

ALMAWAVE GROUP: WITH THE DATA APPEAL COMPANY, GENERATIVE AI GUIDES TOURIST DESTINATION DECISIONS

Tourism: the proprietary platform D/AI Destinations becomes the first solution on the market capable of providing real-time personalized insights and strategic recommendations

Rome, April 29th, 2025 - Almawave S.p.A., an Italian company listed on the Euronext Growth Milan market (Ticker: AIW), and part of the Al maviva Group, active in Data & Artificial Intelligence, announces that its subsidiary The Data Appeal Company, which develops vertical AI analytics solutions and is a leader in the tourism, fintech and location intelligence sectors, has integrated generative Artificial Intelligence into its proprietary platform D/AI Destinations.

The platform is the first solution to use advanced language models (LLMs), capable of processing millions of textual data points and delivering in-depth and personalized analyses, along with strategic recommendations based on the specificities of each location or tourist attraction.

This implementation marks a significant step forward in strategic destination management, as it is capable of radically transforming both short-term management and medium-/long-term improvement. Unlike traditional approaches based on industry averages or abstract best practices, The Data Appeal Company's platform delivers insights that derive exclusively from visitors' actual experiences. This provides cities, regions or individual points of interest with an accurate and continuously updated overview of their positioning, strengths and areas for improvement.

The fully automated analysis process is designed to cross-fit all sectors within the tourism ecosystem, from catering to hospitality and from transportation to retail. Each point of interest is analyzed individually, while data are aggregated to return an organic, sector-wide overview. This is supported by precise metrics on sentiment, relevance, and distribution of the topics covered. The platform also allows users to interact directly with the AI by asking specific questions and receiving consistent, contextualized answers based exclusively on the data gathered. AI is thus integrated into Destination Management Organization (DMO) decision-making processes, offering concrete support to the development of regional strategies.

Specifically, Destination Managers now have access to automated insights and recommendations tailored to their specific circumstances and can monitor visitor sentiment, topic relevance and the frequency of certain issues in real time. They can ask specific questions and receive AI-generated responses based exclusively on the feedback collected, and, finally, can define and analyze personalized topics in line with their own strategic priorities. These include, for example, the reputational impact of an event or a new regional initiative.

The relative economic and strategic implications are significant. For the first time, the entities responsible for regional promotion and governance are equipped with a dynamic and intelligent tool that facilitates the precise identification of visitors' perceived priorities and guides strategic decisions based on concrete evidence. The result is more effective resource allocation, clearer understanding of emerging trends, and improved responsiveness to market expectations.

Valeria Sandei, Chief Executive Officer of Almawave Group: *“The evolution of the D/AI Destinations platform confirms our Group's commitment to offering cutting-edge technology solutions that can generate real value. Integrating generative AI into strategic decision-making and analysis processes constitutes a step change for the tourism industry: this is no longer simply about data, but concrete, timely insights that help destinations understand the present and anticipate the future. This solution was born for tourism but offers an approach that is potentially applicable in numerous other areas where listening and understanding user needs is central. This is a concrete demonstration of how AI that is well designed and conscientiously used can be an ally to humans, supporting us in making more conscious, informed and value-driven decisions.”*

Mirko Lalli, CEO and founder of The Data Appeal Company: *“With this new functionality, we are doing more than simply raising the bar: we are redefining the very meaning of intelligent destination management. For the first time, DMOs can receive strategic recommendations generated in real time and based exclusively on their own data. Insights become actions, and actions generate measurable improvements. This is a concrete example of how Artificial Intelligence can be applied in useful, accessible and transparent ways, turning complexity into clarity and making decisions timelier and more informed.”*

Almawave profile

Almawave S.p.A. is an Italian company, listed on the Euronext Growth Milan (AIW.MI) market and engaged in the field of Data & Artificial Intelligence. The Group offers proprietary technologies, solutions and services which realize AI and data's potential in the digital evolution of companies and public administrations. It boasts more than 450 domestic and international customers, in sectors including Government, Finance, Energy & Utilities, Tourism and Healthcare, operating directly and through partners.

The Almawave team consists of approx. 440 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almawave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in over 40 languages, interacting in multi-channel mode, analyzing data and information with a view to knowledge development and automation to support decisions. Its skill centers also allow the potential of data to be achieved in complex contexts, combining expertise on key market frameworks in areas such as Data Management, Machine Learning, Location Intelligence, and the knowledge of business processes in related vertical sectors.

The Almawave scope, part of the Almagiva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almawave do Brasil, and Almawave Usa. www.almawave.com

The Data Appeal Company - Almawave Group

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data. For companies - across all sectors - it leverages human experience to help them with business decision-making, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almawave Spa, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and belonging to the Almagiva Group. The company's mission is to democratize and simplify the use and understanding of data to help companies and institutions make effective and informed decisions. www.datappeal.io



For further information:

Almaxwave contacts (External press office):

Thanai Bernardini, mob. 335.7245418, me@thanai.it

Alessandro Bozzi Valenti, mob. 348.0090866, alessandro.valenti@thanai.it

Almaxviva Group Contacts:

Ilaria De Bernardis, Responsabile Media Relations, mob. 342.9849109, i.debernardis@almaxviva.it

Mariagrazia Scaringella, Media Relations, tel. 06.3993.1, mob. 340.8455510, m.scaringella@almaxviva.it