

Building an Ecosystem of Travel Tech Companies through experimentation: Andalucía Case Study



José Luis Córdoba
Managing Director
@jlcordoba

Phase 1

Building a base of Small Travel Companies
sensitive to Digitalisation:
Creating the demand for Start-ups

[Starting at 2007 and still in progress]

What was happening in 2007?

Internet was disrupting the travel Industry,
Small companies were falling behind
because they were lacking the financial and
knowledge resources that were required.



andalucia lab

TARGET:

Reduction of the knowledge gap, offering:

Recipes and knowledge ready to be used:

- Workshops
- Consultancies
- Specialized services
- Content strategies

A woman in a white top is presenting to a group of people in a workshop. She is standing in front of a large screen displaying a logo with the letters 'la' in purple and pink. The room has a white wall and a window with blinds. Several people are seated at desks with laptops, some looking towards the presenter. A pink handbag is on a desk in the foreground.

Workshops

- Related to **the digital economy**: Search Engine optimization, Channel Managers, OTA's optimization, Content marketing, etc.
- Short and **practical formats**.
- Focused on **all the segments** that make up the travel industry.

A photograph of three people in a meeting room. A man in a checkered shirt is pointing at a laptop on a table. Another man in a light purple polo shirt is looking at the laptop. A woman in a patterned dress is also looking at the laptop. In the background, a large monitor displays the website for Andalucía Lab, which includes the text 'Andalucía Lab' and 'Iniciativa de Innovación y Transferencia de Tecnología'.

Consultancies

- Focused on solving SMEs particular issues.



INICIO

FORMACIÓN

FAQS

CONTACTO

Services:

Consultancies about Revenue Management and Access to a Channel Manager adapted to Small Hoteliers.



Blog and Newsletters about digital content for Travel Professionals:

Andalucía Lab > Blog Andalucía Lab, Innovación en Turismo

Andalucía Lab ▾ Servicios Profesionales ▾ Recursos digitales Eventos y Consultorías Emprendedores ▾ Demo Lab ▾ Blog

Demo Lab

Blog Andalucía Lab, Innovación en Turismo

Innovación y turismo en artículos de fácil y rápida lectura. En él, tanto el profesional como el estudiante turístico encontrarán una gran herramienta didáctica con recursos, tutoriales y guías orientativas para reforzar la competitividad de la industria turística.



Un hotel inteligente no sólo lo hace la tecnología, también las personas

📅 8 noviembre, 2018

Un hotel inteligente debe tener una estrategia integrada en todas las áreas donde el proceso de digitalización, la incorporación tecnológica y el equipo humano deben estar perfectamente alineados.



Fórmulas de innovación y cooperación empresarial en

📅 5 noviembre, 2018

Desde hace años hay otra manera de atraer a los clientes: desarrollando en sí una experiencia en el propio concepto del alojamiento.



Nuevas tendencias en formación y productividad

📅 31 octubre, 2018

¿Hacia dónde se está enfocando el modelo de turismo en la actualidad? ¿Cómo se puede llegar a ser competitivo y sostenible? ¿Qué papel juega la formación y el conocimiento?

RRSS



Results:

- **First adopters and young companies** were the initial base of users.
- Today there are more than **3,000 active companies** in Andalucía Lab database.
- We are in **permanent contact with the industry**, this enable us to learn about what solutions are enough mature to satisfy the Travel Small companies demands.



Phase 2

Incorporating Travel tech companies to the Ecosystem

[Starting at 2012 and still in progress]

Andalucía

Demo Lab

- Many **Travel technology** companies **approached Andalusia Lab** to be able to reach the travel companies.
- At the same **Travel companies find difficult to understand** the available solutions.
- The Demo Lab consists in a Technology showroom and a program of events that solves both problems: **approaching the tech and the travel industries.**



Demo Lab

There are 25 technology – travel companies active in this program, more than 4 events are organized every year.

A person in a checkered shirt is pointing at a large digital screen displaying a colorful map or data visualization. The room is bright and modern, with large windows overlooking a green outdoor area with trees and a fence. Several people are seated at round tables, listening to the presentation. The floor is blue, and the chairs are light-colored.

Coworking Lab

- Program focused on attracting to Andalusia Lab **digital marketing professionals, developers** freelancers with a base of customers in the travel industry.
- **Offering connections, the Andalusia Lab Ecosystem, a great place:** very close to the beach, high quality of life during the whole year, etc.

A man with dark hair and glasses, wearing a light blue button-down shirt, is seated at a desk in a bright, modern office. He is looking at a computer monitor which displays the text "Andalucía Lab" in a stylized font. He is also writing in a spiral-bound notebook with a black pen. The desk is cluttered with a keyboard, mouse, calculator, and various papers. In the background, other office workers are visible at their desks, creating a busy, collaborative environment.

There are more than **40 active co-workers.**

Andalucía lab

Phase 3 The internationalization Phase: Andalucía HUB

Attracting and boosting Travel Tech
companies.

[Starting at 2019]

Andalucía

What is happening in 2019?

- Tech Travel European Companies are approaching Andalucía Lab to market their services in Andalucía.
- We have learnt that **lack of talent** is a great issue for scaling.
- We have experience about how to market Tech services and help Start-ups during first stages,
- Andalucía / Málaga/ Marbella are very attractive places for investors and entrepreneurs



Andalucía