Product name: CITYAR
Name in brief: Platform for service and tourism in Bilbao
Company: City of Bilbao (Developer Ángel López)

Year 2020

INNOVATION	APPLICABILITY & SUSTAINABILITY	RESULTS
CITYAR is an app that uses machine learning to offer a personalized and contextualized service to tourists and people looking for leisure in Bilbao. It is a formula of proximity for those who are looking for experiences in the city. Solution offers integration in a single platform of city's leisure offers, today dispersed. It adds a recommendation system to personalize the experience according to the interests of the visitors.	The promotion of tourism is one of the axes of development of Bilbao as a city of services. The increase in the number of visitors must be accompanied by solutions that give visibility to the services. Partnership with the leisure offer will keep information updated and integration with booking systems will assure interest for tourist and usability of application.	Objective for the city is increasing the time tourists stay in the city and the number of leisure services consumed by visitors. Results from this innovative solution are better knowledge of the leisure offer because of accessibility information for visitors since the very moment of arrival, usually through the airport. Better knowledge and easy access to booking should result into average expenditure made increase by the tourist and improve city's leisure business model.

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Three key DRIVERS	**1. Local authorities support** The interest of the local administration in promoting Bilbao and Bizkaia as a tourist destination explain their support to this innovation. Tourism takes off in Bilbao some years ago and strategy to promote it create an interesting window opportunity.	**2. Software development skills** The entrepreneurs have a remarkable experience as software developers and knowledge of the technological environment also.	**3. Potential customers increasing numbers** The growing number of tourists arriving Bilbao helps to increase leisure services offer so as the initiative benefits from both offer and demand growing blowing foreseeable demand for the application
Three key BARRIERS	**1. Approach to market** Although vast experience in information technologies, entrepreneurs lack of marketing skills and limited experience in partnership development which should be a great challenge for the startup.	**2. Fragmented service environment** Leisure service ecosystems is highly disaggregated in the form of micro-SMEs. It's a great challenge access to them for partnership and get information updated.	**3. Communication plan and marketing** Need for financial resources to cover the cost of deploying the communication application to give visibility among the visitors of the city is one of the main issues of the startup.
Three key ENABLERS	**1. Local authorities support** As well as driver, growing tourism and local authorities interested in promotion of Bilbao tourism has assured financial and personal support from the council's innovation services. This enables funds for prototype development and help for leisure ecosystem access and marketing in tourist gates to the city.	**2. Local authorities support** Technological competences and skills of the people who have developed the prototype have allowed short time to market, robustness of solution and assure interoperability and quickly adapt to new insights once deployed.	**3. Real need for leisure information online aggregated** The need for the tourist office of the city council to promote visitors to the city with innovative technological proposals and inform open an interested opportunity for these services as there is no alternative nowadays.
Three key IMPACTS	**1. Enhance customer experience** It will provide visitors with information and access to the city's leisure services updated and in a comprehensive way. Destination selection depends more and more from customization of leisure experiences for tourist … so a platform integrating whole offer will enhance customer experience.	**2. Visibility for leisure ecosystems** Leisure service offer is usually disaggregated and not easily accessible. Companies will grow in visibility and easily access for visitor to boo. From the very moment of the arrival to the airport, leisure service is offered context adapted.	**3. Increase revenues for leisure ecosystems** Intermediating between visitors and service companies, through booking service, and increasing turnover of companies will allow us to grow both in commissions and in advertising revenues in a virtuous circle.
What's next	Due to the coronavirus pandemic, it has not been possible to deploy the solution at Easter as planned (neither in summer). Plans to get to market have been postponed but entrepreneurs are taking advantage of this time to increase the number of services fully integrated into our platform and beginning ecosystem approach for partnership. Besides, entrepreneurs are working their managerial skills with support from the services for entrepreneur support of Bilbao authorities.		