



## THE DATA APPEAL COMPANY LAUNCHES NEW AGENTIC DESTINATION MANAGEMENT FUNCTIONALITY

- Combining more than a decade of proprietary and industry datasets from the Almaxwave Group companies

**Data Appeal and Mabrian with proprietary destination data, the newly launched feature redefines the way DMOs make decisions and manage their operational activities**

- Operators can interface directly with the platform to carry out simple tasks and obtain personalized, real-time insights, scenario analysis, and strategic actions

Rome-Milan, November 20<sup>th</sup>, 2025 - The Data Appeal Company, an Almaxwave Group company specializing in analytics based on Big Data and Artificial Intelligence for the tourism industry, announces the launch of a new conversational agentic interface for its proprietary platform. The new feature is capable not only of turning large volumes of tourism signals into clear insights, contextualized analysis, and actionable operational recommendations, but can also carry out operational tasks based on inputs provided by the team. The extension was presented by company CEO and founder Mirko Lalli during his keynote yesterday at the Phocuswright Conference 2025 in San Diego, a travel tech event that brings together international leaders, innovators and decision-makers. It follows the recently announced addition of generative AI into D/AI Destinations (see the dedicated [press release](#)), pairing analytics with the ability to perform operational tasks.

Built specifically for Destination Management Organizations (DMOs), tourism boards, and travel authorities, the feature responds to the growing demand to exploit data analysis more quickly, easily, and directly. Unlike generic AI solutions, this system is built on a trusted, curated and continuously updated knowledge base, sourced from hundreds of integrated datasets within the data space shared by Almaxwave Group companies The Data Appeal and Mabrian. The new feature combines geo-referenced, behavioral and sentiment indicators - from air connectivity to accommodation performance and spending patterns - maintained and validated by a team of travel and tourism experts. This information can be supplemented with destination data from the source, i.e., the DMO-owned data deemed most significant, ensuring that the suggestions and interpretations provided by the tool are even more relevant.

The model is based on The Data Appeal Company and Mabrian's proprietary data and expertise, enabling fully contextualized and personalized data-driven decision support. The new functionality also allows simple, repetitive tasks to be delegated, helping to reduce the operational load on teams.

*"Destinations do not need another dashboard: they need a team empowered to act. Our platform lets them directly dialogue with their data and move from insight to action, even triggering concrete tasks such as generating reports and sharing them with selected stakeholders. This is next-generation destination management"* says Mirko Lalli, CEO of The Data Appeal Company - Almaxwave Group.



Specifically, the platform produces ready-for-use text documents, generates visual reports and can automatically share them with selected stakeholders. It can set alerts around key KPIs and design granular, ready-to-use marketing plans in response to queries such as: *“Considering what’s currently available, hotel prices, connectivity, planned events and international trends, help me define a marketing plan to attract young, high-spending Chinese visitors to our destination in winter, with a budget of XXX and primarily using social media channels”*.

Designed as a strategic companion for destination teams, the platform offers greater clarity, speed and confidence in decision-making. By replacing multiple dashboards with a simple, direct interface, users can focus on the highest value-added activities, reducing the time spent on repetitive analysis and accelerating the transition from data to action.

The tools then allow DMOs to grant their stakeholders shared, secure access within a reliable, robust and fully anonymized data ecosystem managed according to privacy-by-design principles. This model ensures that action is based on trusted, up-to-date information, enabling coordinated, data-driven decisions across the sector - independent of the organization’s role or level of analytical capability.

The initiative aligns with the Almage Group's commitment to develop responsible, human-centered AI designed to simplify operators’ daily activities, reduce repetitive tasks, and enable a focus on strategies that provide value to destinations and residents. Access is currently limited to a private beta with selected destinations; general availability will roll out in early 2026. For updates, sign up to the waiting list at: <https://datappeal.io/it/agent-ai/>



### **The Data Appeal Company – Almwave 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, offering the regions and enterprises the opportunity to optimize the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almwave Group since 2022. In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specializing in Travel and Destination Intelligence solutions, to consolidate its international positioning. The company's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions. [www.datappeal.io](http://www.datappeal.io)

### **Almwave**

Almwave 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 400 domestic and international customers, in sectors including Government, Finance, Energy & Utilities, Tourism and Healthcare, operating directly and through partners. The Almwave team consists of more than 400 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almwave'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 Almwave scope, part of the Almviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almwave do Brasil, and Almwave USA. [www.almwave.com](http://www.almwave.com)

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