

## **Almawave's Artificial Intelligence Expands to North America with DestinationThink**

*The Data Appeal Company, part of the Almawave Group and a specialist in Big Data analytics and Artificial Intelligence for the tourism industry, has joined forces with DestinationThink, a leading destination marketing company based in Vancouver, Canada, to support tourist destinations worldwide.*

*This partnership represents another step in the internationalization and overseas expansion of the Italian AI Group.*

Rome/Vancouver – 11<sup>th</sup> September 2024 – The Almawave Group continues its global expansion, announcing that its subsidiary, The Data Appeal Company, has entered into a significant partnership with *DestinationThink*, a leader in destination marketing, to support tourist destinations worldwide in improving sentiment and promoting sustainable growth.

In the ever-evolving landscape of travel and tourism, understanding the sentiment of both travellers and residents has become increasingly strategic. The partnership between the Canadian company, headquartered in Vancouver, and the Almawave Group's subsidiary, which specialises in Big Data and Artificial Intelligence analytics for the tourism industry, aims to foster cutting-edge solutions in this field. By leveraging advanced semantic analysis, the collaboration seeks to revolutionise how destinations offer more sustainable experiences to both permanent and temporary residents.

Founded in 2009 to help Destination Management Organisations (DMOs) globally harness the potential of social media, *DestinationThink* has grown into a specialized destination marketing firm and one of the most recognized names in North America. In 2018, it launched the *Tourism Sentiment Index* (TSI) to provide DMOs with a means to measure large-scale perceptions of destinations, tourism activities, and competitors. Today, it particularly supports DMOs in combating climate change, developing sustainable projects, and managing mass tourism.

To enhance its offering and competitiveness, *DestinationThink* has chosen to support its clients with the sentiment analysis tools of The Data Appeal Company, part of the Almawave Group.

A leader in Big Data and sentiment analysis, *The Data Appeal Company* harnesses Artificial Intelligence to measure and interpret feedback from residents and travelers on a global scale. By collecting data from over 130 online sources such as social media, review platforms, and portals, *The Data Appeal Company's Sentiment Score* provides a comprehensive and detailed overview of how people perceive a destination, its local operators, businesses, and points of interest (POIs).

Through this partnership, *The Data Appeal Company* and the *Almawave Group* will expand into North America and Oceania, while *DestinationThink* will gain visibility in Europe and offer its clients an advanced and innovative platform to analyze their Sentiment Score, real-time market trends, and outpace competitors. By combining *DestinationThink's* strategic marketing expertise with *The Data Appeal Company's* analytical prowess, destinations will have the tools to improve their performance, ensuring that the collected data is not only accurate but also actionable in the form of concrete and effective strategies. Tourist boards and DMOs, in turn, will gain clearer insights into visitor perceptions and tailor services to meet their expectations.

Up-to-date data and insights enable destination managers to make informed decisions about marketing campaigns, pricing, and infrastructure investments, creating personalized experiences and fostering loyalty towards sustainable growth in the tourism sector.

With a strong presence in LATAM, Europe, Africa, and the Middle East, the *Almawave Group* continues to strengthen its international presence, opening up to new and increasingly challenging opportunities.

Valeria Sandei, CEO of the Almawave Group, emphasized, *“I am extremely pleased with this partnership with DestinationThink, which enables us to enthusiastically enter the North American market and beyond. The challenges faced by tourist destinations worldwide, particularly on ESG issues, call for a significant change in direction, and in this, Artificial Intelligence can help find effective, useful, and swift solutions for more sustainable tourism.”*

Mirko Lalli, Founder and CEO of The Data Appeal Company, added, *“We are thrilled about this partnership and honored to collaborate with DestinationThink, a pioneer in sustainable tourism growth. This partnership will give us the opportunity to expand into new markets and work with top-tier destinations worldwide, including in California, Australia, and the United Kingdom.”*

Rodney Payne, CEO of *DestinationThink*, stated, *“Today’s tourist destinations gain a competitive advantage through sentiment analysis insights. In a historical moment like this, where collaborations are key, data-driven insights also help destination managers engage local stakeholders and celebrate successes. We are proud to partner with The Data Appeal Company to provide tourism leaders with cutting-edge tools to care for the places they and their visitors love.”*

## **ABOUT THE DATA APPEAL COMPANY – ALMAWAVE GROUP**

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimize the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almwave Group since 2022. In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specializing in Travel and Destination Intelligence solutions, to consolidate its international positioning. The company's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions. [www.datappeal.io](http://www.datappeal.io)

## **ABOUT ALMAWAVE GROUP**

Almwave S.p.A. is an Italian company, listed on the Euronext Growth Milan (AIW.MI) market and engaged in the field of Data & Artificial Intelligence. The Group offers proprietary technologies, solutions and services which realize AI and data's potential in the digital evolution of companies and public administrations. It boasts more than 400 domestic and international customers, in sectors including Government, Finance, Energy & Utilities, Tourism and Healthcare, operating directly and through partners. The Almwave team consists of more than 400 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almwave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in over 40 languages, interacting in multi-channel mode, analyzing data and information with a view to knowledge development and automation to support decisions. Its skill centers also allow the potential of data to be achieved in complex contexts, combining expertise on key market frameworks in areas such as Data Management, Machine Learning, Location Intelligence, and the knowledge of business processes in related vertical sectors. The Almwave scope, part of the Almviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almwave do Brasil, and Almwave Usa. [www.almwave.com](http://www.almwave.com)

## **ABOUT DESTINATION THINK**

Destination Think, founded in 2009, works with destinations around the world that are transforming tourism into a leading force for environmental, economic and social responsibilities. Having started as an agency providing consulting and marketing services to destinations, the company has a deep understanding of the opportunities available to destinations to make the world a better place. Destination Think has shifted its focus to helping the tourism industry enact change now and bring sustainable practices to life.

For further information:

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