

# CASE STUDY



## **Venice Tours digitalising their whole tour excursions experience in collaboration with Smart Streaming Solutions**

Venice Tours and Smart Streaming Solutions have been partnering for several years to develop the best technologies for guided tour excursions. Today's travellers are becoming more tech savvy and more and more tourists rely primarily on their phones for all aspects of travel. Venice Tours, as the innovative leader amongst tour operators, saw the need to get rid of traditional whisper systems and let their customers use their own smartphones instead. Moreover, they wanted to reuse their multilingual pre-recorded content during group tours in addition to the self-guided tours.



# CHALLENGES

Venice Tours was looking for innovative technological solutions to face the new emergencies and needs that emerged from COVID. They already started to rethink the technology around their tour excursions a couple of years ago. As they serve thousands of tourists every week from various nationalities, they considered how to create the best experiences for everyone and be more cost-effective at the same time. The traditional way of tour guides had to be changed as the technology in this space has been developing. The first challenge was to change the mindset of their customers and make each customer's phone a comprehensive travel companion: a device for guided and self-guided tours.

Moreover, they started to challenge themselves on how to change the way they serve multi language groups by reusing the pre-recorded content they had already for self-guided tours.

# SOLUTION

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**"The way we organise tour excursions is changing as more and more tourists rely primarily on their phones and Covid-19 crisis has accelerated this change. After successfully educating our staff and guests to the new technology, we have seen great enthusiasm from our customers using their smartphones by choosing preferred language and enjoying the guided tour"**

Giuseppe Mattiazzo, Venice Tours





# ABOUT VENICE TOURS

Venice Tours is a Tour Operator based in the centre of Venice for more than 20 years.

They provide high quality guided tours to more than 12 nationalities. They use the best technologies to manage and promote excursions and allow tourists to have a unique experience by participating in the activities they planned.

# ABOUT SMART STREAMING SOLUTIONS

Smart Streaming Solutions is a fast-growing German tech startup developing solutions for real-time voice transmission on guided tours, on river and ocean cruises, in museums, and at conferences and events.

Thanks to unique software, live and pre-recorded audio content can be streamed via a self-contained, portable Wi-Fi network, and listened to directly on end users' smartphones.

Smart Streaming Solutions is a member of the Guiding-Group, with twenty years of experience in the industry.

## Contact



[www.smartstreaming.solutions](http://www.smartstreaming.solutions)  
[www.guiding-group.guide](http://www.guiding-group.guide)



**Ulrich Berger**

✉ [ulrich@smartstreaming.solutions](mailto:ulrich@smartstreaming.solutions)



**Dr. Johannes Matthias**

✉ [johannes@smartstreaming.solutions](mailto:johannes@smartstreaming.solutions)