

How Blockchain technology is transforming tourism: *Tools and Perspectives*





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Q 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...?



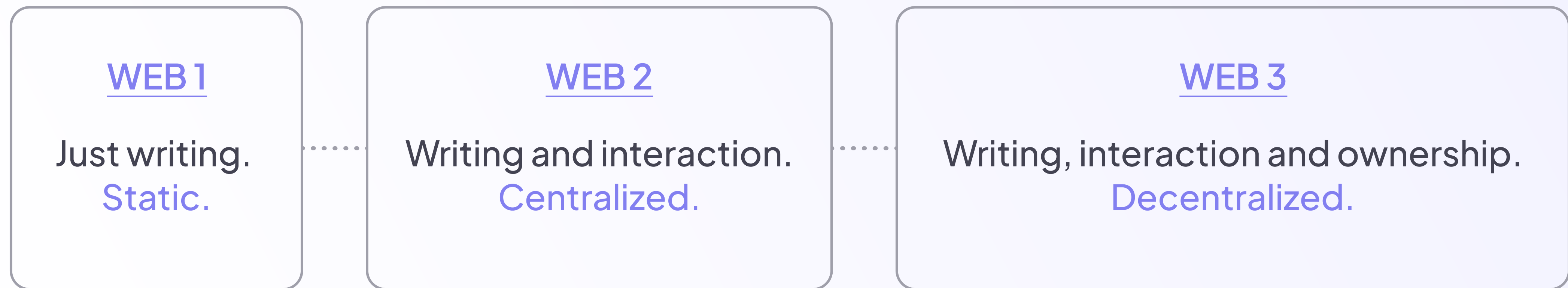
NFT

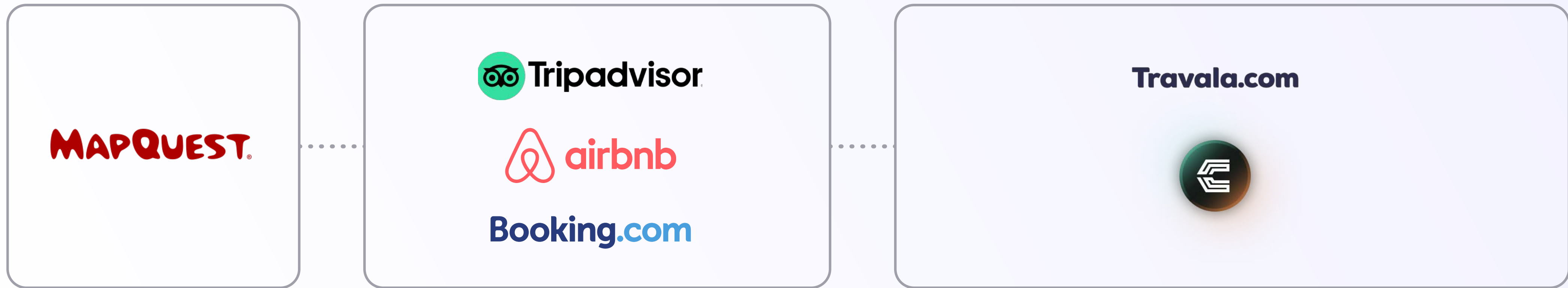


Blockchain



Web3





Web3 key elements

- ① Blockchain technology, which guarantees the security and immutability of data and transactions
- ② Digital ownership via tokens and NFTs
- ③ Value exchange via cryptocurrencies
- ④ Identification of users and management of digital resources through a wallet

02.

Web3 for the *tourism sector*

The first Web3 applications



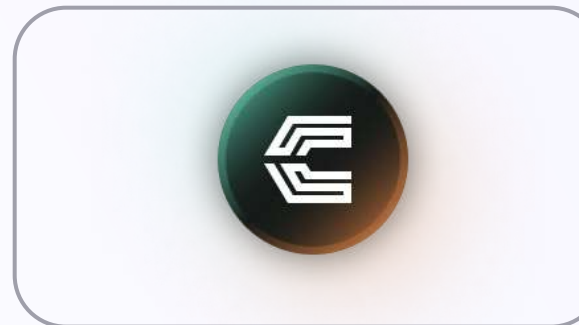
CUSTOMER LOYALTY

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.

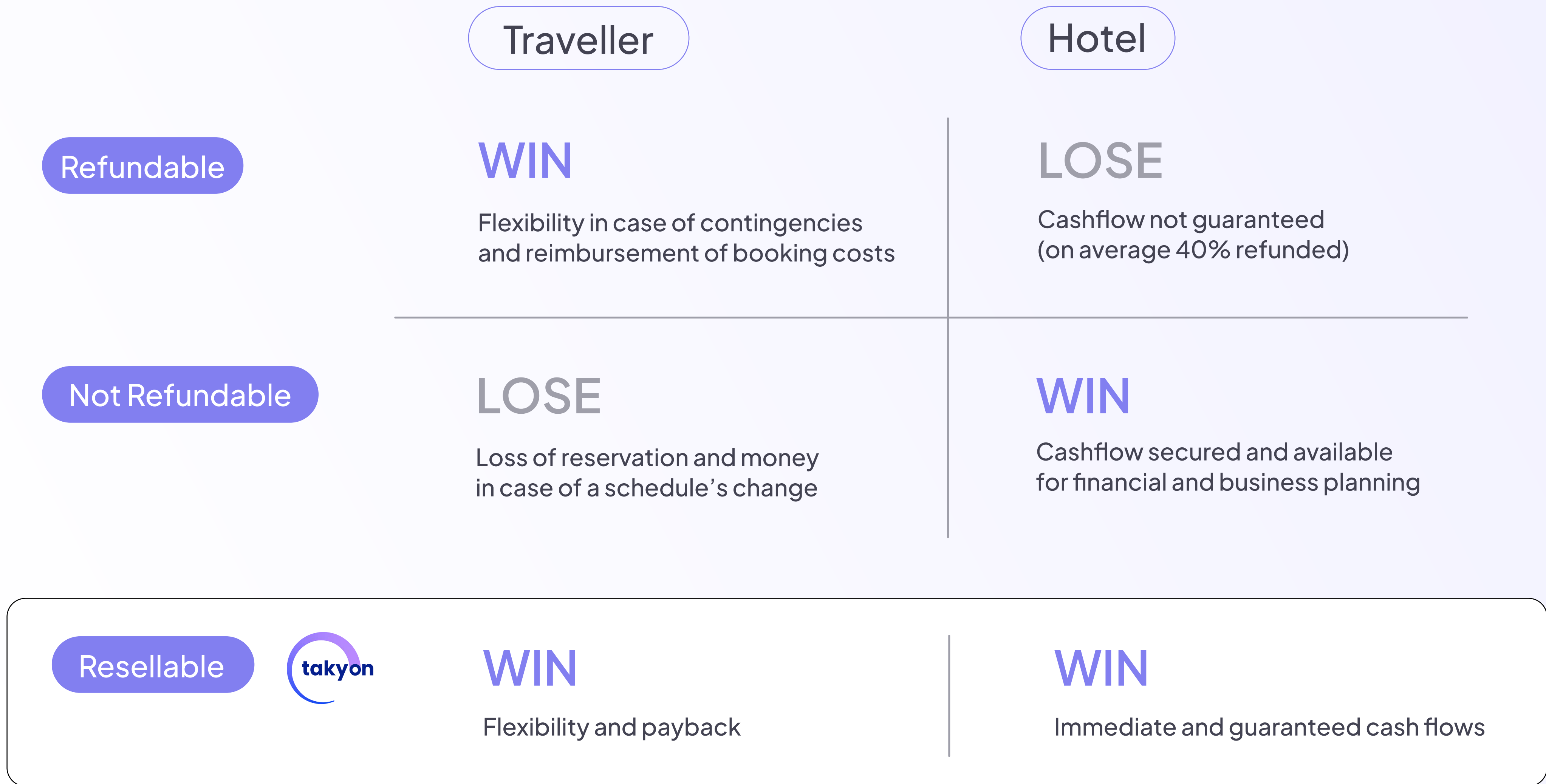
The Takyon case

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

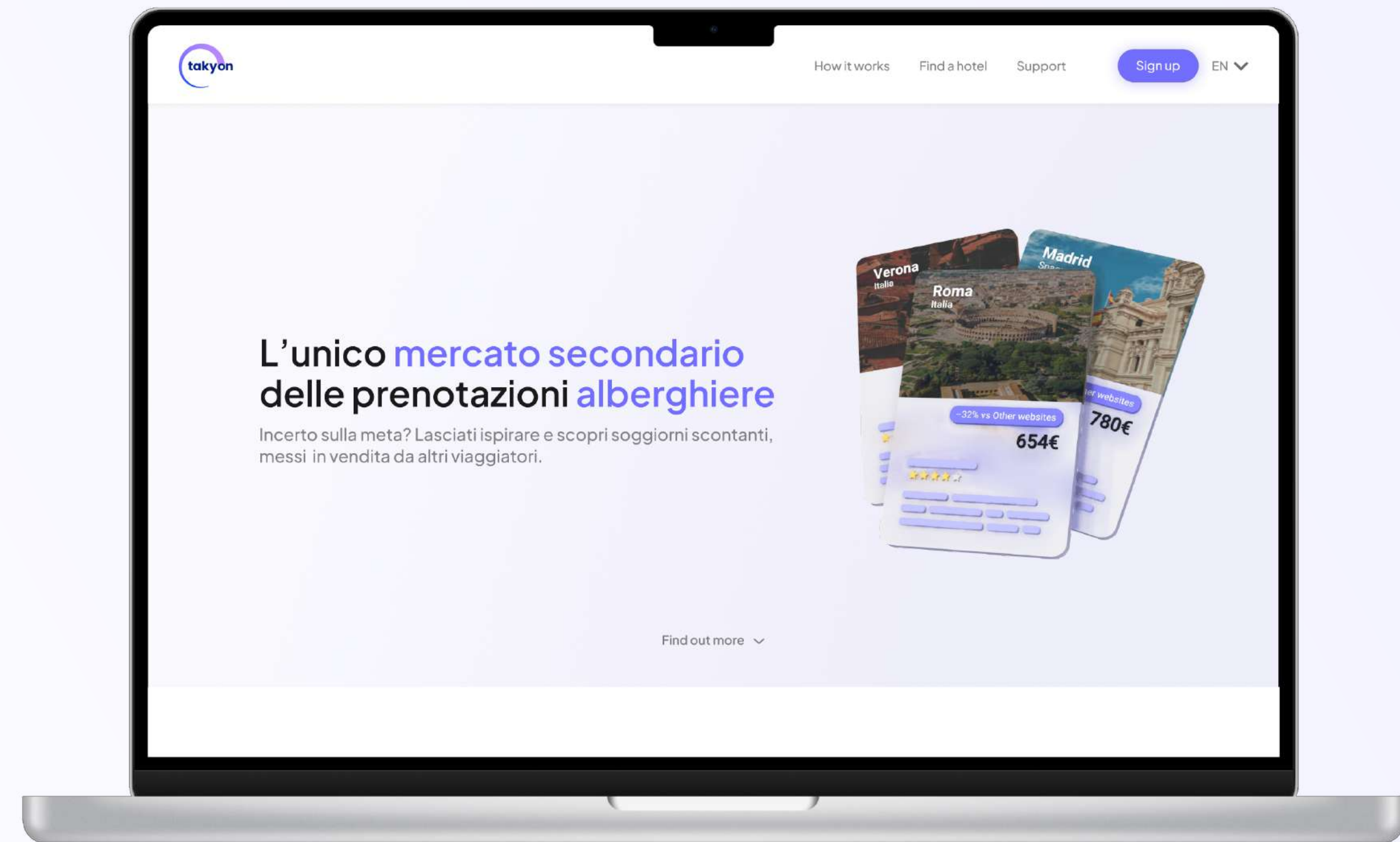
€ 20.000.000.000
bookings to manage

Why? The market is not efficient

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



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

€10K MRR

2.5%
Resale rate

OUR VISION

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

Thank you!

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Any questions?