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Monugram has developed the mobile app of the same name known as the "Shazam" of monuments! A mobile app that, using Artificial Intelligence and Machine Learning algorithms, identifies and describes any monument or place of interest in the world through the smartphone camera and offers the best options for tours and related tourist activities.

Monugram's app, as well as its virality and engagement, allows OTAs and Tour Operators to convey in an extremely vertical way experiential products such as tours, activities and travel packages in general. This is done through a simple and intuitive "travel management dashboard" with which to easily track and manage customers and reservations (transportations, accommodations and excursions), but above all to collect metrics, analytics and insights about their customers to know their habits and interests once at destination.

EDITORIAL – EN

Monugram has developed the mobile app of the same name known as the "Shazam" of monuments. A mobile app capable of revolutionizing instant and experiential travel market through the integration of Artificial Intelligence and Machine Learning solutions.

Monugram identifies and describes any monument or place of interest in the world through the smartphone camera and offers the best tour options and related tourist activities available at that time and in that context.

This makes Monugram the only tool able to give to each single user an extreme personalization of the travel contents.

The solution comes from the transversal skills of the team, made up of Artificial Intelligence specialists and deep experts in the travel market. This has allowed Monugram to create a technologically advanced product that is a solution to a market problem.

Tours, activities and experiential products proposed by Monugram are extremely personalized for each individual user according to age, interests and much more, thus proposing the right solution at the right time.

This is a significant advantage for those who create and provide these activities, as Monugram allows them to increase their customer conversion rate by 26% based on the right product strategy at the right time.

Analysis of the experiential tourism market conducted by Skift and Phocuswright revealed that the new players in the sector are individuals and small creators of tours and tourism activities (OTAs and Tour Operators) who, as small and medium companies, do not fully exploit the potential of the technology.

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