



The journey to gamification: Engaging travellers

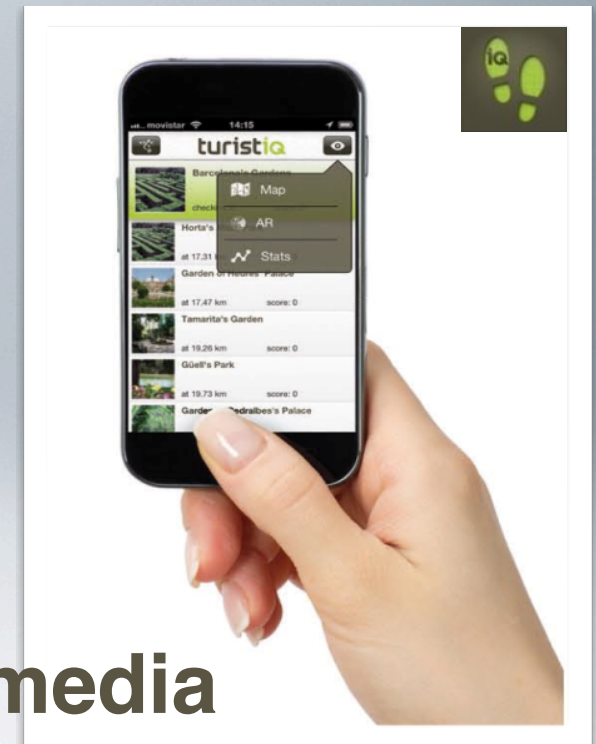
Gamifying **ROUTES**
Industrializing **EXPERIENCIES**

Òscar **HERENCIA**

CEO **Baraka Club de Viatges**

CSO & Traveller **FantastiQ Transmedia**

@FantastiqTS @turistiq



My story: past

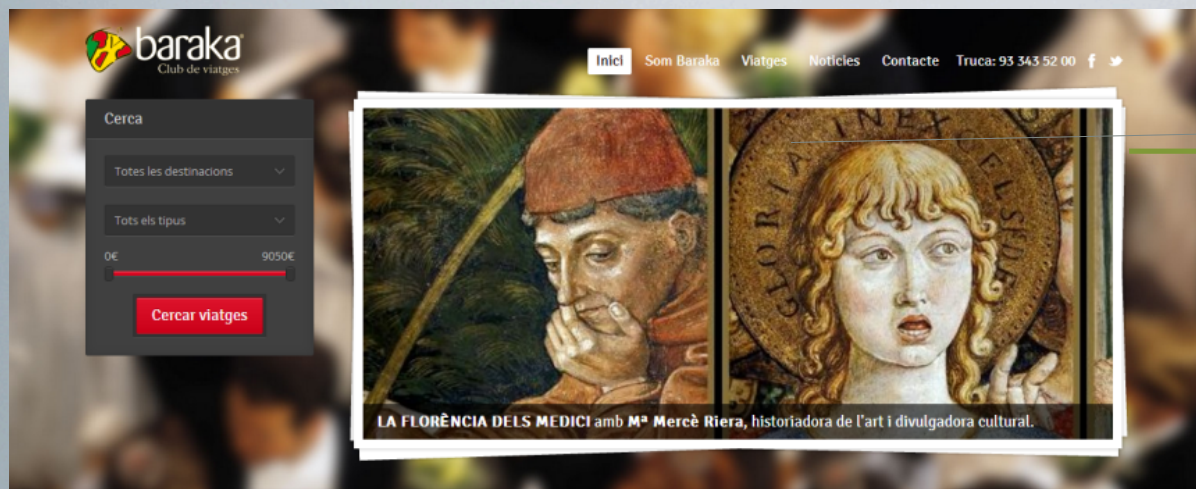
Tour leader since 1985

In 1997 created a
specialized wholesaler

 **baraka**[®]
Club de viatges

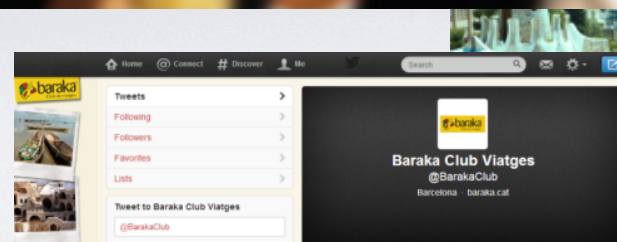


My story: present



www.baraka.cat

www.skapa-t.com



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My technology (evolution?)

Where is **telex** now?



Where is **fax** now?



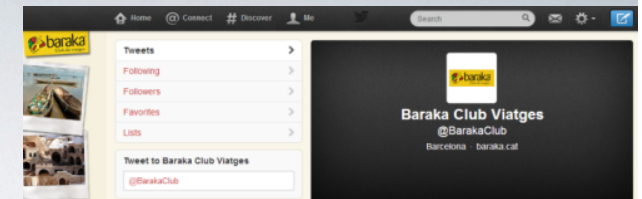
Where are **air tickets printed** now?



Where are **brochures** now?



And webs/blogs/**social**? 1.0 & 2.0



Mobile, ubiquity, engaging, **storytelling** ????????

3.0



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Our problem

Technology seems helping more the others than to me...

...while travelers are
expecting to have
experiences !



But... someone have to create and service them.



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Our job

Resources to **manage**: selling **expectations**



Targets
(market)

Territories
(space)

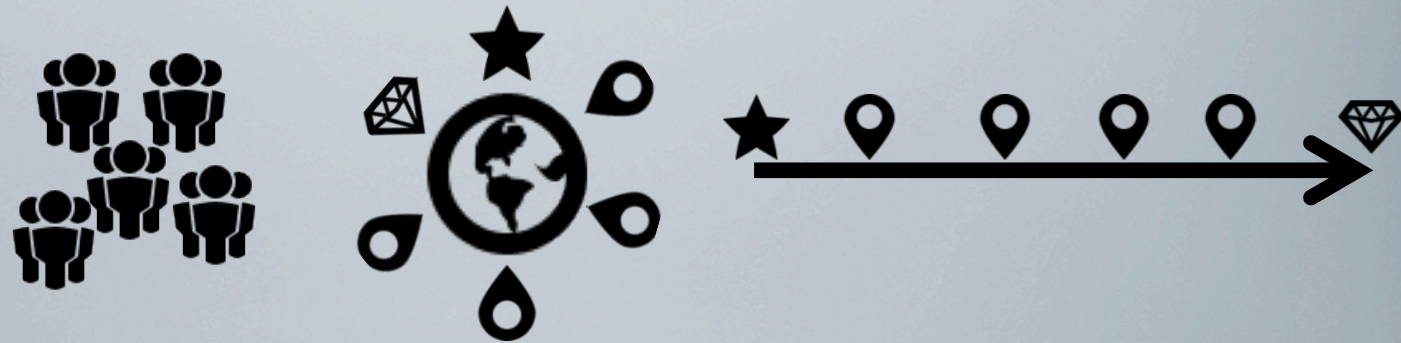
Time
(money)

Design
Storytelling
(engaging)



My opportunity

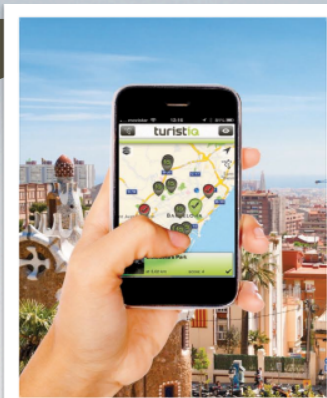
My partner Carlos come to explain me something about gamification



Promise

Engage

Reward



My game rules (now shared)

[PRE] Promote, promise

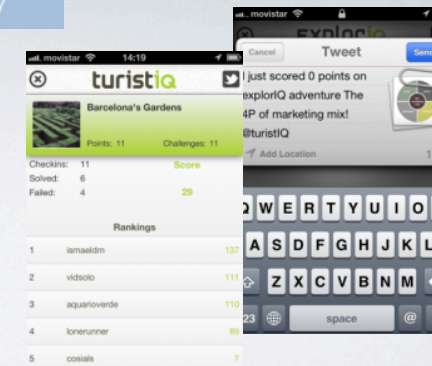
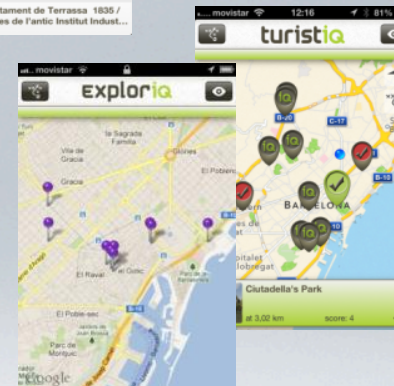
New **multilingual mobilized** touristic offer based in a **easy panel edition**

[FOR] Engage

Use **storytelling** as the framework to produce a plot with a **competitive** approach with the **gamification** of the interaction

[POST] Socialize, reward

Give something to make a **memorable** and **shareable** experience (“souvenir”)



Our focused product

An easy editor panel to customize your designed experience

AdventuriQ oherencia@yahoo.com

Adventure was successfully updated.

Adventures / The top 10 of the panoramic views of London

Details Places Images Rewards

ca de en es fr ru zh-Hans

Title

排名前10位的伦敦全景

Description

B I [icons]

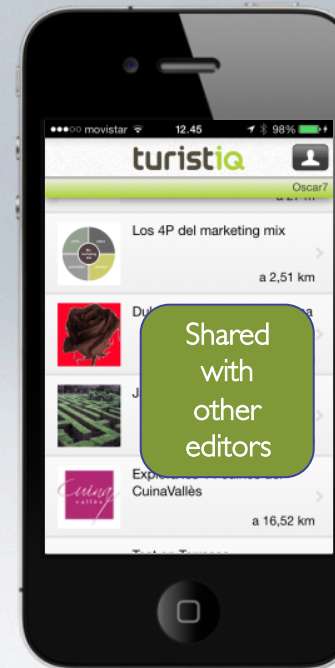
享受城市后，在地面上，是一个伟大的想法，回到高地和从空气中的许多建筑物和城市旅游景点看到。有很多地方从中享受一些豪华酒吧的全景伦敦几座小山的顶部。

多地方从中享受一些豪华酒吧的全景伦敦几座小山的顶部。

Default Translation : en



Generic



"Branded"



Public, Restricted or Private



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Your designed appliances

People
to **mobilize**?

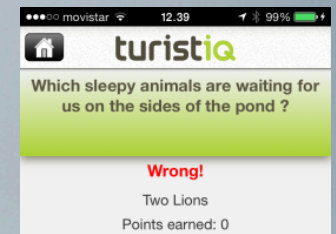
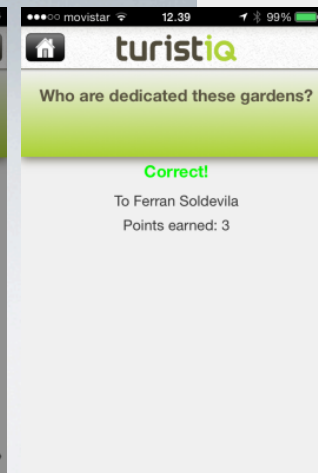
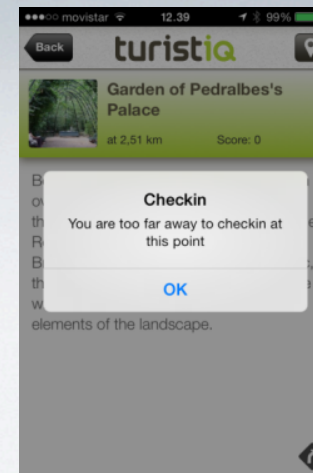
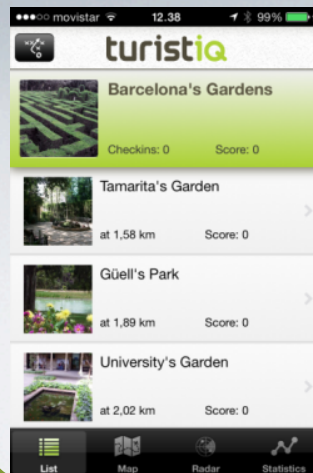
Territory/time
to **cover**?

Story
to **tell**?

Tourism

App to publish **gamified routes** to support
touristic guiding activities.

Routes, MICE, DMC, Museums, ...



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Your designed appliances

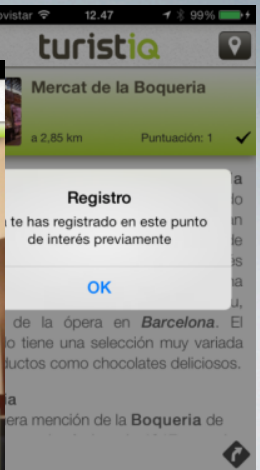
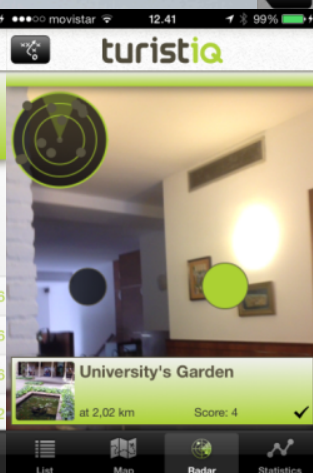
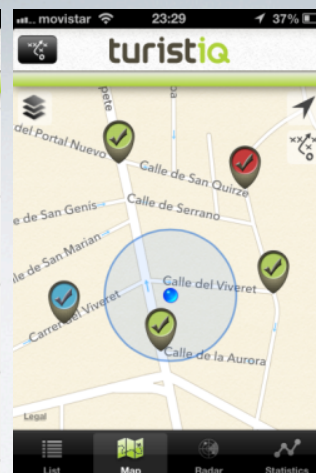
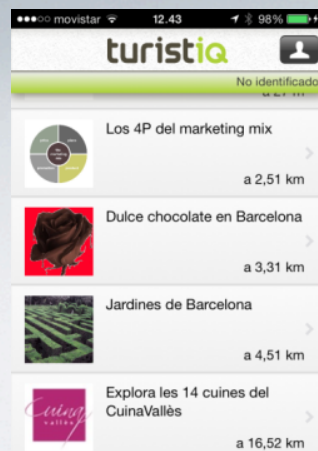
People
to **mobilize**?

Territory/time
to **cover**?

Story
to **tell**?

Hospitality

App to publish an **edited** and **recommended** selection of Poi, to highlight special activities. Hotel/resort, Festivals, Tradeshow, ...



Your designed appliances

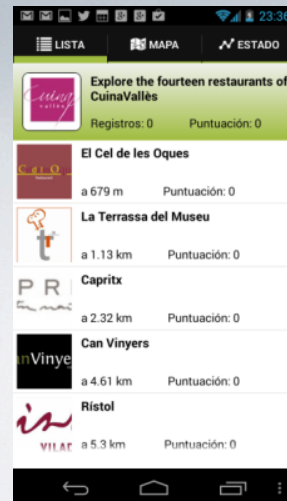
People
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Territory/time
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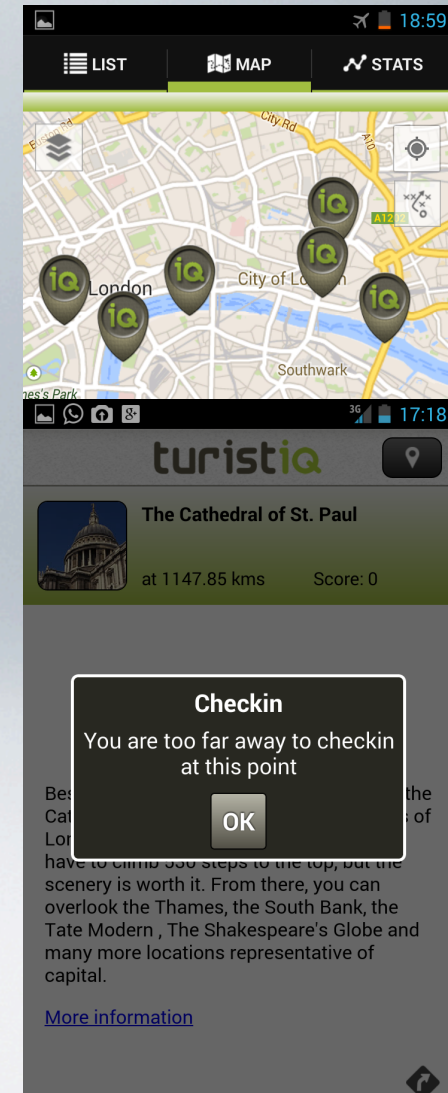
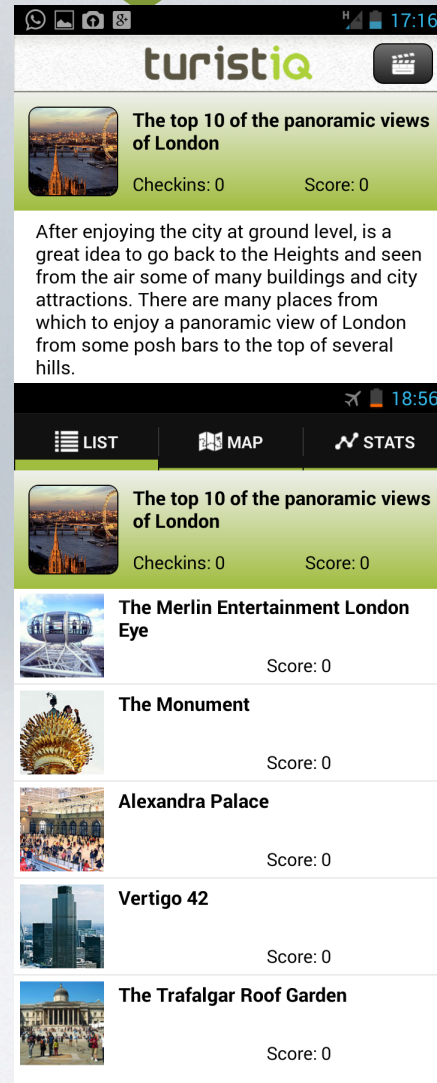
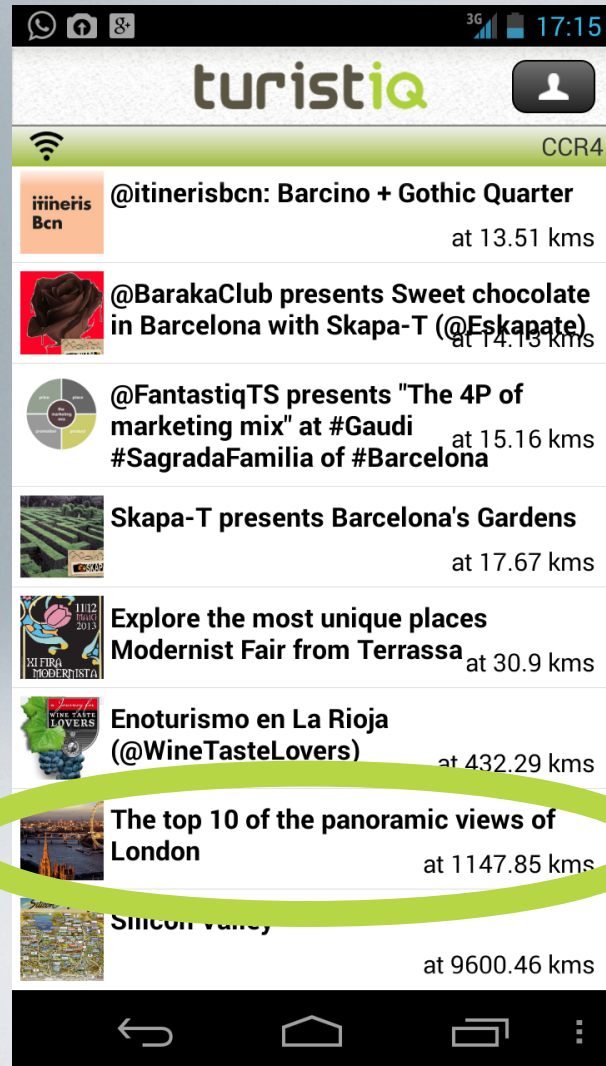
Story
to **tell**?

Marketing

App to publish a mobilized, located, specific **campaign** to advertise a product or service.
Brands, Retail, Malls, ...



Are you "game" ready ?



THANKS

We invite you to **play** with us.... seriously!



www.turistiq.com

www.fantastiq-transmedia.com

@FantastiqTS

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by

Fantastiq
transmedia solutions