

Foreword

The travel industry is at a turning point.

Digitalisation has fundamentally changed the way travellers search, book and experience travel.

Yet one important challenge remains:

How can we better support travellers during their journey while simultaneously strengthening and preparing the travel industry for the future?

It was from this question that QMD-Connect was born.

What started as a solution for international connectivity has evolved into a much broader vision centred around travellers, partner networks and travel intelligence.

Through Visit&Connect, we aim to make this vision accessible to the members of the Visit Alentejo Portugal Association.

This document does not merely describe a service for travellers.

It outlines a potential next step in the evolution of our industry.

Mario Vervaeke

Founder QMD-Connect

A Top Travel & Incentives

Qualimundi

PART 1

Cover Page

Visit&Connect

Powered by QMD-Connect

From Connectivity to Travel Intelligence

A new generation of services for travellers, travel organisations and the wider travel industry.

How a simple travel connectivity solution can evolve into a platform for:

- Worldwide connectivity
 - Additional revenue streams for travel organisations
 - Long-term customer relationships
 - Real-time travel insights
 - Destination intelligence
 - Market trends
 - Future-oriented innovation within the travel sector
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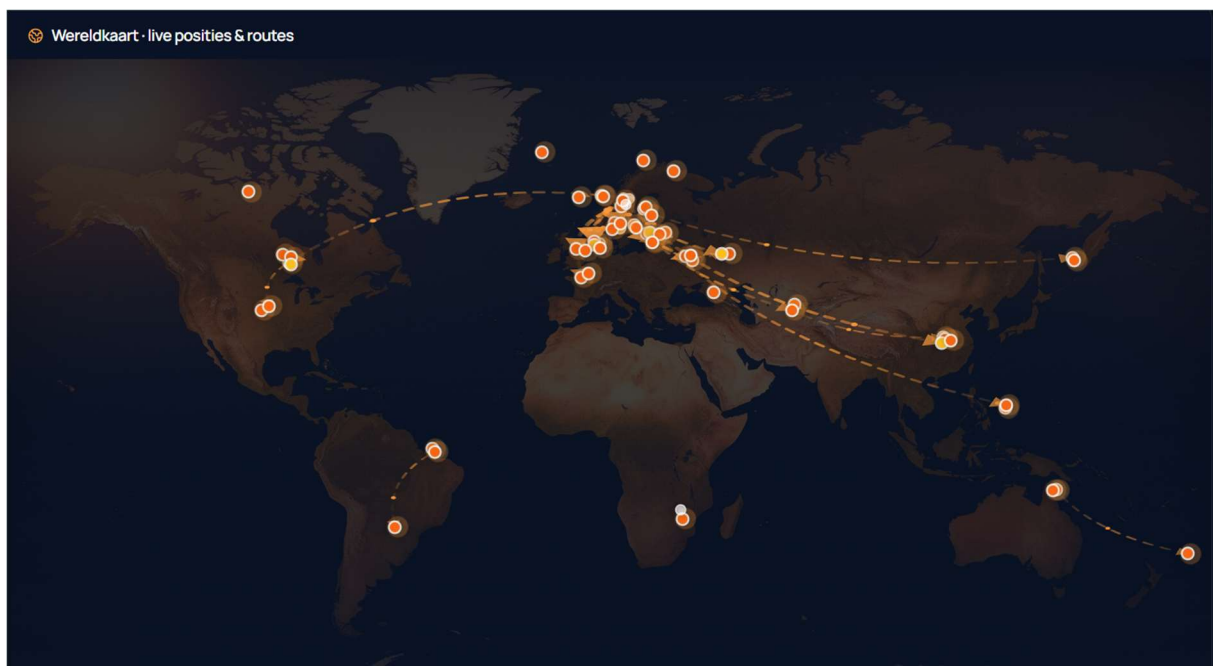


TABLE OF CONTENTS

1. Executive Summary
2. The Challenge Within the Travel Industry
3. The Visit&Connect Programme
4. Value for Travellers
5. Value for Visit Alentejo Portugal Members
- 5B. Privacy, GDPR and Data Governance
6. Travel Intelligence
7. The Future of Connected Travel

Appendix A – Business Model

Appendix B – Potential Applications

Appendix C – Examples of Future Insights

Appendix D – Examples of Future Dashboards

CHAPTER 1

Executive Summary

Why This Document?

The travel industry is evolving faster than ever.

Today's travellers expect more than a good holiday experience.

They expect continuous digital connectivity, real-time information and seamless access to services wherever they are in the world.

At the same time, travel organisations are constantly looking for ways to:

- Serve customers more effectively
- Differentiate themselves from competitors
- Create new revenue streams
- Gain deeper insight into changing travel behaviour

Visit&Connect, powered by the QMD-Connect platform, offers a response to these challenges.

The concept combines global connectivity with an innovative partner model and a growing platform for anonymised travel intelligence.

As a result, an ecosystem is created in which:

- Travellers benefit from simple and transparent connectivity
 - Travel organisations can generate additional revenue
 - Customer relationships extend beyond a single trip
 - The travel industry gains access to insights based on actual travel behaviour
-

More Than Connectivity



At first glance, Visit&Connect appears to be a mobile data solution for travellers.

In reality, connectivity is only the foundation.

The real value lies in enabling travellers to remain connected through a single lifelong account.

This creates a unique source of anonymised insights into:

- Travel flows
- Popular destinations
- Length of stay
- Route combinations
- Seasonal patterns
- Emerging markets
- Changing consumer behaviour

Over time, these insights may become a valuable complement to traditional booking data and market research.

Why This Document Matters

This document is not solely about connectivity.

It describes a potential evolution towards a new ecosystem in which:

- Travellers remain connected
- Travel organisations develop new revenue streams
- Customer relationships last longer
- The industry gains access to new forms of travel intelligence

An Opportunity for the Entire Travel Industry

Visit&Connect has been designed as a scalable model.

Not only for large travel organisations.

But equally for:

- Independent travel advisors
- Niche specialists
- Group travel organisers
- Tour operators
- Incentive agencies
- Destination Management Companies (DMCs)
- Online Travel Agencies (OTAs)
- Future innovative travel businesses

The platform therefore creates value for all stakeholders involved.

The Vision

The vision behind QMD-Connect and the Visit&Connect programme is simple.

Today, the travel industry has access to vast amounts of booking data.

However, it has relatively limited insight into actual traveller behaviour once a journey has started.

By combining connectivity with travel intelligence, a new perspective emerges on the global travel flows of tomorrow.

QMD-Connect aims to become more than a service for travellers.



It aims to evolve into an innovation platform for the entire travel industry.

CHAPTER 2

The Challenge Within the Travel Industry

The Travel Industry Has More Data Than Ever Before

Over the past two decades, the travel industry has undergone a profound digital transformation.

Travel organisations now have access to:

- Booking data
- Customer profiles
- Search behaviour
- Website analytics
- Newsletter statistics
- CRM information
- Online reviews
- Social media insights

Yet despite this abundance of information, one significant blind spot remains.

What Happens After the Journey Begins?

Most existing systems effectively stop tracking the customer experience once the traveller departs.

A travel organisation may know:

- Which destination was booked
- When the trip takes place
- How many people are travelling
- Which services were purchased

However, once the traveller has left, visibility often disappears.

In most cases, organisations do not know:

- Which routes travellers actually follow
- Which destinations are combined within a single trip
- How long travellers stay in specific locations
- Which regions are emerging
- Which destinations are losing momentum
- How travellers truly move around the world

The Limitations of Traditional Market Research

Today, much of the travel industry relies on:

- Surveys
- Interviews
- Booking statistics
- Historical reports
- Publicly available tourism data

These sources remain valuable.

However, they also have limitations.

The information is often:

- Several months old
- Based on limited samples
- Subject to interpretation
- Insufficiently detailed
- Not available in real time

As a result, organisations frequently react only after a trend has already become visible.

The Questions That Are Becoming Increasingly Important

More and more organisations are asking the same questions:

Which destinations are growing today?

Which destinations are losing popularity?

Which countries are increasingly being combined?

Which new travel routes are emerging?

Where are travellers actually located?

How is traveller behaviour evolving?

These questions are becoming increasingly important for:

- Travel organisations
- Hotels

- Destination marketing organisations
- Tourism boards
- Airlines
- Investors
- Policy makers

From Booking Data to Behavioural Data

Booking data tells us what a traveller planned to do.

Behavioural data reveals what actually happened.

This distinction is crucial.

A traveller may book:

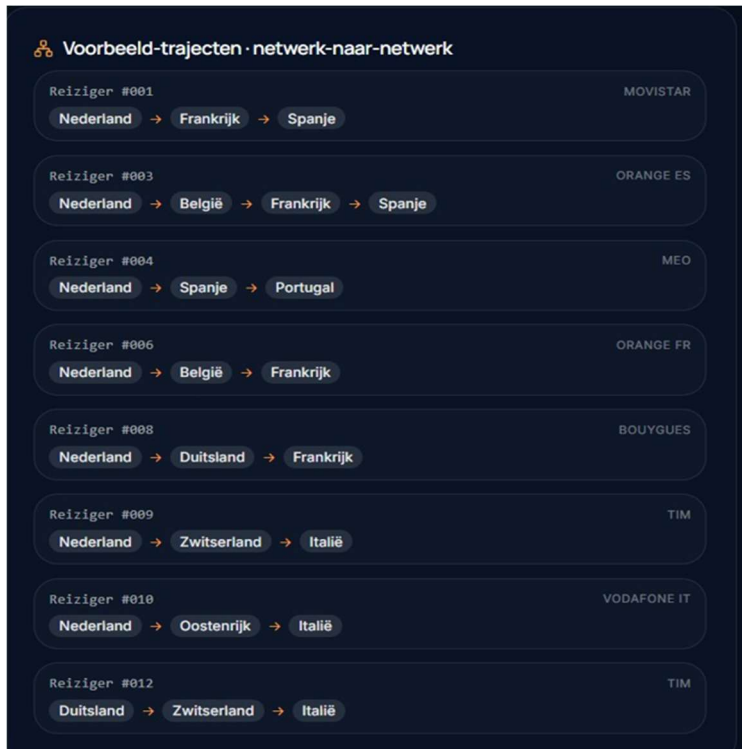
Belgium → Barcelona

But may actually travel:

Belgium → Barcelona → Valencia → Madrid → Porto

Traditional systems rarely capture this information.

Yet these patterns often contain some of the most valuable insights.



The Next Step in Travel Intelligence

The future of the travel industry is not simply about generating more bookings.

It is about generating better insights.

Not only:

"What did travellers book?"

But also:

"How do travellers behave once their journey begins?"

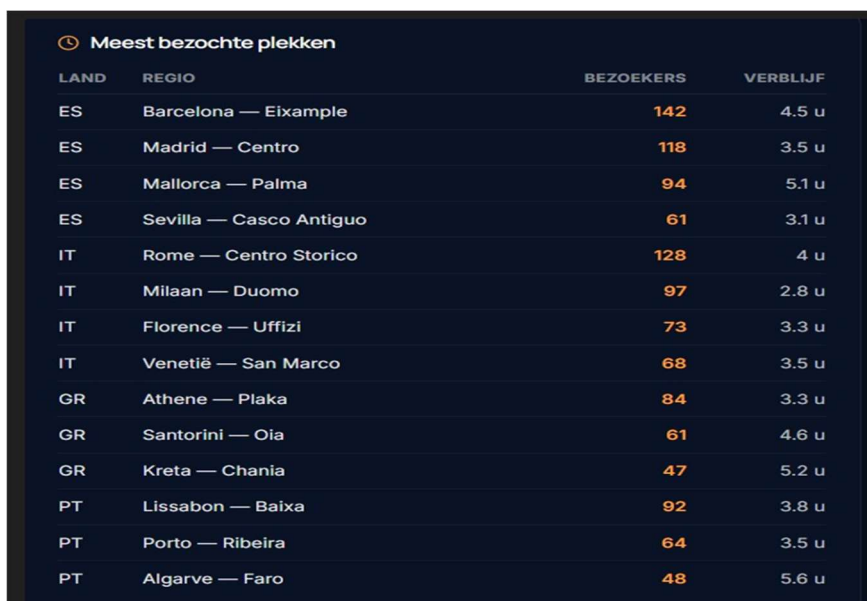
This creates an entirely new category of information:

Travel Intelligence

Travel Intelligence combines:

- Travel flows
- Visitor patterns
- Route analysis
- Length of stay
- Seasonal effects
- Geographic distribution
- Emerging destinations

The result is a much richer understanding of the market.



LAND	REGIO	BEZOEKERS	VERBLIJF
ES	Barcelona — Eixample	142	4.5 u
ES	Madrid — Centro	118	3.5 u
ES	Mallorca — Palma	94	5.1 u
ES	Sevilla — Casco Antiguo	61	3.1 u
IT	Rome — Centro Storico	128	4 u
IT	Milaan — Duomo	97	2.8 u
IT	Florence — Uffizi	73	3.3 u
IT	Venetië — San Marco	68	3.5 u
GR	Athene — Plaka	84	3.3 u
GR	Santorini — Oia	61	4.6 u
GR	Kreta — Chania	47	5.2 u
PT	Lissabon — Baixa	92	3.8 u
PT	Porto — Ribeira	64	3.5 u
PT	Algarve — Faro	48	5.6 u

Why This Matters to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS

VISIT ALENTEJO PORTUGAL AND ITS MEMBERS represents a broad network of travel professionals.

These organisations make strategic decisions every day.

Questions such as:

- Which destinations should we promote?
- Which products should we develop?
- Which markets are growing?
- Where are tomorrow's opportunities?
- How can we respond faster to changing traveller behaviour?

are becoming increasingly important.

Access to anonymised and up-to-date travel insights can therefore provide significant value to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members.

A Unique Position

Traditional systems primarily focus on:

- Reservations
- Bookings
- Sales figures

Travel Intelligence can focus on:

- Actual movement patterns
- Real visitor flows
- Travel routes
- Destination combinations
- Real-time activity

This opens an entirely new layer of understanding for the travel industry.

🕒 Meest bezochte plekken			
LAND	REGIO	BEZOEKERS	VERBLIJF
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Why QMD-Connect Exists

QMD-Connect was developed to support the next generation of travel services.

The platform combines connectivity, partner networks and travel intelligence within a scalable ecosystem.

Visit&Connect represents the first practical implementation of this vision for the Belgian travel industry.

Looking Beyond Today's Industry

The future of travel will not be shaped solely by transactions.

It will increasingly be shaped by insights.

The organisations that understand traveller behaviour most effectively will be better positioned to:

- Develop relevant products
- Anticipate market changes
- Improve customer experiences
- Identify new opportunities earlier

Travel Intelligence is therefore not merely a reporting tool.

It has the potential to become a strategic asset for the entire industry.

CHAPTER 3

The Visit&Connect Programme

Powered by QMD-Connect

A New Ecosystem for Travellers and Travel Organisations

Visit&Connect was created around a simple principle:

Every traveller today needs reliable connectivity.

However, the value of connectivity extends far beyond internet access.

When connectivity is combined with a partner ecosystem, long-term traveller relationships and travel intelligence, an entirely new opportunity emerges for the travel industry.

Visit&Connect has been developed to make these opportunities accessible to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members.

What Is QMD-Connect?

QMD-Connect is the underlying platform that powers Visit&Connect.

It combines:

- Global connectivity
- Digital wallets
- Partner networks
- Traveller profiles
- Travel Intelligence
- Future ecosystem services

The objective is simple:

Allow travel organisations to focus on their customers while QMD-Connect manages the underlying infrastructure.

What Is Visit&Connect?

Visit&Connect is the dedicated programme offered to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members through the QMD-Connect platform.

It enables members to provide their travellers with:

- Global connectivity
- A lifelong digital travel account
- Transparent pricing
- A seamless travel experience
- Future access to innovative travel services

In short:

QMD-Connect is the platform.

Visit&Connect is the programme available to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members.

Simplicity for the Traveller

From the traveller's perspective, simplicity is essential.

The traveller:

1. Activates an account.
2. Maintains a digital wallet.
3. Uses the same travel identity worldwide.

The experience remains consistent regardless of:

- Country
- Destination
- Network provider
- Length of trip

This creates a simple and future-oriented travel experience.

One Account for Every Future Journey

Travellers no longer need to search for:

- Local SIM cards
- Temporary connectivity solutions
- Multiple providers
- New accounts for every trip

Instead, they use a single account that remains active for future travel.

Whether travelling to:

- Spain
- Portugal
- Thailand
- Japan
- Canada
- South Africa

the experience remains identical.

A Lifelong Travel Wallet

One of the most innovative aspects of the platform is the concept of a lifelong travel wallet.

Travellers maintain:

- One account
- One wallet
- One travel identity

across multiple trips and destinations.

This creates continuity and convenience that traditional travel connectivity solutions rarely provide.

Simplicity for VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Members

The platform has also been designed to minimise operational complexity for travel organisations.

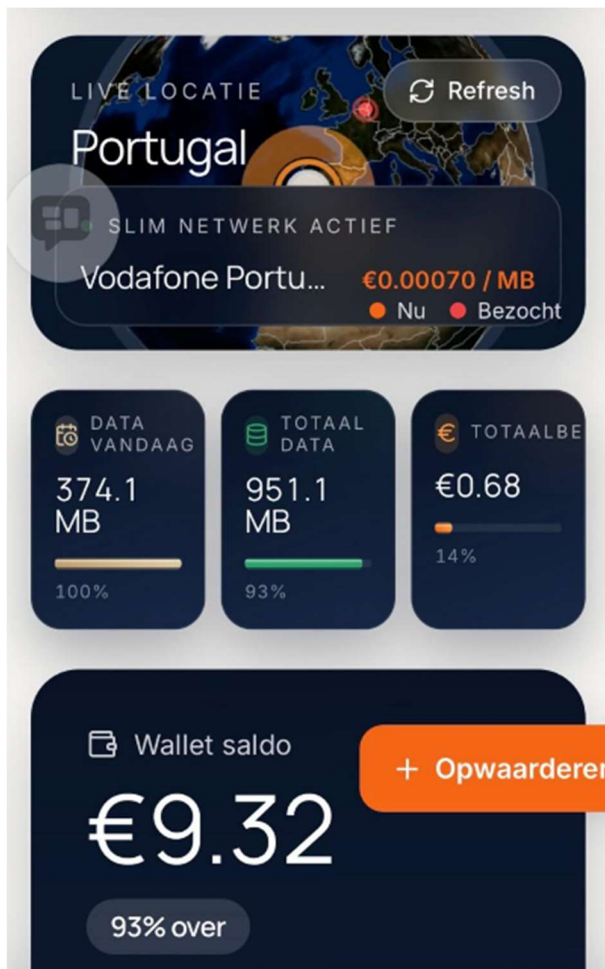
VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members do not need to provide:

- Technical support
- Telecom expertise
- Billing administration
- Inventory management
- Customer service related to connectivity

These functions are centrally managed through the QMD-Connect platform.

As a result, travel organisations remain focused on their core activity:

Creating and selling travel experiences.



An Additional Revenue Stream

Visit&Connect creates the opportunity for additional revenue generation.

When a traveller joins through a participating VISIT ALENTEJO PORTUGAL AND ITS MEMBERS member, a long-term relationship is established between:

- The traveller
- The travel organisation
- The ecosystem

As travellers continue to travel and use their account, this relationship remains active.

This creates a recurring model that extends beyond a single booking.

The Power of Long-Term Customer Relationships

Traditionally, the relationship between a traveller and a travel organisation often ends once a trip has been completed.

Visit&Connect introduces a different approach.

Because travellers continue to use the same account for future journeys, new engagement opportunities emerge over time.

This creates the potential for:

- Increased loyalty
 - More customer touchpoints
 - Longer relationships
 - Greater long-term value
-

One Traveller, Multiple Journeys

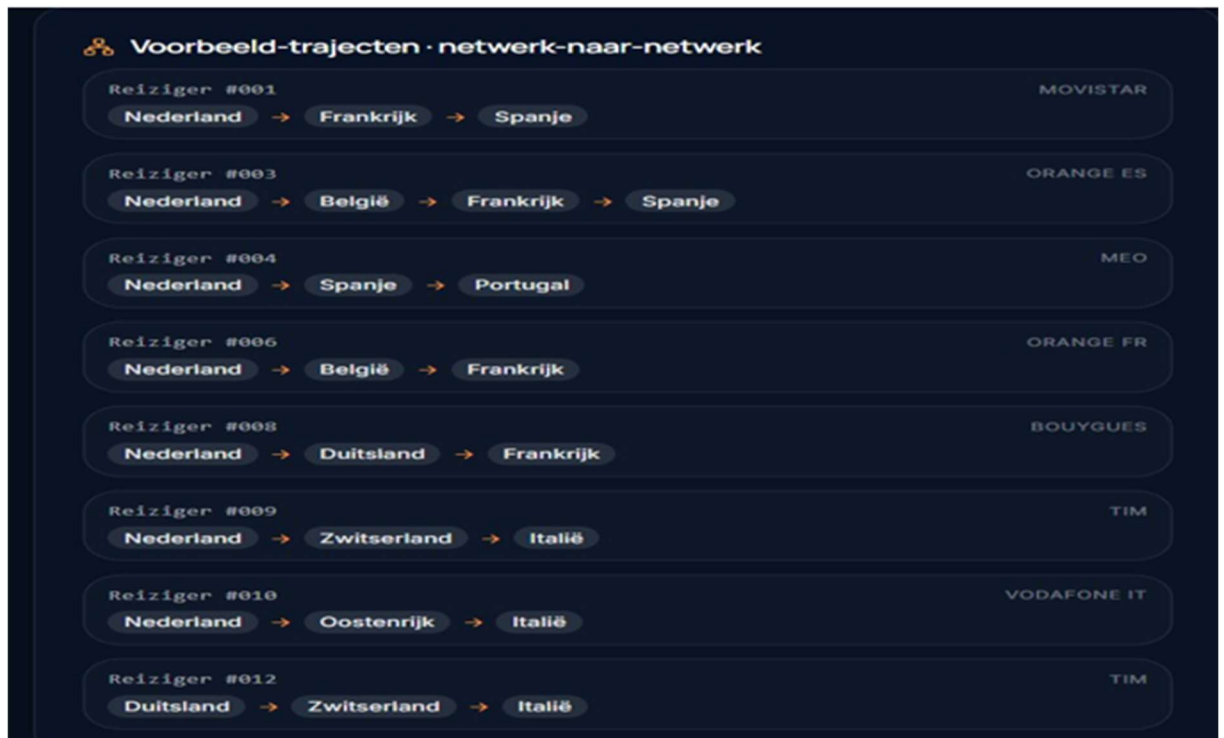
A traveller who visits:

Belgium → Spain

today may travel tomorrow to:

- Italy
- Portugal
- Thailand
- Japan

- The United States



Each journey remains connected through the same ecosystem.

This creates a relationship that extends far beyond a single transaction.

A Scalable Model

The platform has been designed to scale across the travel industry.

It can be used by:

- Independent travel advisors
- Tour operators
- Group travel specialists
- Incentive agencies
- DMCs
- Online travel businesses
- Niche travel organisations

This flexibility allows the model to evolve alongside the industry.

More Than a Connectivity Solution

Visit&Connect should not be viewed as a standalone product.

It is a building block within a broader ecosystem.

An ecosystem where:

- Connectivity
- Loyalty
- Customer retention
- Travel intelligence
- Future innovations

work together to create value.

This makes the concept fundamentally different from a traditional telecom offering.

Why This Is Relevant for VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Members

VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members continuously seek ways to:

- ✓ Deliver additional value to travellers
- ✓ Differentiate themselves from competitors
- ✓ Create new revenue opportunities
- ✓ Strengthen customer relationships
- ✓ Embrace innovation

Visit&Connect combines these objectives within a single integrated model.

CHAPTER 4

Value for Travellers

Modern Travellers Expect Continuous Connectivity

Travel has changed dramatically over the past decade.

Where travellers once relied primarily on phone calls and hotel Wi-Fi, they now expect instant access to information and services wherever they are.

Connectivity has become an essential part of the travel experience.

Travellers increasingly rely on digital access for:

- Navigation
- Boarding passes
- Hotel reservations
- Local transportation
- Banking services
- Translation tools
- Emergency communication
- Messaging applications
- Travel updates

Today, staying connected is no longer a luxury.

It is an expectation.

The Frustrations Travellers Still Face

Despite advances in technology, many travellers continue to experience the same challenges.

Before Departure

- Which data plan should I choose?
- Will roaming costs be expensive?
- Will my provider work at my destination?
- What happens if I visit multiple countries?

During the Trip

- How much data do I have left?
- Why is my connection not working?
- Am I paying too much?

- Which network should I use?

After Returning Home

- Unexpected charges
- Complicated invoices
- Lack of transparency
- Difficult account management

These uncertainties often create unnecessary stress during travel.

One Account for Every Journey

QMD-Connect was designed with simplicity in mind.

Travellers no longer need to search for a new solution every time they travel.

Instead, they can rely on:

- One account
- One wallet
- One travel identity

for all future journeys.

Whether travelling for:

- Leisure
- Business
- Family visits
- Group travel
- Educational trips
- Incentive travel

the experience remains consistent.

Transparency Creates Trust

One of the most important expectations of today's traveller is transparency.

Travellers want to know:

- What they are paying
- What they are using
- How much remains available

- Which destinations are covered

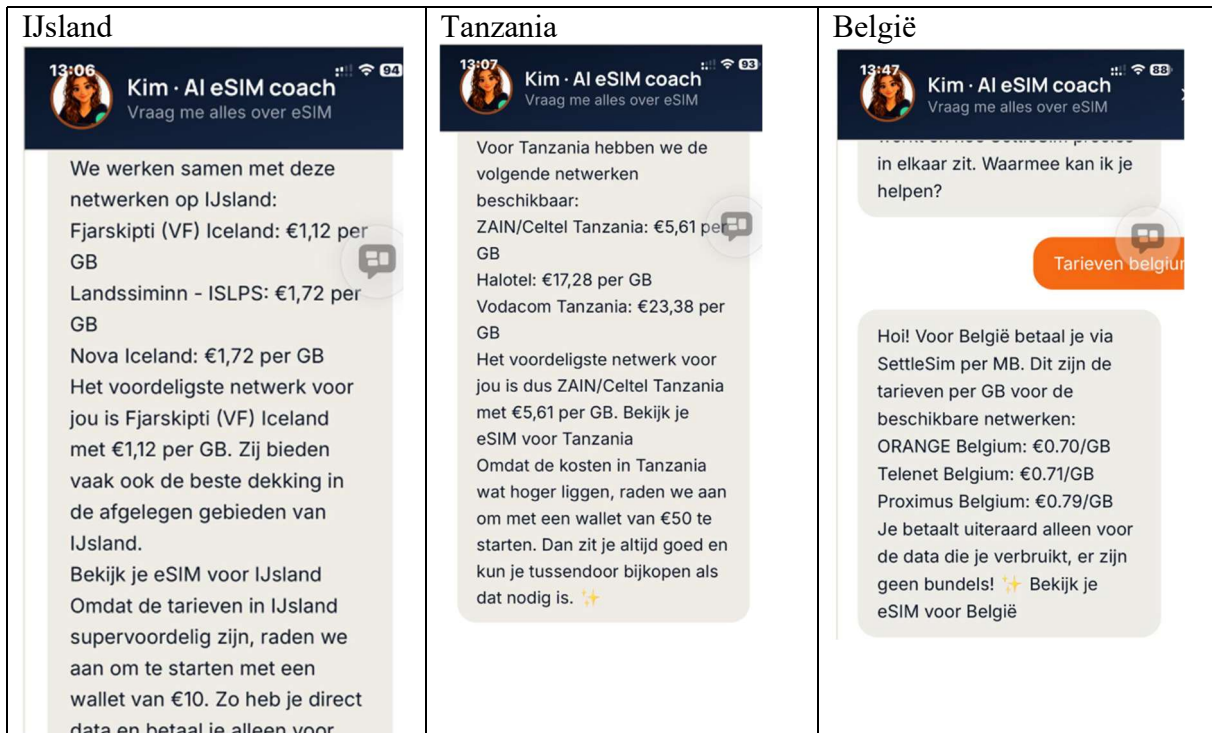
QMD-Connect provides real-time visibility into:

- Wallet balance



- Data consumption
- Usage history
- Destination activity

<p>Vietnam</p> <p>We werken samen met twee netwerken in Vietnam: Vinaphone Vietnam: €1,01 per GB Viettel Vietnam: €4,51 per GB Het voordeligste netwerk voor jou in Vietnam is Vinaphone Vietnam met €1,01 per GB ✨. Bekijk je eSIM voor Vietnam Omdat de kosten in Vietnam supervoordelig zijn, raden we aan om te starten met een wallet van €10. Zo kun je direct zorgeloos internetten en betaal je alleen wat je verbruikt!</p>	<p>India</p> <p>We hebben diverse netwerken beschikbaar voor India. De voordeligste hiervan zijn Fascal India, Idea Cellular (diverse regio's), Vi (diverse regio's) en Vodafone India (diverse regio's), allemaal voor €1,69 per GB. Andere netwerken zoals Bharti Airtel India vind je vanaf €4,92 per GB. Omdat de tarieven in India heel gunstig zijn, raden we aan om te beginnen met een wallet van €10. Zo betaal je nooit te veel en heb je altijd controle over je datagebruik. ✨ Een tempeltour door Delhi is een aanrader!</p>	<p>USA</p> <p>We werken samen met deze netwerken in de VS: AT&T USA: €1,26 per GB Verizon USA: €1,72 per GB T-Mobile USA: €4,16 per GB The Alaska Wireless Network LLC: €51,75 per GB Het voordeligste netwerk voor jou is AT&T USA met €1,26 per GB. Zij hebben, samen met T-Mobile, ook vaak de beste dekking in de VS. Bekijk je eSIM voor de Verenigde Staten Omdat de tarieven in de VS erg gunstig zijn, raden we aan om te starten met een wallet van €10. Zo heb je direct data en betaal je alleen voor wat je</p>



- Available services

This reduces uncertainty and increases confidence.

Always Prepared

Connectivity often becomes most valuable when something unexpected happens.

Examples include:

- Flight delays
- Missed transfers
- Last-minute hotel changes
- Lost luggage
- Medical emergencies
- Travel disruptions

In these situations, reliable connectivity becomes far more than a convenience.

It becomes a critical support tool.

The Traveller of Tomorrow

Travel behaviour continues to evolve.

More travellers are:

- Visiting multiple countries during a single trip
- Working remotely while travelling
- Combining leisure and business travel
- Seeking greater flexibility
- Expecting digital-first experiences

As travel becomes more dynamic, travellers increasingly need solutions that can adapt to their lifestyle.

QMD-Connect was designed to support this evolution.

More Than Connectivity

For travellers, QMD-Connect ultimately represents much more than mobile data access.

It creates a foundation for future services that may include:

- Travel information
- Loyalty programmes
- Partner benefits
- Destination services
- Travel assistance
- Personalised travel experiences

Connectivity becomes the gateway to a broader travel ecosystem.

Simplicity Creates Better Travel Experiences

Technology should reduce complexity rather than create it.

By simplifying connectivity and providing a consistent digital experience across multiple trips and destinations, QMD-Connect helps travellers focus on what truly matters:

Enjoying the journey.

WHAT DOES THIS MEAN FOR THE TRAVELLER?

- ✓ Worldwide connectivity
 - ✓ One account for every trip
 - ✓ Transparent pricing
 - ✓ Real-time visibility
 - ✓ No physical SIM cards
 - ✓ No unexpected roaming costs
 - ✓ Easy activation
 - ✓ Future-ready travel services
 - ✓ A lifelong travel wallet
 - ✓ A consistent travel experience worldwide
-

CHAPTER 5

Value for VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Members and Travel Organisations

Creating Additional Value in a Competitive Market

The travel industry continues to evolve rapidly.

At the same time, travel organisations face increasing pressure from:

- Rising marketing costs
- Growing customer expectations
- Increasing competition
- Continuous digital transformation
- Shrinking margins in certain sectors

As a result, many organisations are actively seeking ways to create additional value for their customers while strengthening their own business model.

Visit&Connect has been designed with these objectives in mind.

A New Service for Travellers

Today's travellers increasingly expect their travel provider to offer more than bookings alone.

They expect:

- Convenience
- Guidance
- Security
- Digital services
- Added value throughout the travel experience

By offering Visit&Connect, travel organisations can provide an additional service that supports travellers before, during and after their journey.

This creates an opportunity to strengthen the customer relationship while enhancing the overall travel experience.

No Additional Operational Burden

One of the key advantages of the Visit&Connect programme is its simplicity.

Participating organisations do not need to provide:

- Technical support
- Telecom expertise
- Customer service related to connectivity
- Billing management
- Platform administration
- Inventory management

These processes are handled centrally through the QMD-Connect platform.

This allows travel organisations to focus on their core business.

A Scalable Revenue Opportunity

Visit&Connect introduces the possibility of generating additional revenue without significantly increasing operational complexity.

When travellers join through a participating organisation and continue using their account for future journeys, the relationship remains active.

This creates the foundation for a scalable and recurring revenue model.

The exact structure may evolve over time, but the principle remains the same:

Long-term traveller engagement can create long-term value.

Extending the Customer Relationship

Traditionally, contact between a travel organisation and its customer often ends once the journey has been completed.

Visit&Connect creates the possibility of maintaining engagement beyond a single booking.

Because travellers continue using the same account across multiple trips, new opportunities emerge to:

- Strengthen loyalty
- Increase customer retention
- Create additional touchpoints
- Improve long-term customer value

This shifts the relationship from a single transaction to an ongoing connection.

Supporting Future Innovation

Travel organisations increasingly recognise that innovation is becoming essential.

By participating in a platform-driven ecosystem, members gain access not only to today's services, but also to future developments.

Potential future services may include:

- Travel Intelligence
- Loyalty programmes
- Destination services
- Travel assistance

- Insurance solutions
- Experience-based services
- Partner benefits

This creates a foundation for continuous innovation.

The Power of a Shared Platform

Visit&Connect is supported by the QMD-Connect platform.

This means participating organisations benefit from:

- ✓ Shared technology
- ✓ Continuous platform development
- ✓ International scalability
- ✓ Centralised innovation
- ✓ Future ecosystem services
- ✓ Ongoing product improvements

By working through a shared platform, members gain access to capabilities that would be difficult to develop individually.

More Than a Commission Programme

While the revenue model is important, the greatest long-term value may lie elsewhere.

QMD-Connect creates an ongoing relationship between travellers and the broader ecosystem.

This relationship can support the development of future services such as:

- Loyalty programmes
- Travel insurance
- Experiences and activities
- Mobility services
- Travel information
- Personalised travel support

The platform therefore becomes more than a revenue opportunity.

It becomes an infrastructure for future growth.

Strengthening Competitive Positioning

Why This Matters for VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Members

VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members are continuously looking for ways to:

- ✓ Deliver additional value to travellers
- ✓ Create stronger customer relationships
- ✓ Increase loyalty and retention
- ✓ Develop new revenue opportunities
- ✓ Embrace innovation
- ✓ Prepare for future developments

The Visit&Connect programme has been designed to support these ambitions.

CHAPTER 5B

Privacy, GDPR and Data Governance

Privacy as a Fundamental Principle

The future of travel services depends not only on innovation, but also on trust.

Travellers expect modern digital services to be:

- Secure
- Transparent
- Responsible
- Respectful of privacy

For this reason, privacy and data protection have been incorporated into the foundations of the QMD-Connect platform from the outset.

Designed with Privacy in Mind

QMD-Connect has been developed with a strong focus on responsible data management.

The objective of the platform is to provide:

- Global connectivity
- Travel-related services
- Partner ecosystems
- Travel intelligence

while respecting applicable privacy regulations and industry best practices.

Privacy is not treated as an afterthought.

It is a core design principle.

Compliance with European Regulations

QMD-Connect is designed to operate in accordance with applicable European privacy legislation, including the General Data Protection Regulation (GDPR).

This includes principles such as:

- Transparency
- Purpose limitation
- Data minimisation
- Security
- Accountability

Where required, appropriate permissions and consent mechanisms will be implemented.

Individual Travellers Are Not the Objective

The purpose of QMD-Connect Intelligence is not to monitor individual travellers.

The platform is not designed to create personal travel dossiers for commercial reporting purposes.

Instead, the focus is on understanding broader travel patterns and trends through aggregated and anonymised information.

The value lies in the collective insight, not in individual identification.

Aggregated and Anonymised Insights

The intelligence capabilities described throughout this document are based on the concept of aggregated and anonymised information.

Examples may include:

- Popular destinations
- Travel flows between countries
- Length-of-stay patterns
- Seasonal travel trends
- Emerging destination markets

These insights focus on groups, trends and patterns rather than individual travellers.

Responsible Use of Travel Intelligence

Travel Intelligence can create significant value for the travel industry.

However, its development must always balance innovation with responsibility.

QMD-Connect aims to support:

- Better decision-making
- Improved traveller experiences
- More informed market analysis

while maintaining respect for privacy and ethical data practices.

Transparency Creates Trust

Travellers increasingly want to understand:

- Which information is collected
- Why it is collected
- How it is used
- What control they have over their information

Transparency therefore remains a key principle within the QMD-Connect ecosystem.

Clear communication and responsible governance are essential to building long-term trust.

Data Governance

As the platform evolves, appropriate governance structures will remain important.

Potential governance principles include:

- Clear data ownership policies
- Defined access controls
- Secure data management procedures
- Regulatory compliance reviews
- Ongoing privacy assessments

These measures help ensure that innovation is supported by responsible management practices.

Travel Intelligence Without Compromising Privacy

The vision behind QMD-Connect Intelligence is simple:

To transform anonymised travel patterns into valuable insights for the travel industry.

Not to identify individuals.

Not to monitor personal behaviour.

But to help travel organisations better understand changing travel trends and market developments.

Why This Matters to VISIT ALENTEJO PORTUGAL AND ITS MEMBERS

Trust is one of the most valuable assets within the travel industry.

By placing privacy, governance and transparency at the centre of the ecosystem, Visit&Connect can contribute to a model that supports both innovation and responsibility.

This balance will become increasingly important as digital travel services continue to evolve.

KEY PRINCIPLES

- ✓ Privacy by Design
- ✓ GDPR Awareness
- ✓ Transparency
- ✓ Responsible Innovation
- ✓ Aggregated Insights
- ✓ Anonymised Reporting
- ✓ Secure Data Management
- ✓ Ethical Travel Intelligence
- ✓ Long-Term Trust

CHAPTER 6

Travel Intelligence

Potential Insights for the Travel Industry of Tomorrow

From Connectivity to Knowledge

For travellers, connectivity provides convenience.

For travel organisations, it creates additional services and new opportunities.

For the travel industry as a whole, however, connectivity may enable something even more valuable:

Travel Intelligence

When anonymised travel activity is analysed at scale, new forms of insight can emerge regarding how travellers actually move around the world.

These insights have the potential to complement traditional booking data and market research.

Why Travel Intelligence Matters

Today's travel industry has access to significant amounts of information.

However, much of this information focuses on:

- Bookings
- Reservations
- Search behaviour
- Sales performance

These datasets explain what travellers planned to do.

They do not always explain what travellers actually did.

Understanding actual travel behaviour may create a richer understanding of market developments.

What Could We Learn Tomorrow?

As travel ecosystems evolve, anonymised travel intelligence may provide insights into questions such as:

Which destinations are growing?

Which destinations are losing momentum?

Which countries are increasingly combined within the same journey?

Which travel routes are emerging?

How long do travellers stay in specific regions?

Which seasonal patterns are changing?

Which markets are developing faster than expected?

These questions are becoming increasingly relevant for strategic decision-making.

Why This Is Different

Traditional travel reporting often relies on:

- Historical data
- Surveys
- Booking records
- Public tourism statistics

Travel Intelligence introduces an additional perspective.

Instead of focusing only on transactions, it focuses on travel patterns.

This creates opportunities to identify changes while they are happening rather than months later.

Why This Could Be Unique

Many organisations possess booking data.

Relatively few organisations have access to anonymised insights into actual travel movements once a journey has begun.

QMD-Connect Intelligence aims to contribute to this area by providing an additional layer of understanding.

The objective is not to replace traditional data sources.

The objective is to complement them.

From Booking Data to Behavioural Insights

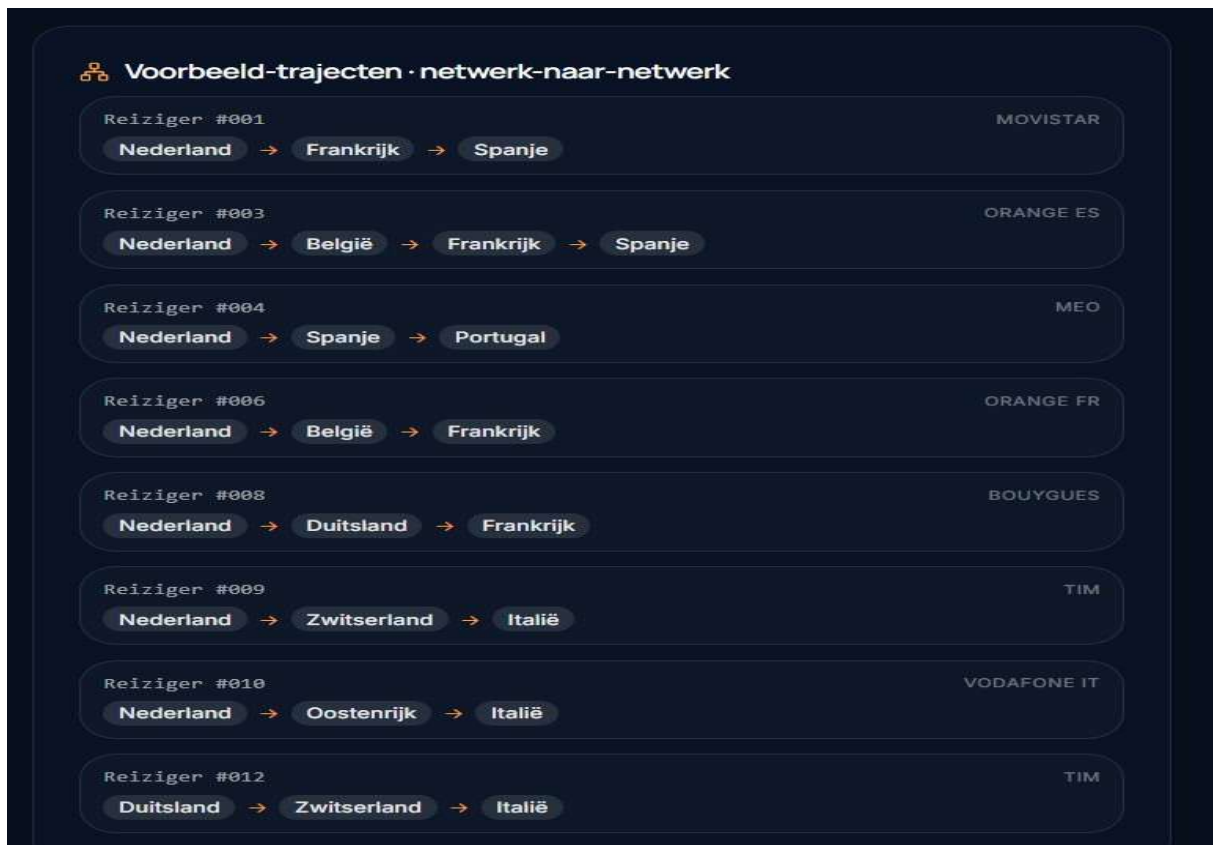
Booking information may indicate:

Belgium → Barcelona

Actual travel behaviour may reveal:

Belgium → Barcelona → Valencia → Madrid → Porto

Understanding these additional movements may help organisations better understand traveller preferences and evolving market dynamics.



The Value of Real-Time Perspectives

The travel industry changes rapidly.

New destinations emerge.

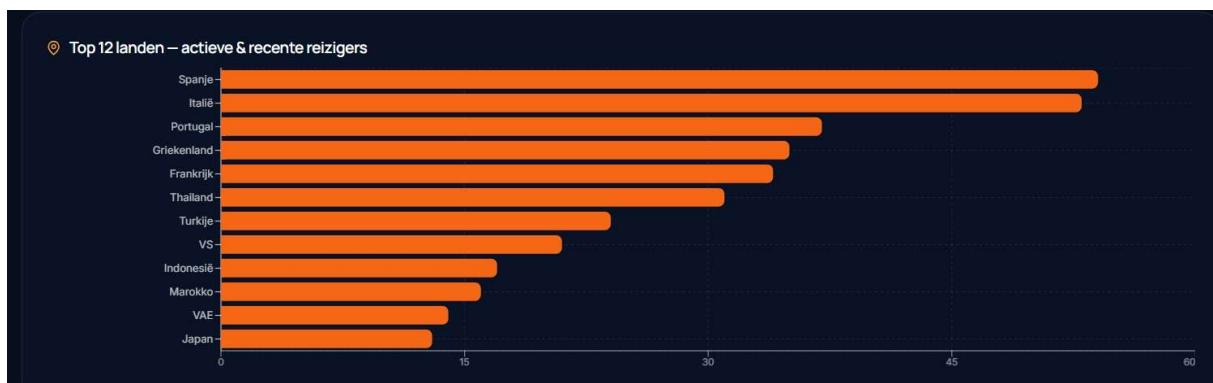
Airline routes evolve.

Traveller preferences shift.

External events influence travel decisions.

Traditional reports often arrive after changes have already occurred.

Travel Intelligence may help identify these developments earlier.



Early Trend Detection

One of the most promising applications of Travel Intelligence is the identification of emerging trends.

Examples may include:

- Rapid growth of new destinations

- Increased popularity of secondary cities
- Changes in traveller behaviour
- New multi-country travel patterns
- Shifts in seasonal demand

The earlier such trends become visible, the sooner organisations can respond.

Potential Applications for Different Stakeholders

Travel Organisations

- Product development
 - Market selection
 - Marketing optimisation
 - Customer segmentation
-

Hotels

- Origin market analysis
 - Visitor pattern analysis
 - Length-of-stay insights
 - Market diversification
-

Destination Marketing Organisations

- Visitor flow analysis
 - Destination performance monitoring
 - Emerging market identification
 - Tourism development planning
-

Industry Associations

- Sector intelligence
 - Market trend monitoring
 - Strategic planning support
 - Policy discussions
-

Destination Intelligence

A future application of QMD-Connect Intelligence may involve destination-level analysis.

This could provide anonymised insights into:

- Countries
- Regions
- Cities
- Tourism clusters

allowing stakeholders to better understand changing destination dynamics.

Travel Flow Intelligence

Another potential application is Travel Flow Intelligence.

This focuses not only on where travellers go, but also on how they move between destinations.

Understanding these flows can reveal:

- Emerging travel corridors
- New destination combinations
- Regional travel patterns
- Behavioural changes

that are difficult to identify through traditional reporting methods.

GR	Athene — Plaka	84	3.3 u
GR	Santorini — Oia	61	4.6 u
GR	Kreta — Chania	47	5.2 u
PT	Lissabon — Baixa	92	3.8 u
PT	Porto — Ribeira	64	3.5 u
PT	Algarve — Faro	48	5.6 u

A Potential Future Service for VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Members

As the ecosystem grows, anonymised travel insights may become available to participating stakeholders.

This could provide VISIT ALENTEJO PORTUGAL AND ITS MEMBERS members with an additional source of market information that complements existing industry reports and research.

Such insights may help members make more informed decisions regarding:

- Product development
- Destination strategy
- Market positioning
- Business planning

Why This Could Matter to the European Travel Industry

The European travel industry has access to extensive booking information.

However, there is comparatively limited visibility into actual travel behaviour after journeys begin.

Travel Intelligence may help bridge this gap.

By combining anonymised travel activity with broader market analysis, new perspectives may emerge regarding:

- Traveller preferences
- Destination evolution
- Market opportunities
- Future growth areas

Privacy Remains Essential

The value of Travel Intelligence does not depend on identifying individual travellers.

Its value comes from understanding larger patterns.

QMD-Connect Intelligence is therefore based on the principle that anonymised and aggregated insights can create value while respecting privacy.

This balance is essential to the future of responsible travel intelligence.

Important Notice

The insights and potential applications described in this chapter represent a future vision and development direction for QMD-Connect Intelligence.

The availability of specific analyses, reports and dashboards will depend on:

- Platform scale
- Regulatory requirements
- Privacy considerations
- Technical development
- Market demand

POTENTIAL FUTURE INSIGHTS

✓ Travel Flows

✓ Destination Intelligence

✓ Visitor Behaviour Trends

✓ Emerging Markets

✓ Route Analysis

✓ Seasonal Travel Patterns

✓ Length-of-Stay Insights

✓ Destination Growth Indicators

✓ Travel Flow Intelligence

✓ Strategic Market Insights

✓ Industry Trend Monitoring

CHAPTER 7

The Future of Connected Travel

The Travel Industry Is Entering a New Phase

Over the past two decades, the travel industry has been transformed by digitalisation.

Online bookings replaced paper reservations.

Digital payments replaced traditional transactions.

Online reviews changed how travellers make decisions.

Mobile technology changed how travellers experience the world.

The next phase of evolution will increasingly be shaped by:

- Connectivity
- Intelligence
- Personalisation
- Real-time information
- Integrated ecosystems

The organisations that successfully combine these elements will be best positioned for the future.

The Traveller Is Changing

Today's traveller behaves differently from previous generations.

Modern travellers:

- Travel more frequently
- Visit multiple destinations during a single journey
- Expect instant access to information
- Rely heavily on digital services
- Seek personalised experiences
- Expect seamless interactions across multiple touchpoints

As traveller expectations continue to evolve, travel organisations must evolve as well.

From Individual Services to Connected Ecosystems

Historically, travel organisations focused on delivering individual services.

For example:

- Accommodation
- Transport
- Excursions
- Insurance
- Destination services

Increasingly, travellers expect these services to work together as part of a single experience.

This creates a shift from isolated products towards connected ecosystems.

Why Ecosystems Matter

Future travel ecosystems may combine:

- Connectivity
- Travel information
- Loyalty programmes
- Experiences
- Insurance
- Mobility solutions
- Destination services
- Travel assistance

Within a connected environment centred around the traveller.

This approach creates additional value for both travellers and travel organisations.

Why VISIT ALENTEJO PORTUGAL AND ITS MEMBERS Holds a Unique Position

VISIT ALENTEJO PORTUGAL AND ITS MEMBERS represents a diverse network of travel professionals across Belgium.

Because of this position, VISIT ALENTEJO PORTUGAL AND ITS MEMBERS is uniquely placed to support innovation within the travel industry.

Through initiatives such as Visit&Connect, members may gain access to emerging technologies, new business opportunities and future industry developments.

This creates an opportunity not only to participate in change, but to help shape it.

The Potential Evolution of QMD-Connect

The vision behind QMD-Connect extends beyond connectivity alone.

Today

- Global connectivity
 - Digital wallet
 - Partner ecosystem
 - Traveller accounts
-

Tomorrow

- Travel Intelligence
 - Destination Intelligence
 - Loyalty programmes
 - Travel assistance
 - Experiences
 - Insurance integrations
-

Future

- Integrated travel ecosystems
 - AI-powered travel support
 - Real-time market intelligence
 - International partner networks
 - Enhanced traveller services
 - New forms of industry collaboration
-

A Platform for the Travel Industry

The long-term ambition is not to create another connectivity product.

The ambition is to build an ecosystem that helps:

- Travellers stay connected
- Travel organisations strengthen relationships
- Partners create additional value
- The industry gain access to new forms of intelligence

In this vision, connectivity becomes the foundation rather than the final objective.

Why Start Today?

The travel industry will continue to evolve regardless.

The question is not whether connectivity, intelligence and digital ecosystems will play a role in the future.

The question is who will be prepared to benefit from them.

Organisations that begin exploring these opportunities today may be better positioned for tomorrow.

A Shared Opportunity

Visit&Connect represents an opportunity to:

- Improve traveller experiences
- Support innovation
- Strengthen customer relationships
- Explore new revenue opportunities
- Gain access to future insights
- Contribute to the evolution of the travel industry

This makes the initiative relevant not only for today, but also for the years ahead.

Closing Thought

The most significant transformations in the travel industry often occur when existing technologies are combined in new ways.

QMD-Connect begins with connectivity.

But its ambition extends far beyond that.

The objective is to create an ecosystem in which travellers, travel organisations and the industry as a whole benefit from stronger connections, better relationships and more valuable insights.

Visit&Connect represents a possible first step in that journey.

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<https://calendly.com/mario-vervaeke/urgent-meeting-request>

APPENDIX A

Business Model Overview

Ecosystem Structure

Traveller

↓

Business Partner

↓

Network Partner

↓

Visit&Connect

↓

QMD-Connect

Value Creation

For Travellers

- Global connectivity
- Lifelong account
- Travel wallet
- Future travel services

For Business Partners

- Additional value for customers
- Potential recurring revenue
- No operational complexity

For Network Partners

- Scalable growth opportunities
 - Network development
 - Ecosystem participation
-

APPENDIX B

Potential Applications

Travel Agencies

- Customer retention
 - Additional services
 - Digital engagement
-

Hotels

- Guest connectivity
 - Guest loyalty
 - Additional revenue opportunities
-

DMCs

- Destination services
 - Local engagement
 - Traveller support
-

Tourism Boards

- Visitor insights
 - Destination trends
 - Market intelligence
-

Airlines

- Passenger engagement
 - Destination intelligence
-

Cruise Companies

- Multi-destination travel analysis
 - Traveller engagement
-

Industry Associations

- Market intelligence
 - Sector development
 - Trend monitoring
-

APPENDIX C

Examples of Future Insights

Examples of future insights that may become available through QMD-Connect Intelligence:

Top Destinations

Fastest Growing Destinations

Travel Flow Analysis

Multi-Country Travel Patterns

Length-of-Stay Analysis

Seasonal Travel Behaviour

Emerging Markets

Destination Performance Trends

Traveller Movement Analysis

Industry Trend Monitoring

INSERT RELEVANT DASHBOARD IMAGES

APPENDIX D

Examples of Future Dashboards

QMD-Connect Intelligence

From data to actionable insights for the travel sector

The examples below illustrate how anonymised travel data can eventually be converted into valuable insights for travel companies, hotels, destinations and other players in the tourism sector.

These examples are provided solely to illustrate the possible direction in which QMD-Connect Intelligence may develop.

Dashboard 1

Where are travellers today??



Why is this relevant??

Traditional reports often only provide insight into visitor flows weeks or months later.

This dashboard provides an up-to-date overview of the geographical distribution of travellers.

Possible applications

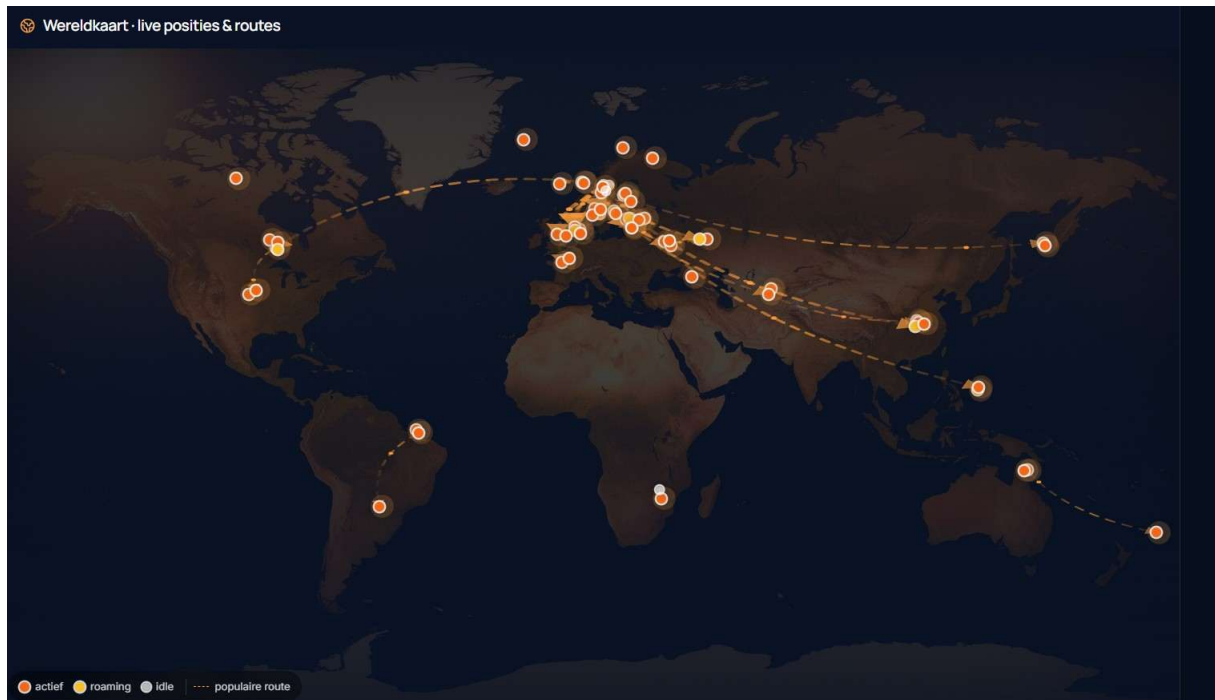
- Monitoring of popular destinations
- Identification of new travel trends
- Comparison between seasons
- Analysis of international distribution

Potential value

A better understanding of where travellers actually are can help organisations respond more quickly to market changes.

Dashboard 2

Global travel flows



Why is this relevant??

Nowadays, travellers are increasingly visiting multiple destinations in a single trip.

This dashboard visualises such international travel flows.

Possible applications

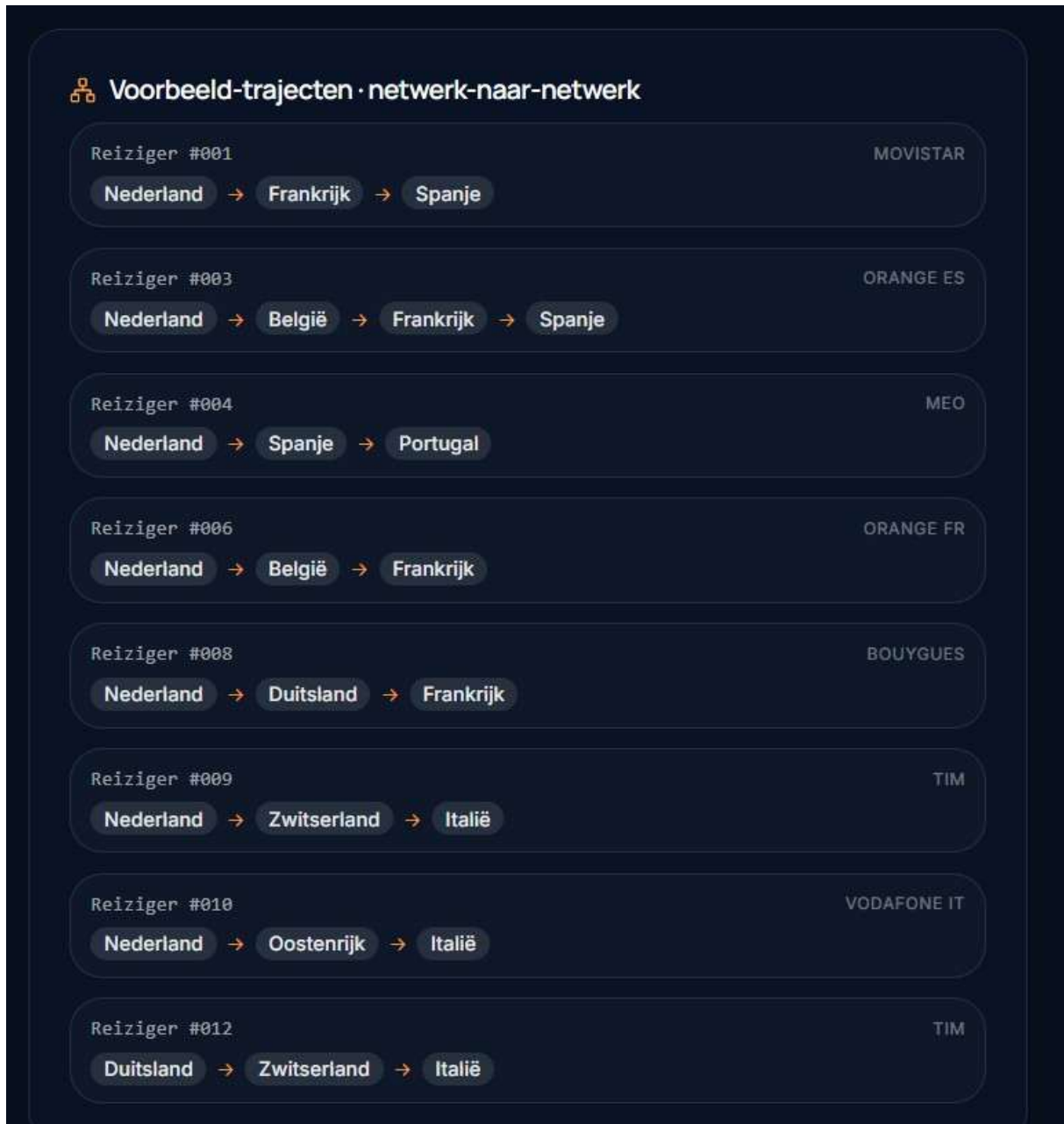
- Analysis of multi-leg journeys
- Development of new travel products
- Identification of emerging travel routes
- Cooperation between destinations

Potential value

Not only does the destination itself become visible, but so do the connections between destinations.

Dashboard 3

Most popular destinations



Why is this relevant??

Destinations are constantly gaining and losing popularity.

This dashboard provides insight into which locations attract the most travellers.

Possible applications

- Product development
- Market comparisons
- Trend analysis
- Marketing campaigns

Potential value

A quicker understanding of travellers' changing preferences.

Dashboard 4

Popular travel routes

🕒 Meest bezochte plekken			
LAND	REGIO	BEZOEKERS	VERBLIJF
ES	Barcelona — Eixample	142	4.5 u
ES	Madrid — Centro	118	3.5 u
ES	Mallorca — Palma	94	5.1 u
ES	Sevilla — Casco Antiguo	61	3.1 u
IT	Rome — Centro Storico	128	4 u
IT	Milaan — Duomo	97	2.8 u
IT	Florence — Uffizi	73	3.3 u
IT	Venetië — San Marco	68	3.5 u
GR	Athene — Plaka	84	3.3 u
GR	Santorini — Oia	61	4.6 u
GR	Kreta — Chania	47	5.2 u
PT	Lissabon — Baixa	92	3.8 u
PT	Porto — Ribeira	64	3.5 u
PT	Algarve — Faro	48	5.6 u

Why is this relevant??

The value of a destination is increasingly determined by its place within a wider itinerary.

Possible applications

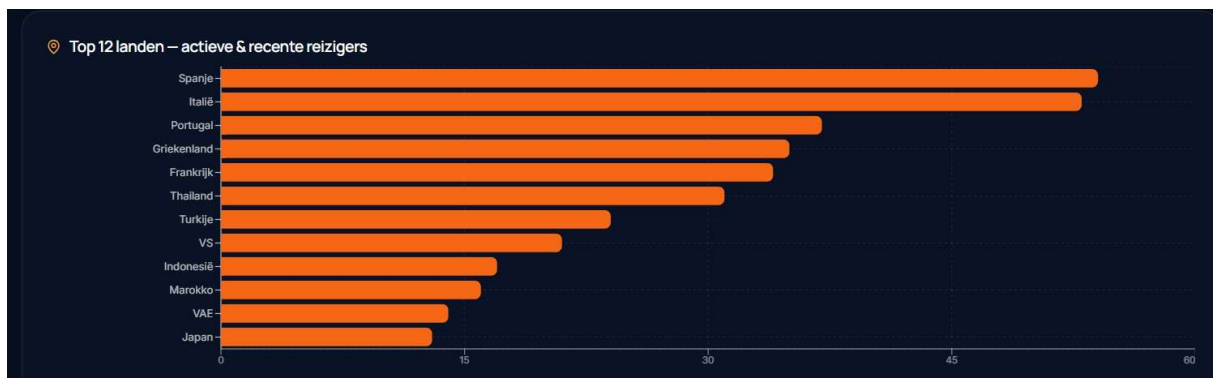
- Developing package tours
- Establishing new partnerships
- Route optimisation
- Multi-country programmes

Potential value

Understanding how travellers combine different countries and regions.

Dashboard 5

Length of stay and visitor patterns



Waarom is dit relevant?

It's not just the number of visitors that matters.

The length of stay also determines the economic impact of tourism.

Possible applications

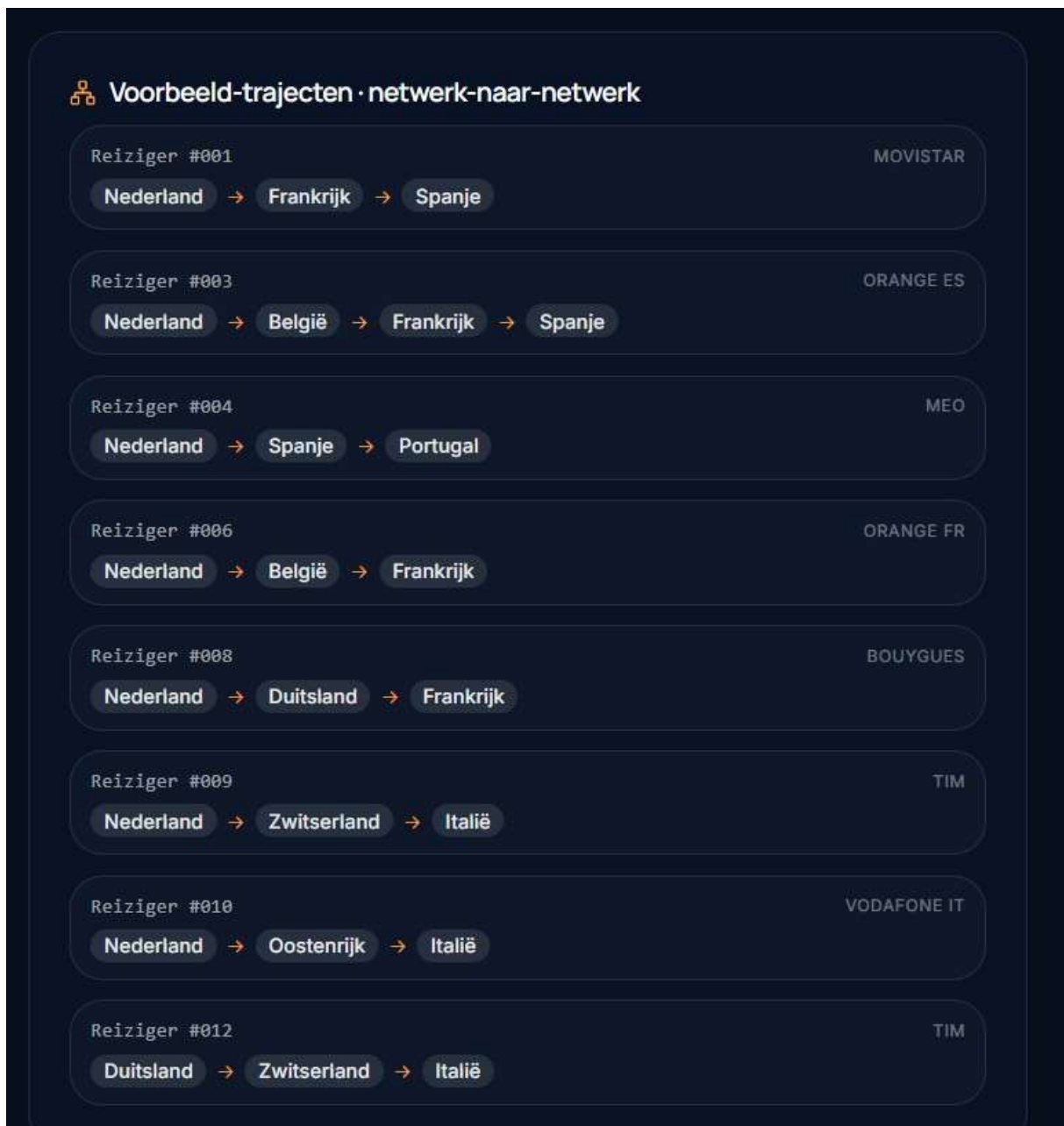
- Segmentation of travellers
- Optimisation of holiday packages
- Comparison of destinations
- Seasonal analysis

Potential value

A better understanding of the quality of visitor flows.

Dashboard 6

Travel patterns between destinations



Why is this relevant??

This dashboard shows how travellers move between different destinations.

Possible applications

- Identification of new routes
- Analysis of travel behaviour
- Strategic product development
- Destination partnerships

Potential value

Gaining a better understanding of how travellers actually plan their trips.

Dashboard 7

Growth and trend analysis

✈ Populairste routes			
VAN	NAAR	REIZIGERS	GEM. TRANSIT
Nederland	Spanje	312	3.1 u
Nederland	Italië	254	2.7 u
Nederland	Frankrijk	241	1.5 u
Nederland	Portugal	198	3.6 u
Nederland	Griekenland	187	3.4 u
Nederland	Thailand	162	11.2 u
Nederland	Turkije	144	3.9 u
Nederland	VS	138	8.7 u
Nederland	Indonesië	121	13.8 u
Nederland	Marokko	109	3.5 u
Nederland	VAE	98	6.9 u
Nederland	Japan	87	11.5 u
Frankrijk	Spanje	84	1.6 u
Spanje	Portugal	76	1.3 u

Why is this relevant??

Not all destinations are growing at the same rate.

This type of dashboard helps to identify high-growth companies at an early stage.

Possible applications

- Prioritise investments
- Explore new markets
- Optimise marketing budgets
- Encourage innovation

Potential value

Vroegtijdige detectie van marktverschuivingen.

Summary

Potential future insights for the sector

In the long term, QMD-Connect Intelligence can help to improve our understanding of:

- ✓ Global travel flows
 - ✓ Popular destinations
 - ✓ New travel routes
 - ✓ Length of stay
 - ✓ Seasonal patterns
 - ✓ Growing markets
 - ✓ Multi-country travel
 - ✓ Visitor behaviour
 - ✓ Destination Intelligence
 - ✓ Travel Flow Intelligence
 - ✓ Strategic trend analysis
-

Important

The dashboards shown in this appendix are intended solely to illustrate possible future applications of QMD-Connect Intelligence.

The ultimate availability of specific dashboards and analyses will depend on scale, regulations, privacy requirements, technical developments and market demand.

This provides the VISIT ALENTEJO PORTUGAL AND ITS MEMBERS not only with screenshots, but also with a clear explanation for each image. As a result, the dashboards become a strategic part of the dossier rather than merely attractive screens.

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