EDUCATIONAL TALK 28TH SEPTEMBER 2023 6:00 PM

# How Blockchain technology is transforming tourism: Tools and Perspectives



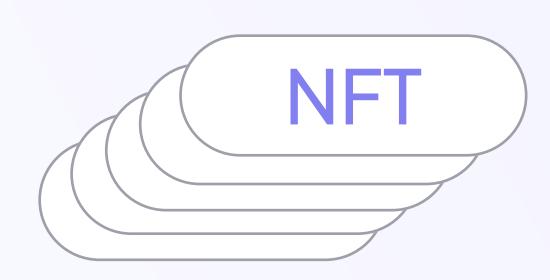


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What is Takyon?

Takyon is a solution that enables the resale of not-refundable hotel bookings, turning them into resalable digital goods (NFT).





### Have you ever heard of...?







WEB 1

Just writing. Static.

WEB 2

Writing and interaction.

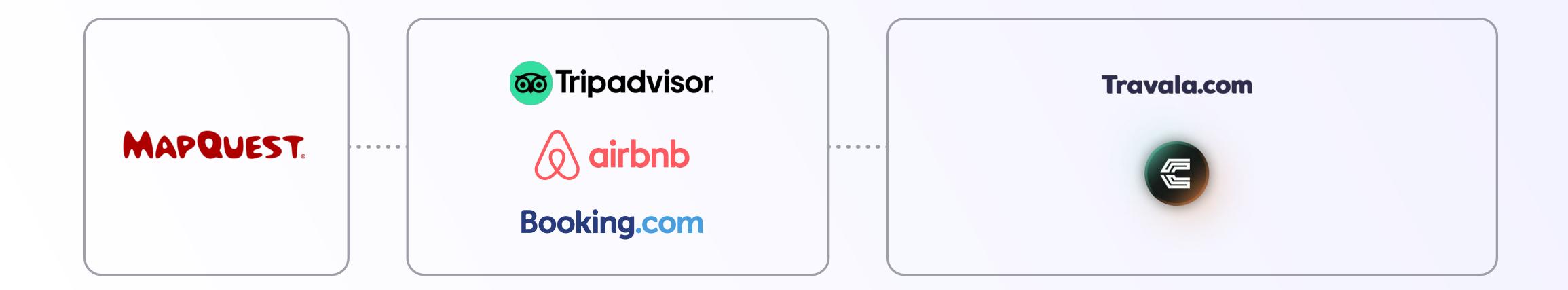
Centralized.

WEB 3

Writing, interaction and ownership.

Decentralized.







## Web3 key elements

- Blockchain technology,
  which guarantees the security and
  immutability of data and transactions
- Digital ownership via tokens and NFTs
- Value exchange via cryptocurrencies
- Identification of users and management of digital resources through a <u>wallet</u>



# 02. Web3 for the tourism sector



### The first Web3 applications



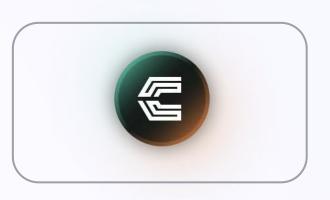
#### **CUSTOMER LOYALTY**

NFT-based loyalty and reward programmes to enhance the customer experience at all stages of the journey



#### PAYMENT SYSTEMS

Creation of direct payment solutions to reduce management time and risks and for targeting new niches



#### BETTER TRACKING INFORMATION

Use of information recorded on the Blockchain for purposes ranging from system integration of systems to environmental footprint tracking



#### RESELLABLE BOOKINGS

To transform bookings into resalable digital assets (NFTs)



# 03. The Takyon case



Each year, in Europe alone, 100.000.000 people cancel hotel bookings, most of the times requesting a refund or a voucher



# €20.000.000.000 bookings to manage



Why? The market is not efficient

Not-Ref and Ref rates are the main options in the booking world



Traveller

Hotel

Refundable

**WIN** 

Flexibility in case of contingencies and reimbursement of booking costs

LOSE

Cashflow not guaranteed (on average 40% refunded)

Not Refundable

LOSE

Loss of reservation and money in case of a schedule's change

WIN

Cashflow secured and available for financial and business planning

Resellable



WIN

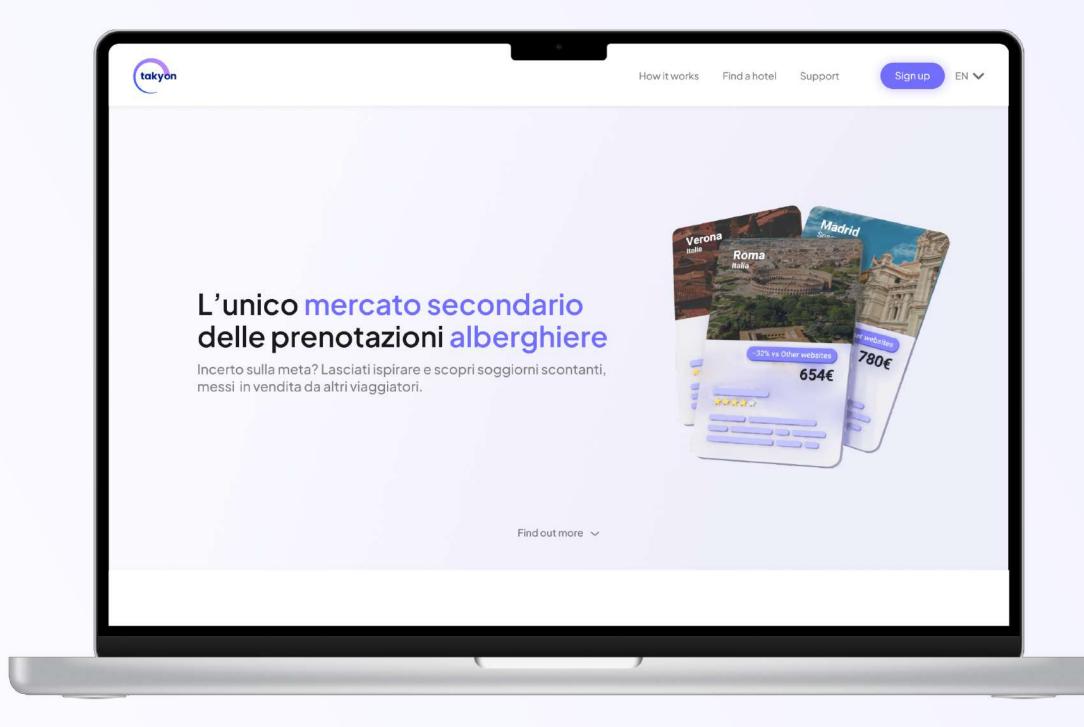
Flexibility and payback

**NIN** 

Immediate and guaranteed cash flows



The only secondary market of hotel reservations





# Takyon is live since October 2022

### Resellable rate

120 Hotels

€1.8M

Gross Bookings

+100% MoM

#### First results

€10KMRR

2.5%

Resale rate



### **OUR VISION**

Enabling the resale of any reservation of tourist services (stays, experiences and transport)



# Thank you!



# Any questions?

