

# HiGem

AI trip companion &  
platform for sustainable tourism



**HiGem is short for “Hidden Gem” – it unlocks hidden gems and new horizons for tourists, local businesses and authorities**



Provide better  
experience for  
tourists & visitors



Unlock the  
unstructured  
market potential

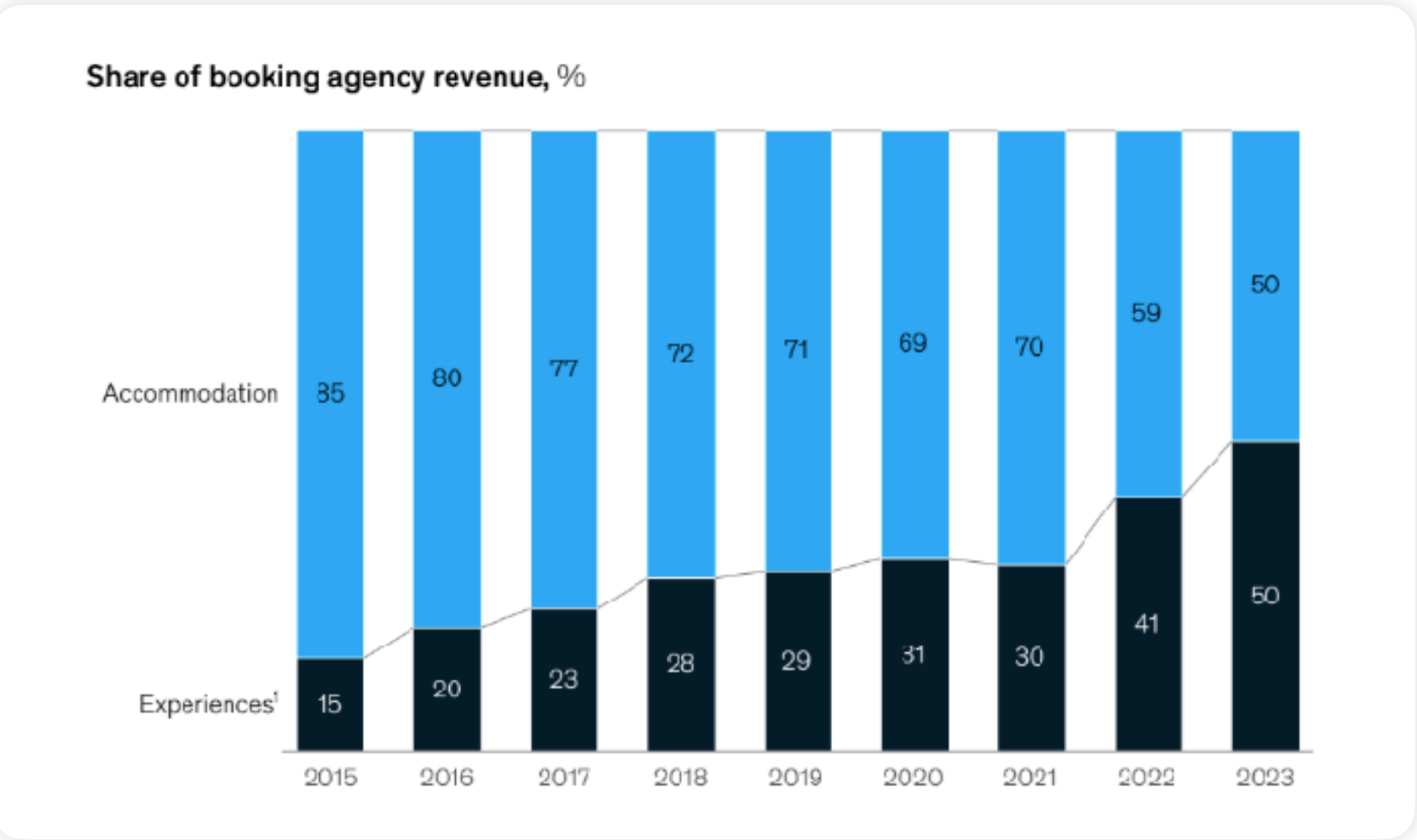


Foster sustainable  
tourism growth  
& governance

Provide better experience for tourists & visitors

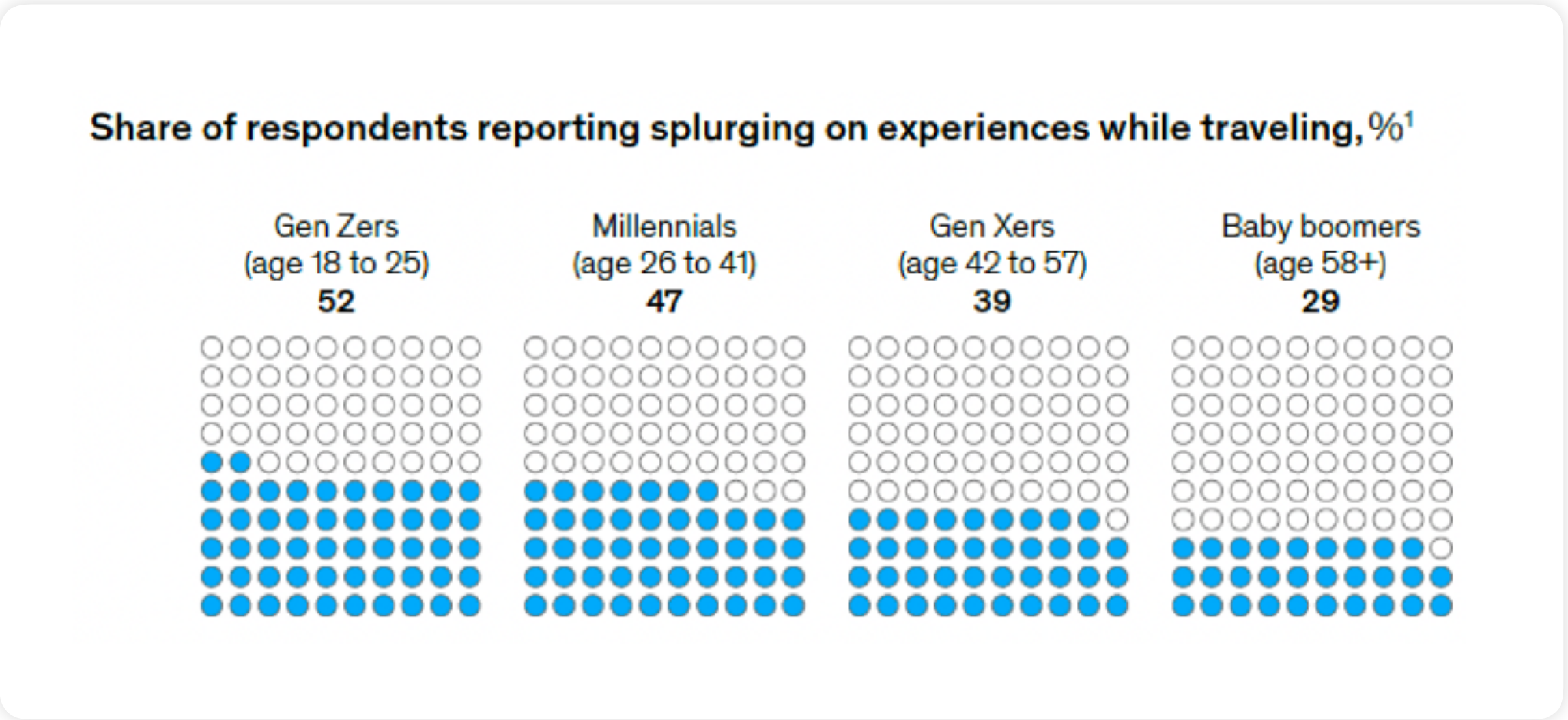
# Nowadays: Experiences play a crucial role in influencing travelers' choice of destination worldwide

The global market for travel experiences offers **a more than \$1 trillion opportunity**. Younger generations, in particular, demonstrate an eagerness to easily spend on experiences, suggesting the sector will continue to expand.



Experiences is the most fast growing market segment — % share of spendings are shifting from accommodation and transport to experiences.

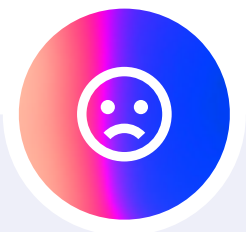
Source: “The state of tourism and hospitality 2024” by McKinsey&Co (May 2024)



One of the driver is younger generations. GenZers and Millennials are more willing than other generations to devote significant spending toward travel experiences.

Source: “The state of tourism and hospitality 2024” by McKinsey&Co (May 2024)

# At the same time: tourists are underserved during their trip



## Frustration by unfamiliar place

"Out of our two-week vacation, we spent the first week figuring out the best way to relax in this place."

— Larisa, Germany



## Underserved demand

"I love fishing, but it took two days to find these services and book a boat."

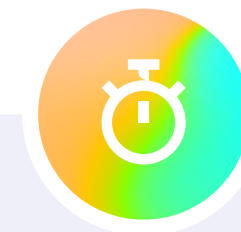
— Dmitriy, Cyprus



## Mess with transport

"There's no information on where to park best, so I end up wasting a lot of time."

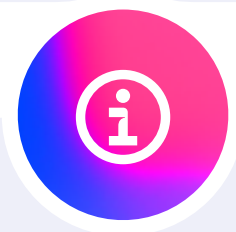
— Bogdan, Serbia



## Waste time on web research

"To decide where to go, I open an online searching tool and start reading various websites, and that can take hours."

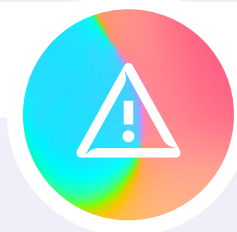
— Roman, Spain



## Outdated and incomplete info

"There's no up-to-date online information about prices and the menu for the café, or even if it's open."

— Bogdan, Serbia



## Misleading ads or even scam

"We chose a boat tour, but it was for less time than promised and showed the caves from a distance — very disappointing."

— Emily, UK



## Safety concerns

"Our whole family got sick, and we didn't know where to go for medical help where we could speak a familiar language."

— Vasilisa, Russia



# Experiences providers are often stuck between outdated offline promotion channels and sophisticated digital world

Only 25% of experiences market are structured and paid today

Accommodation and transport market segments are here with >90%



## Reasons:

- Global bigtech and traveltech companies don't care about business of local providers.
- They have expensive listings, promotions and commissions.
- Barriers to start: old providers has history and ratings, paid for promotion a lot already.
- Time consuming to learn and manage offerings across different platforms.
- Difficult to show unique offering among overwhelming exposition.
- Etc.

## To sum up:

**Local experiences providers need a cheaper and easier way to be successful with online channels.**



# Hidden market opportunities might be the key to solve today's industry growth challenges in Montenegro

## Challenges

2024 is the first time since 2006 (excluding the pandemic year of 2020) when tourism revenues decreased compared to the previous year.

"The tourism season, instead of acting as an economic growth driver, resulted in a decrease in revenue of nearly 4% or about 50mIn.EUR. in the first three quarters of this year ... This could further weaken our international competitiveness, We must not allow tourism, as the main driver of our economy, to enter a dangerous stagnation zone."

— President of Montenegro, Jakov Milatovic

## Opportunities

~€300mIn

Structured experiences market.

✦ Highly charged by global experiences distribution platforms (average commission is about 20-30%).

~€900mIn

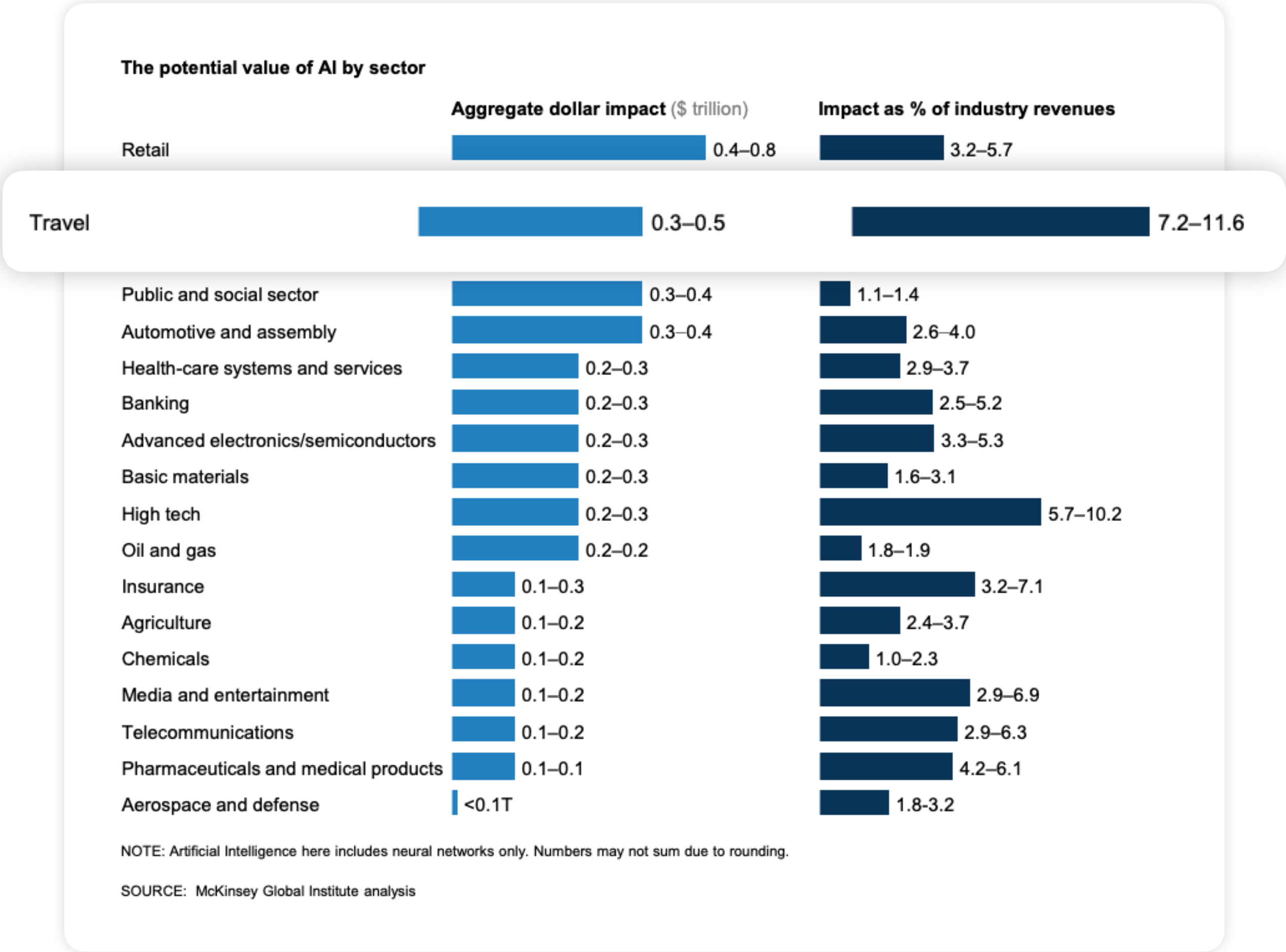
Unstructured experiences market.

✦ Shadow economy and lost opportunities are hidden potential of market growth.



The opportunity

# AI could be a game-changer with very promising tourism industry impact predictions



7.2-11.6%

of tourism industry revenues surplus could be reached by leveraging AI.

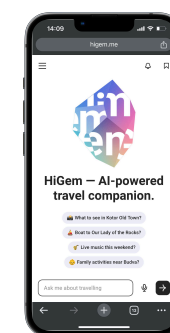
In TOP-5 among all industries.

#1 for industry revenues impact.



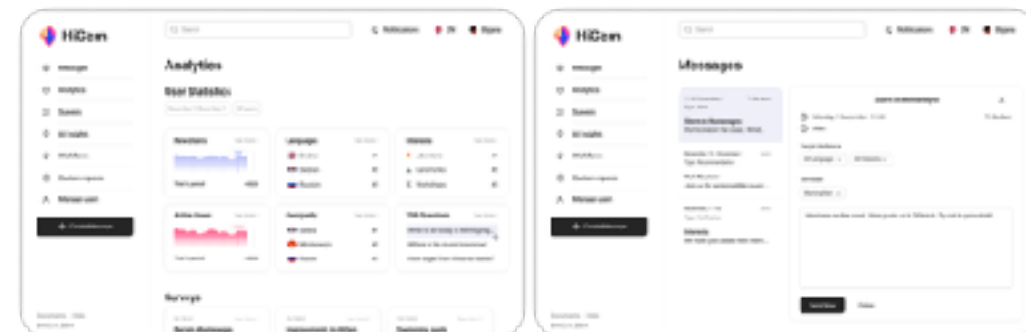
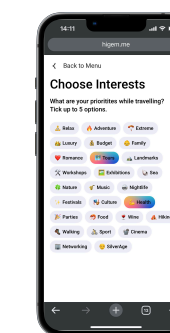
The solution

# HiGem is the comprehensive AI-based solution that is focused on tourism industry development



Enrich your travel experience

**AI trip companion**  
for tourists and digital nomads



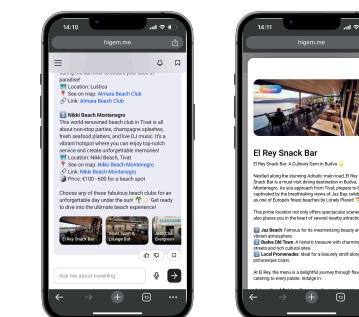
Develop sustainable tourism

**Platform for governance**  
for local tourism and economic  
development authorities



## HiGem Core

AI engine + Data

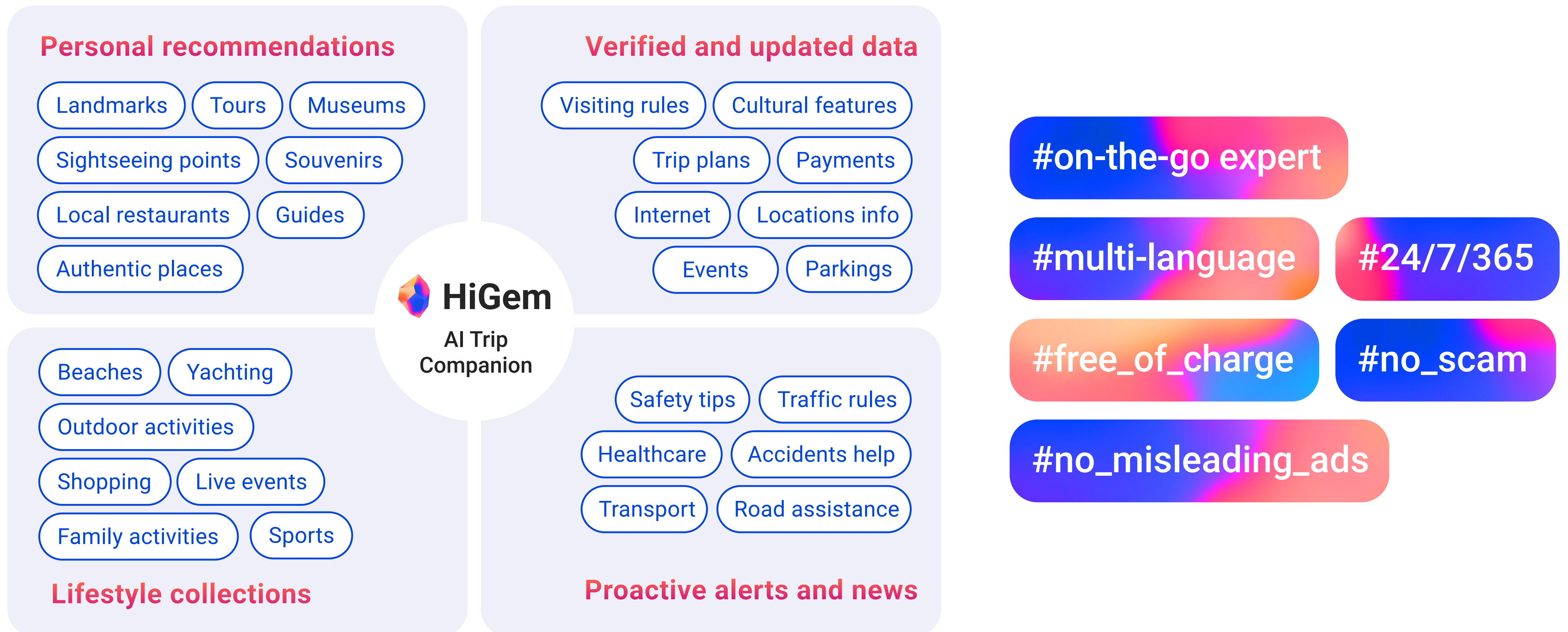


Leverage your business growth

**Easy & cost-effective tool**  
**to get more clients** for local businesses  
and entrepreneurs

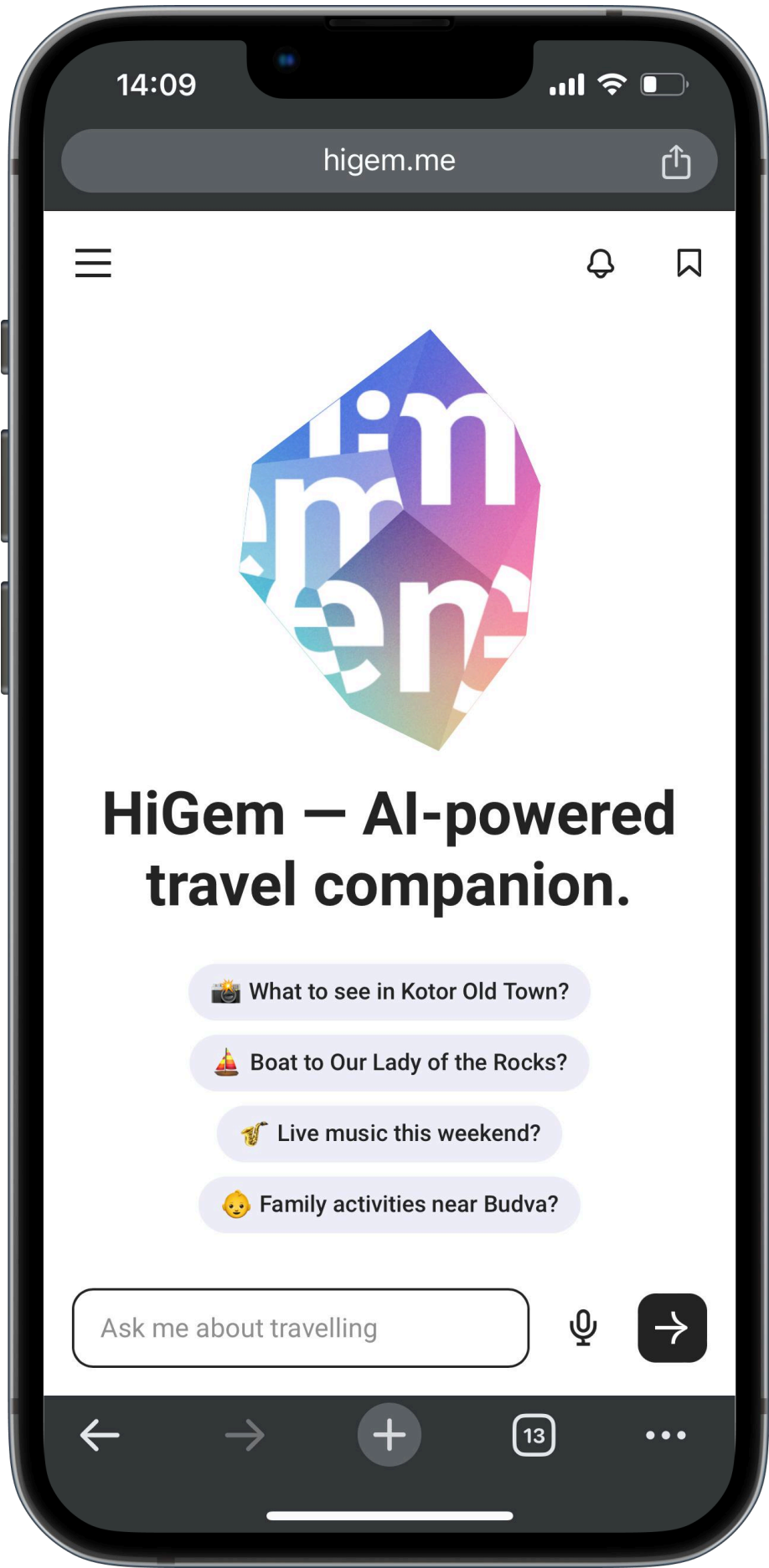


# HiGem enriches travel experience, save valuable time, ensures comfort and safety

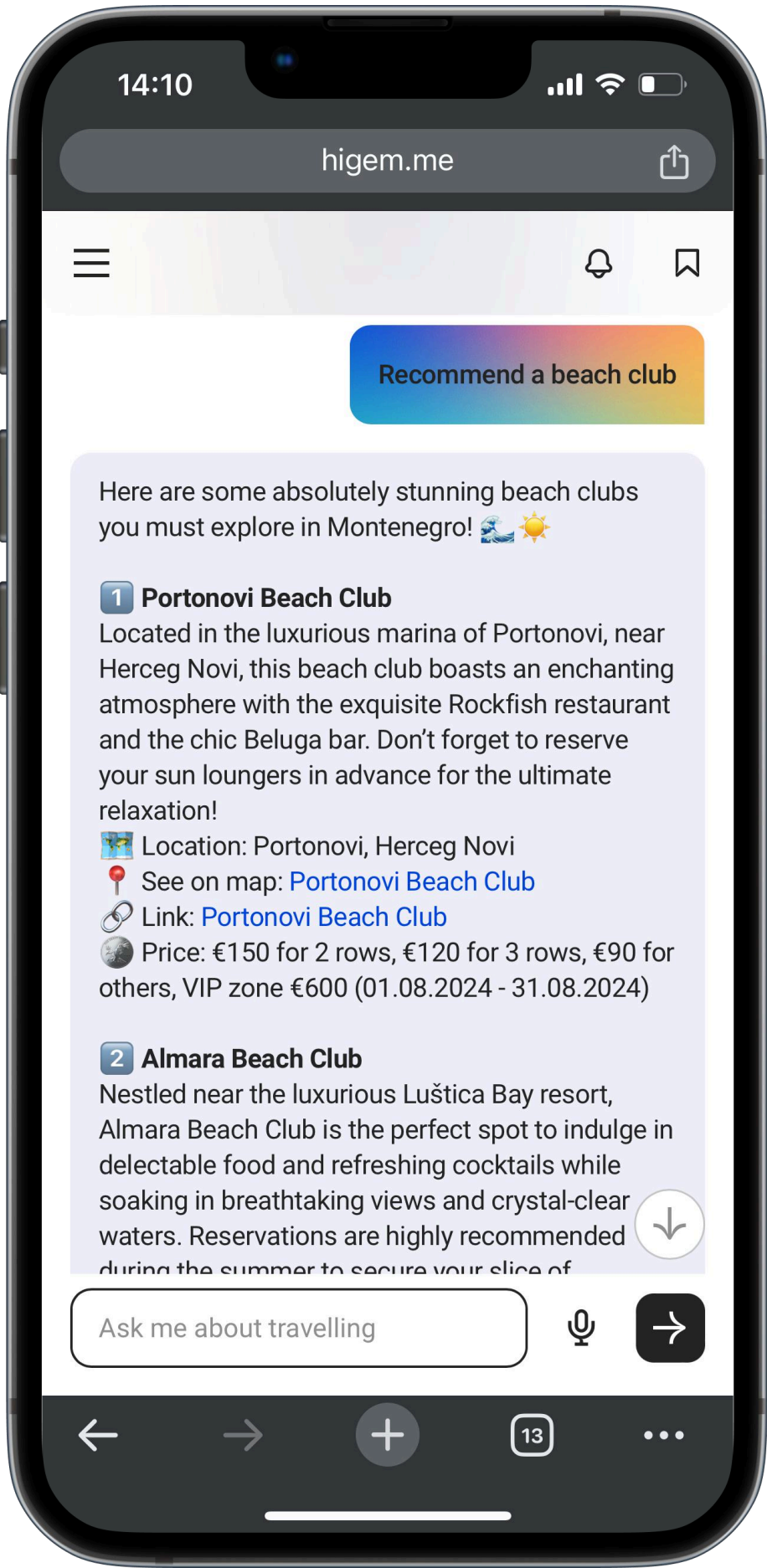




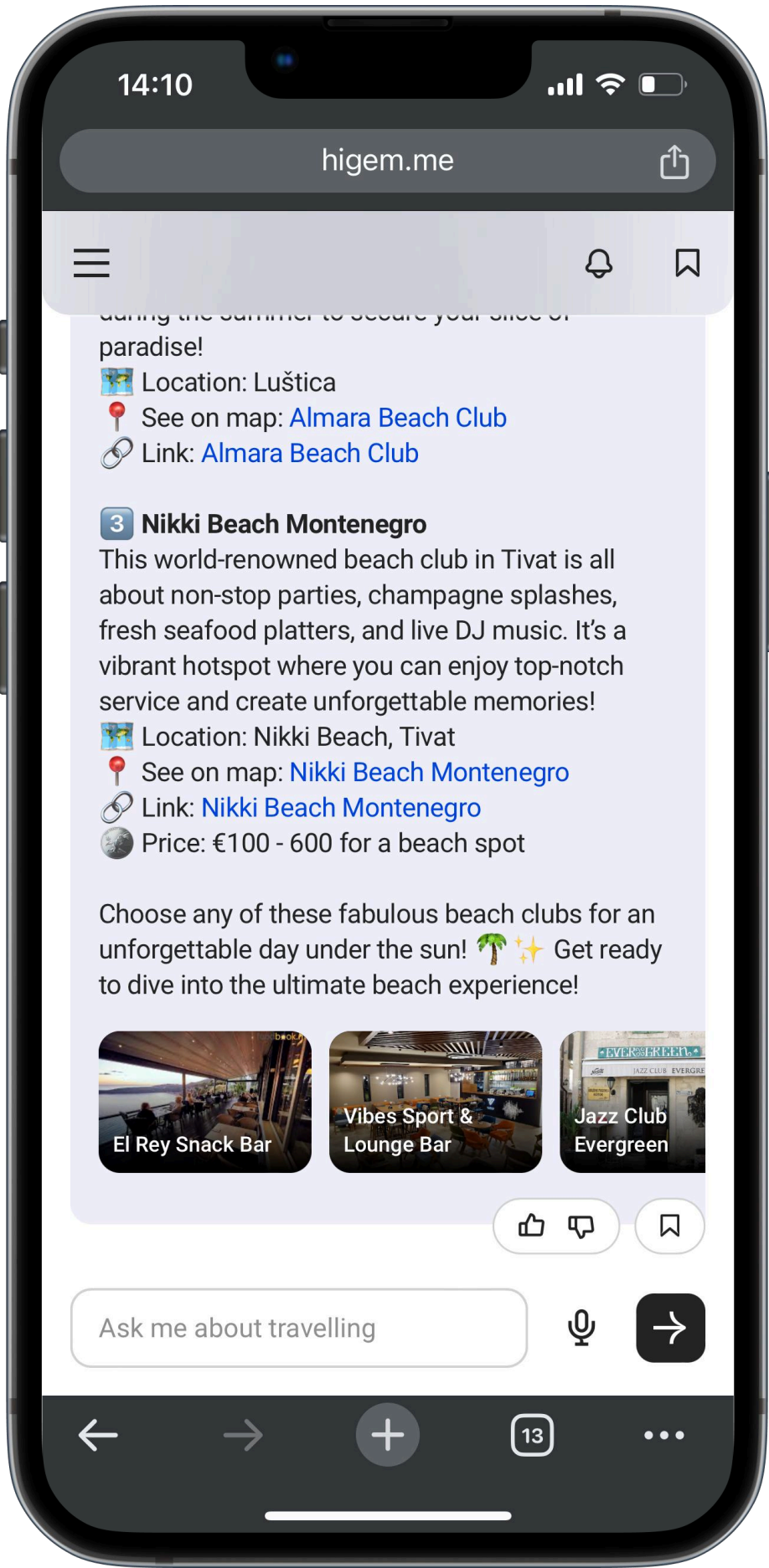
# Easy onboarding and simple chatting



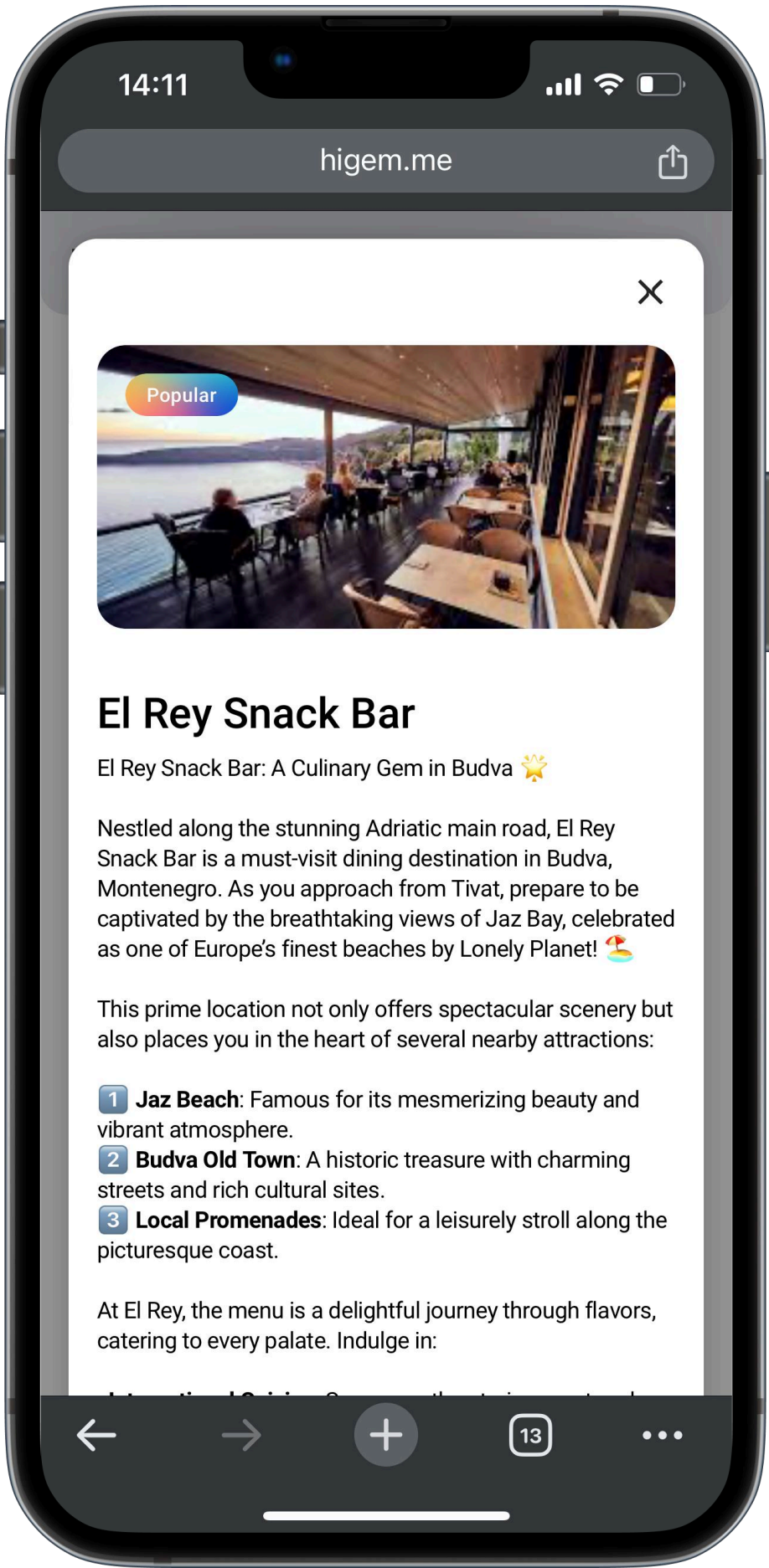
Ask your question via simple chat



Get your answer with options and key highlights



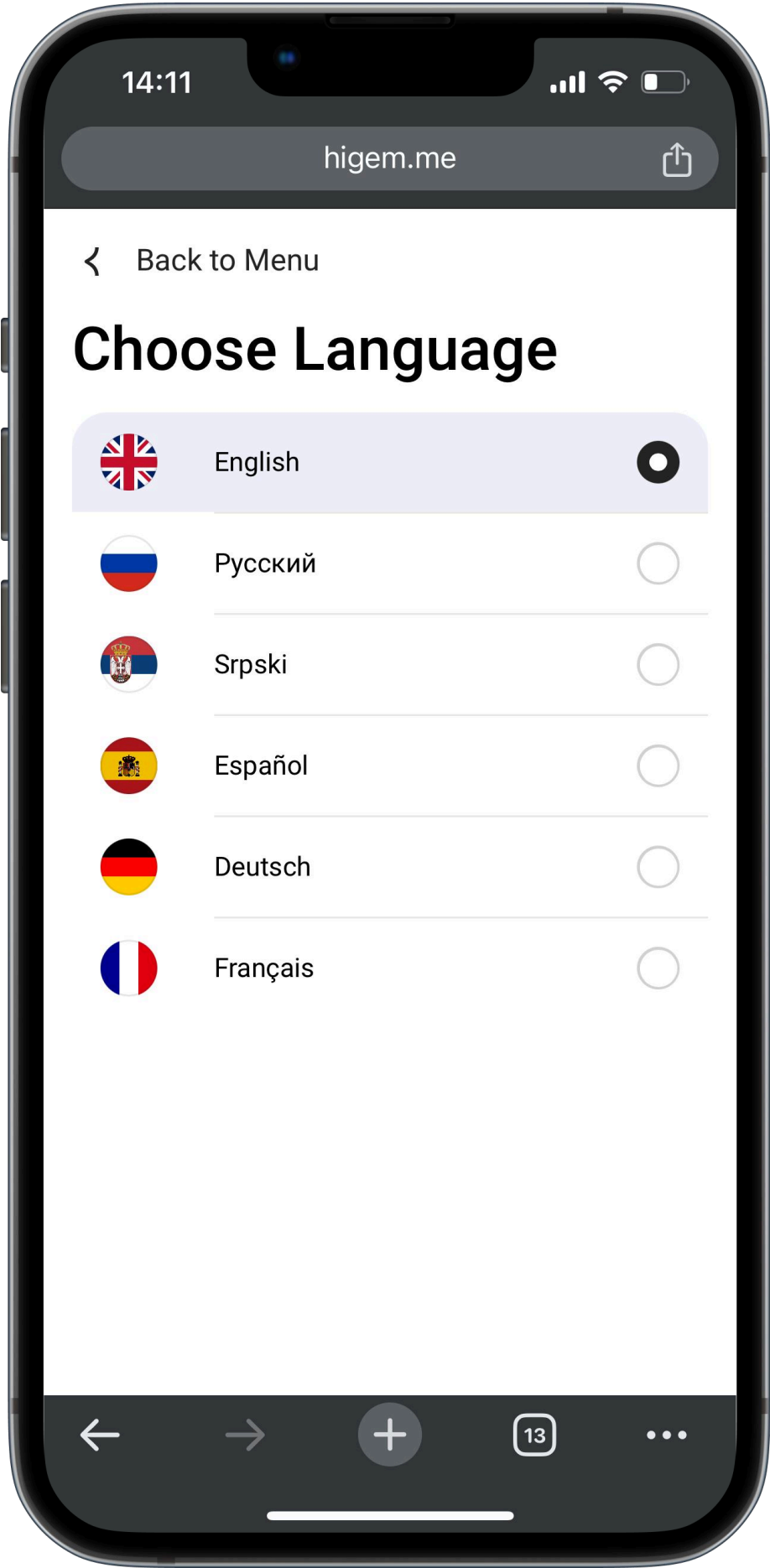
See different options, save favorite answers, share your feedback



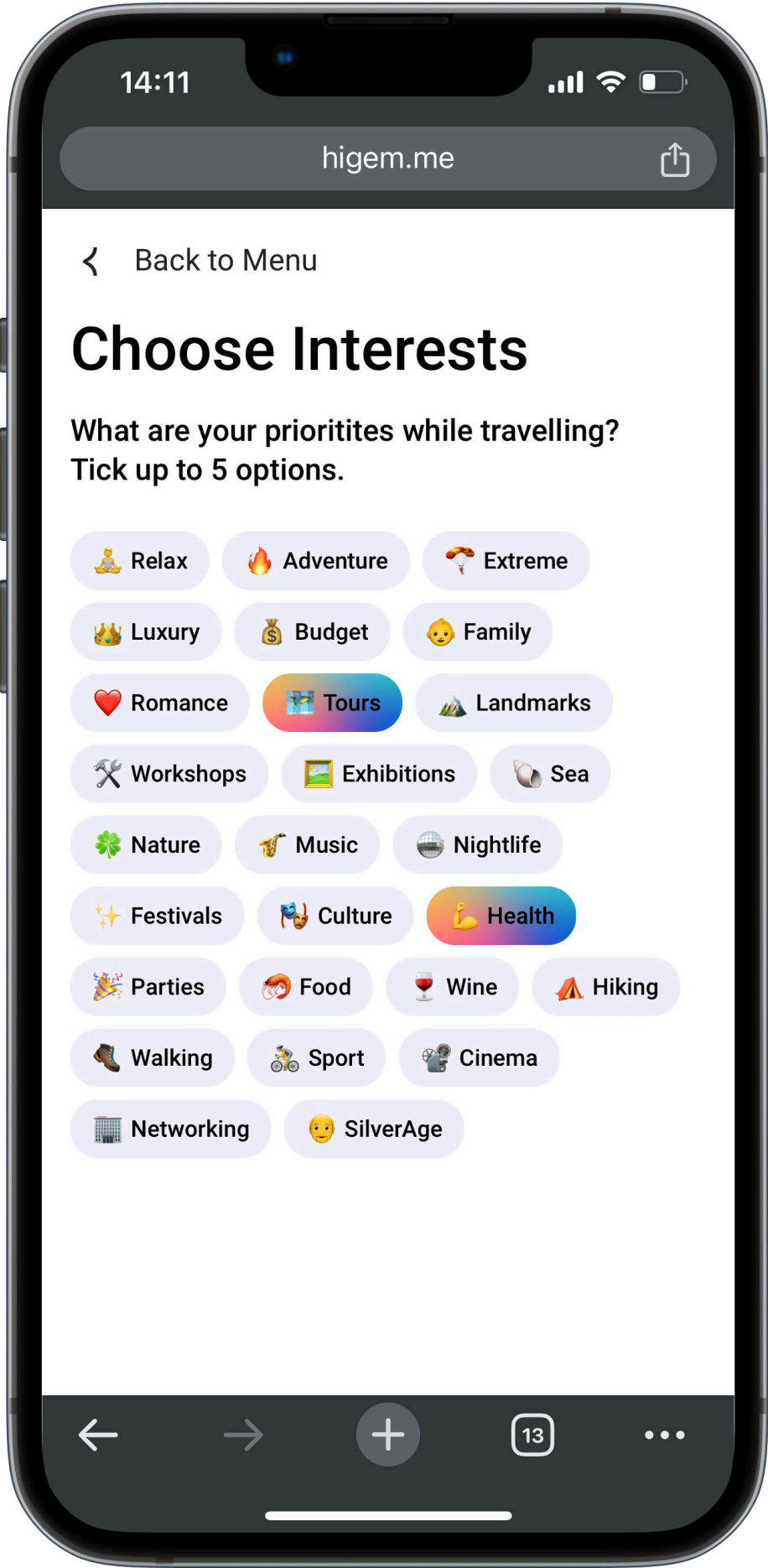
Tap on banner to see details of the option you chose



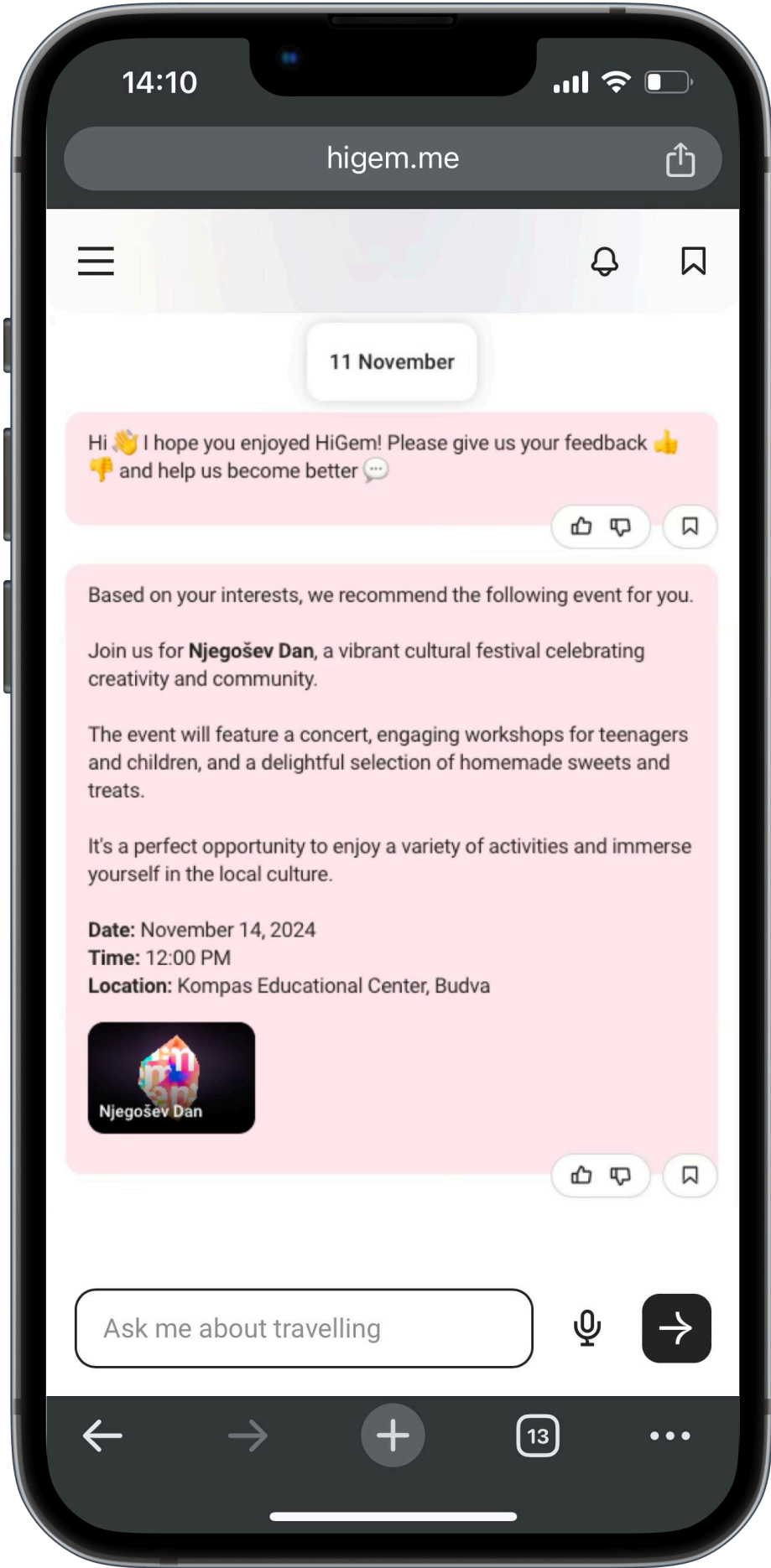
# Personalization and pro-active care



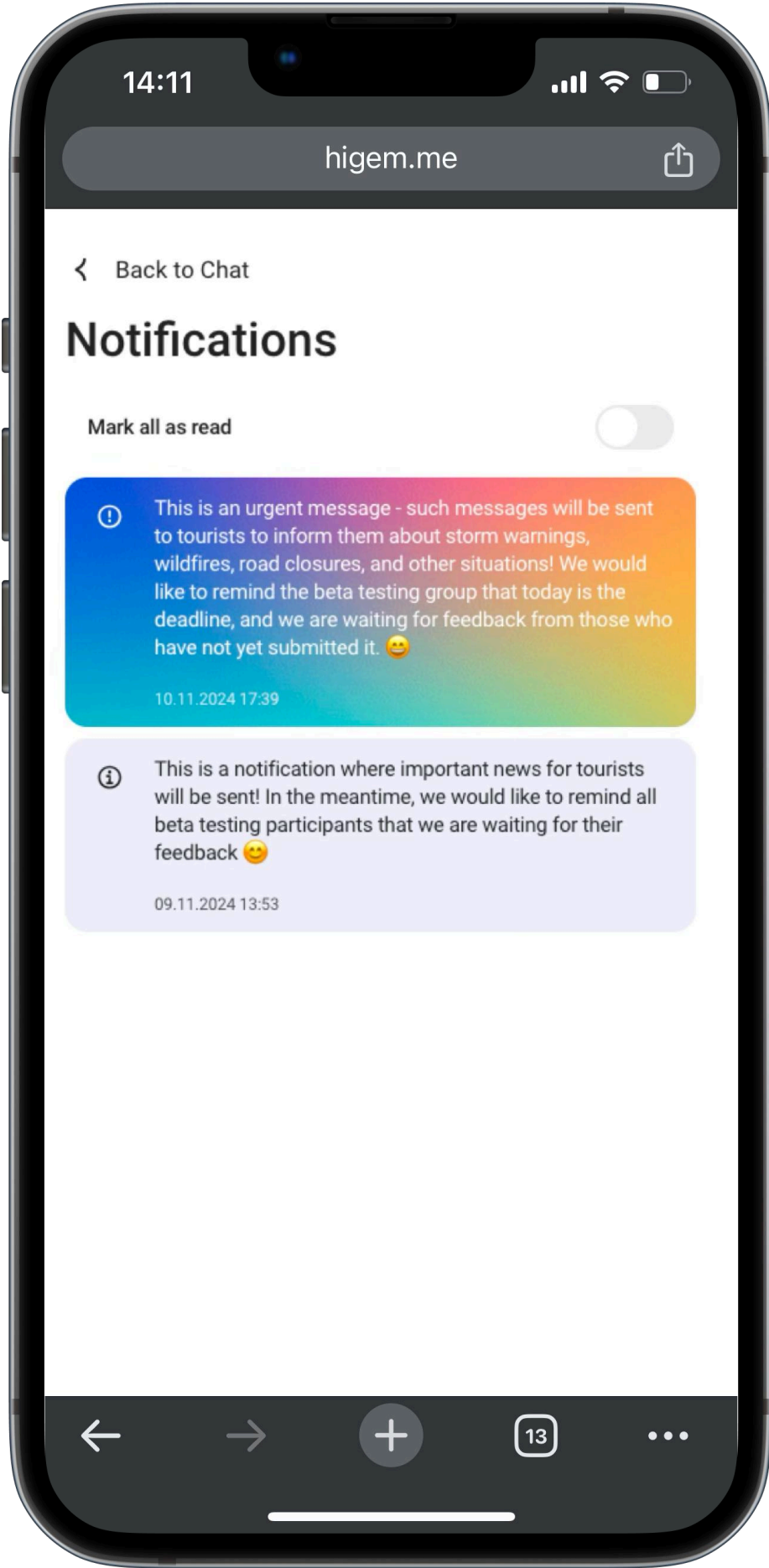
You can change language



Choose your interests for personalization



Get personal insights and recommendations



Don't miss any important news and alerts



# Key pillars of HiGem strategy for the following year

1

Incorporate in **innovations friendly** environment.

Get the residence in innovation cluster with gaining special status and preferences.

2

**Fundraise** for further product development and go-to-market strategy implementation.

Prioritizing institutional investors but also applying to top-tier accelerators, some VCs and angel investors.

3

Partnership with the local government and **start the first project** of platform implementation.

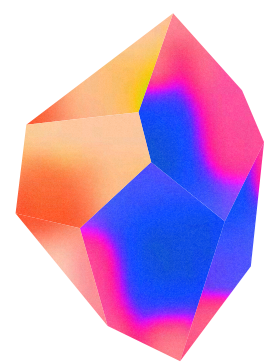
Eager to make the first project with free of charge license and at cost basis implementation services. The goal is to achieve meaningful results to showcase the potential impact.

4

**Grow globally** and bring value to sustainable tourism worldwide leveraging the platform.

While developing AI infrastructure for sustainable tourism in other locations HiGem is staying committed to bring a value to the location where it is incorporated and to its investors.





# HiGem



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