

**ALMAWAVE GROUP: THE DATA APPEAL COMPANY WITH VISA TO BOOST THE  
ATTRACTIVENESS OF TOURIST DESTINATIONS  
THANKS TO ARTIFICIAL INTELLIGENCE**

**PROPRIETARY D/AI DESTINATIONS PLATFORM INTEGRATES NEW ANALYTICS  
CAPABILITIES, WITH A FOCUS ON VISITOR SPENDING**

Rome - Florence, October 10<sup>th</sup>, 2024 – Almawave S.p.A., an Italian enterprise listed on the Euronext Growth Milan market (Ticker: AIW), and a member of the Al maviva Group, a Data & Artificial Intelligence player, announces that its subsidiary The Data Appeal Company has signed a strategic agreement with Visa, a digital payments global leader, to boost the attractiveness of tourist destinations through a structured and comparable analysis of visitor spending habits at major international destinations.

D/AI Destinations - The Data Appeal Company's benchmark industry platform built to improve tourism promotion by optimizing investments and achieving marketing&management goals - from today integrates a new analytics feature: the Spending Module. This innovative tool can particularly facilitate Destination Management Organization (DMO) activities by returning a complete picture of the types of items visitors purchase at different times and seasons of the year. The main categories examined are hospitality, food and dining, transportation and retail sales, and entertainment and attractions.

By comparing aggregated anonymous data updated monthly, the country of origin, and the type of Visa card used, it will then be possible for DMOs to tailor the offerings of individual destinations, better addressing and meeting the needs of their tourists. In addition, Spending Module, based on a two-year historical database, enables reliable comparisons with trends found at other benchmark destinations and in various months of the year. The same location-based promotional campaigns and related investments can be customized and so become even more effective. The integration of Artificial Intelligence into the D/AI Destinations platform supports the more advanced management of tourism destinations. AI quickly processes the collected data, enabling predictive analysis and strategic suggestions to optimize marketing activities and resource allocation. This helps DMOs make informed decisions and the more precise and proactive customization of tourism offerings.

**Valeria Sandei**, Chief Executive Officer of Almawave, highlighted: *"This agreement is an additional key element to support destinations by more effectively understanding visitors' needs and expectations and thus basing the region's promotion strategy on increasingly effective data and criteria".*

**Mirko Lalli**, Chief Executive Officer and founder of The Data Appeal Company stated: *"We are excited about this important agreement with Visa as it marks an important step in our mission to support destinations with data-driven solutions for sustainable and competitive growth. The tool developed will be of great help to destinations and DMOs, which will have an advanced tool for analyzing tourism spending."*

**Stefano M. Stoppani**, Country Manager Visa Italy, stated: *"The collaboration with The Data Appeal Company will help guide the decision-making process of public and private tourism industry players with the support of aggregated visitor spending data. Tourist flows are an important resource for a country like Italy and its businesses. Digital payments act as facilitators and with the support of technologies now help design experiences more in line with visitors' habits and expectations. This targeted approach is also strategic ahead of major international events and helps to further develop a key sector for the economy."*

**Mark Palmer**, Vice President Europe Visa Government Solution, adds: *"This partnership will enable Visa Government Solution, a division that specializes in providing solutions for governments, to support institutions in new areas of data analysis such as quantifying the impact of large-scale events, optimizing public transportation services, and analyzing both tourist locations and non-tourist urban areas"*.

The innovation of this new tool not only makes it possible to access aggregated and up-to-date data on visitor spending habits but will make it increasingly easy to optimize marketing strategies, improve resource management, and boost the tourism attractiveness of each destination.

#### **Almawave profile**

Almawave 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 Almawave team consists of approx. 450 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almawave'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 Almawave scope, part of the Almaviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almawave do Brasil, and Almawave Usa. [www.almawave.com](http://www.almawave.com)

#### **The Data Appeal Company Profile**

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 optimise 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 Almawave 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.dataappeal.io](http://www.dataappeal.io)

**For further information:**

Almawave contacts (External press office):

**Thanai Bernardini**, mob. 335.7245418, [me@thanai.it](mailto:me@thanai.it)

**Alessandro Bozzi Valenti**, mob. 348.0090866, [alessandro.valenti@thanai.it](mailto:alessandro.valenti@thanai.it)

IR Contacts:

**Davide Diotalle**, [investor.relations@almawave.it](mailto:investor.relations@almawave.it)

Euronext Growth Advisor Contacts:

**Banca Mediolanum**, tel. 02.9049.2525, [ecm@mediolanum.it](mailto:ecm@mediolanum.it)

Almaviva Group contacts:

**Ilaria De Bernardis**, Media Relations Manager, mob. 342.9849109, [i.debernardis@almaviva.it](mailto:i.debernardis@almaviva.it)

**Mariagrazia Scaringella**, Media Relations, tel. 06.3993.1, mob. 340.8455510, [m.scaringella@almaviva.it](mailto:m.scaringella@almaviva.it)