

# Spark Compass Travel and Tourism Engagement

**Transforming Visitor Experiences**

Connecting Destinations, Engaging Travelers, Elevating Journeys



# Executive Summary

In today's fast-evolving travel and tourism landscape, delivering seamless, immersive, and personalized experiences is critical to maintaining traveler satisfaction and driving revenue. Spark Compass stands at the forefront of this transformation, offering a cutting-edge platform that seamlessly integrates digital and physical touchpoints. By leveraging geo-fencing, beacon technology, augmented reality (AR), virtual reality (VR), and contextual intelligence, Spark Compass enables destinations, venues, and service providers to engage travelers in real-time, enhancing visitor experiences and optimizing operations.

Spark Compass has a proven track record of activating key points of interest (POIs) worldwide, including airports, hotels, convention centers, shopping malls, guided tours, yacht charters, museums, and historical landmarks. By utilizing our scalable, patent-protected core platform, we empower tourism and hospitality businesses to create interactive, data-driven experiences that enhance guest engagement and maximize business outcomes.



# Core Platform Overview

The Spark Compass platform serves as the technological backbone, integrating geofencing, beacon technology, AR, VR, AI-driven personalization, and contextual intelligence.

This versatile solution allows for rapid customization and deployment across various travel and tourism environments, facilitating global scalability and growth. The platform's innovations are safeguarded by awarded patents, ensuring a competitive edge in the market.



# Advantages of the Spark Compass Platform

## Comprehensive Traveler Engagement

By integrating technologies such as AR, VR, beacon technology, and AI-driven personalization, Spark Compass offers immersive experiences that engage visitors across diverse settings.

## Data-Driven Insights

The platform collects and analyzes data on visitor behaviors and preferences, enabling destinations and service providers to tailor offerings and communication strategies effectively.

## Scalability and Flexibility

Designed for rapid customization, Spark Compass can be deployed across various travel and tourism environments, accommodating the unique needs of each organization.

## Ownership of Visitor Relationships

Unlike traditional platforms, Spark Compass ensures that destinations and service providers maintain full control over their visitor data and interactions, fostering direct and meaningful connections.



# Travel and Tourism Market Focus and Use Cases

## Airport Activations

Spark Compass enhances traveler experiences in airports by deploying geo-fences and beacons to provide real-time information, personalized offers, and seamless navigation.

### Real-Time Updates

Delivers flight status, gate changes, and boarding alerts directly to travelers' devices.

### Personalized Offers

Sends tailored promotions from airport retailers and dining establishments based on traveler preferences and locations.

### Seamless Navigation

Provides interactive maps and directions to gates, amenities, and services within the airport.



# Hotel and Resort Engagements

Spark Compass transforms guest experiences in hotels and resorts through personalized interactions and services.

## Digital Concierge

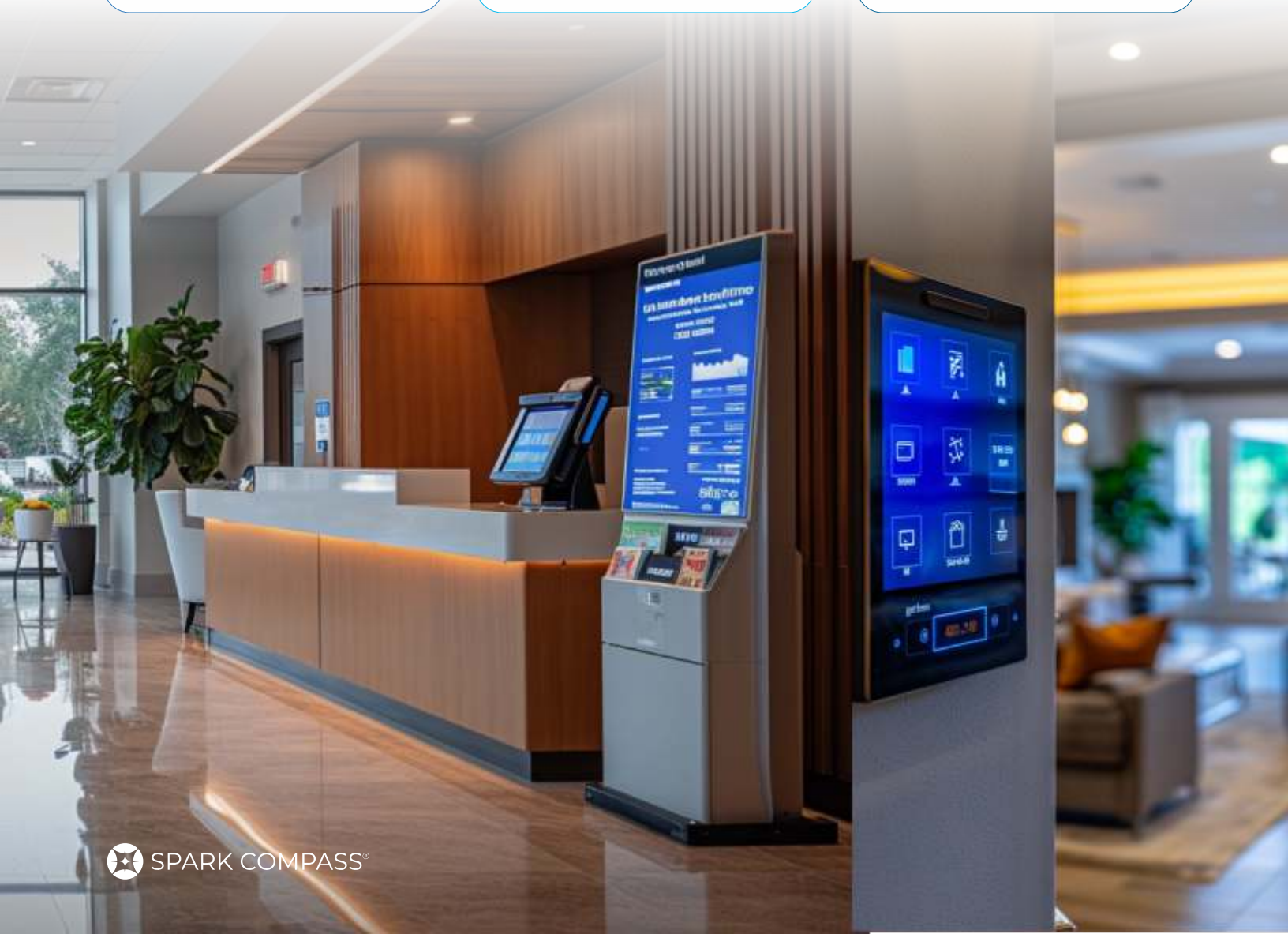
Offers guests personalized recommendations for local attractions, dining, and activities.

## In-Room Controls

Integrates with smart room technologies to allow guests to control lighting, temperature, and entertainment systems via their devices.

## Loyalty Programs

Enhances guest loyalty by providing tailored rewards and recognition based on guest preferences and behaviors.



# Convention Center and Event Activations

Spark Compass enhances attendee engagement at conventions and events by providing interactive and personalized experiences.

## Interactive Maps

Guides attendees through venues with real-time navigation and information about sessions, exhibitors, and amenities.

## Personalized Schedules

Delivers customized agendas and reminders based on attendee interests and registrations.

## Networking Opportunities

Facilitates connections between attendees with similar interests through proximity-based notifications and introductions.



# Guided Tours and Cultural Experiences

Spark Compass enriches guided tours and cultural experiences by integrating AR and VR elements.

## AR Enhancements

Overlays historical images, videos, and information onto real-world locations, bringing stories to life.

## VR Experiences

Allows visitors to explore sites virtually, providing access to areas that may be restricted or no longer exist.

## Interactive Storytelling

Engages visitors with immersive narratives that deepen their understanding and appreciation of cultural sites.





# Retail and Shopping Mall Activations

Spark Compass drives shopper engagement in retail environments through personalized offers and interactive experiences.

## Personalized Promotions

Sends tailored discounts and offers to shoppers based on their preferences and in-store behaviors.

## Interactive Displays

Utilizes AR to provide product information, reviews, and virtual try-on experiences.

## Loyalty Integration

Rewards shoppers for their purchases and engagements, fostering brand loyalty.

# Key Deployments and Collaborations



Spark Compass has been instrumental in transforming traveler, tourism, and event experiences worldwide:

## San Diego International Airport

Partnered with Samsung and Apple to enhance passenger experiences using beacon technology, providing real-time updates, personalized offers, and seamless navigation.



## San Diego Convention Center

Deployed its platform during Comic-Con and other major events to deliver interactive maps, personalized schedules, and networking opportunities.



## Tenerife

Developed "Smart Tenerife" with local authorities, using beacon networks to provide travelers with real-time information and personalized recommendations.



## Barcelona, Oslo, London, and New York

Activated POIs using AR and beacon technology, delivering immersive location-based content.



### **NRF with Qualcomm and Suja:**

Showcased innovative retail solutions by delivering personalized content and offers to event attendees.



### **Westfield Horton Plaza**

Enhanced the shopping experience with interactive store directories, real-time event notifications, and tailored promotions.



### **Greater Manchester European City of Science**

Provided digital experiences through AR and beacon technology, engaging visitors with educational content.



University of  
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### **Beverly Hills with Puma and Selena Gomez**

Created an AR scavenger hunt, blending physical exploration with digital interactions.



### **Brian Malarkey's Restaurants**

Used beacon technology to deliver personalized offers and restaurant recommendations to potential diners.



# Supporting and Engaging Travelers Throughout Their Journey

Spark Compass has been instrumental in transforming traveler, tourism, and event experiences worldwide:

## Pre-Trip Planning

AI-powered recommendations for destinations, accommodations, and activities.



## In-Transit Support

Real-time updates on flight statuses, gate changes, and airport navigation.



## On-Location Engagement

Location-based content, interactive maps, and AR experiences to enhance travel experiences.



## Safety and Guidance

Emergency alerts, real-time assistance, and safety information.



## Post-Trip Sharing

In-app streaming capabilities allowing travelers to share experiences with family and friends in real-time.



# Technology & Deployment Partnerships

Spark Compass has established strategic partnerships with leading technology providers, device manufacturers, and system integrators:

**AWS, IBM Watson, Samsung, NAGRA, Apple, Qualcomm**

Enhancing platform capabilities with AI, streaming, and device integrations.



**HCL Technologies, DXC Technology, CGI Group, Atos**

Supporting global deployments, sales, and ongoing management.



**IoT Hubs & Beacon Networks**

Advanced technology integration for venue activation, personalized guest experiences, and data collection.



# Business Model

The revenue model includes:

## One-Time Activation/Integration Fees

Initial setup and  
customization.

## Monthly PaaS Subscriptions

Recurring revenue  
from platform  
usage.

## Success-Based Revenue Sharing

Participation in  
revenue generated  
from visitor  
engagement and  
activations.

## Call to Action:

Discover how Spark Compass can revolutionize your approach to travel and tourism engagement.

Contact us today to explore our innovative solutions.



# SPARK COMPASS<sup>®</sup>

Where Digital Meets Physical  
for Unforgettable Experiences

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[info@sparkcompass.com](mailto:info@sparkcompass.com)

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