

# From Optimizing to Real Innovation:

## How Austrian Startups are reacting to a deep crisis in Tourism

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November 26th, 2020

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## Impacts of COVID on Tourism in Salzburg



- A world wide known touristic hotspot
- Until February 2020 (over-)crowded, mass tourism as a problem
- Economically strong, even spoiled
- Less innovation, more optimization
- Deep crisis as a chance

## What should be Smart in Tourism?

- **Smart Tourism** is not new and not a consequence of COVID, **but:**
- **Countries with a significant tourism industry** have to be more open-minded for new technologies now like AI, VR or AR. But also important: implementation of comprehensive digitalisation, de-fragmentation of infrastructures, cooperation between destinations, reasonable traffic concepts etc.
- **Mass tourism vs Experiences:** Smart Tourism is using technologies to enable new or also real experiences. Tourism will not be a mass tourism any more.
- **Increasing value, sustainability and developping of structurally weak regions** are the new challenges. Startups are reacting more and more to this fact.

## NextFloor – Who we are



- Angel Investor Network since 2016: 250 Investors gathered
- Focus on Tourism, Hospitality, Arts&Culture
- Entrepreneurial Education Programs / Investors Academies



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**NEXTFLOOR**  **TEC FOR  
TOURISM ACCELERATOR**

- Innovative ideas which are relevant for travel and tourism
- Worldwide applications
- 2 batches with 15 startup each 2019
- Focus 2019: Digitalisation in the holiday hotel industry
- Focus 2021: Mobility and Smart Cities



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## Some examples

Austrian Startups, partly accelerated by Next Floor, Smart Tourism Solutions

