



## Jan Dolezal

SmartGuide app like many travel platforms offers destination specific information, which is not well supported by app stores. We would like to show a traveler who goes to Rome store listing with description and images of our guide to Rome, not a generic app that covers 400 destinations.

To make our offering more relevant, increase organic user acquisition and lower acquisition costs we came up with a technique of tiny apps that have destination specific store listing but eventually lead to the main application

### Contact data

**Jan Dolezal**  
CEO  
SmartGuide



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## Event

### [Marketing In-Destination Services: Best Case Presentations And Panel](#)

Wednesday, March 4, 2020, 16.30 - 17.00

Hall 7.1b, eTravel Lab

### [Managing Overtourism with Next-Generation Guides](#)

Thursday, March 5, 2020, 16.00 - 16.45

ITB VR Lab / Hall 10.2 / Booth 108

### [VR Lab Goes ETravel World](#)

Friday, March 6, 2020, 16.00 - 17.00

Hall 6.1, eTravel Stage

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.