HACKATHON

CHALLENGES

#1 **How might we reduce tourism-related carbon emissions and improve resource consumption efficiency (e.g., water, energy)?**

How to use data and digital transformation to engage tourists and the tourism and hospitality players in more sustainable behaviors, ranging from a more environmentally efficient tourist journey to an improved resources efficiency as we move towards circular economy.

#2 **How might we improve mobility standards in tourism with the goal to reduce environmental impacts and maximize health benefits?**

Leveraging technology and the integration of mobility solutions allow to support more sustainable traveling habits altogether. Health and well-being can be positively impacted by encouraging data sharing between operators and as such, providing a seamless transaction experience. This can impact and influence several players in the touristic ecosystems, such as hospitality, travel insurance, restaurants, nature and ocean tourism, etc.

#3 **How might we create a seamless touristic journey through technology and services' integration?**

Imagine a future in which your tourist journey's experience is fully enhanced by the digitalization of all support activities (from pre-booking stages until experiencing the destination), with more digital interactions supported by data shared in a customized, secure and private way between the different players of the tourism ecosystem.

#4 **How might we identify and manage overcrowding in touristic places?**

Given the growing pressure of tourism in the most popular touristic attractions, how to take advantage of multiple data sources, both public and private, to change the paradigm of crowd management? In addition, this challenge addresses how to manage the demand across multiple points of interest reducing the pressure at any given point and increasing the global revenue

PATROCINADORES

Vila Galé
HOTÉIS

FIDELIDADE
SEGUROS DESDE 1808

PRÉMIOS

Prémios
Monetários
5.000 €

AS EQUIPAS VENCEDORAS TERÃO TAMBÉM DIREITO A:

• Apoio do ecossistema de inovação da NOVA através de horas de consultoria e mentoria para apoio ao desenvolvimento dos projetos pós-Hackathon

• Estadias em hotéis de luxo Vila Galé

• Possibilidade de testar as soluções desenvolvidas com empresas parceiras

HACKATHON PLANNING

WORKSHOPS

April 26-27

• 10:00 Ideation (2 hours)
• 15:00 Analytics (2 hours)
• Power BI Fundamentals
• AI in Power BI / Azure

MENTORING SESSIONS

April 28-29

48H DEVELOPMENT MARATHON

April 30 – May 2

• Progress check points
  – May 1 11AM + 4PM

FINAL PRESENTATION

(Pitch) – April 2, 6PM

VIRTUAL PLATFORM

Microsoft Teams "Mind The Tourism"

PARTNERS AND DATA SOURCES

PRIVATE:

Microsoft

NOS

TURISMO DE PORTUGAL

VIA VERDE

Others to be announced soon

PUBLIC:

LISBOA ABERTA

TURISMO DE PORTUGAL

INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

dados.gov
Portal de dados abertos da Administração Pública

IPMA

TEAM APPLICATION
by April 20th

INDIVIDUAL APPLICATION
by April 15th

Organized by:

toho
NOVA Tourism & Hospitality Platform
CONNECTED KNOWLEDGE

NOVA Impact
UNIVERSIDADE NOVA DE LISBOA

by:

NeST
Tourism Innovation Center Portugal

PLANETIERS
NEW GENERATION

mindthetourism@unl.pt

MIND THE TOURISM
mind your footprint,
mind your health.