



D2.3 Library with Sustainable tourism biographies

FU-TOURISM

Future-Ready business support ecosystems for
Tourism SME transition to green and digital resilience.



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FU-TOURISM 



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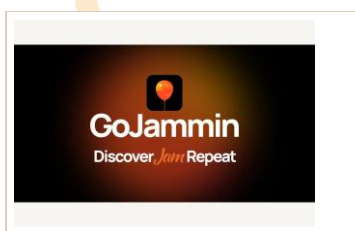
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SME BIOGRAPHY

GoJammin

*Operates an event discovery app and a self-service ticketing platform,... — Warsaw, Poland***REGION** Warsaw, Poland **WEBSITE** gojammin.com **CONTACT** Gleb Lapitchev

GoJammin — sourced from the company website

“

We set out to help visitors find better things to do, and ended up building the tools that let small local organisers exist online at all. That turned out to be the more important half of the problem.

GLEB LAPITCHEV

◆ OVERVIEW

GoJammin is an SME based in Warsaw, Poland that operates an event discovery app and a self-service ticketing platform, helping travellers find local cultural events and small organisers reach an audience.

◆ PRODUCTS & MARKET

The app surfaces concerts, festivals, exhibitions and neighbourhood markets that would otherwise remain scattered across social media and paper flyers. GoJammin Studio lets organisers create events, set up tickets and promo codes, sell directly, check in guests by QR code and track sales, with payments processed through Stripe. An automated content engine publishes local articles about events, venues and neighbourhoods to improve organic search visibility. The service targets tourists and local residents seeking authentic cultural activities, as well as small cultural organisers who lack a marketing budget.

◆ CHALLENGE

Before joining FUTOURISM, GoJammin had built a discovery app for travellers but lacked genuinely local content, because small cultural organisers had no easy way to list and manage their events on the platform.

◆ SOLUTION

With support from FUTOURISM, GoJammin developed Studio and the automated content engine. During the pilot the company built a free event-creation platform for organisers, including ticketing, QR check-in and direct Stripe payouts, and launched a content engine that publishes local editorial articles to give small events organic search visibility. The programme's focus on sustainable tourism also shaped how GoJammin positioned itself within a city's tourism ecosystem rather than purely as an event-listing app.

◆ RESULTS ACHIEVED

45,000
DOWNLOADS

Organisers created over 170 events through GoJammin Studio, and the app reached over 45,000 downloads with 17,000 monthly organic web visitors and a 4.5 out of 5 average store rating. The content engine published over 260 local articles to support organic discovery, and ticketing is now live and processing real sales for organisers.

◆ OUTLOOK

GoJammin intends to become the standard way travellers find local culture across Central and Eastern Europe. It plans to expand city by city while prioritising organisers with limited digital reach.

SME BIOGRAPHY

WheelTribe

*Develops WheelTribe, an AI-assisted platform helping travellers with... — Brussels, Belgium***REGION** Brussels, Belgium **WEBSITE** wheeltribe.eu **CONTACT** Eleonora Censorii

WheelTribe — sourced from the company website

“

Through the accelerator, we transformed complex accessibility information from multiple sources into a structured foundation for personalised travel planning.

ELEONORA CENSORII

◆ OVERVIEW

Destination Everywhere is an SME based in Brussels, Belgium that develops WheelTribe, an AI-assisted platform helping travellers with disabilities find reliable accessibility information and plan personalised trips.

◆ PRODUCTS & MARKET

WheelTribe aggregates and standardises accessibility data from multiple destination management organisations and specialised databases, matching it to individual traveller profiles that distinguish essential accessibility requirements from personal preferences. The platform targets travellers with mobility, sensory or other accessibility needs, alongside destination management organisations seeking to make accessible tourism resources easier to find. Alongside its planning tools, WheelTribe is intended to grow into an online travel magazine offering destination content and practical guidance for travellers with diverse accessibility requirements.

◆ CHALLENGE

Destination Everywhere needed to build an AI-supported database capable of integrating, standardising and managing accessibility information drawn from multiple sources that used different data structures and terminology, before that content could be matched to highly specific user needs.

◆ SOLUTION

As part of FUTOURISM, Destination Everywhere analysed three detailed accessibility data systems developed by destination management organisations to identify best practices and define the structure, fields and criteria for WheelTribe's accessibility database. The team consolidated more than 1,000 criteria into a standardised database covering seven tourism categories and produced the database architecture, category-specific filters and import templates needed to integrate accessible resources from multiple sources.

◆ RESULTS ACHIEVED

The pilot delivered a standardised accessibility database with more than 1,000 criteria, a defined database architecture, category-specific filters and import templates, and a user-profiling system that separates essential accessibility requirements from personal preferences. The foundations of the platform and its AI-supported features were completed; further user testing and refinement are planned.

◆ OUTLOOK

Destination Everywhere seeks to establish WheelTribe as a trusted European reference for accessible travel. Further user testing and refinement are planned before a broader public launch.

SME BIOGRAPHY

SimplyBook · LinguaBook

*Operates a vehicle rental platform and developed LinguaBook, an AI booking... — Greece***REGION** Greece **WEBSITE** www.simplybook.com **CONTACT** Melita Lazaratou

SimplyBook · LinguaBook — sourced from the company website

“

We set out to remove the language barrier for non-Greek-speaking travellers booking vehicles in Greece. What we didn't fully anticipate was that the AI assistant would also dramatically reduce our support team's translation workload.

MELITA LAZARATOU

◆ OVERVIEW

SimplyBook is an SME based in Greece that operates a vehicle rental platform and developed LinguaBook, an AI booking assistant helping non-Greek-speaking travellers book vehicles in their own language.

◆ PRODUCTS & MARKET

SimplyBook connects travellers with local rental agencies across Greece. LinguaBook, its conversational booking assistant, handles the full booking journey — intent recognition, vehicle search, real-time pricing, driver-data collection and confirmation — in English, French, German and Italian, and is publicly accessible without login or registration. The service targets non-Greek-speaking travellers booking vehicles in Greece and the rental partners who previously relied on manual, staff-translated communication.

◆ CHALLENGE

SimplyBook's support team had to manually translate every enquiry from non-English-speaking travellers, a slow, error-prone process that delayed responses and lost bookings to faster competitors, particularly among Italian, French and German speakers.

◆ SOLUTION

A FUTOURISM grant funded the external development of LinguaBook, including its multilingual conversation engine, API integration, evaluation harness and model optimisation. SimplyBook also benefited from programme visibility, networking within the tourism SME ecosystem and mentoring. The team implemented a model-routing architecture that cut AI inference cost by around 15 times at equal quality, making the assistant commercially sustainable without ongoing grant support.

◆ RESULTS ACHIEVED

LinguaBook launched into live production at simplybook.com, operating in four languages and covering the full booking journey from search to confirmation. Validated through more than 500 automated tests and a structured evaluation suite covering accuracy, tone and language quality, the assistant onboarded 46 rental partners during the pilot and materially reduced the support team's translation workload.

◆ OUTLOOK

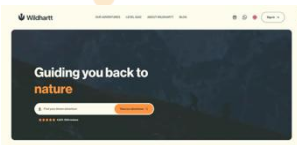
SimplyBook plans to extend LinguaBook to further languages and communication channels, including WhatsApp and Telegram. It also intends to apply the same conversational layer to additional tourism verticals such as hotel bookings and attraction ticketing.

SME BIOGRAPHY

Wildhartt

*Organises small-group guided outdoor adventures across Europe, helping... — Belgium***REGION** Belgium **WEBSITE** www.wildhartt.com **CONTACT** Maxime Mertens

Wildhartt — sourced from the company website



“

Technology should never replace local guides; it should empower them. Our project proved that digitalisation can strengthen human relationships while making sustainable tourism more scalable.

MAXIME MERTENS

◆ OVERVIEW

Wildhartt is an SME based in Belgium that organises small-group guided outdoor adventures across Europe, helping independent local guides manage expeditions through dedicated digital tools.

◆ PRODUCTS & MARKET

Wildhartt's integrated digital platform includes a Guide Portal, a Client Portal and an administrative backend. Guides use the platform to manage expeditions independently, while travellers access trip information online, with most operational workflows automated. The service targets outdoor guides working across multiple countries and disciplines, and travellers booking small-group guided expeditions such as hiking, cycling and kayaking trips.

◆ CHALLENGE

As Wildhartt grew, managing hundreds of expeditions through manual processes became increasingly complex and limited the company's ability to scale while keeping service quality high for guides and travellers.

◆ SOLUTION

Through FUTOURISM, Wildhartt accelerated the platform's development with external software development, UX design and technical implementation, alongside mentoring and opportunities to exchange experience with other tourism SMEs. The team built the Guide Portal and administrative backend first, validated them in live operations, and completed the Client Portal afterwards, incorporating continuous feedback from guides throughout development.

◆ RESULTS ACHIEVED

The platform reached 163 active guides and more than 970 travellers using the Client Portal, with over 148 expeditions managed through the system and manual administrative work reduced by an estimated 60%. Carbon footprint information is now displayed on every expedition.

◆ OUTLOOK

Wildhartt will continue refining the platform and plans to extend the same model to other experience-based tourism operators. Hiking, cycling and kayaking businesses that work with distributed local guides are the natural next step.

SME BIOGRAPHY

Tourmie

Provides a guest-experience app and AI assistants, helping short-term... — Greece

REGION Greece WEBSITE www.tourmie.com CONTACT Stelios Christakis



Tourmie — sourced from the company website

“

*FU-TOURISM turned
a roadmap item into
a live product.*

STELIOS CHRISTAKIS

◆ OVERVIEW

Tourmie is an SME based in Greece that provides a guest-experience app and AI assistants, helping short-term rental hosts communicate with guests and manage their stay.

◆ PRODUCTS & MARKET

Through a branded guest app, hosts share accommodation information, area guides, access instructions and service suggestions with visitors before, during and after their stay. The AI Guest Assistant answers questions using live booking and property data in the guest's own language, while the AI Host Assistant generates and translates guide content for hosts. The service targets short-term rental hosts, property managers and their guests.

◆ CHALLENGE

Hosts were losing hours each day to repetitive, round-the-clock, multilingual guest communication, and Tourmie's existing digital guest guide could not yet automate that interaction despite already holding the booking and property data needed to do so.

◆ SOLUTION

A FUTOURISM grant funded Anthropic API credits, participation in two Vacation Rental World Summit events and marketing activity, alongside programme webinars on project delivery and positioning within EU tourism priorities. Tourmie built the AI Guest Assistant on top of its existing booking and property data, and the AI Host Assistant to generate and translate guest-guide content, with host-controlled disclosure settings for sensitive booking information.

◆ RESULTS ACHIEVED

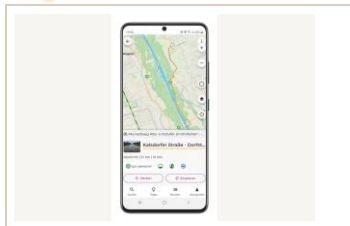
The AI Guest Assistant handled 827 conversations with 321 guests, resolving 98% of queries without host involvement — well above the accelerator's 80% target. It reached 306 properties across 20 onboarded accounts, twice the original account target, and removed an estimated 48 hours of manual host work. Tourmie also took part in three international trade events to support market visibility.

◆ OUTLOOK

Tourmie intends to keep expanding adoption among hosts and property managers. The company is preparing to enter the United States market as a next growth step.

SME BIOGRAPHY

cyclebee

*Offers a personalised cycling-trip app, helping travellers plan and... — Graz, Austria***REGION** Graz, Austria **WEBSITE** cyclebee.app **CONTACT** Katharina Koeglberger

cyclebee — sourced from the company website

“

*Be prepared for a
marathon - worth
doing it.*

KATHARINA KOEGLBERGER

◆ OVERVIEW

cyclebee is an SME based in Graz, Austria that offers a personalised cycling-trip app, helping travellers plan and navigate bike-friendly holidays with suitable accommodation.

◆ PRODUCTS & MARKET

The app is designed to make cycling holidays as easy to arrange as a package holiday while remaining as personalised as independent travel, including features for planning and travelling together. cyclebee targets a broad range of travellers — women travelling alone, families and older people — who are looking for cycling routes combined with suitable accommodation.

◆ CHALLENGE

cyclebee wanted to combine cycling-route planning with bike-friendly accommodation in a single booking flow, integrating an external accommodation provider and accommodation data into its platform.

◆ SOLUTION

With support from FUTOURISM, cyclebee worked on accommodation integration. The company attempted to integrate an external booking provider and accommodation data for bike-friendly stays, encountering technical integration challenges along the way. Alongside this work it launched the Bike & Camping initiative in Austria and established a cooperation with Bett und Bike, a bike-friendly accommodation network.

◆ RESULTS ACHIEVED

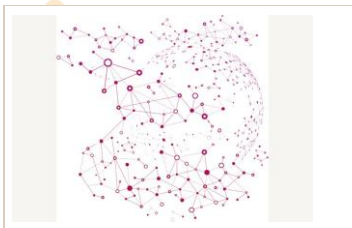
cyclebee advanced its technical architecture by completing comprehensive research and development for accommodation-booking integration, successfully launching the Austrian Bike & Camping initiative and establishing valuable cross-sector partnerships.

◆ OUTLOOK

cyclebee is preparing for international expansion. It will continue developing bike-friendly accommodation partnerships as the foundation for that growth.

SME BIOGRAPHY

QX Travel Experience

*Provides privacy-preserving Wallet-as-a-Service and digital engagement... — Poland*REGION Poland WEBSITE openqx.io CONTACT Zoran Nasteski

QX Travel Experience — sourced from the company website

“

Participating in the FU-TOURISM programme allowed us to adapt and test our decentralized tools directly with local hospitality businesses.

ZORAN NASTESKI

◆ OVERVIEW

QX Travel Experience is an SME based in Poland that provides privacy-preserving Wallet-as-a-Service and digital engagement tools helping tourism and hospitality SMEs build direct customer relationships without relying on high-commission centralised platforms.

◆ PRODUCTS & MARKET

The solution combines decentralised digital identity, tokenised loyalty and paperless QR-menu tools designed for everyday hospitality operators. It enables businesses to issue digital rewards, engage travellers directly and manage loyalty through an administrative environment without requiring staff to understand complex Web3 infrastructure. The service targets independent restaurants and tourism SMEs seeking lower-cost, privacy-conscious alternatives for customer engagement and repeat business.

◆ CHALLENGE

QX needed to make technically complex decentralised identity and loyalty tools usable for non-technical tourism and hospitality operators. The central business challenge was helping SMEs create direct customer engagement and sustainable loyalty without depending on centralised aggregator platforms or high-commission intermediaries.

◆ SOLUTION

Through FUTOURISM, QX adapted and tested its decentralised tools with hospitality businesses. The programme provided €20,000 in funding, 20 hours of training workshops, 10 hours of personalised mentoring and networking support. Building on the programme's support, the team successfully launched a dedicated pilot in Skopje, focusing on merchant onboarding, paperless digital menus, tokenised loyalty and simplifying the user experience for hospitality staff.

◆ RESULTS ACHIEVED

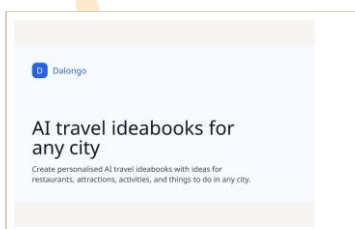
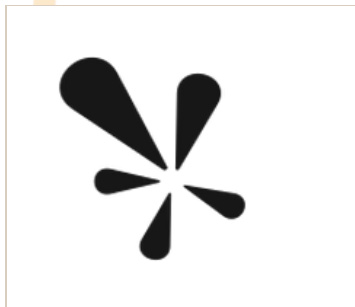
QX onboarded five independent restaurant partners into the live pilot and reported a 100% success rate for non-technical operators issuing digital rewards. Approximately 150 active travellers engaged with the solution. The pilot provided practical feedback on how digital menus and decentralised loyalty tools could support direct customer relationships and helped shift the product focus from infrastructure alone toward merchant usability and adoption.

◆ OUTLOOK

QX plans to scale its Wallet-as-a-Service model as digital infrastructure for tourism SMEs and destinations. Future development will focus on simpler merchant onboarding, wider adoption and applications across additional tourism subsectors and European markets.

SME BIOGRAPHY

Dalongo

*Operates an AI platform generating personalised travel itineraries,... — Wrocław, Poland***REGION** Wrocław, Poland **WEBSITE** dalongo.com **CONTACT** Pawel Masior*Dalongo — sourced from the company website*

“

Never ask a user to commit before you have shown them value. Our registration wall was, by a wide margin, the biggest single thing holding the product back.

PAWEŁ MASIOR

◆ OVERVIEW

Dalongo is an SME based in Wrocław, Poland that operates an AI platform generating personalised travel itineraries, helping travellers plan trips and small tourism businesses gain visibility.

◆ PRODUCTS & MARKET

The platform turns traveller preferences into structured, destination-specific itineraries built from real-time tourism data, in under a minute, and also gives small local tourism businesses without their own digital reach a channel to travellers still deciding what to do. Dalongo targets independent travellers planning trips and small, independent tourism operators seeking greater visibility.

◆ CHALLENGE

Dalongo had a technically capable AI trip-planning prototype but no live product, no users and no route to market, while free general-purpose AI assistants had become travellers' default source of trip advice.

◆ SOLUTION

A FUTOURISM grant of 20,000 euros funded an external software developer, cloud and AI infrastructure, a marketing specialist and participation in industry events. Programme training covered service design, SEO, social media and seed-capital topics, and mentors supported the pilot regions of Valencia and Poreč/Istria. Dalongo launched its full platform on Google Cloud Run, cutting generation time from around ten minutes to 30–60 seconds, added guest access and public ideabook sharing, and ran a structured outreach campaign to 217 tourism organisations.

◆ RESULTS ACHIEVED

573
SESSIONS

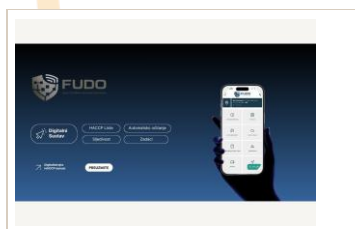
The platform generated 349 ideabooks for 154 distinct users, with 125 users active in a single month — around four times the target. It logged 573 sessions and 427 active users over 28 days and reached 93 registered accounts. Outreach to 217 tourism organisations produced 16 expressions of interest, and users shared nine ideabooks publicly.

◆ OUTLOOK

Dalongo intends to convert its expressions of interest from tourism operators into formal partnerships. It also plans to expand the platform into further EU destinations.

SME BIOGRAPHY

FUDO

*Operates FUDO, a digital HACCP and hospitality management platform,... — Croatia***REGION** Croatia **WEBSITE** fudoplatform.com **CONTACT** Ivan Golubic

FUDO — sourced from the company website

“

We delivered a solution that solved the industry's most crucial problem — paper — and it streamlined processes and brought real digitalisation to the sector.

IVAN GOLUBIC

◆ OVERVIEW

MVT Solutions Group is an SME based in Croatia that operates FUDO, a digital HACCP and hospitality management platform, helping restaurants, hotels and resorts digitise food-safety compliance.

◆ PRODUCTS & MARKET

FUDO replaces paper-based HACCP records with a digital solution combining web, mobile and IoT sensors, generating food-safety plans, evidence records and temperature monitoring aligned with Croatian food-safety regulation. Additional modules extend the platform beyond compliance into broader hospitality operations. FUDO targets restaurants, hotels and resorts across the HoReCa sector seeking to digitise food-safety compliance and daily operations.

◆ CHALLENGE

MVT Solutions Group faced a long sales process with corporate clients while entering a market that had only one existing competitor, requiring sustained effort to build trust with larger hospitality accounts.

◆ SOLUTION

Through FUTOURISM, MVT Solutions Group received funding and networking support. It partnered with a local HoReCa company to extend its market reach and used the programme period to add further modules to the FUDO application and deploy additional IoT sensors across hotel and resort properties, expanding the platform's coverage of food-safety and operational monitoring.

◆ RESULTS ACHIEVED

50

NEW USERS

FUDO gained more than 50 new users during the pilot period, alongside additional application modules and multiple new IoT sensor deployments across hotels and resorts, extending the platform's presence in the Croatian hospitality market.

◆ OUTLOOK

MVT Solutions Group will continue expanding FUDO's modules and IoT deployment. Additional hotels and resorts remain the primary focus for growth.

SME BIOGRAPHY

BookBetter

Operates an online travel agency, helping travellers book rail and flights... — Belgium

REGION Belgium WEBSITE www.bookbetter.travel CONTACT Louis Lammertyn



BookBetter — sourced from the company website

“

In the early stage, test multiple ways to reach your audience, fail fast and iterate. When you find a strong signal, focus and dig deeper.

LOUIS LAMMERTYN

◆ OVERVIEW

BookBetter is an SME based in Belgium that operates an online travel agency, helping travellers book rail and flights while favouring lower-impact travel options.

◆ PRODUCTS & MARKET

BookBetter allocates 100% Sustainable Aviation Fuel to flights booked through its platform, cutting CO₂e emissions by up to 80%, and also addresses other aviation impacts such as contrail formation. The service targets a niche of sustainability-conscious travellers who cannot avoid flying, alongside airports, event organisers, tour operators and travel agents seeking lower-impact booking options.

◆ CHALLENGE

BookBetter needed to reach its target audience: a small niche of more sustainability-conscious travellers who still cannot avoid flying, making standard marketing approaches difficult to apply.

◆ SOLUTION

As part of FUTOURISM, BookBetter received funding alongside training and mentoring in B2B2C marketing, guidance on improving conversion, and introductions to other startups facing similar challenges. The company used this support to refine and build out its MVP, testing the booking flow directly with its target audience of sustainability-conscious travellers.

◆ RESULTS ACHIEVED

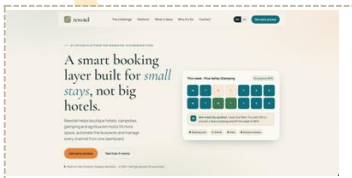
By the end of the pilot, BookBetter had reached more than 10,000 searches on its platform and began to see early conversion from those searches — an initial signal of demand that the company plans to build on after the programme.

◆ OUTLOOK

BookBetter expects to keep testing acquisition channels and scaling conversion. The longer-term goal remains removing 1 million tonnes of CO₂e and non-CO₂e emissions from aviation by 2030.

SME BIOGRAPHY

Rewotel

*Developed Rewotel, a booking and pricing platform helping small and... — Greece***REGION** Greece **WEBSITE** rewotel.com **CONTACT** Katerina Kamtsi

Rewotel — sourced from the company website

“

We started with a network of two thousand alternative accommodation listings and no software that could actually serve them. FU-TOURISM gave us the runway and guidance to build it.

KATERINA KAMTSI

◆ OVERVIEW

Campsaround is an SME based in Greece that developed Rewotel, a booking and pricing platform helping small and alternative accommodation providers manage bookings that standard hotel software cannot handle.

◆ PRODUCTS & MARKET

Rewotel is designed for accommodation types that standard hotel software does not support well, including per-pitch constraints, custom guest age tiers, overlapping seasons and group block allocations. The platform draws on the Campsaround network of around 2,000 listings across 15 countries and targets small and micro accommodation providers, campsites, glamping sites, agritourism venues and boutique properties.

◆ CHALLENGE

Small and alternative accommodation providers were managing bookings manually or with hotel-oriented tools, and no available system could handle their pricing and availability rules, leaving Campsaround without a product ready to serve a market it could already reach.

◆ SOLUTION

A FUTOURISM grant of 20,000 euros let Campsaround dedicate development, testing and project-management resources to Rewotel, supported by structured reporting and mentoring sessions. The team built a secure user and access infrastructure, a flexible configuration engine for property hierarchies and seasonality, a pricing engine and a booking management view, validating the business logic directly with operators throughout development.

◆ RESULTS ACHIEVED

90%
REDUCTION

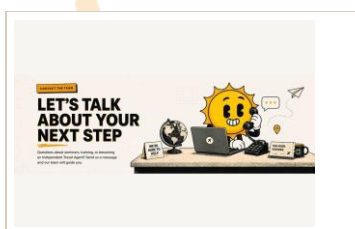
Campsaround deployed the first working version of Rewotel to a staging environment, validated by more than 2,000 automated tests and an estimated 90% reduction in manual configuration errors. The team consulted eight property managers directly during development and signed one pilot agreement with a real customer.

◆ OUTLOOK

Campsaround intends to convert its early operator network into commercial customers. It plans to extend Rewotel across its six FUTOURISM target countries.

SME BIOGRAPHY

Travel Academy

*Provides practical training for people who want to start or develop... — Greece***REGION** Greece **WEBSITE** www.travelacademy.gr **CONTACT** Giannis Milatos

Travel Academy — sourced from the company website

“

We entered FU-TOURISM with an idea for making entrepreneurship in tourism more accessible and completed the programme with a tested bilingual training platform, trained users and real market activity.

GIANNIS MILATOS

◆ OVERVIEW

Travel Academy is a Greece-based educational initiative of TicketSeller IKE that provides practical training for people who want to start or develop professional activity in tourism.

◆ PRODUCTS & MARKET

The bilingual platform combines structured online training, live lessons, one-to-one guidance and access to TicketSeller's real booking environment. Participants learn practical tourism booking processes and can progress from education to commercial activity using professional tools and supplier relationships already available through TicketSeller. The model targets aspiring independent agents and people seeking flexible entrepreneurship or employment opportunities in tourism, including those outside major tourism centres.

◆ CHALLENGE

TicketSeller had the professional knowledge and technical infrastructure needed to support independent agents, but onboarding relied heavily on informal one-to-one assistance and could not scale efficiently. Aspiring agents lacked a structured pathway combining practical training, access to real booking tools and continuous professional support.

◆ SOLUTION

Through FUTOURISM, TicketSeller transformed the concept into an operational Travel Academy. The pilot developed a bilingual digital presence, a structured curriculum, live online lessons, personalised guidance and practical access to TicketSeller's booking platform. Programme funding, mentoring, specialised training and networking supported the digital infrastructure, educational content, branding, communication and technical equipment. Real users participated in training and tested the complete journey from learning to booking activity.

◆ RESULTS ACHIEVED

The pilot delivered 25 live training sessions, including 20 during the final three months, and launched a bilingual website with three active public pages. Participants practised real booking procedures and the model recorded its first commercial transaction. TicketSeller also reported increased ferry-ticket sales generated by trained agents and produced at least five public social-media communications to raise awareness.

◆ OUTLOOK

Travel Academy plans to scale participant recruitment, market awareness and commercial adoption while maintaining consistent training quality and support. Over the next five years, it intends to expand the model into selected European markets and build a wider network of trained Independent Travel Agents.

SME BIOGRAPHY

Taste Trails

Operates a bilingual tourism platform, helping small wineries, breweries... — Central Macedonia, Greece

REGION Central Macedonia, Greece **WEBSITE** tastetrails.gr **CONTACT** Antonis Mavropoulos



Taste Trails — sourced from the company website

“

Small producers already have the place, the knowledge and the story; the challenge is making people feel that story before they arrive.

ANTONIS MAVROPOULOS

◆ OVERVIEW

Taste Trails is an SME based in Central Macedonia, Greece that operates a bilingual tourism platform, helping small wineries, breweries and local producers connect with visitors through virtual tours and storytelling.

◆ PRODUCTS & MARKET

Each interactive experience combines panoramic navigation, professional photography, drone footage, video interviews, producer narration, bilingual Greek and English content, educational information and gamified elements such as quizzes and hidden-object interactions. Taste Trails targets small food and drink producers in Central Macedonia seeking year-round visibility, and travellers researching authentic destinations before, during and after a trip.

◆ CHALLENGE

Taste Trails needed to give small, experience-rich wineries and breweries a year-round digital presence that could communicate their production story to visitors before, during and after a trip.

◆ SOLUTION

With support from FUTOURISM, Taste Trails moved the concept from an early idea to a working pilot. The company invested in specialist 360-degree and audiovisual production, worked with pilot producers to test the visitor journey, and developed the platform's bilingual content and website structure.

◆ RESULTS ACHIEVED

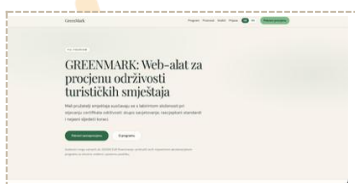
The pilot produced two interactive producer experiences in Central Macedonia — one winery and one craft brewery — using a repeatable bilingual production model that combines 360-degree tours, photography, drone footage and educational content. Taste Trails also established a scalable website and content structure for further producer categories; visitor and conversion metrics are still to be measured following the recent public launch.

◆ OUTLOOK

Taste Trails plans to onboard additional producers and tourism partners. It will also begin measuring how digital engagement converts into physical visits and tastings.

SME BIOGRAPHY

GreenMark

*Developed GreenMark, a self-assessment tool helping small accommodation... — Croatia***REGION** Croatia **WEBSITE** greenmark-mu.vercel.app **CONTACT** Petar Greguric

GreenMark — sourced from the company website

“

As an AI lab stepping into sustainable tourism, we set out to make certification feel achievable rather than intimidating for small hosts.

PETAR GREGURIC

◆ OVERVIEW

STEMwise is an SME based in Croatia, a University of Zagreb spin-off, that developed GreenMark, a self-assessment tool helping small accommodation providers measure and certify their sustainability.

◆ PRODUCTS & MARKET

GreenMark guides accommodation providers through a five-step self-assessment covering property, energy, water and waste, producing a sustainability score out of 100 and mapping answers to certification criteria including Eco-Domus, Green Key and EU Ecolabel. The tool targets small hosts across Croatia and the EU who lack the budget for traditional sustainability consulting.

◆ CHALLENGE

STEMwise needed to turn the GreenMark concept into a credible, working product that small accommodation providers would trust and use, in a certification landscape that is fragmented and difficult to translate into a simple self-assessment.

◆ SOLUTION

STEMwise attended FUTOURISM's online workshops throughout the project and received funding through the acceleration scheme. The team built a functional five-step self-assessment platform producing a sustainability score and personalised recommendations, then tested it directly with accommodation providers and refined the questionnaire and recommendations based on their feedback.

◆ RESULTS ACHIEVED

GreenMark launched as a working web tool covering three certification schemes and completed a first testing round with three accommodation providers, whose feedback led to a simpler questionnaire, a faster assessment and more concrete recommendations for hosts.

◆ OUTLOOK

STEMwise is preparing a wider public rollout of GreenMark. The Croatian and broader EU markets are the immediate priority.

SME BIOGRAPHY

GREAT

*Operates GREAT, a platform helping visitors with reduced mobility find... — Greece***REGION** Greece **WEBSITE** great.accesslab.gr **CONTACT** Konstantinos Laliotis

GREAT — sourced from the company website



“

FU-TOURISM was an opportunity for us to help visitors with reduced mobility get to know accessible tourism in Greece.

KONSTANTINOS LALIOIS

◆ OVERVIEW

ACCESSLAB is an SME based in Greece that operates GREAT, a platform helping visitors with reduced mobility find accessible urban infrastructure, accommodation and tourist sites.

◆ PRODUCTS & MARKET

The GREAT platform provides accessibility information covering urban infrastructure, accommodation and tourist attractions for travellers with reduced mobility. ACCESSLAB targets visitors with accessibility needs travelling to Greek destinations, beginning with a pilot on the island of Syros.

◆ CHALLENGE

ACCESSLAB needed to secure funding to develop its concept for an accessible-tourism platform in Greece, a challenge the company describes as typical for an early-stage venture.

◆ SOLUTION

Through FUTOURISM, ACCESSLAB received funding and training. It is now seeking further funding from the Municipality of Syros to expand the platform beyond its initial pilot.

◆ RESULTS ACHIEVED

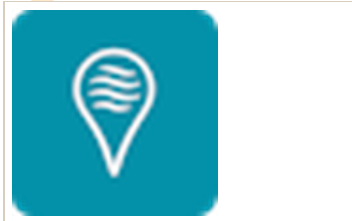
The pilot was tested by several early adopters, and ACCESSLAB gained experience in working through the practical difficulties of building an accessible-tourism platform.

◆ OUTLOOK

ACCESSLAB plans to pursue municipal funding to expand its platform. The goal is to reach more visitors with accessibility needs across Greek destinations.

SME BIOGRAPHY

Platz am See

*Operates a digital marketplace, helping owners of private lakeside... — Austria***REGION** Austria **WEBSITE** www.platzamsee.com **CONTACT** Julian Horngacher

Platz am See — sourced from the company website

“

We used the FUTOURISM project to transform Platz am See from an early-stage marketplace idea into a live, bookable, and scalable digital platform for private lakeside properties.

JULIAN HORNGACHER

◆ OVERVIEW

Platz am See is an SME based in Austria that operates a digital marketplace, helping owners of private lakeside properties and guests book day-based access to lakeside spaces.

◆ PRODUCTS & MARKET

The platform gives property owners self-service listing and availability management and gives guests search, filtering and a structured booking flow, supported by automated payout logic, split service-fee handling and direct owner-guest communication features. Platz am See targets owners of private lakeside properties and guests seeking day-based access to lakeside spaces across Austria.

◆ CHALLENGE

Platz am See needed to transform an early-stage marketplace concept into a scalable, market-ready digital platform that property owners and guests could use independently, in a fragmented, largely non-digital tourism niche.

◆ SOLUTION

FUTOURISM supported Platz am See mainly through funding, which financed the technical redevelopment of the platform and selected external expert input, along with a structured framework that helped sharpen implementation priorities. The team introduced dedicated login areas for owners and guests, self-service listing management, improved search and filtering, automated payouts and a structured booking flow.

◆ RESULTS ACHIEVED

279**COMPLETED BOOKINGS**

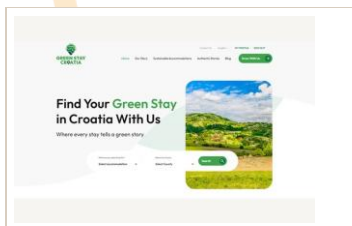
By the end of the pilot, Platz am See had 243 registered guest accounts, 26 property owners and 30 listings online, with 279 completed bookings and more than 45 mutual reviews exchanged between guests and owners. These figures demonstrated real market demand in a previously offline, fragmented booking niche.

◆ OUTLOOK

Platz am See intends to focus on owner acquisition, user onboarding and operational efficiency. These steps are expected to support further scaling of the platform.

SME BIOGRAPHY

Green Stay Croatia

*Curates local stays and experiences, helping travellers find verified,... — Croatia***REGION** Croatia **WEBSITE** greenstaycroatia.com **CONTACT** Ines Kovacic*Green Stay Croatia — sourced from the company website*

“

Through the FUTURE Accelerator, we successfully expanded our platform to 130 local accommodations, optimized our digital presence, and strengthened our market position.

INES KOVACIC

◆ OVERVIEW

Green Stay Croatia is an SME based in Croatia that curates local stays and experiences, helping travellers find verified, high-quality sustainable accommodation.

◆ PRODUCTS & MARKET

The platform combines a curated portfolio of local accommodation with authentic community experiences, supported by targeted B2B partnerships and brand visibility work. Green Stay Croatia targets travellers seeking authentic, high-quality local hospitality, as well as local hosts looking for a platform that communicates quality and authenticity rather than volume, distinguishing it from mass-market listing sites.

◆ CHALLENGE

Green Stay Croatia needed to build brand awareness and establish a distinct market position for its platform in a highly competitive tourism sector.

◆ SOLUTION

FUTURE support consisted of direct project funding, which financed the pilot, the expansion of Green Stay Croatia's network of local stays, and work to strengthen its market positioning and brand presence. The team expanded its curated portfolio and refined its positioning through targeted B2B partnerships, a full website redesign and an SEO strategy.

◆ RESULTS ACHIEVED

130**LOCAL ACCOMMODATIONS**

Green Stay Croatia scaled its platform to around 130 local accommodations, completed a full website redesign and implemented an SEO strategy that improved search rankings and visibility. Booking enquiries and confirmed reservations both increased as a direct result of these improvements.

◆ OUTLOOK

Green Stay Croatia plans to continue expanding its network of local accommodations. It is actively seeking further investment to support international growth.

SME BIOGRAPHY

Insula

*Is developing a platform helping tourism facilities with solar or wind... — Croatia***REGION** Croatia **CONTACT** Ivan Kardum

◆ OVERVIEW

Insula is an SME based in Croatia that is developing a platform helping tourism facilities with solar or wind power and battery storage make smarter energy investment decisions.

◆ PRODUCTS & MARKET

The platform is designed to automate battery sizing, financial analysis and energy forecasting, integrating consumption data, weather forecasts and electricity market information into a single tool. Insula targets hotels, campsites, resorts and other tourism facilities seeking to maximise renewable energy use, reduce electricity costs and improve energy independence through data-driven energy management.

◆ CHALLENGE

Insula lacked the financial resources to develop a market-ready software solution and validate it with potential tourism-sector customers, after proving the underlying concept through manual Excel-based models.

◆ SOLUTION

Through FUTOURISM, Insula received financial support and business guidance that funded product design, software architecture and technical validation, along with networking opportunities with industry experts and other sustainable-tourism innovators. The team transformed its Excel-based proof of concept into a structured software solution, designing the system architecture, defining product requirements and developing interactive prototypes.

◆ RESULTS ACHIEVED

Insula completed its product design and validated core functionality and the underlying business concept, developing interactive prototypes that demonstrate the platform's key capabilities. The team also defined technical requirements for integrating consumption, weather and electricity-market data, and established a commercialisation strategy.

◆ OUTLOOK

Insula plans to secure the resources, partnerships and pilot customers needed to complete platform development. Market entry in the tourism sector is the next concrete step.

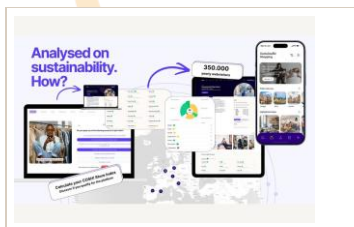
“

The FU-TOURISM programme helped us transform a promising concept into a scalable software solution with a clear commercialization path.

IVAN KARDUM

SME BIOGRAPHY

COSH!

*Operates a platform helping cities and independent sustainable retailers... — Belgium***REGION** Belgium **WEBSITE** cosh.eco **CONTACT** Niki de Schryver

COSH! — sourced from the company website

“

We set out to build an AI-powered discovery tool for sustainable stores. Instead, we learned that in a market this under-digitised, showing up in person store by store is what actually gets sustainable retail seen by tourists.

NIKI DE SCHRYVER

◆ OVERVIEW

COSH! is an SME based in Belgium that operates a platform helping cities and independent sustainable retailers become visible to conscious tourists and shoppers.

◆ PRODUCTS & MARKET

COSH! identifies, verifies and onboards independent sustainable and circular fashion shops, publishing platform content in multiple languages and providing city-level dashboards that track progress toward climate-neutral retail targets. The platform targets conscious tourists and shoppers seeking sustainable, circular fashion retail, and city councils and municipalities working towards climate-neutral goals.

◆ CHALLENGE

COSH! needed to raise funding to scale its platform, in a sustainable fashion sector under pressure from the wider geopolitical and economic climate, which made retailers more cautious about paying for new tools.

◆ SOLUTION

COSH! shifted from traditional fundraising towards grant funding and used the FUTOURISM programme to run a pilot in Poreč, Croatia, where the team identified, verified and onboarded local sustainable shops and launched the first city-level digital dashboard of its kind.

◆ RESULTS ACHIEVED

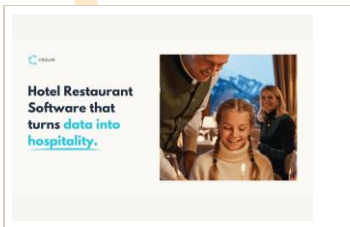
COSH! identified, verified and onboarded 12 independent sustainable stores, publishing platform content in six languages and launching the first city-level digital dashboard of its kind for Poreč. The pilot reached 484 tourists and included 12 one-to-one meetings with entrepreneurs and an official launch event at Poreč city council. Market conditions limited commercial impact: the Croatia pilot did not yet generate new revenue, and wildfires in Spain affected sales during the subsequent Valencia phase.

◆ OUTLOOK

COSH! seeks longer-term funding and city partnerships that allow multi-year planning. Moving away from annual pilot cycles is seen as essential for sustainable growth.

SME BIOGRAPHY

Crqlar

*Operates an AI-powered guest data and CRM platform, helping hotels unify... — Innsbruck, Austria***REGION** Innsbruck, Austria **WEBSITE** www.crqlar.com **CONTACT** Angel Ferrufino

Crqlar — sourced from the company website

“

Technical scalability and commercial scalability are two separate problems that need to be solved in sequence. A platform that can onboard hotels in days instead of weeks did not, by itself, shorten our sales cycles.

ANGEL FERRUFINO

◆ OVERVIEW

Crqlar is an SME based in Innsbruck, Austria that operates an AI-powered guest data and CRM platform, helping hotels unify data from multiple systems into structured guest profiles.

◆ PRODUCTS & MARKET

Crqlar combines a core CRM with restaurant management, spa management, a guest-facing app and a weekly planner module, using unified guest profiles to support personalisation, upselling and daily hotel operations. The platform targets independent and mid-size hotels, integrating with property-management systems including Protel, Mews, Apaleo and ASA, reaching a market of more than 18,000 hotels.

◆ CHALLENGE

Crqlar needed to scale from an early-stage product with a small customer base into a robust, multi-module platform that could be onboarded quickly and reliably across a growing number of hotels without breaking under real operational load.

◆ SOLUTION

With support from FUTOURISM, Crqlar dedicated resources to new integrations and onboarding automation without diverting its team from customer-facing work, alongside structured mentoring and training on scaling, go-to-market strategy and financing. The team rebuilt its platform architecture into Version 3, migrated all existing customers, automated large parts of onboarding, and expanded integrations to Protel, Mews, Apaleo and ASA.

◆ RESULTS ACHIEVED

167,000

SPA BOOKINGS

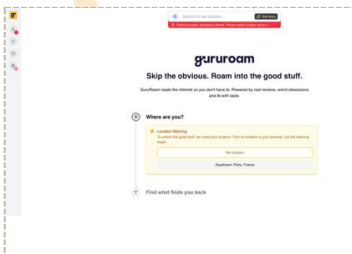
Live hotel customers grew from around 21 to 29–32, and annual recurring revenue increased by 55% to more than 125,000 euros. Onboarding time fell from 3–4 weeks to around nine days following a full platform rebuild, and the system now processes more than 167,000 spa bookings and 156,000 restaurant reservations for its hotel customers.

◆ OUTLOOK

Crqlar plans to accelerate deal-closing speed and scale customer acquisition. Early testing with customers in the United Arab Emirates, Africa and Italy provides a foundation for that expansion.

SME BIOGRAPHY

GuruRoam

*Operates GuruRoam, a personalised location-discovery tool helping... — Croatia***REGION** Croatia **WEBSITE** www.gururoam.com **CONTACT** Alen Zubic

GuruRoam — sourced from the company website

“

FU-TOURISM
accelerated our
process from idea to
deployment,
supporting us
financially and with
mentorship.

ALEN ZUBIC

◆ OVERVIEW

Relay Monkey is an SME based in Croatia that operates GuruRoam, a personalised location-discovery tool helping travellers and residents find relevant places nearby.

◆ PRODUCTS & MARKET

GuruRoam presents immediate, relevant results about a user's surroundings, incorporating GreenFactor, a measure of nearby green space, and GuruAI, a conversational assistant that can discuss the user's current context. The platform targets travellers and residents researching places around them who want faster, more relevant discovery than typical search or map tools.

◆ CHALLENGE

Relay Monkey wanted to give users insight into the amount of green space around each place and add the ability to hold a natural conversation about their current surroundings.

◆ SOLUTION

Through FUTOURISM, Relay Monkey received funding that supported development, alongside mentorship that accelerated the process from idea to deployment. The team developed GreenFactor and GuruAI as the two core features addressing the original challenge.

◆ RESULTS ACHIEVED

GuruRoam reached more than 2,000 users, though Relay Monkey continues to work on building stronger user traction and retention.

◆ OUTLOOK

Relay Monkey is focused on finding more effective ways to drive traction. Growing the user base remains the central priority.

SME BIOGRAPHY

Allande Stars

Develops scientific tourism experiences in rural areas, using astronomy to... — Spain**REGION** Spain **WEBSITE** www.allandestars.com **CONTACT** Lucía González Cuesta

Allande Stars — sourced from the company website

“

NOCTURNA is not only raising awareness of a global challenge that affects the entire planet; it is also actively involving society in monitoring light pollution through empirical data collected directly in rural areas.

LUCÍA GONZÁLEZ CUESTA

◆ OVERVIEW

Allande Stars is an SME based in Spain that develops scientific tourism experiences in rural areas, using astronomy to connect natural heritage, biodiversity, education and local development.

◆ PRODUCTS & MARKET

Allande Stars uses astronomy and science communication to interpret rural heritage and create experiences around the night sky. Its work combines tourism with scientific expertise in astronomy and biodiversity, with a particular focus on rural areas affected by depopulation. Through activities, workshops and technological monitoring, the company helps visitors and local communities understand the environmental value of dark skies and the effects of light pollution.

◆ CHALLENGE

Before joining FUTOURISM, Allande Stars needed to strengthen public understanding of light pollution and its effects on biodiversity and human health while demonstrating that science-based tourism could support a viable activity in a rural area.

◆ SOLUTION

Through its NOCTURNA pilot, Allande Stars combined technological monitoring with science communication and citizen engagement. The project acquired five monitoring stations, each incorporating an all-sky camera, weather station, photometer and particulate sensor. These tools support empirical monitoring of light pollution and complement workshops, seminars and participation in sector events. FUTOURISM contributed part of the funding and provided training through online sessions, supporting the SME's capacity building and technical deployment.

◆ RESULTS ACHIEVED

Five monitoring stations were acquired and integrated into the project, alongside workshops, seminars and dissemination activities. The pilot strengthened Allande Stars' capacity to collect empirical environmental data and apply it to future scientific-tourism initiatives.

◆ OUTLOOK

Allande Stars intends to consolidate the sustainability of its rural tourism model and position astronomy as a tool for connecting science, heritage, education and local development. The approach can also be transferred to other rural areas with suitable dark-sky conditions.

SME BIOGRAPHY

Trawell

*Operates a digital platform combining sightseeing, storytelling and... — Poland***REGION** Poland **WEBSITE** trawell.pl **CONTACT** Adrian Widłak

Trawell — sourced from the company website

“

We turned Trawell from an early-stage concept into a solution tested with real users, learning how people engage with gamified city exploration. The pilot helped us validate demand, improve the experience, and build a stronger foundation for scaling Trawell to new destinations.

ADRIAN WIDŁAK

◆ OVERVIEW

Trawell is an SME based in Poland that operates a digital platform combining sightseeing, storytelling and gamification to create interactive city games and self-guided tourism experiences.

◆ PRODUCTS & MARKET

Trawell enables visitors to explore destinations through location-based challenges, digital storytelling and gamified experiences. Its platform supports interactive city games while providing destinations and local creators with tools to develop tourism content. The model is intended to encourage visitors to discover local culture and less-visited locations rather than concentrating exclusively on established attractions.

◆ CHALLENGE

The company's main challenge was validating whether a relatively new format of gamified, self-guided tourism could attract and retain real users at scale while supporting a commercially viable business model.

◆ SOLUTION

The pilot tested Trawell with real users, initially focusing on Kraków. The company experimented with game formats, pricing, marketing channels and content while collecting behavioural data and user feedback. FUTOURISM provided funding, mentoring, training and networking. During the programme, Trawell also strengthened its Creator Platform and introduced AI-supported translations, GPS-triggered audio, image recognition, user-generated content tools and expanded analytics.

◆ RESULTS ACHIEVED

50,000
EVENTS

Trawell expanded from 11 to more than 20 European cities and recorded 2,276 app downloads, exceeding its 2,000-download target by 13.8%. Its website attracted approximately 7,600 active users and recorded around 50,000 events. The Kraków pilot covered approximately 250 non-mainstream locations. Trawell also launched three commercial story-driven city games and completed its first paid city-game sale.

◆ OUTLOOK

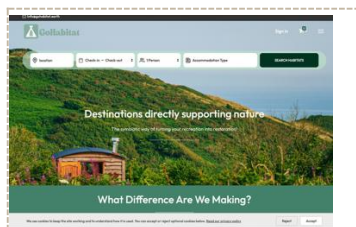
Having moved from concept validation to an operational product, Trawell is now focused on commercial scale-up, new destinations, B2B partnerships and efficient content creation while maintaining quality.

SME BIOGRAPHY

GoHabitat

*Operates a regenerative farm and develops ecological hospitality with... — Belgium***REGION** Belgium **WEBSITE** gohabitat.earth **CONTACT** Rowdy Klein

GoHabitat — sourced from the company website



“

Which nature lover wouldn't want to wake up in a food forest knowing they contributed directly to a local restoration narrative?

ROWDY KLEIN

◆ OVERVIEW

Kleinaart is an SME based in Belgium that operates a regenerative farm and develops ecological hospitality with GoHabitat, a digital platform connecting travellers with landscapes engaged in ecological restoration.

◆ PRODUCTS & MARKET

Kleinaart explores how tourism revenue can strengthen the economics of regenerative landscapes. Its partnership with GoHabitat connects farms, food forests, rewilding projects and other restoration initiatives with visitors seeking nature-based stays and experiences. The model is designed to direct tourism spending toward organisations carrying out ecological restoration while providing these initiatives with an additional source of recurring income.

◆ CHALLENGE

The central challenge was demonstrating that regenerative hospitality could become a financially viable activity at Kleinaart while providing a model that could be replicated across other restoration landscapes in Europe.

◆ SOLUTION

The pilot translated this concept into an operational model. Ecological accommodation and visitor experiences were developed around the realities of Kleinaart and connected with GoHabitat's digital booking, storytelling and payment infrastructure. FUTOURISM provided funding, mentoring, training and networking support. The pilot also demonstrated that not every restoration project is immediately ready for overnight tourism. The team therefore broadened its model to include tours, food, events and other experiences where accommodation was not yet suitable.

◆ RESULTS ACHIEVED

€9,000
REVENUE

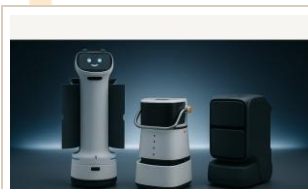
GoHabitat incorporated 17 regenerative landscapes, offering 58 bookable overnight options across 11 countries and representing approximately 582 hectares of land under protection and restoration. The initiative generated close to €9,000 in revenue during two months of operations.

◆ OUTLOOK

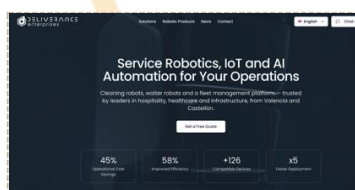
Kleinaart and GoHabitat plan to develop the model into a wider European network connecting tourism demand with regenerative farms, food forests, conservation projects and other nature-based destinations.

SME BIOGRAPHY

SMART-TOURISM 360

*Develops an operational platform integrating robotics, IoT and AI to... — Spain***REGION** Spain **WEBSITE** deliverance.enterprises **CONTACT** Eduardo Munera Sanchez

SMART-TOURISM 360 — sourced from the company website



“

Despite disruptions in the expected funding and programme support, we remained committed to the project and successfully brought SMART-TOURISM 360 into a real operational environment.

EDUARDO MUNERA SANCHEZ

◆ OVERVIEW

Deliverance Enterprises is an SME based in Spain that develops an operational platform integrating robotics, IoT and AI to automate and monitor activities in tourism and hospitality environments.

◆ PRODUCTS & MARKET

SMART-TOURISM 360 brings heterogeneous robots, connected devices, operational workflows and data into a common platform. The solution is designed for tourism and hospitality facilities seeking to automate repetitive activities, monitor operations in real time and improve resource efficiency while maintaining integration with human teams.

◆ CHALLENGE

Deliverance needed to move SMART-TOURISM 360 from technical development into real-world validation. Unlike a single-purpose robotics application, the platform had to coordinate multiple devices and workflows in an active environment involving employees, visitors and existing operational processes.

◆ SOLUTION

Deliverance deployed SMART-TOURISM 360 at the Palacio de Congresos de València through the Sandbox Urbano programme. Approximately 3,000 m² were mapped and two service robots—a cleaning robot and a waiter robot—were integrated with operational workflows. Staff were trained, while Deliverance Platform monitored devices, tasks, telemetry and performance. The SME reported that disruptions in expected FUTOURISM funding and programme support meant that implementation relied substantially on Deliverance and its local partners.

◆ RESULTS ACHIEVED

98%
SUCCESS

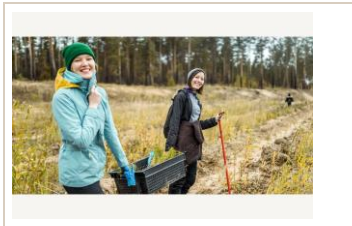
The pilot completed approximately 60 cleaning cycles and supported around 25 catering events or coffee breaks. Approximately 12 staff members were trained. The cleaning robot operated at around 250 m²/hour, average tray delivery took approximately three minutes, operational uptime exceeded 95%, and autonomous recharge achieved approximately 98% success.

◆ OUTLOOK

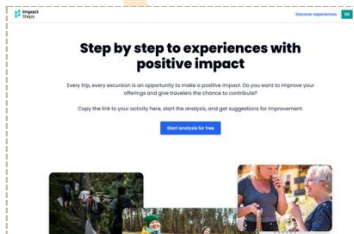
Having validated key components in real operating conditions, Deliverance plans to focus on scalability, platform improvement and replication in additional tourism and hospitality environments.

SME BIOGRAPHY

Impact Steps

*Operates an AI platform helping destinations and activity providers... — Austria***REGION** Austria **WEBSITE** impactsteps.ai **CONTACT** Thomas Kohler

Impact Steps — sourced from the company website



“

We turned invisible sustainability work into compelling and bookable Impact Profiles. The programme's funding and structure gave us the push to take that from prototype to a validated product across two Alpine destinations.

THOMAS KOHLER

◆ OVERVIEW

Impact Steps is an SME based in Austria that operates an AI platform helping destinations and activity providers identify, substantiate and communicate concrete sustainability practices within tourism experiences.

◆ PRODUCTS & MARKET

Impact Steps addresses a common problem in tourism sustainability: relevant practices often remain invisible to travellers, while generic environmental claims can lack supporting evidence. The platform uses AI to help destinations and providers turn concrete practices into visitor-facing Impact Profiles that can be integrated into existing booking environments.

◆ CHALLENGE

Impact Steps entered FUTOURISM with a concept and an initial prototype but without real-world validation demonstrating that AI could reliably transform tourism-provider information into credible sustainability communication.

◆ SOLUTION

The project ran pilots with St. Anton am Arlberg and later NLW Kärnten. The team developed an AI-supported Experience Editor, a knowledge base of actionable sustainability measures, visitor-facing Impact Profiles and an Impact Check designed to substantiate environmental claims. It also developed and validated an integration with the Feratel experience shop. FUTOURISM funding supported application and AI development as well as UX/UI work, while programme deadlines provided a framework for moving from prototype to pilot.

◆ RESULTS ACHIEVED

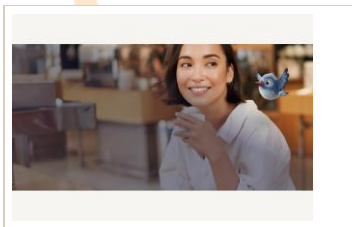
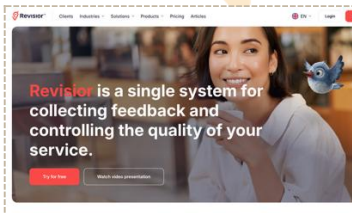
The project engaged two pilot destinations, created 39 actionable Impact Steps, published 12 Impact Profiles and involved more than 10 providers and approximately 40 stakeholders. More than 20 activities were field-tested, one Feratel integration was validated, four partnerships or agreements were established and two additional pilots were secured.

◆ OUTLOOK

Impact Steps plans to expand to additional destinations and apply its approach to hotels and the convention/MICE sector. Live booking data and systematic traveller feedback remain areas for further validation.

SME BIOGRAPHY

Revisor

*Operates a customer experience management platform helping tourism and... — Poland***REGION** Poland **WEBSITE** revisor.com **CONTACT** Serhii Shapirenko*Revisor — sourced from the company website*

“

FU-TOURISM helped Revisor turn tourism-sector potential into real pilot validation. We proved that digital guest feedback can help hospitality and accommodation businesses understand guests better, react faster and improve service quality before problems become public reviews.

SERHII SHAPIRENKO

◆ OVERVIEW

Revisor is an SME based in Poland that operates a customer experience management platform helping tourism and hospitality businesses collect guest feedback, monitor service quality and manage follow-up through digital tools.

◆ PRODUCTS & MARKET

Revisor replaces fragmented or manual feedback collection with QR-based surveys, post-stay forms, dashboards, analytics and customer-experience workflows. The platform is intended for hotels, accommodation operators, restaurants and other tourism businesses that need to identify service issues quickly and respond before negative experiences develop into public reviews.

◆ CHALLENGE

Revisor already had a functioning customer-experience platform but needed to validate how it should be adapted to tourism-specific guest journeys and hospitality workflows.

◆ SOLUTION

The project adapted Revisor for tourism and accommodation use cases. Improvements included guest feedback flows, QR surveys, post-stay forms, dashboards, online-menu functionality and onboarding materials. These changes were tested through three pilot implementations: one with a hospitality chain in Warsaw and two with short-term rental operators in Poland. FUTOURISM supported market validation, product adaptation, training, marketing and pilot-related partner engagement.

◆ RESULTS ACHIEVED

28**GUESTS**

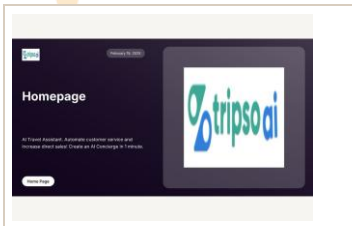
The programme generated 408 leads, 293 contacts, 64 demo meetings and 95 freemium registrations. Three pilot implementations were launched and collected more than 480 feedback responses. One pilot connected 20 short-term rental apartments and collected 67 responses during its first three weeks. Another collected 17 responses from 28 guests and progressed to discussions about expansion to eight rental properties.

◆ OUTLOOK

Revisor's next challenge is converting validated interest and pilot relationships into paid implementations and expanding across tourism and hospitality businesses in Poland and other Central and Eastern European markets.

SME BIOGRAPHY

TRIPSO.AI

*Develops multilingual AI agents for hotels, tour operators, attractions... — Poland***REGION** Poland **WEBSITE** www.tripso.ai/en **CONTACT** Mateusz Sewastynowicz

TRIPSO.AI — sourced from the company website

“

We joined FU-TOURISM to prove that a small European operator can win the guest back from the OTAs. In eight months we turned that idea into a working AI assistant answering travellers in 85 languages on our clients' own websites — and converting them into direct bookings.

MATEUSZ SEWASTYNOWICZ

◆ OVERVIEW

TRIPSO.AI is a Poland-based travel-technology company that develops multilingual AI agents for hotels, tour operators, attractions and other tourism businesses, with a focus on customer service and direct bookings.

◆ PRODUCTS & MARKET

TRIPSO.AI develops an AI assistant for hotels, tour operators, attractions and other tourism SMEs. The assistant is trained on an operator's verified information—including website content, documents, booking systems and CRM data—and can interact with travellers in multiple languages while connecting them to booking and payment processes. The model is designed particularly for smaller operators that lack the budgets or technical resources of large hotel chains.

◆ CHALLENGE

TRIPSO.AI identified dependence on online travel agencies as a major problem for smaller European tourism businesses. According to the SME's response, OTA commissions can represent 15–25% of revenue, while many operators' own websites struggle to convert visitors into direct bookings.

◆ SOLUTION

The pilot developed and deployed an AI assistant capable of answering travellers using verified operator data and supporting interactions in up to 85 languages. FUTOURISM provided €20,000 in lump-sum funding, training, mentoring and transnational networking.

◆ RESULTS ACHIEVED

15%
IMPROVEMENT

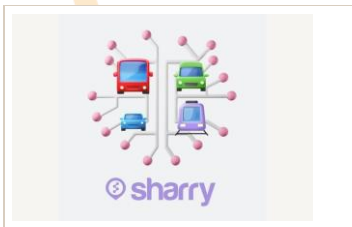
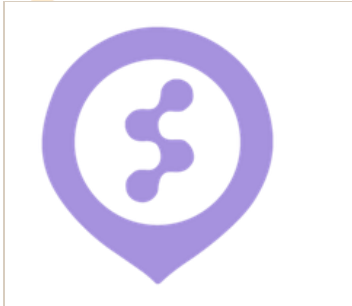
The company reported more than 10 live deployments, over 200,000 chat interactions, approximately 15% improvement in direct-booking conversion and more than 20 new clients during the eight-month period. The programme also supported contacts with destinations and tourism businesses outside Poland.

◆ OUTLOOK

With technical proof established, TRIPSO.AI is moving toward broader European distribution. The company identifies onboarding, booking-system integrations and operator adoption—not AI capability alone—as central requirements for further scale-up.

SME BIOGRAPHY

Sharry

*Operates a B2B2B ground-transport marketplace, helping travel agents and... — Poland / Europe***REGION** Poland / Europe **WEBSITE** sharry.eu **CONTACT** Andrei Evdochuk

Sharry — sourced from the company website

“

We started with a fragmented, manual distribution challenge and finished with a much more scalable B2B2B toolkit: booking platform, white-label, widgets, public API and an AI assistant. Most importantly, the tools were validated through real travel-agent usage and live bookings.

ANDREI EVDOCHUK

◆ OVERVIEW

Sharry is an SME based in Poland that operates a B2B2B ground-transport marketplace, helping travel agents and tourism distributors search, sell and manage bus, rail, minibus and other shared-mobility services through one distribution layer.

◆ PRODUCTS & MARKET

The platform addresses fragmented ground-transport supply by bringing multiple carriers, currencies, languages and operational rules into a common travel-agent workflow. Partners can adopt Sharry through a booking panel, widget, white-label solution or API, depending on their technical capacity. The service targets travel agencies, tourism distributors and other businesses that want to add long-distance and last-mile mobility to the customer journey while making shared transport easier to discover and sell.

◆ CHALLENGE

Sharry needed to scale ground-transport distribution through travel agents. Agencies required simpler and more automated ways to search, book and manage fragmented transport inventory, while also asking for improved order management, white-label functionality and integrations that did not impose excessive technical effort.

◆ SOLUTION

Through FUTOURISM, Sharry upgraded its travel-agent booking and order-management system, expanded white-label and widget functionality, developed a live-ready public B2B API and finalised an AI trip assistant for conversational route recommendations, filtering, booking and cancellation. Grant funding supported product development, technical testing and B2B2B market expansion, while mentoring, workshops and networking complemented the pilot. Partner testing also led Sharry to improve API documentation and introduce a lighter integration path that can redirect users to Sharry checkout.

◆ RESULTS ACHIEVED

Active travel agents increased from about 15 to more than 35 per month, while monthly bookings rose from about 130 to more than 360. Two travel-agent aggregators tested or implemented white-label solutions, several partners deployed widgets and three potential API users began implementation. One completed API integration generated more than 120 bookings. The AI trip assistant was also finalised and demonstrated as a working solution.

◆ OUTLOOK

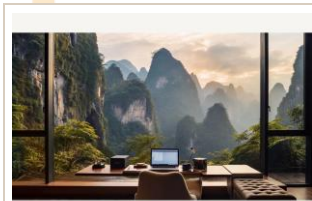
Sharry plans to scale its distribution infrastructure across Europe by accelerating partner integrations and adoption. Its longer-term objective is to make sustainable ground mobility easier for tourism businesses to offer while increasing use of shared transport capacity.

SME BIOGRAPHY

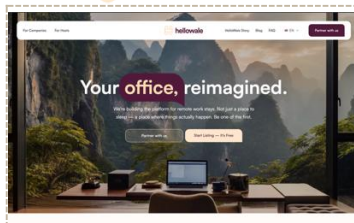
HelloWale

Is developing a workation platform for employers, enabling companies to... — Poland

REGION Poland WEBSITE hellowale.com CONTACT Maria Rejowicz-Quaid



HelloWale — sourced from the company website



“

The FU-TOURISM Accelerator Programme has been instrumental in getting us off the ground. Without the financial and expert support that we received, we would still be at idea stage!

MARIA REJOWICZ-QUAID

◆ OVERVIEW

HelloWale is an SME based in Poland that is developing a workation platform for employers, enabling companies to offer workations as an employee benefit and employees to book suitable accommodation using allocated workation points.

◆ PRODUCTS & MARKET

The platform is designed around an employer-benefit model. Companies can reward employees with workation points, which employees use to access and book workation-ready accommodation. HelloWale positions workations as a way to combine flexible working with travel while encouraging demand outside traditional peak periods. The service targets employers seeking differentiated employee benefits, workers interested in compliant workations and accommodation providers that can serve longer or off-peak stays.

◆ CHALLENGE

HelloWale entered the programme at an early stage, with no established workation-benefits solution available in its target market. The team also faced limited access to non-dilutive funding for a concept that was innovative but did not fit typical deep-tech or region-specific grant categories. Seasonality and overcrowding subsequently became a more prominent tourism challenge for the business to address.

◆ SOLUTION

With FUTOURISM support, HelloWale focused on building an MVP that allows companies to allocate workation benefits and employees to book workation-ready accommodation. The programme contributed primarily through funding, alongside networking and wider support. The pilot moved the project from idea stage toward a functioning digital product and provided the basis for initial conversations with employers and accommodation providers.

◆ RESULTS ACHIEVED

HelloWale produced a working website and MVP. At the time of the response, one company had expressed interest in running a pilot and several workation-ready properties wanted to join the platform. The SME considers the launch of a functional website capable of driving sign-ups and bringing the MVP to market a successful outcome of the programme.

◆ OUTLOOK

HelloWale seeks to become a leading workation-benefits solution and develop a broader platform supporting compliant cross-border workations. Its model also intends to encourage more travel during off-peak periods, helping distribute tourism demand more evenly throughout the year.

SME BIOGRAPHY

AskWhisper

Develops AI-powered guest communication tools for hotels, helping... — Belgium

REGION Belgium CONTACT Martijn / AskWhisper

◆ OVERVIEW

AskWhisper is an SME based in Belgium that develops AI-powered guest communication tools for hotels, helping independent accommodation providers automate personalised messaging, improve the digital guest experience and support direct bookings and upselling.

◆ PRODUCTS & MARKET

The platform is designed particularly for boutique and independent hotels that may not have the IT budgets of large chains. AskWhisper automates guest communication while allowing hotels to tailor messages to different guest segments, room types, packages and scenarios. Its approach combines AI-supported messaging with operational automation so hotels can deliver more relevant communication throughout the guest journey while maintaining a cost-efficient digital service.

◆ CHALLENGE

Before the pilot, AskWhisper already used automated AI messaging, but communication was not personalised enough and the existing functionality was underused. The team identified segmentation and personalisation as the main opportunity to move beyond simply generating correct AI responses and create greater value for hotels and guests.

◆ SOLUTION

During the FUTOURISM pilot, AskWhisper developed a journey-builder module that enables hotels to create highly segmented guest communication flows. Different guest characteristics, room choices and packages can trigger different communication journeys. FUTOURISM provided funding, mentoring, training sessions and introductions that supported the development and rollout of the feature. The new module was implemented across AskWhisper's existing customer base.

◆ RESULTS ACHIEVED

The journey builder was rolled out across more than 100 hotel customers at the time of the response. Thousands of segmented messages are now sent each day through the functionality developed during the project. AskWhisper reported very positive feedback across its customer base and considered the pilot very successful because the solution moved from development into full customer deployment.

◆ OUTLOOK

AskWhisper plans to continue helping independent accommodation providers adopt advanced AI and automation without requiring the technology budgets of major hotel groups. The next challenge is to turn product adoption into sustained market traction and a scalable sales model.

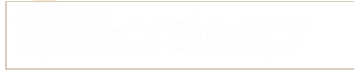
“

AskWhisper was able to develop their highly personalised journey builder with the help of the FU-TOURISM accelerator programme.

ASKWHISPER

SME BIOGRAPHY

Star Sleep

*Operates an outdoor-hospitality marketplace, connecting landowners with... — Crete, Greece***REGION** Crete, Greece **WEBSITE** starsleep.gr **CONTACT** Eirini Pavlaki, CEO / Co-Founder*Star Sleep — sourced from the company website**Star Sleep — sourced from the company website*

◆ OVERVIEW

Star Sleep is an SME based in Greece that operates an outdoor-hospitality marketplace, connecting landowners with travellers seeking overnight stays under the open sky in natural settings across Crete.

◆ PRODUCTS & MARKET

Through the starsleep.gr platform, hosts list unused land such as fields, olive groves and yards, while guests book outdoor overnight stays that combine locally sourced beds, minimal fixed infrastructure and access to nearby hiking, cooking and stargazing activities. Guests can also purchase Star Sleep's outdoor-bed kits directly, with the company earning commission on both bookings and kit sales. The service targets eco-conscious couples and travellers seeking nature-based alternatives to conventional accommodation, beginning with pilot sites in Heraklion, Rethymnon and Chania.

◆ CHALLENGE

Before applying to FUTOURISM, Star Sleep needed additional capital and technical support to move beyond its initial Crete-based pilot phases and build the digital tools needed to manage a growing network of hosts and guests, alongside formal carbon-footprint measurement to support its sustainability claims.

◆ SOLUTION

Through its FUTOURISM application, Star Sleep proposed to use its €20,000 grant to fund a carbon-footprint assessment, pilot IoT sensors for monitoring energy, water and waste at its sites, and test wearable sensors to study the effects of outdoor sleeping on wellbeing, in partnership with a technology institute in Crete. It also planned to engage a sustainability advisor and deploy renewable-energy equipment at additional locations over an eight-month project.

◆ RESULTS ACHIEVED

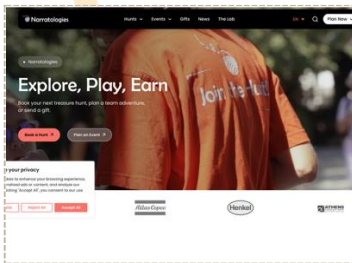
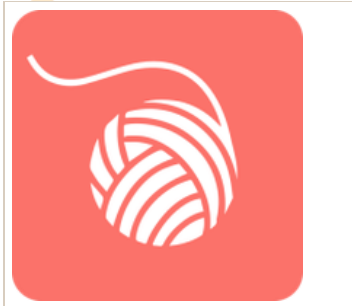
Star Sleep successfully completed the CapsuleT tourism accelerator, presented to international investors at EBAN Brussels, exhibited at WTM London, and was inducted into Elevate Greece, the national startup registry. The company expanded its operations to nine outdoor-stay eco-properties across Crete, Lesvos and the Peloponnese.

◆ OUTLOOK

Star Sleep intends to keep expanding its host network and outdoor-stay locations, building on the multi-region presence shown on its current website, while continuing to position eco-luxury outdoor stays as an alternative to conventional accommodation.

SME BIOGRAPHY

Narratologies

*Designs augmented-reality treasure hunts and self-guided city tours... — Athens, Greece***REGION** Athens, Greece **WEBSITE** narratologies.com **CONTACT** Alikì Giovitsa, Co-Founder & CEO

Narratologies — sourced from the company website

◆ OVERVIEW

Narratologies is an SME based in Greece that designs augmented-reality treasure hunts and self-guided city tours combining storytelling, gaming elements and cultural-heritage content.

◆ PRODUCTS & MARKET

Narratologies builds mobile-app-based treasure hunts that use augmented reality, GPS-triggered storytelling and gamification to guide participants through cities' historic sites, street art and local businesses, with players unlocking narrative content along the route. The company runs hunts in more than 40 cities across Greece, Italy, the United Kingdom, France, Portugal, the Netherlands, Kenya and the United States, and reports over 100,000 players and 1,500 participating teams to date. Its offerings target leisure travellers, families, school groups and corporate team-building clients, alongside city tourism boards and hospitality partners.

◆ CHALLENGE

Narratologies needed to test whether its treasure-hunt format, developed mainly around Greek cities, could be adapted to a new destination facing its own tourism-rebranding pressures, and to build the local partnerships with green shops and cultural sites required to run a comparable experience abroad.

◆ SOLUTION

Through its FUTOURISM application, Narratologies proposed to design and pilot an augmented-reality eco-hunt in Valencia combining street art, urban culture and city landmarks with rewards redeemable at eco-conscious local shops, museums and food venues. The company planned to use part of its €20,000 budget to attend the Arival 360|Valencia industry event in April 2025 to build local partnerships, and to test the concept with youth and travel-agency focus groups ahead of a pilot launch within the eight-month project.

◆ RESULTS ACHIEVED

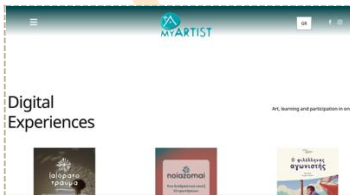
Narratologies has successfully expanded its gamified cultural exploration platform across more than 40 European cities, reaching over 100,000 players and 1,500 teams, while applying lessons from the Valencia pilot to other destinations seeking to celebrate local heritage.

◆ OUTLOOK

Narratologies intends to apply lessons from the Valencia pilot to other cities facing similar over-tourism and rebranding pressures, continuing to combine cultural storytelling with partnerships that direct visitor spending toward local, sustainability-minded businesses.

SME BIOGRAPHY

MyArtist · Φysis

*Operates as a social cooperative using art-based education to support... — Piraeus, Greece***REGION** Piraeus, Greece **WEBSITE** www.myartist.gr **CONTACT** Maria Oikonomou, Head of Finance*MyArtist · Φysis — sourced from the company website*

◆ OVERVIEW

MyArtist is an SME based in Greece that operates as a social cooperative using art-based education to support social inclusion, environmental awareness and career development for artists.

◆ PRODUCTS & MARKET

MyArtist runs European-funded programmes that combine visual art, storytelling and community projects, including environmental-education, anti-bullying and intergenerational film-making initiatives delivered to schools, youth groups and communities. Its FUTOURISM project, provisionally named Φysis, proposed an educational campus in Koropi, Attica, where visitors would combine olive-harvesting, sustainable-agriculture and circular-economy activities with art workshops, storytelling and Greek cooking classes. The campus concept targets cultural and eco-tourists, families, schools, academic travellers and NGOs interested in agriculture-linked, art-based learning.

◆ CHALLENGE

MyArtist needed funding to move its educational-campus concept from planning to a piloted tourism offering, and identified weather-dependent outdoor activities and limited public-transport access to the Koropi site as challenges to address in its plan.

◆ SOLUTION

Through its FUTOURISM application, MyArtist proposed to use its €20,000 grant for market research, a topographical and business plan, and initial equipment and technology, including a website with an interactive planting calendar and workshop-booking system. Planned activities across an eight-month work plan included locating suitable crops with an agronomist, developing environmental-education materials linking art and farming, and running a pilot launch with olive producers and local schools ahead of an evaluation phase.

◆ RESULTS ACHIEVED

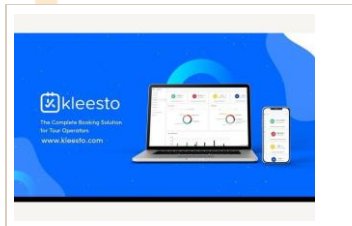
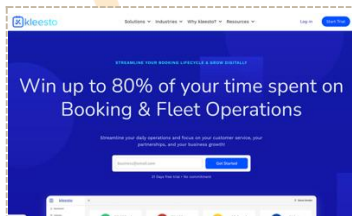
Auris Media successfully developed and prototyped the four AI agents comprising the AI Convert pipeline, providing destination management organisations with an automated, low-effort mechanism to generate multilingual, conversational tourism content from existing regional assets.

◆ OUTLOOK

MyArtist's stated aim is to establish the Φysis campus as a recurring educational destination in Attica, extending the organisation's existing model of using art to build public engagement with environmental and social themes.

SME BIOGRAPHY

Kleesto

*Operates a back-office and destination-management software platform... — Athens, Greece***REGION** Athens, Greece **WEBSITE** kleesto.com **CONTACT** Manolis Adamopoulos, COO*Kleesto — sourced from the company website*

◆ OVERVIEW

Kleesto is an SME based in Greece that operates a back-office and destination-management software platform helping tourism businesses manage bookings, supplier connections and partner communications.

◆ PRODUCTS & MARKET

The Kleesto platform provides a booking engine, channel manager, communication automation and payment-and-commission reconciliation tools for private-transfer operators, sailing and boat-charter companies, destination management companies and other tour operators. Public case studies describe clients connecting with hundreds of suppliers and distribution channels through the platform, including an Athens transfer company and destination management companies in Italy and the Caribbean. Kleesto targets small and mid-sized tourism operators seeking to replace manual, spreadsheet-based booking and communication processes with a shared digital system.

◆ CHALLENGE

Before applying to FUTOURISM, Kleesto's tourism-operator clients relied largely on manual processes such as spreadsheets and email for scheduling, partner communication and financial reconciliation, resulting in errors, delays and limited visibility into demand or sustainability performance.

◆ SOLUTION

Through its FUTOURISM application, Kleesto proposed to build an AI-powered module for its platform to forecast demand, automate scheduling and partner communication, and streamline financial reconciliation, alongside features to support fuel-efficient routing and other sustainability tracking. The company planned to pilot the module with 10 to 15 businesses in its existing network before an expanded rollout, funded in part by its €20,000 FUTOURISM grant over an eight-month work plan.

◆ RESULTS ACHIEVED

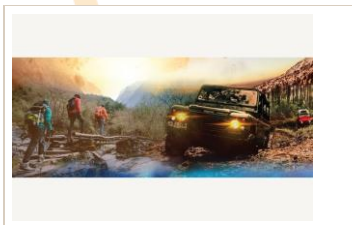
Recognised in Greece's national Elevate Greece startup registry, Kleesto has demonstrated proven operational impact, enabling tourism clients such as an Athens-based private-transfer company to connect with over 350 channels and 200 suppliers and double revenue, alongside supporting destination management companies in Italy connecting over 120 distribution channels.

◆ OUTLOOK

Kleesto intends to keep expanding adoption of its platform, including AI-assisted features, among tourism operators across Europe, building on its existing base of connected businesses.

SME BIOGRAPHY

Unlimited Adrenaline

*Operates a booking platform for outdoor activities, tours and experiences,... — Pallini, Greece***REGION** Pallini, Greece **WEBSITE** www.unlimited-adrenaline.gr/en **CONTACT** Varvara Giannopoulou, Administrator

Unlimited Adrenaline — sourced from the company website



◆ OVERVIEW

Unlimited Adrenaline is an SME based in Greece that operates a booking platform for outdoor activities, tours and experiences, connecting travellers with local activity providers and hotels.

◆ PRODUCTS & MARKET

The platform lists more than 1,200 activities across categories including water sports, air sports, land-based adventures and cultural tours, and provides activity providers with a back-office system for managing listings, bookings and calendars. A separate upselling tool lets hotels and BnBs offer guests local activities through QR codes, affiliate links and white-labelled booking pages. The company targets travellers seeking outdoor and adventure experiences, together with activity providers and hotels looking to digitise their offerings and add revenue streams.

◆ CHALLENGE

Before FUTOURISM, Unlimited Adrenaline's activity-provider partners largely relied on offline booking processes, and the company needed to build additional back-office and distribution features, such as Global Distribution System and property-management-system integrations, to help these fragmented, largely offline businesses move online.

◆ SOLUTION

Through its FUTOURISM application, Unlimited Adrenaline proposed to add AI-driven features, including a trip planner and content-generation tools, and to complete integrations with Global Distribution Systems and hotel property-management systems, funded in part by its FUTOURISM grant alongside plans to expand its partner network of hotels and activity providers across Greece and into other European markets.

◆ RESULTS ACHIEVED

Supported by the FU-TOURISM Acceleration Programme, Unlimited Adrenaline has consolidated its marketplace for outdoor and nature-based tourism, featuring more than 1,200 verified adventure activities and sustainable travel experiences across Greece.

◆ OUTLOOK

Unlimited Adrenaline plans to continue expanding its network of hotels and activity providers in Greece and to pursue further integrations and AI-based personalisation features as it grows into other European markets.

SME BIOGRAPHY

AI Convert

*Develops AI tools to help destination-management organisations turn... — Pula, Croatia***REGION** Pula, Croatia **WEBSITE** www.aum.hr **CONTACT** Dragan Bencic, Director

◆ OVERVIEW

Auris Media is an SME based in Croatia that develops AI tools to help destination-management organisations turn conventional tourist websites into conversational, experience-based guides.

◆ PRODUCTS & MARKET

The company's core work is the AI Convert project, which builds a set of AI agents — a web scraper, a content synthesiser, a classifier and a feature extractor — to import existing tourist-board content and restructure it into discrete 'experiential units' such as points of interest, events and excursions. These agents feed Auris Media's own Experience platform, already sold to the tourist boards of Medulin and Fažana, which stores and serves this content through a booking panel, widget, white-label site or API. The target market is destination-management organisations, tourist associations and municipalities, initially in Istria and more broadly across Europe.

◆ CHALLENGE

Tourist boards had invested heavily in existing catalog-based website content but lacked an affordable, low-effort way to import and keep that content synchronised with a newer, experience-centred platform, while also facing the technical difficulty of splitting and recombining scattered catalog pages into coherent experience units.

◆ SOLUTION

Through its FUTOURISM application, Auris Media proposed to build the four AI agents described above using open-source agentic AI tooling and outside technical consultants, then integrate them with its in-development Experience platform via new API endpoints. The proposed budget of roughly €20,000 was allocated almost entirely to consulting hours for the agent components, with a small allowance for travel to meet selected consultants, and the work was planned to run through a proof-of-concept stage followed by integration and tuning.

◆ RESULTS ACHIEVED

Through the FUTOURISM accelerator, MyArtist completed the market research, topographical feasibility studies and educational curriculum for the Φysis campus, establishing immersive experiential workshops connecting sustainable agriculture, art and cultural tourism in Attica.

◆ OUTLOOK

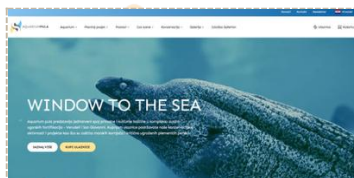
The application describes plans to add further Istrian tourist-board clients — among them Kanfanar, Pula, Marčana, Buzet, Labin, Novigrad, Barban and Motovun — and to pursue partnerships with technology and experience-provider companies, including a possible integration with Infobip's messaging platform to extend conversational access to multiple channels.

SME BIOGRAPHY

Aquarium Pula

*Operates a public aquarium and marine-conservation centre inside the... — Pula, Croatia***REGION** Pula, Croatia **WEBSITE** www.aquarium.hr **CONTACT** Dr. Sc. Milena Mičić, President of the Board

Aquarium Pula — sourced from the company website



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Although we are a private aquarium, our goal is not profit, but the rescue of marine species.

MILENA MIČIĆ, PRESIDENT OF THE BOARD AND OWNER, AQUARIUM PULA

◆ OVERVIEW

Aquarium Pula is an SME based in Croatia that operates a public aquarium and marine-conservation centre inside the historic Fort Verudela on the outskirts of Pula.

◆ PRODUCTS & MARKET

Housed in a restored 19th-century Austro-Hungarian fort on the Verudela peninsula, the aquarium displays Adriatic, Mediterranean and tropical marine and freshwater species across more than 4,000 square metres, alongside a loggerhead-turtle rehabilitation centre and a dedicated laboratory and 'Noble Sanctuary' for the critically endangered noble pen shell (*Pinna nobilis*). It draws eco-tourists, cultural-heritage visitors, families and school and university groups, and combines exhibits with scientific research led by its own marine-biology team.

◆ CHALLENGE

Before this project, Aquarium Pula needed a way to present its scientific *Pinna nobilis* conservation work and the fort's Austro-Hungarian military history as a single, integrated visitor experience rather than two separate storylines, and to fund the interactive exhibits needed to do so.

◆ SOLUTION

Through its FUTOURISM application, titled the *Pinna Nobilis Palace* project, Aquarium Pula proposed to add interactive displays, augmented-reality tools and educational tablets that present *Pinna nobilis* conservation alongside the fort's history, developed with its marine-biology team together with outside historians, architects and conservationists. The proposed €20,000 lump-sum budget allocated the largest shares to technology solutions such as AR/VR elements and to new exhibit equipment, complemented by FUTOURISM mentoring on marketing and market readiness over an eight-month timeline.

◆ RESULTS ACHIEVED

Through its marine conservation and educational tourism initiatives, Aquarium Pula's 'Noble Sanctuary' has successfully preserved endangered pen-shell specimens transferred from Croatian waters and Italy's Venetian Lagoon; the aquarium holds Friend of the Sea certification and has rehabilitated and released more than 160 loggerhead turtles since opening.

◆ OUTLOOK

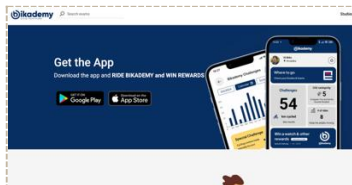
Aquarium Pula's public communications describe continued focus on expanding *Pinna nobilis* conservation and research partnerships with universities and marine-biology institutes, alongside further interactive and augmented-reality content linking its marine-conservation work to Fort Verudela's cultural history.

SME BIOGRAPHY

Bikademy

*Operates a mobile app combining cycling tourism and everyday urban... — Croatia***REGION** Croatia **WEBSITE** bikademy.com **CONTACT** Krešimir Herceg, Founder & CEO

Bikademy — sourced from the company website



“

Bikademy encourages people to cycle daily, explore destinations by bike and rewards them for it.

KREŠIMIR HERCEG, FOUNDER & CEO, BIKADEMY

◆ OVERVIEW

Bikademy is an SME based in Croatia that operates a mobile app combining cycling tourism and everyday urban mobility, rewarding users for visiting cultural and natural heritage sites by bicycle.

◆ PRODUCTS & MARKET

The app's 'Studies' feature sends users, called Bikademy Students, to six or seven culturally or naturally significant 'Exam' locations within a city or region; a check-in at each site counts toward a reward on completion. A separate 'Challenges' feature tracks everyday cycling distance and CO2 savings for urban-mobility use. By 2026 the app covers Studies across numerous Croatian regions, including Zagreb, Šibenik and Brod-Posavina County, as well as Berlin, and the company has also released companion apps, Hikademy and Walkademy, for hiking and walking. It targets active and eco-conscious tourists, local residents seeking sustainable everyday transport, and municipal and tourism-board partners.

◆ CHALLENGE

Before this project, Bikademy's Studies were concentrated in Croatia, and the company needed funding and a defined market-entry plan to launch dedicated cycling-tourism Studies in additional destinations, including its first location outside Croatia.

◆ SOLUTION

Through its FUTOURISM application, Bikademy proposed to design and launch full Studies in Poreč, Croatia, and Valencia, Spain, plus six shorter thematic 'Special Studies' across the two cities, in partnership with local tourism boards, cycling groups and small businesses. The proposed budget, led by founder Krešimir Herceg and technical lead Boris Predmerski, was allocated mainly to content creation, marketing campaigns, printed materials and on-site coordination in the two cities, alongside a rewards system for participants who completed each Study.

◆ RESULTS ACHIEVED

Bikademy has successfully expanded its cycling tourism platform across 17 regions, including Berlin, and launched the companion Hikademy and Walkademy apps, encouraging active mobility, regional cultural discovery, and low-carbon travel among visitors and local communities.

◆ OUTLOOK

Krešimir Herceg has publicly described plans to expand Bikademy into new European markets and add further smart-mobility features, consistent with the FUTOURISM application's aim of replicating the Poreč and Valencia model as a scalable European cycling-tourism concept.

SME BIOGRAPHY

Be Origen

*Operates a digital platform connecting rural artisans and organic farmers... — Barcelona, Spain***REGION** Barcelona, Spain **WEBSITE** beorigen.com **CONTACT** Cristian Varela Fernández, Founder and CEO

Be Origen — sourced from the company website



◆ OVERVIEW

Be Origen is an SME based in Spain that operates a digital platform connecting rural artisans and organic farmers with travellers seeking agrotourism and craft-based experiences.

◆ PRODUCTS & MARKET

Through beorigen.com, the company lists organic farming tours, artisan workshops, tastings and corporate retreats across rural regions of Spain, with an early focus on Catalonia and the Terres de l'Ebre area. According to the company, the platform reaches more than 20,000 monthly users and has worked with over 50 partner artisans and farmers. Be Origen targets eco-conscious individual travellers, families and corporate clients seeking team-building retreats, as well as the rural artisans and organic farmers who host the experiences.

◆ CHALLENGE

Before applying to FUTOURISM, Be Origen needed to address rural depopulation, the digital exclusion of small-scale artisans and farmers, and the loss of traditional crafts as younger generations left rural areas, while building a viable alternative to mass tourism.

◆ SOLUTION

Through its FUTOURISM application, Be Origen proposed to use the programme's funding to develop a dedicated corporate-retreat and MICE offering for SMEs and startups, combining sustainable team-building activities with rural artisan and farm experiences. Its plan allocated the €20,000 lump sum across product development, equipment, technology tools, consultancy and marketing, with a twelve-month roadmap to secure initial corporate clients and host pilot retreats.

◆ RESULTS ACHIEVED

Public sources confirm that Be Origen partnered with National Geographic and the Catalan Tourism Agency, which featured the company's founder and its rural network in a televised segment and a 2024 online article, and that the company was recognised through the Ecotour Challenge programme. As of late 2024, Be Origen's own materials listed more than 50 affiliated artisans and producers.

◆ OUTLOOK

Be Origen intends to expand its digital marketing and influencer partnerships, grow its network of rural artisans and farmers, and pursue further corporate and public-sector partnerships to scale its regenerative tourism model across Spain and into new European markets.

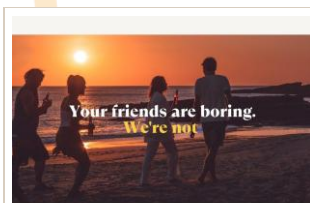
SME BIOGRAPHY

Your Friends Are Boring

Operates a group-travel platform matching solo travellers with compatible... — Valencia, Spain

REGION Valencia, Spain **WEBSITE** yourfriendsareboring.com **CONTACT** Clara Haba Osca, CEO

YFAB



Your Friends Are Boring — sourced from the company website



◆ OVERVIEW

Your Friends Are Boring is an SME based in Spain that operates a group-travel platform matching solo travellers with compatible trip companions for interest-based trips such as surf and scuba diving.

◆ PRODUCTS & MARKET

The platform uses algorithmic matching to group solo travellers by shared interests and coordinates pricing and trip logistics through automation. According to the company, roughly 70% of its customers are women and most are young professionals living in large cities, with the majority of bookings coming from the United States and the United Kingdom. Your Friends Are Boring targets solo travellers seeking small-group, experience-based trips, and works with local guides, instructors and small accommodation providers at its destinations, including Spain and Croatia.

◆ CHALLENGE

Before FUTOURISM, the company's group trips did not track or offset their carbon emissions, leaving a gap between its growing traveller base and its sustainability ambitions.

◆ SOLUTION

Through its FUTOURISM application, Your Friends Are Boring proposed to use the €20,000 grant to build a real-time CO2 offset feature, letting travellers compensate for trip emissions at the point of booking, while its core AI-driven matching and pricing platform continued to be funded privately. The plan set out feature development between March and June 2025, beta testing with early users through September 2025, and a public launch and marketing push by November 2025.

◆ RESULTS ACHIEVED

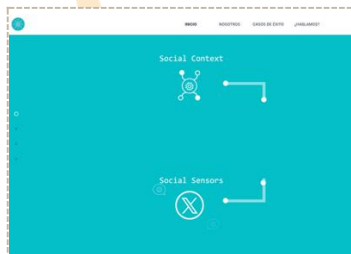
Public sources confirm that Your Friends Are Boring remained active after its FUTOURISM application: in December 2025, the company was named a winner of Valencia's Seed Startup Program investment forum, selected from more than 70 applicants for a place among 28 supported startups.

◆ OUTLOOK

The company plans to continue focusing on English-speaking markets while expanding partnerships with local guides and eco-certified providers in Spain and Croatia, aiming to complete its CO2 offset feature and reinforce off-peak, decentralised travel patterns.

SME BIOGRAPHY

BEACH-TWIN

*Develops BEACH-TWIN, a digital twin platform combining environmental... — Valencia, Spain***REGION** Valencia, Spain **WEBSITE** sensingtools.com **CONTACT** Héctor Fernández Bueno, CEO

◆ OVERVIEW

Sensing Tools is an SME based in Spain that develops BEACH-TWIN, a digital twin platform combining environmental sensors, crowd analytics and artificial intelligence to support the management of urban beaches.

◆ PRODUCTS & MARKET

BEACH-TWIN combines IoT sensors, weather data and computer-vision crowd analytics into a live model of a beach, giving municipal authorities a dashboard for water quality, biodiversity and visitor-density data alongside a public mobile app with safety alerts and beach-condition updates. The company targets municipal governments and tourism authorities responsible for coastal destinations, beginning with a pilot on Valencia's beaches, as well as the visitors and residents who use the public-facing app. Sensing Tools is a spin-off of the Universitat Politècnica de València that grew out of the EU-funded SMARTLAGOON project on the Mar Menor lagoon.

◆ CHALLENGE

Before FUTOURISM, coastal municipalities lacked a unified, real-time way to monitor beach conditions, relying instead on fragmented and often delayed data on water quality, weather and visitor numbers, which limited proactive planning and emergency response.

◆ SOLUTION

Through its FUTOURISM application, Sensing Tools proposed an eight-month plan to develop and pilot BEACH-TWIN for Valencia's beaches: mapping existing municipal infrastructure and data gaps, deploying low-cost sensors, cameras and buoys, building the AI-driven prototype, and validating it with the Valencia City Council and other stakeholders. Most of the proposed €20,000 budget was allocated to personnel for software development and data integration, alongside equipment and cloud tools.

◆ RESULTS ACHIEVED

Sensing Tools successfully validated its digital-twin methodologies for coastal destination monitoring. Its pioneering smart-destination technologies won the 'Gemelo Digital de Destino' award at the Digital Tourist 2024 awards, and the company has twice been recognised as a Key Innovator by the European Innovation Council for excellence in environmental data intelligence.

◆ OUTLOOK

Sensing Tools intends to extend its digital-twin technology to further coastal and tourism destinations beyond the initial Valencia pilot, building on its background in EU-funded environmental monitoring research and its work with municipal partners.

SME BIOGRAPHY

FJ Intelligence

*Provides strategic foresight and competitive-intelligence consulting to... — Valencia, Spain***REGION** Valencia, Spain **WEBSITE** fjintelligence.com **CONTACT** Javier Llavador, Director

◆ OVERVIEW

FJ Intelligence is an SME based in Spain that provides strategic foresight and competitive-intelligence consulting to help organisations, including tourism destinations, plan for a range of possible futures.

◆ PRODUCTS & MARKET

The company applies scenario planning, trend analysis and strategic mapping to support decision-making in fields such as smart cities and tourism destination management, describing its work as connecting intelligence, strategy and foresight to turn information into decisions. Its clients include destination management organisations, local governments and businesses seeking structured, evidence-based ways to plan for uncertainty rather than relying on short-term, reactive approaches. FJ Intelligence has provided this consultancy work from Valencia for more than a decade, since its establishment in 2014.

◆ CHALLENGE

Before applying to FUTOURISM, the tourism destinations FJ Intelligence works with lacked structured tools to anticipate risks such as overtourism, climate change and shifting traveller behaviour, relying instead on short-term planning that the company describes as reactive rather than anticipatory.

◆ SOLUTION

Through its FUTOURISM application, FJ Intelligence proposed a four-phase methodology for the pilot destinations of Valencia and Poreč: analysing trends and drivers, generating three to five alternative future scenarios, running stakeholder workshops with DMOs, SMEs and local governments, and delivering tailored sustainability and digital-transition roadmaps. The proposed €20,000 grant was allocated across travel, workshop materials, scenario-building software and consultancy support over an eight-month work plan.

◆ RESULTS ACHIEVED

FJ Intelligence successfully formulated foresight methodologies and strategic roadmaps for the pilot destinations of Valencia and Poreč, structuring predictive transition scenarios and actionable sustainability guidelines for local DMOs and tourism stakeholders.

◆ OUTLOOK

FJ Intelligence intends to continue applying strategic foresight to tourism and smart-city projects, extending its scenario-planning and destination-strategy work with municipalities and destination management organisations beyond its pilot engagements.

SME BIOGRAPHY

Ecodicta

*Operates a circular-fashion platform through which members rent and... — Spain***REGION** Spain **WEBSITE** ecodicta.com **CONTACT** Raúl González, CEO**ECODICTA** | RELOVE**ECODICTA** | RELOVE[Inicio](#)[Catálogo](#)

“

No se trata de seguir alimentando el ciclo de producción y consumo, sino de cambiar la forma en la que entendemos la moda.

RAÚL GONZÁLEZ, CEO OF
ECODICTA

◆ OVERVIEW

Ecodicta is an SME based in Spain that operates a circular-fashion platform through which members rent and exchange clothing from local and sustainable brands instead of buying new garments.

◆ PRODUCTS & MARKET

Members send in used clothing for evaluation and, once accepted, receive credit redeemable for further rentals, resale purchases or partner experiences such as yoga classes and holistic therapies; the platform excludes fast-fashion labels including Shein, Zara and Primark from its catalogue. Ecodicta targets environmentally conscious consumers who prefer curated, higher-quality clothing over disposable fashion, and manages logistics for the rental service through its own warehouse. Its FUTOURISM application specifically described extending this model to travellers, letting tourists rent clothing from local brands at their destination instead of overpacking or buying new items.

◆ CHALLENGE

Before applying to FUTOURISM, Ecodicta had identified that tourists often overpack or buy disposable clothing while travelling, generating unnecessary waste and emissions, while local fashion brands in tourist destinations struggled to reach international visitors.

◆ SOLUTION

Through its FUTOURISM application, Ecodicta proposed a clothing-rental service for travellers that would connect tourists with curated garments from local brands in destinations such as Barcelona, Madrid, Valencia, Poreč and Lisbon, supported by AI-driven demand forecasting, personalised recommendations and a digital "passport" describing each garment's origin and materials. The application described building partnerships with hotels, tourism boards and local fashion brands in the pilot destinations, and using the requested grant for platform development, inventory logistics and marketing.

◆ RESULTS ACHIEVED

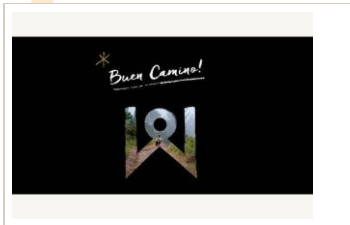
Ecodicta advanced circular economy solutions for the travel and hospitality sector, launching its 'Relove Community' initiative to enable textile reuse among travellers and partner brands, while maintaining a strict zero-fast-fashion commitment across all its services.

◆ OUTLOOK

Ecodicta's application described a phased expansion strategy starting in Barcelona, Madrid and Lisbon before moving into other European and international tourist destinations, alongside continued investment in AI-driven personalisation and digital transparency tools.

SME BIOGRAPHY

WAYS

*Operates WAYS, a blockchain-based platform for cultural travellers on the... — Spain***REGION** Spain **WEBSITE** waysjourneys.com/en **CONTACT** Jesús Castaño, Co-founder

WAYS — sourced from the company website

“

*Los Pilgrim Tokens
nacen del Camino y
crean valor que se
queda en El Camino.*

MARÍA PARGA, CO-FOUNDER
OF WAYS

◆ OVERVIEW

Ways To SL is an SME based in Spain that operates WAYS, a blockchain-based platform for cultural travellers on the Camino de Santiago, combining personalised route planning, a local-products marketplace and a token-based rewards system.

◆ PRODUCTS & MARKET

WAYS lets pilgrims plan personalised itineraries, buy regional food, wine and craft products from local artisans through an online marketplace, and earn "Pilgrim Tokens" for walking and cultural engagement, redeemable for experiences or used to reward hospitality services. The platform targets cultural travellers on the Camino Francés, a segment the application estimates at around 1.5 million visitors a year, plus the local associations, artisans and businesses along the route. Through FUTOURISM, Ways To SL proposed a fourth module, a crowdfunding platform letting travellers donate Pilgrim Tokens to community-proposed projects, matched in euros by corporate or institutional sponsors.

◆ CHALLENGE

Rural associations and small businesses along the Camino de Santiago often lack access to funding for heritage, accessibility and sustainability projects, and the application described existing crowdfunding platforms as not designed to combine traveller token donations with matched sponsor contributions transparently.

◆ SOLUTION

Through its FUTOURISM application, Ways To SL proposed building this crowdfunding module on the existing WAYS platform, using blockchain to track contributions and a governance framework developed with the Spanish and European Federations of Camino Associations. The application named six candidate pilot projects along the Camino Francés, including solar-powered beekeeping infrastructure in La Rioja and accessibility and heritage-restoration works in Castilla y León and Aragón, and proposed using the requested grant for technology development, outreach with local associations, and marketing.

◆ RESULTS ACHIEVED

WAYS co-leads 'Camino de Europa,' an innovative consortium deploying advanced digital route-planning, local producer marketplaces, and the Pilgrim Token digital reward system to enhance sustainable pilgrimage tourism along the Camino de Santiago.

◆ OUTLOOK

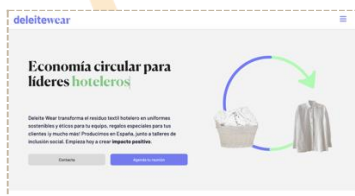
Ways To SL's application described plans to extend the crowdfunding module to further Camino routes, such as the Camino del Norte and Camino Portugués, and eventually to other cultural and pilgrimage routes in Europe. The company continues to develop WAYS within the publicly funded Camino de Europa consortium.

SME BIOGRAPHY

Deleite Wear

*Upcycles textile waste from luxury hotels and restaurants into staff... — Spain***REGION** Spain **WEBSITE** www.deleitewear.com **CONTACT** Nuria Cavia Santos, Co-founder**deleitewear**

Deleite Wear — sourced from the company website



“

Tejidos que han tenido una vida previa, lo que evita consumir recursos del planeta

**LAURA FERNÁNDEZ CAVIA,
CEO OF DELEITE WEAR**

◆ OVERVIEW

Deleite Wear is an SME based in Spain that upcycles textile waste from luxury hotels and restaurants into staff uniforms and merchandising.

◆ PRODUCTS & MARKET

The company collects discarded but high-quality textiles, such as bedlinen, tablecloths and workwear that hotels retire due to small imperfections or changing regulations, and transforms them into new garments using a pattern-making method designed to be more scalable than fully artisanal upcycling. Garments are manufactured in Spanish social-insertion workshops that employ vulnerable women, combining the company's environmental and social aims. Deleite Wear targets HORECA businesses that want to reduce textile-waste storage costs, get ahead of upcoming waste regulation, and communicate sustainability commitments to guests and staff through branded uniforms.

◆ CHALLENGE

Before applying to FUTOURISM, Deleite Wear had identified that luxury hotels generate large volumes of high-quality textile waste at a storage cost to the business, while the artisanal nature of upcycling made it difficult to scale beyond one-off garments.

◆ SOLUTION

Through its FUTOURISM application, Deleite Wear proposed developing its "Deleite Platform," a digital tool intended to connect HORECA businesses holding textile waste with NGOs and textile companies able to reuse it, alongside continued development of its scalable upcycling and pattern-making method. The application described using the requested grant for consultancy, digital-solution development, tailoring services and software licences, with a work plan focused first on luxury hotels in 2025 before expanding to public tourism institutions and, later, other European markets.

◆ RESULTS ACHIEVED

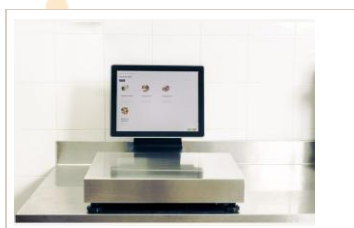
Deleite Wear won the Traveling for Happiness 2026 award in the Sustainable Leadership category, presented to co-founder Nuria Cavia Santos, and has separately received the European NextGen StartUp Award and top HORECA proposal at the Madrid Emprendedoras awards. A documented collaboration with the Rosewood Villa Magna hotel, turning discarded bedlinen into staff pyjamas and bags, has avoided an estimated 645 kg of CO₂ and saved around 817,943 litres of water; a single upcycled shirt is reported to save roughly 3,000 litres of water compared with conventional production.

◆ OUTLOOK

Deleite Wear's application described plans to expand from luxury hotels into public tourism institutions in Spain and, from 2027, into other European markets with strong sustainability priorities.

SME BIOGRAPHY

Effiwaste

*Operates Effiwaste, a platform that measures and reduces food waste in... — Santa Cruz de Tenerife, Spain***REGION** Santa Cruz de Tenerife, Spain **WEBSITE** www.ffiwaste.com **CONTACT** Jordi Massons, COO

Effiwaste — sourced from the company website



“

Es un reconocimiento al esfuerzo y al trabajo de todo el equipo por sacar adelante un producto que es nuevo en el mercado y que supone una revolución en el sector.

JAVIER JIMÉNEZ, CO-FOUNDER OF EFFIWASTE

◆ OVERVIEW

Anglo-Canary Technologies SL is an SME based in Santa Cruz de Tenerife, Spain that operates Effiwaste, a platform that measures and reduces food waste in hotel and restaurant kitchens.

◆ PRODUCTS & MARKET

Effiwaste combines a connected kitchen scale with software that logs food waste at each stage of preparation, including trimmings, production and buffet service, and visualises the data in Power BI dashboards covering the most-wasted foods by weight, cost and CO2 footprint. The system also links waste data to guest profiles to anticipate waste generation, and the company reports hotels using it **save more than €75,000 a year on average**. Effiwaste targets hotels, restaurants and catering services in the HORECA sector, and by early 2025 was already operating in more than ten hotels.

◆ CHALLENGE

Before applying to FUTOURISM, the HORECA sector's food-waste problem, estimated at around 182 million tonnes a year across hotels, restaurants and cafeterias in Europe, was managed mainly through manual demand forecasting by chefs, leaving kitchens with limited tools to turn waste data into menu changes.

◆ SOLUTION

Through its FUTOURISM application, Anglo-Canary Technologies proposed extending Effiwaste with a generative-AI system suggesting recipes based on surplus ingredients detected in hotel buffets, helping kitchens reuse items such as bread, vegetables and meat cuts rather than discard them. The application described piloting the tool in a demonstration hotel with RFID and sensor-based food tracking, targeting a pilot-site waste reduction of more than 30%, with the requested grant allocated mainly to R&D, chef consultancy and equipment.

◆ RESULTS ACHIEVED

Effiwaste was named top startup of the 2024 cohort of La Nave, a Madrid municipal innovation programme, and separately named among ten startups on the World Tourism Organization's (UN Tourism) 2024 list of notable tourism start-ups. Adrian Hoteles began piloting the Effiwaste system at its Jardines de Nivaria hotel in Tenerife; public reporting does not confirm that the FUTOURISM-proposed recipe feature has been deployed.

◆ OUTLOOK

The application described scaling Effiwaste across the wider HORECA sector by refining the platform based on pilot results. Public reporting confirms the company continues to expand its hotel partnerships in the Canary Islands, including with Adrian Hoteles.

SME BIOGRAPHY

Coddy

*Develops app-based urban escape games, guiding groups of players through... — Brussels, Belgium***REGION** Brussels, Belgium **WEBSITE** www.coddygames.com **CONTACT** Didier Boulvin, COO & Co-founder*Coddy — sourced from the company website*

◆ OVERVIEW

Coddy is an SME based in Belgium that develops app-based urban escape games, guiding groups of players through city-wide riddles, challenges and storytelling in place of traditional guided tours.

◆ PRODUCTS & MARKET

The company's core platform, offered across more than 70 European cities, lets players explore real-world locations, solve location-based puzzles and interact with characters built into a city's history, using their own devices without a physical guide. Coddy markets a dedicated business line for corporate team-building events, schools and universities, alongside general tourist and family offerings. Through its GreenQuest concept, the company designed a scenario for large groups of 20 or more players that layers sustainability content — including eco-friendly tips and a share of revenue donated to environmental causes such as Ocean Cleanup and Tree-Nation — onto its existing city-game format.

◆ CHALLENGE

Before applying to FUTOURISM, Coddy identified that conventional guided tours and static city tours struggled to engage large corporate and school groups at scale, while its own format still needed a dedicated sustainability-focused scenario and multi-language localisation to expand into new cities.

◆ SOLUTION

Through its FUTOURISM application, Coddy proposed to build a new GreenQuest scenario on its existing platform, integrating sustainability elements into the storyline and challenges, and to pilot it with corporate and school groups in Belgium and France. The company planned to translate the game into Dutch, French and English, run beta tests with selected companies and schools, and progressively roll it out across 50 cities. The proposed €34,000 budget was to be split between €20,000 from FUTOURISM and €14,000 from Coddy, covering gamification consulting, scenario writing, illustration, translation and marketing.

◆ RESULTS ACHIEVED

Coddy expanded its urban gaming ecosystem by piloting the 'GreenQuest' sustainability scenario, creating gamified routes that engage travellers and families in discovering local environmental heritage and eco-friendly city practices.

◆ OUTLOOK

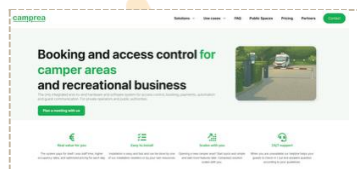
Coddy's public materials describe ongoing expansion of its city-game catalogue across Europe and an intention to keep developing more sustainability-themed content, consistent with the direction set out for GreenQuest in its FUTOURISM application.

SME BIOGRAPHY

Camprea

Develops hardware and software systems for managing camper (motorhome)... — Leuven, Belgium**REGION** Leuven, Belgium **WEBSITE** camprea.org **CONTACT** Karel Vanderheyden, Director / Co-founder

Camprea — sourced from the company website



◆ OVERVIEW

Camprea is an SME based in Belgium that develops hardware and software systems for managing camper (motorhome) tourism areas, combining access control, payment and visitor-communication tools for municipalities and site operators.

◆ PRODUCTS & MARKET

The platform automates registration, payment processing and access control at camper sites, while its communication layer sends visitors information about local rules, nearby attractions, events and businesses. Camprea's tools cover both free or informally tolerated parking areas — which can operate with only an information panel and a QR code, without physical barriers — and fully paid, gated campsites. Its customers are municipalities, regional authorities and private site operators, primarily in Belgium, France, Spain and the Netherlands.

◆ CHALLENGE

Before applying to FUTOURISM, Camprea's system was still at MVP stage, active at a small number of sites in the Netherlands, Belgium and Spain, and the company needed to make the solution easier to deploy and more reliable at scale before testing it in higher-pressure markets such as southern Europe, where seasonal overcrowding and informal camper parking create tension between visitors, residents and local authorities.

◆ SOLUTION

Through its FUTOURISM application, Camprea proposed to add nudging and gamification features, dynamic pricing, voucher systems and expanded visitor-communication tools to its app, then pilot the upgraded system at three sites before scaling to eight locations across Belgium, France, Spain and the Netherlands over a work plan running from March to October 2025. The proposed €48,000 budget, combining FUTOURISM funding with Camprea's own resources, was allocated to stakeholder research, software development, hardware for pilot sites, and a marketing and training campaign aimed at local operators.

◆ RESULTS ACHIEVED

Camprea completed the functional enhancements of its motorhome management platform, integrating digital visitor communication, dynamic pricing, and nudging tools to support municipalities in managing camper tourism sustainably.

◆ OUTLOOK

Camprea's own website describes continuing work with municipalities across Belgium, France, Spain and the Netherlands, consistent with the FUTOURISM application's goal of formalising tolerated and free camper areas while helping operators balance seasonal demand with the interests of local residents.

SME BIOGRAPHY

Travel Intelligence Project

*The Belgian Travel Confederation (BTC) is a Belgium-based industry... — Belgium***REGION** Belgium **WEBSITE** www.belgian-travel-confederation.be **CONTACT** Frank Bosteels, CEO*Travel Intelligence Project — sourced from the company website*

◆ OVERVIEW

The Belgian Travel Confederation (BTC) is a Belgium-based industry association representing travel-sector organisations and developing data-driven tools to support the Belgian travel ecosystem.

◆ PRODUCTS & MARKET

Through its Travel Intelligence Project, the confederation aggregates anonymised booking data from member agencies via the software platforms Servico and TravelNote, processed by the Belgian data-processing company Agiliz, to produce quarterly reports on booking trends, destinations and traveller behaviour. The reports target Belgian travel agents and tour operators, particularly small and medium-sized businesses that otherwise lack the resources for independent market research, as well as policymakers and tourism boards seeking sector-wide data to inform sustainable-tourism planning.

◆ CHALLENGE

Before applying to FUTOURISM, the confederation identified that Belgian travel SMEs lacked access to consolidated, near-real-time data on booking trends and sustainability-relevant travel patterns, relying instead on fragmented, company-level information that limited their ability to anticipate demand and compete with larger operators.

◆ SOLUTION

Through its FUTOURISM application, the Belgian Travel Confederation proposed to build the Travel Intelligence Project's data infrastructure on Google Cloud Platform, integrate weekly anonymised data exports from Servico and TravelNote, and deliver a minimum viable product followed by a subscription-based reporting tool accessible through Google Looker Studio. The proposed 2025 budget of €81,680 covered platform development by Agiliz, integration work with Servico and TravelNote, and ongoing subscriptions, maintenance and communication costs, with two BTC staff members, led by project manager Sebastien Pauwels, working part-time on delivery.

◆ RESULTS ACHIEVED

The Belgian Travel Confederation has published quarterly Travel Intelligence Reports built on Travelnote booking data covering roughly a tenth of the Belgian travel market. Its Q1 2025 report recorded 2024 sector turnover up 4.9% year on year, 39.5 million total trips (up 14% on 2023), and outbound travel spending of €32.4 billion (up 26%), indicating the data-reporting infrastructure described in the FUTOURISM application had reached publication stage.

◆ OUTLOOK

The confederation's public reporting shows it continuing to expand the Travel Intelligence Project's data coverage and publish quarterly market updates, in line with the scaling and subscription model set out in its FUTOURISM application.

SME BIOGRAPHY

IKY

Developed an AI-driven discovery platform connecting conscious travellers with sustainable food and wellness providers — Brussels, Belgium

REGION Brussels, Belgium **WEBSITE** www.iky.eu **CONTACT** Jose M Castillejo, Founder

◆ OVERVIEW

IKY is a Belgium-based digital venture that developed an AI-driven discovery and recommendation platform for sustainable culinary and wellness tourism.

◆ PRODUCTS & MARKET

IKY's platform was designed as a discovery layer using AI-driven curation to help travellers find organic producers, sustainable restaurants and wellness retreats, connecting visitors directly with authentic local experiences. The platform empowers small businesses in the gastronomic and wellness sectors with digital tools to reach international tourists.

◆ CHALLENGE

Small food and wellness providers are often underrepresented on mainstream digital travel platforms, lacking the visibility, multilingual reach and marketing tools needed to attract international tourists.

◆ SOLUTION

Through FUTOURISM, IKY structured the core architecture for its AI-powered discovery engine, refining multilingual recommendation workflows, designing user interfaces and testing key validation parameters with local culinary and wellness stakeholders.

◆ RESULTS ACHIEVED

The project delivered functional specifications and pilot algorithms for curated culinary and wellness discovery, demonstrating how smart personalization can guide tourist footfall toward certified sustainable local businesses.

◆ OUTLOOK

The pilot establishes a framework for integrating smart discovery layers into regional gastronomic and wellness tourism ecosystems across European destinations.

SME BIOGRAPHY

Turiosa

*Operates a smartphone guide for exploring Vienna's neighbourhoods through... — Vienna, Austria***REGION** Vienna, Austria **WEBSITE** www.turiosa.com **CONTACT** Alexander Heuken*Turiosa — sourced from the company website*

◆ OVERVIEW

Turiosa is an SME based in Austria that operates a smartphone guide for exploring Vienna's neighbourhoods through audio storytelling contributed by local residents and professionals.

◆ PRODUCTS & MARKET

The Turiosa app pairs an interactive city map with audio narratives recorded by locals, directing users toward lesser-known streets and neighbourhood stories rather than a standard sightseeing route. Its content is organised by district, including areas such as Vienna's Karmeliterviertel, and is aimed at visitors and residents who want a closer look at a specific part of the city. The company also positions the app as a channel connecting sustainability-minded local businesses with travellers who explore on foot or by public transport.

◆ CHALLENGE

Before applying to FUTOURISM, Turiosa's storytelling concept operated only in Vienna, built around a single city's content, partnerships and technical setup; extending the same model to other European destinations required a platform that additional cities could adapt and populate with their own local content.

◆ SOLUTION

Through its FUTOURISM application, Turiosa proposed to convert its Vienna-only platform into a modular application that other cities could customise, beginning with pilots in Valencia and Poreč. The plan covered restructuring the app's technical architecture, drawing up content guidelines for local storytellers, and building partnerships with tourism boards and sustainable businesses in the two pilot cities. The application's €20,000 budget was allocated mainly to backend development, business-expansion and content consultancy, and marketing for the pilot launches, alongside travel to Valencia and Poreč.

◆ RESULTS ACHIEVED

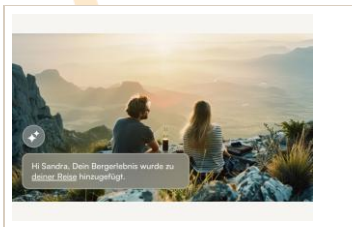
Turiosa successfully adapted its Vienna-based audio guide architecture into a modular, exportable format, establishing content guidelines and testing cross-border storytelling deployment for pilot destinations Valencia and Poreč.

◆ OUTLOOK

Turiosa's own website continues to present the app as a Vienna-focused, district-organised guide; the company's application described an intent to grow it into a networking platform connecting local sustainable businesses with visitors across additional European cities.

SME BIOGRAPHY

wependio

*Develops AI-driven software for tourism businesses, including... — Wattens, Austria***REGION** Wattens, Austria **WEBSITE** www.wependio.com **CONTACT** Desiree Schier

wependio — sourced from the company website



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wependio was never just an app for us, but an experiment testing how far you can connect personal interests with technology.

DESIREE SCHIER, CO-FOUNDER

◆ OVERVIEW

wependio is an SME based in Austria that develops AI-driven software for tourism businesses, including travel-planning tools and chatbots for hotels, destinations and tour operators.

◆ PRODUCTS & MARKET

wependio's tools include an AI travel planner that generates personalised itineraries from stated customer preferences, a multilingual chatbot for round-the-clock guest communication, and analytics features intended to help operators track sustainability metrics such as energy use and waste. The company targets small and medium-sized tourism businesses — hotels, travel agencies, tour operators and destination-management companies — that lack the in-house resources to build such tools themselves, with an initial market focus on Austria, Spain and Croatia.

◆ CHALLENGE

wependio's application described a problem common among tourism SMEs: limited budgets and technical expertise leave many unable to adopt digital tools for personalisation, guest communication or sustainability tracking, leaving them at a disadvantage against larger, better-resourced operators.

◆ SOLUTION

Through its FUTOURISM application, wependio proposed to onboard around 15 SME customers through pilot programmes, finalise integrations with booking platforms, and extend its AI travel-planning and chatbot features before pursuing further growth into southern European markets. The application's €20,000 budget request was allocated mainly to technology and AI tooling, consultancy on product development and compliance, and marketing aimed at tourism-SME customers.

◆ RESULTS ACHIEVED

Public reporting on wependio (top.tirol, 2022 and later coverage) shows the company closed a six-figure business-angel investment round at formation and, from 2024, shifted its product line from a consumer travel-recommendation app toward the B2B data and AI tools for hotels described in its FUTOURISM application; those tools are presented on its website as of this research.

◆ OUTLOOK

wependio's current website continues to position the company around AI travel planners, chatbots and analytics for tourism operators, consistent with the direction set out in its application, with continued expansion of its tourism-SME customer base stated as its ongoing goal.

SME BIOGRAPHY

like2camp

*Operates a booking platform connecting campers with legally compliant,... — Salzburg, Austria***REGION** Salzburg, Austria **WEBSITE** www.like2camp.com **CONTACT** Marlene Vukmanic

like2camp — sourced from the company website



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With this merger, we combine our strengths to offer campers even more quality campsites across borders—while giving hosts greater visibility and bookings.

VERENA SOWA, CO-FOUNDER

◆ OVERVIEW

like2camp is an SME based in Austria that operates a booking platform connecting campers with legally compliant, nature-based camping spots on underused land such as ski-resort car parks and event sites.

◆ PRODUCTS & MARKET

The platform lists camping spots offered by landowners and municipalities, handles bookings, and — through the project proposed to FUTOURISM — was to automate tourism-tax collection and visitor-management reporting for municipal partners. It targets campers seeking legal, flexible overnight stays outside conventional campgrounds, alongside landowners and municipalities that want revenue from underused land while managing visitor numbers. By the time of its FUTOURISM application, like2camp had facilitated over 1,900 bookings across 270 locations and drawn close to 32,000 individual visitors since its prototype launched in July 2023.

◆ CHALLENGE

like2camp's application described illegal wild camping, fragmented regional tourism-tax rules, and a lack of tools for providers to register guests and report taxes accurately as the problems it set out to address, alongside municipalities' difficulty enforcing camping regulations and collecting fees.

◆ SOLUTION

Through its FUTOURISM application, like2camp proposed to expand its Feratel booking-system integration, add automated guest-registration and tax-processing tools, and build dynamic booking logic accounting for seasonal demand and site capacity. The application's €25,342 budget covered platform development and hosting, legal consultancy on regional compliance, and workshops with municipalities, tourism boards and landowners, over an eight-month pilot planned from spring to winter 2025.

◆ RESULTS ACHIEVED

In December 2025, like2camp was acquired by the Swiss camping platform Nomady, which integrated like2camp's technical infrastructure into its own service while continuing like2camp as a distinct brand for the Austrian market; co-founder Verena Sowa took on an operational leadership role at Nomady from that acquisition. The deal followed an earlier five-figure investment round in 2024.

◆ OUTLOOK

Following its acquisition, like2camp is positioned to keep operating in Austria as part of a larger, cross-border camping platform; the expansion into further European markets described in its application is now carried forward through Nomady's wider network across Switzerland, Germany, Austria and Italy.

SME BIOGRAPHY

CISC · EVA (COYERO)

*Develops embedded systems, RFID and IoT technology, and operates COYERO, a... — Klagenfurt, Austria***REGION** Klagenfurt, Austria **WEBSITE** www.cisc.at **CONTACT** Ralph Weissnegger

CISC · EVA (COYERO) — sourced from the company website



◆ OVERVIEW

CISC Semiconductor is an SME based in Austria that develops embedded systems, RFID and IoT technology, and operates COYERO, a white-label digital platform cities and regions use to bundle local tourism, mobility and payment services in a single app.

◆ PRODUCTS & MARKET

COYERO already powers the "All in ONE" app for the Klagenfurt tourism region, live since June 2022, which lets residents and visitors book activities, guided tours and mobility services such as bike rental, e-car sharing and public transport, alongside a digital guest-card wallet. Through FUTOURISM, CISC targeted the same regional destination-management and tourism-board customers, proposing to add a conversational assistant — branded EVA, or "Virtual Ranger" — to the existing app for the Klagenfurt/Wörthersee region and, eventually, other European cities.

◆ CHALLENGE

CISC's application described the Klagenfurt app as an established booking and mobility platform that lacked a way to steer travellers toward sustainable choices in real time or personalise recommendations across its many integrated services, information the company wanted to deliver through a conversational interface rather than the existing map-and-menu format.

◆ SOLUTION

Through its FUTOURISM application, CISC proposed to build an AI-powered avatar into the Klagenfurt app that would recommend eco-friendly transport, accommodation and activities, support real-time bookings and multilingual interaction, and pilot the assistant with more than 100 users before adapting it for other regions. The application's €20,000 budget was allocated mainly to technical development of the avatar, with smaller amounts for stakeholder travel, AI tooling and marketing.

◆ RESULTS ACHIEVED

CISC Semiconductor successfully designed and integrated the conversational AI 'Virtual Ranger' (EVA) assistant into the COYERO regional tourism and mobility platform, delivering real-time, multilingual guidance for sustainable transport, activities and accommodation in the Klagenfurt/Wörthersee region.

◆ OUTLOOK

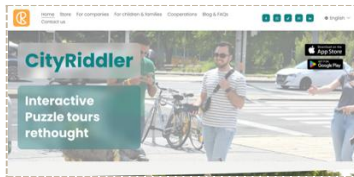
CISC's application described plans to extend the Virtual Ranger beyond Klagenfurt into the wider Carinthia region and, eventually, other European cities using COYERO's existing interfaces with tourism-data providers such as Feratel; the company's own materials continue to describe COYERO as an active platform for regional tourism, mobility and payment services.

SME BIOGRAPHY

CityRiddler

*Operates a mobile app for personalised city tours built around interactive... — Vienna, Austria***REGION** Vienna, Austria **WEBSITE** www.cityriddler.com **CONTACT** Tanja Zigart

CityRiddler — sourced from the company website



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Cities are today crammed with major sights. Hidden treasures are hard to find. Many tourists want individualized travel offers. That's exactly what we want to provide.

TANJA ZIGART, CO-FOUNDER & CEO

◆ OVERVIEW

CityRiddler is an SME based in Austria that operates a mobile app for personalised city tours built around interactive riddles, letting users explore urban destinations at their own pace instead of following a fixed guided route.

◆ PRODUCTS & MARKET

The app builds tours from a traveller's stated interests, available time and starting point, mixing well-known landmarks with less-visited spots, with tours typically running from 30 minutes to four hours. A companion Creator Platform lets local guides, historians and tourism organisations build and monetise their own riddle tours for a given city. CityRiddler's tours are aimed chiefly at younger, independent travellers and small groups seeking a self-guided, gamified alternative to conventional walking tours, and its Vienna tours are listed for booking through platforms including GetYourGuide, TripAdvisor and Marriott Bonvoy Activities.

◆ CHALLENGE

Before its FUTOURISM application, CityRiddler operated only in Vienna and needed a structured way to test whether its Creator Platform and onboarding process for local content creators could work in cities where the company had no existing local network or partnerships.

◆ SOLUTION

Through its FUTOURISM application, CityRiddler proposed to refine its Creator Platform and pilot it in three new cities — Valencia, Poreč and Prague — recruiting local creators, tourism boards and businesses in each, while running a multi-channel marketing campaign to test creator and user acquisition. The application's €20,000 budget covered consultancy on expansion and marketing strategy, travel to the pilot cities, and software licensing and cloud costs, across an eight-month, three-phase work plan.

◆ RESULTS ACHIEVED

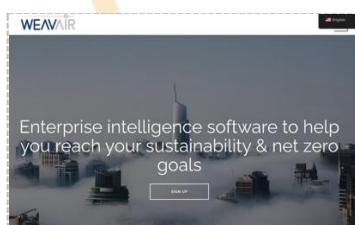
CityRiddler expanded its gamified exploration platform with active, highly rated self-guided riddle tours distributed across global travel channels including GetYourGuide and TripAdvisor. The pilot validated the Creator Platform architecture, empowering local guides and organisations to create and monetise engaging urban quests.

◆ OUTLOOK

CityRiddler's stated ambition, described in both press coverage and its application, is to expand its riddle-tour format to additional European cities and build a larger base of local content creators, building on a Vienna user base the company's own application put at more than 5,000 users and 8,000 tours played.

SME BIOGRAPHY

WeavAir

*Provides IoT- and satellite-based software for monitoring and predicting... — Warsaw, Poland***REGION** Warsaw, Poland **WEBSITE** www.weavair.com **CONTACT** Dr Natalia Mykhaylova, CEO*WeavAir — sourced from the company website*

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Our solution is designed to be simple and easy to operate. We install air quality ventilation monitoring devices.

**DR NATALIA MYKHAYLOVA,
CEO, WEAVAIR**

◆ OVERVIEW

WeavAir is an SME based in Poland that provides IoT- and satellite-based software for monitoring and predicting environmental and operational performance, aimed at organisations pursuing sustainability and net-zero goals.

◆ PRODUCTS & MARKET

The platform combines networks of IoT sensors, satellite imagery and drones with predictive analytics to track parameters such as energy use, air quality, water consumption and occupancy, presenting the results through a centralised dashboard the company describes as a digital twin of a facility's operations. Its algorithms flag anomalies and forecast maintenance needs before they **cause downtime**. WeavAir's customers span real estate, energy and hospitality, and the company applied to FUTOURISM to adapt this existing enterprise product for tourism SMEs such as hotels, camping grounds and other HORECA operators.

◆ CHALLENGE

Tourism SMEs generally lack access to the kind of IoT- and AI-based monitoring tools already used in other sectors, leaving them without the data needed to cut energy, water and maintenance costs or to plan for de-seasonalised, better-distributed visitor flows.

◆ SOLUTION

Through its FUTOURISM application, WeavAir proposed to pilot its Sustainability Digital Twin AI Agent with tourism SMEs in Valencia and Poreč, installing IoT sensors and drawing on satellite data to monitor energy, water, air-quality and occupancy metrics, and to pair this with training and micro-certification for tourism-sector staff. The proposed €20,000 lump-sum budget allocated the largest share to technology-solution development, with further amounts for equipment, travel to the two pilot sites and outside consultancy, led by founder and CEO Natalia Mykhaylova.

◆ RESULTS ACHIEVED

WeavAir gained premier international recognition for its environmental intelligence systems, named joint winner of the UN Tourism (UNWTO) Hospitality Challenge for its satellite and IoT monitoring technology. The platform demonstrates proven capabilities in tracking air quality, emissions, and energy efficiency for sustainable hospitality operators.

◆ OUTLOOK

The application describes plans to scale from the Valencia and Poreč pilots to more than 1,000 tourism SMEs across Europe, consistent with WeavAir's wider positioning, on its own website, as a sustainability-as-a-service provider for organisations pursuing net-zero targets.