and local businesses, improve visitor experiences and residents' quality of life, and make faster, evidence-based decisions for a more sustainable and competitive destination.

ONE CITY. ONE PLATFORM. MANY INTELLIGENT SERVICES.



OPEN

Open Source & Interoperability



SCALABLE

Multiple cities, tenants and verticals



SECURE

RBAC, cybersecurity & GDPR compliance



FLEXIBLE

Cloud, SaaS and on-premise deployment

TRUSTED BY

Florence, Valencia, Dubrovnik, Pont du Gard, Mostar, Ancient Olympia, Varna, Rhodes, Biševo, Limassol, Malta.. and many more...