

Virtual Environment Of Hospitality



Contact
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Digital tourism ecosystem

Users (B2C): service package for travelers:

- "Feel like a local": optimum local services selection, based on personal preferences;
- Individual travel planning, including immediate voluntary rerouting and services modification;
- Travel cost optimization;
- Parking search and payment;
- Additional safety measures;
- Fast-track border crossing and tax-free registration.

Local authorities (B2G):

- Tourist traffic increase due to the comfortable interface (UX design);
- Travel industry infrastructure development in the region;
- Database option on key metrics of tourist flow

Partners (B2B):

- Additional tourist flow
- Average check increase
- Marketing costs optimization
- Direct communication with tourists
- Financial instruments
- Access to rich database

Team experience:

- 8 years in the "Saint Petersburg Card»
- 15 years in payment systems
- 10 years in multimodal transportation development
- 12 years in SOFTWARE development

Project status:

- ✓ Concept
- ✓ Pilot

Partners:



ITMO UNIVERSITY



Petersburg Card