Austria Tourism

MASTER PITCH DECK

From REEL to REAL.

From social media inspiration to knowing exactly where to go and what to do in Austria.

E2 Ecosystem challenge

OPEN

The missing link.

> **75% of travelers get their inspiration from social media, but there is no way to connect the inspiration to real bookings.**

PERSONA

Meet the person we are building for.



PROFILE

- Mia Hartmann
- 23 years old
- Vienna, Austria
- University student/young professional

PAINS

- Doesn't know where the nice ski resort she saw in a social media trend is
- Doesn't know where to book the exact activity that got her inspired

JOB-TO-BE-DONE

Turn an inspiring piece of social media content into real information about travel destinations and activities.

GAINS

Travel and activity recommendations that match her already personalized content from her social media feed.

PROBLEM

What to do after getting the inspiration?

Mia sees a viral piece of content in Instagram and wants to act on it, but she has no idea where the place on the video is and how to find the specific activity. By the time she figures it out across many different browser tabs, the mood is gone. Austria loses the guest before the journey begins.

75%

of travelers use social media for travel inspiration
Statista & Booking.com (2023).

141

Pages of travel content visited on average to plan a single trip
Expedia Group & Luth Research (2023).

PROMISE

From Reel to Real.

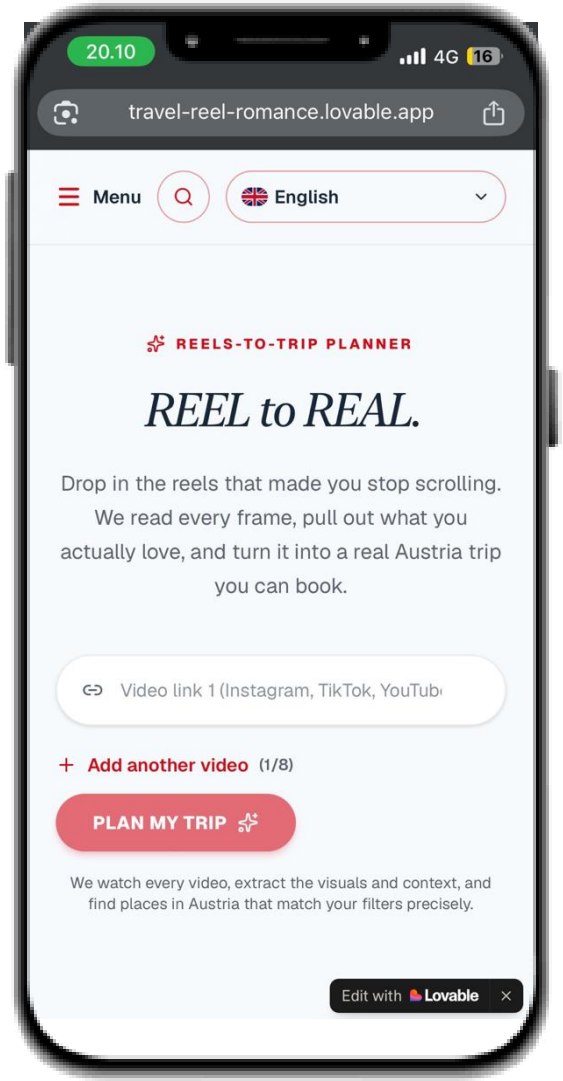
https://innodays-landing-page.vercel.app/#

Our **context-aware travel companion** helps **young travelers**

who want to **go from inspiration to knowing exactly what is the next step**

by **extracting the location and activities from any social media content** and **surfacing matched recommendations from the internet.**

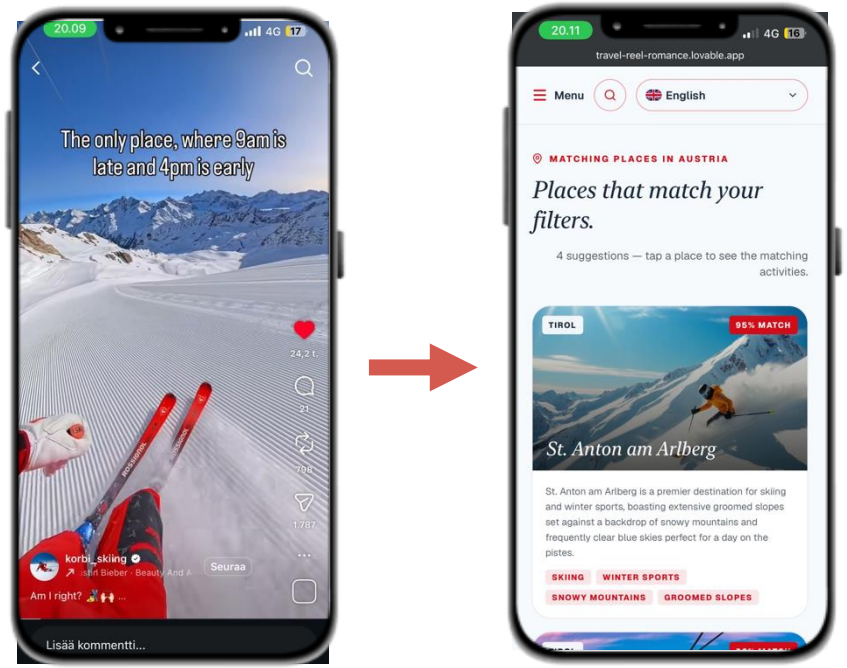
unlike **generic search that returns everything and knows nothing about you**



SOLUTION

What we built and what it does?

Live prototype: travel-reel-romance.lovable.app



1 The hook

Mia shares an Instagram Reel, YouTube short, or TikTok link. The platform extracts the location and activity for you.

2 The magic

Recommendations are surfaced instantly, matched to the exact place and activity from the content shared to our platform.

3 The loop

Now Mia knows where it is, what she can do there, and has everything she needs to book the activity she saw on the reel, that got her inspired in the first place.

FLOW

Three steps to solve the problem.

1 · Trigger

Mia sees a viral Reel in Instagram: nice looking ski slope in a beautiful mountain landscape.

She has no idea where it is and how she could find the same spot.

2 · Action

She pastes the link into our REEL to REAL platform, found in the already existing Austria.info website.

AI extracts the location and the activity in seconds, using computer vision and the caption written in the social media post.

3 · Outcome

She sees exactly where the ski resort is and gets matched Austria.info recommendations for where to book it.

Momentum kept.

PROOF

What we tested. What we learned.

9	customer interviews
2	prototype iterations
7	said really good idea

KEY INSIGHT

"Trips don't die from lack of desire, they die from friction wearing down the will to act."

→ **What we kept:** The core of recommendations based on personalized social media content.
→ **What we killed:** our social media platform for travelling idea (V1.0) and our full trip booking infrastructure (V2.0).
→ **What's next:** Develop V4.0 with native share/direct message integration, removing copy-paste friction by letting users send Reels directly from Instagram or TikTok to the platform.

MODEL

How it makes money and stays alive.

Customer

Young travelers inspired by social media content.
Österreich Werbung as platform owner.

Non-financial benefits

Austria.info becomes the destination for inspiration-driven travelers. More engaged visitors, longer stays and lebensgefühl gets delivered.

Costs

- API costs for the final product.
- Austria.info content integration.
- Platform hosting and maintenance.

Revenues

- **Affiliate:** User books something through the platform → the activity providor pays a small commission.
- **Programmatic ads:** Once enough visitors, advertisers automatically bid to show their ads on the site.



PILOT

What we need and for what.

THE ASK

€ 20 K

+ 1 sponsor · 1 squad · 12 weeks

To further build and test the AI extraction layer with real social media content and validate that Austria.info recommendations satisfy the inspiration moment.

	Hypotheses	How do we test it?
Desirability	When users see a travel Reel with no location tag, they are interested in finding the place rather than keep scrolling.	Further testing and interviews with potential users who haven't seen the platform before.
Feasibility	Our tool identifies the Austrian location and primary activity from a social media link accurately enough for the product to work.	Continue testing with real and diverse Austrian travel content. Based on results, further improve the recommendation engine.
Viability	A DMO commits budget or a data partnership within the pilot window	Track institutional interest. Present to DMOs and measure willingness to pilot.

SUCCESS LOOKS LIKE

4 of 5
users say they would use it again on their own

> 80%
location accuracy (exact or close match)

1 DMO
commits to a pilot partnership

ROADMAP

After the InnoDays: Where to go.

Now

- Working MVP.
- First set of assumptions tested with interviews.
- Possible attitude-behavior gap noticed.

+ 3 months

- Pilot with real users.
- Austria.info integration complete.
- Continue testing assumptions.

+ 6 months

- Solution to attitude-behaviour gap found and pivoted
- Based on user satisfaction: go/no-go for scale

VISION

Full booking infrastructure integrated.

From REEL to REAL TRIP.

TEAM



LW

Luis Würgler

Team Leader · Web designer

MS

Michael Starzinger

Web designer

KN

Kristian Nikula

Research · Prototyper

CE

Chelle Edwin

Research · Interviewer

ONE LAST THING

If we get this right, Austria stops losing guests to Barcelona before the journey even begins.

Thank you.

Try it with your Reel!

APPENDIX

This appendix contains supporting material for stakeholders.
See following slides for further detail on each section.

A — Technical Architecture How the AI extraction pipeline works in practice
B — Interview Methodology & Results 9 interviews, questions used, key verbatims and findings
C — Iterations During the Sprint How did our solution evolve during the innovation sprint
D — Behavior Change Strategy How we get users to paste a link instead of searching Google
E — AI Reflection & References How AI was used in this project and transparent reflection on it

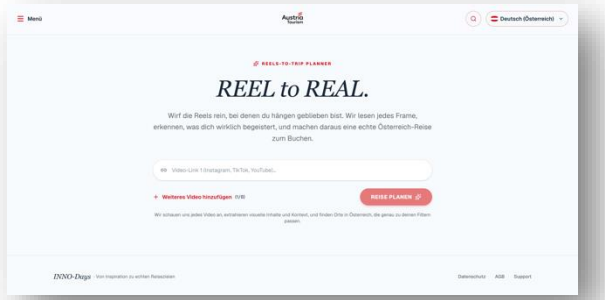
How the AI extraction works.

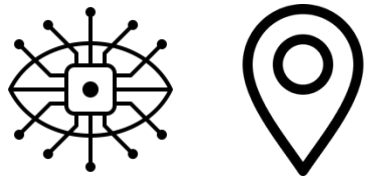
Step 1: URL Ingestion
User pastes any Instagram Reel or TikTok URL into the platform. No login required. Input is validated and queued for processing.

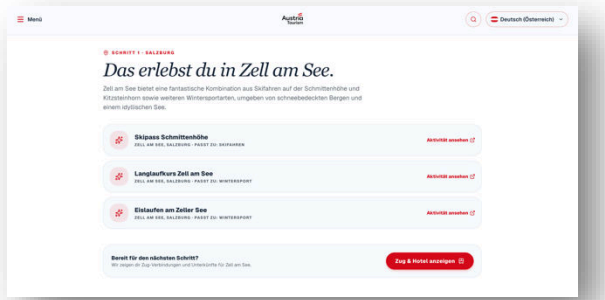
Step 2: Video Frame Analysis
AI model extracts available visuals from the video content. Computer vision identifies landmarks, landscapes, activities, and text overlays and generates activity categories.

Step 3: Location & Activity Extraction
The AI returns the location from available data in the piece of social media content: (1) the location tag in the post, (2) mentioned location in the caption or hashtags, (3) location based on a guess based on the video frame analysis.

Step 4: Austria.info Matching
Matched location and activity are used to query the Austria.info API or website. Top 3–5 recommendations are surfaced with direct booking and information links.







Assumptions and Interviews

9 interviews conducted. Participants: European university students aged 20–27.

Assumptions and Interview Questions:

Assumption: "Seeing a Reel is actually the trigger for trip planning"

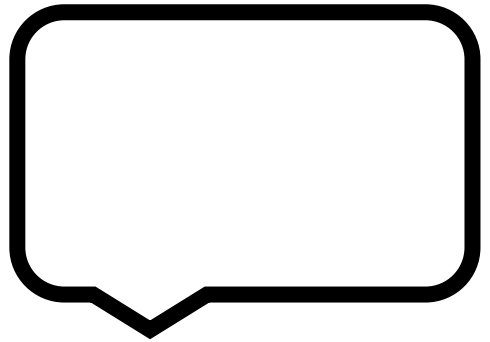
1. Walk me through the last time you booked a trip. What first made you think about going there?
2. Have you ever seen something on TikTok or Instagram and immediately wanted to go? What did you do right after?

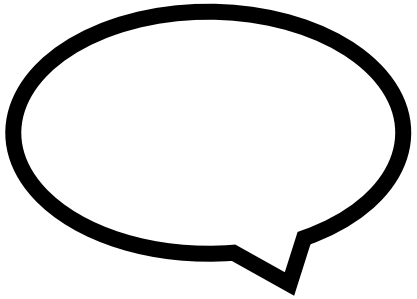
Assumption: "Customers think current recommendations are generic"

1. Tell me about the last time you searched for things to do in a place you were visiting. How did that go?
2. How satisfied are you with the travel recommendations you currently receive, do they feel tailored to you, or too generic?

Assumption: "The friction of assembling a trip across disconnected providers is real"

1. How long did it take you to plan your last trip from idea to fully booked? What was the most frustrating part of pulling everything together?
2. Have you ever given up planning a trip because the process of putting everything together felt too complicated or overwhelming? Why?
3. If one single tool could turn a travel Reel you just watched into a fully personalized itinerary, how likely would you use it?





Findings

Assumption 1: 7 of 9 confirmed social media as a trigger, but only loosely. Saving content "for later" is the dominant behavior, not immediate action.

Assumption 2: Strong confirmation. Generic is the universal complaint, but no one has walked away from planning entirely because of it, they just lower their expectations and book something easier.

Assumption 3: The pain of assembling a trip across disconnected tools is real and universal, every person described jumping between sites. However, the biggest blocker isn't the Reel-to-itinerary step, it's transport and pricing inconsistency once motivation already exists. Willingness to use the tool is high (7 of 9 said yes), but two clear conditions keep coming up: it needs to feel trustworthy, and it needs to live on the web, not behind an app download.

How did our solution evolve to be what it is now?

We started with a full app and ended with an easy to use and achievable recommendation system.

V1.0 AI preference/profile builder

- New social media app focused on travel content
- User builds a profile based on his/her likes, and the trip recommendations are automatically generated by the algorythm for the user
- ***We didn't want to build a new app, scrapped***

V2.0 Full-trip builder from APIs

- Platform with Skyscanner, ÖBB, Booking.com, and Austria.info integrated
- User pastes a reel, our engine does the work, and the AI builds a full trip for the user to book.
- **Too broad and complex and APIs were not reliable enough, scrapped**

V3.0 Focused extractor (current)

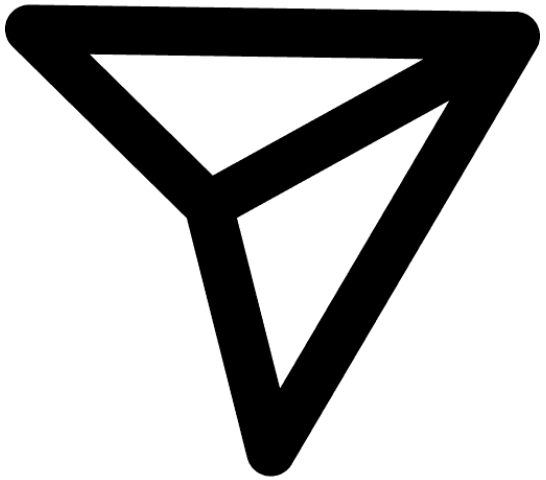
- Platform built inside existing Austia.info site, focused on extracting the location and context of the provided social media content.
- User pastes link to the content and get the location + Austria.info recommendations for single activities.
- **Our current direction, working MVP.**

How we fight the attitude-behavior gap.

Based on our interviews, 7 out of 9 would use our platform, at least that's what they say.
So far one of the most asked questions about REEL to REAL has been:

"How do we introduce a behaviour (copying and pasting a link) that does not yet exist to social media users?".

Pasting a URL into a new platform is not an existing habit. Instead, users default to Google or in-app search. We need to intercept this behavior at the moment of inspiration, before the mood fades.



Our Solution:

Option A: Share Sheet Integration: User shares Reel directly to our platform via native OS share menu of Instagram/TiTok/YouTube. Zero copy-paste friction.

Option B: Instagram Direct Message Integration: User shares the Reel to us through Instagram direct messages, and our engine generates the answers in the direct message chat of the platform.

AI reflection & references.

AI Reflection

Claude (Anthropic) was used throughout the project: structuring interview questions, synthesizing findings from 9 customer interviews, developing the persona, defining jobs to be done, building the value proposition, mapping pain points and riskiest assumptions, and drafting pitch deck content. Lovable AI coded the prototype and MVP frontend. Claude Code built the landing page.

The core pivot, from new social media app to full booking platform to inspiration-to-ideas, was a human decision made after synthesising interview findings and feedback from the mentors. AI suggested frameworks; the team interpreted what the interviews actually meant. The "REEL to REAL" positioning and the decision to anchor the solution on Austria.info were team choices. Every AI output was reviewed, challenged, and rewritten where it didn't match what we heard from real users.

Deciding to narrow scope from a full trip builder to a location and activity extractor required human judgment about what was feasible in the sprint and what users actually needed. Interpreting interview answers, especially the nuance that people push through friction rather than give up, could not be delegated to AI.

References

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